

20 Insider Secrets

for Making Money via Social Media



1 How often should I Tweet?

A good minimum is twice per day, more if it suits your market, lots more if it is engaging your customers directly with replies and mentions. Some of the top 'Tweeters' send out Tweets 20-25 times per day. Don't panic about what you are going to say for now, you'll discover an endless supply of Tweets can easily be found. Keep your Tweets a mix of personal comment, reviews, opinions, links, reactions, ideas, thoughts and helpful information related to your products or industry.

2 What should I Blog about?

Pick a single topic, something you love talking about anyway, but preferably the industry you are already in or complimentary to your product. If your aim is to make money from blogging then you must consider how you want to make that money. Affiliate programs allow you to create links that will generate income but require you to make honest opinions of the products to create a lasting readership.

Making money from advertising requires a large following so you must be dedicated to your readers and building your readership.

Direct selling is complimentary to your articles but very effective if you engage your readers and take care NOT to sell to them. People come to blogs to read opinions and ideas, not shop. If you build trust and interest in your brand through your blog people will naturally want to buy your products as well.

3 I don't understand Twitter?

Twitter is instant connection with others, gauging what others are saying about your brand. Follow people who feed you useful information related to your business. Others will follow you to get the 'inside track' on your business, from a person not normally accessible via the usual channels, e.g. phone, website, e-mail. It takes one to two weeks of following Tweets and issuing Tweets to really get the hang of it but remember Twitter.com is just one way to view the constant updates. Third party software can make Twitter much easier to use and much more rewarding.

4 Should I keep personal and business Facebook separate?

Usually, not all of your friends want to hear about your business all of the time, but your customers will be happy to hear about it much more often. If personal relationships are a key part of your business then adding them as friends makes sense but be careful how you send out information. Add them to your friend list but filter your family and non-work friends from receiving your work related posts or encourage your work friends to 'like' your business page then post business news via that page only.

5 I'm already on Facebook but not Twitter, do I need both?

Not all businesses need Facebook or Twitter but you'll be amazed at how much new business and market information you can gather using these platforms. You can also combine your accounts so you're not double-posting which takes up valuable time. Installing Twitter as an APP on Facebook ensures that posts on either channel are repeated on the other but third party software such as [Hootsuite](#) are really the key to managing posts to multiple types of account.

6 How do I find out what people are saying about my brand?

There are lots of ways to search Facebook, Twitter, blogs and forums for comments on your brand but research software is where you will discover the power to stop searching and simply receive notifications when someone mentions you. Automating your research is how many companies keep a finger on the pulse of their brand and also on their competition without spending hours trawling the thousands of channels which might mention them.

Following your competitors is an obvious way to get their updates but they can also see that you are following them. Professional software such as Radian 6 gives you a detailed 'listening' tool but costs hundreds of pounds per month. Websites such as Tweetbeep, Monittor, Trakur and SocialMention will give you a more manual but cheaper toolkit for keeping an eye on your brand back-chatter.

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Should I be using Tweetdeck or Hootsuite or another social media Dashboard?

Absolutely, these packages are the first step in automating your social media output from sending messages to multiple accounts, scheduling messages for later in the day, the week or even the month and monitoring multiple accounts across several channels including Facebook, Twitter, FourSquare, LinkedIn, Ping and others. They also provide invaluable statistics on the reach of your social media marketing. [Hootsuite](#) also includes Ow.ly, a URL shortener which creates short links that can be tracked via the hootsuite dashboard. The basic version is free and the pro version is only a few dollars per month.

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Can I get someone else to handle my social media marketing?

Outsourcing is essential when you don't have the time or skills in-house to manage online marketing. Social media is particularly demanding of time but you don't have to hand over your company just to be 'out there'. A carefully designed strategy will allow you to outsource the time consuming side of marketing, collating and statistical analysis while staying in direct touch with your customers. You can still reply and engage with your online community but at a pace that suits you, without the pressure to 'keep posting' every couple of hours.



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Can I make money from blogging?

Any channel that attracts large numbers of people is a potential source of income but even small followings can be profitable. The first step is affiliate marketing which takes only a few minutes to setup and can be generating profits the same day. Affiliate products can even enhance your blog or website.

The next step is advertising and direct sales. Advertising profit requires larger numbers of followers but again can enhance a blog by association.

Direct sales can also be profitable with any number of followers but must be carefully managed so as not to give your blog the appearance of a sales pitch..

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What can I use Linked In for?

Linked In was designed to match employers and employees but you can also list your business in its' directory and allow employees to show their positions within the company. This creates an amazingly detailed and up to date directory of key figures within an organisation giving you access to data for sales targeting and equally positioning yourself to others for selling and finding suppliers.

