

A hand holding a yellow sticky note next to a laptop, a smartphone, and a notebook with a pen. The background is a light-colored wooden surface with a yellow horizontal band. In the top right corner, there are white tulips.

# MODERN SOCIAL MEDIA MARKETING

*Unleash the Power  
of Modern Social  
Media Marketing  
in 10 Steps*

# Modern Social Media Marketing – Resources Report

**Step 1:** Find your business type

Resource(s): Google search : <http://www.google.com>

**Step 2:** Identify matching content/publishing strategy/content types

Resource(s): Your competitors' accounts on

- Facebook: <http://www.facebook.com>
- Twitter: <http://www.twitter.com>
- Pinterest <http://pinterest.com>
- Instagram: <http://www.instagram.com>
- Google+
- Other social media platforms

**Step 3:** Niche research / targeting

Resource(s): Google search : <http://www.google.com>

Resource(s): Your competitors' accounts on

- Facebook: <http://www.facebook.com>
- Twitter: <http://www.twitter.com>
- Pinterest <http://pinterest.com>
- Instagram: <http://www.instagram.com>
- Google+
- Other social media platforms

**Step 4:** Content curation Basics

Resource(s): Your competitors' CONTENT on

- Facebook: <http://www.facebook.com>

- Twitter: <http://www.twitter.com>
- Pinterest <http://pinterest.com>
- Instagram: <http://www.instagram.com>
- Google+
- Other social media platforms

Resource(s): Google search for niche-specific content : <http://www.google.com>

**Step 5:** Be Clear about your Content Curation Strategy

**Step 6:** Reverse Engineer your competitors' TOP content the right way

Resource(s): Your competitors' CONTENT on

- Facebook: <http://www.facebook.com>
- Twitter: <http://www.twitter.com>
- Pinterest <http://pinterest.com>
- Instagram: <http://www.instagram.com>
- Google+
- Other social media platforms

**Step 7:** Finetune your PAYLOAD content

Resource(s): StatCounter <http://www.statcounter.com> / <http://www.analytics.google.com>

**Step 8:** Market your LIST right!

Resource(s): Mailing list Program

- Aweber.com : <http://www.aweber.com>
- GetResponse.com : <http://www.getresponse.com>

Resource(s): Squeeze page design: Fiverr.com : <http://www.fiverr.com>

**Step 9:** Unlock the power of REPURPOSED (multi-platform) content

Resource(s):

- Slideshow Creator: Photostage Slide Show Creator
- Infographics creation: Fiverr.com : <http://www.fiverr.com>

- Header picture creation: Fiverr.com : <http://www.fiverr.com>

Resource(s):

- Matching social media platforms
- questions + hashtags: Twitter : <http://www.twitter.com>
- slideshows: Youtube : <http://www.youtube.com>
- slideshows: Slideshare : <http://www.slideshare.com>
- infographics: pinterest : <http://www.pinterest.com>
- wide range of content types distribution: Facebook groups

### **Step 10:** Automating Content Sharing

Resource(s):

- Socialloomph.com : <http://www.socialloomph.com>
- Hootsuite.Com : <http://www.hootsuite.com>

### **Step 11:** Scale up Your Targeting

Experiment with different hashtags

Resource(s): Use hashtags from different platforms

- Twitter
- Instagram
- Facebook

Experiment with PAID traffic

Resource(s):

- Facebook Ads manager

### **Step 12:** Sell to your LIST differently

Resource(s):

- Aweber segmented list capabilities : <http://www.aweber.com>

### **Step 13:** Reinvest your profits the right way

Resource(s):

- Facebook ad management system

- Use lookalike audience functionality

Resource(s):

- Low cost Original content: <http://www.ozki.org>

- Low cost product creation services: <http://www.yourfulltimewriter.com>

Resource(s): Product sales platforms

- <http://www.clickbank.com>

- <http://www.jvzoo.com>