Start by creating your personal profile then a profile for your business. List your business services, specialities and add your logo.

In the 'Answers' section you can demonstrate your industry knowledge by answering questions related to your area of expertise. This generates goodwill and potentially new business. Advertising is also available via the site.

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How do I match my social media presence to my marketing goals?

With each graphic, image, post or reply, consider how that message relates to the overall goal of your business. Does it build brand, deepen a customer relationship, increase product knowledge, redirect them to your website, cause them to pick up the phone or get them talking to their friends about you?

Every action in social media, just like producing a TV ad, billboard poster or business card must contribute to the marketing goals of your business.

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Is there an easy way to measure the effects of my social media marketing?

Google analytics can be integrated into your website and Facebook tabs. Third party software such as Hootsuite will give you insight into Twitter and combined with a URL shortener such as Ow.ly, give you trackable links. Looking for trends between these channels and your point of conversion will give you an idea of the sales power of your social media marketing.

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How do I make money from Facebook and Twitter?

If your point of conversion is through affiliate marketing you can be selling directly via Facebook and Twitter using affiliate links. If you have enough followers advertising is also an option. Shopping carts can also be integrated with your

Facebook account demonstrating your products from within a tab. Driving sales on your website will require a more subtle approach but ultimately you need to drive people AWAY from your Facebook and Twitter accounts and onto your website.

If your goal is to develop a network of people who will talk about your business then keeping them within your social media channels and actively talking about you is key but ultimately they must be driven to a point of conversion to generate sales for you.

14 How do I relate my point of conversion to my social media presence?

This will depend on your point of conversion (POC), for example buying a product on your website, calling to make an appointment, recommending your product or service to a friend, getting feedback and so on can all be points of conversion.

Concentrate on one POC and work your social media presence to achieve that POC. Sales on your website will be driven by encouraging people to leave your social media channels and make a purchase on your website. Recommending your product will require you to engage with your customers on a personal level that causes them to get excited enough about your brand to tell their friends.

15 How do I set up a professional Facebook page?

Create a 'business page', add all of your company's info to the info page, remove the tabs that aren't relevant, add a Welcome tab & set it as the 1st tab to be opened. Profile your services and products on your welcome tab and expand on them in another tab if necessary. Give people an insight into your business through photos and videos. Register your username. Start posting about your products and services and related news. Step-by-step videos for setting up your accounts are available at www.youtube.com/bigbluesquidtv

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How do I set up a professional Twitter account?

Register on the Twitter website, don't post anything. Create a graphic that covers the background with an advert for your business on the left side. The image specifications are 1600x1200 pixels. Keep the advert on the left inside the first 200 pixels from the left. Pixlr.com is a free online image editing program which will allow you to create the image you need.

Change the colours of your profile to your corporate colours and test them to ensure they are readable. Check the colours directly from the Twitter.com home page as they will appear differently to the Profile Settings page. Fill in your company profile information. Find a dozen people in your industry or complimentary to your brand with lots of followers and follow them. A good gauge of people to follow is to look for someone with thousands of followers but they themselves only follow a few people. Step-by-step videos for setting up your accounts are available at <http://www.youtube.com/bigbluesquidtv>

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How do I make sure the staff are saying the right things about us?

Two steps will ensure your staff are giving the right impression about your company. Staff training highlighting the key focus of your social media marketing will ensure that every Tweet and Post is directed toward a specific goal. The goal is based on your social media marketing targets.

Secondly a policy with clear guidelines on the theme of your posts and what cannot be said will keep your staff from straying too far from the company brand.



18 How do I put a staff Social Media Policy in place?

There are many policies published on the web and tools for policy creation. One of the best media policy creators is free and available at policytool.net. This will walk you through the basics of your first policy but don't forget to integrate it with current staff policies to avoid over lapping.

19 How much will it cost to be on Facebook and Twitter?

Many people see these channels as free but you are paying for the time it takes to add content and interact with customers. Budget for this time in your staffs working day. Generating content can also incur costs so be sure to spread out those costs and maximise their exposure.

20 How do I get people off my Facebook and Twitter pages?

It's right for any company to want to engage with their customers and in many cases social media is really a research tool to gauge the feeling for a company's reputation but if it's money you want to make as a result of your social media efforts then you will need a strategy to drive people AWAY from your Facebook, Twitter, YouTube, Linked In and other social media accounts.

As a service provider you must be looking at incentives to pick up the phone and make a booking. As an online retailer you need enticing links to your website with a seamless click-through system. As an offline retailer you have the unenviable job of making your brand stick in the mind of the potential customer to be sure of keeping your name in their mind when they turn the computer off.



About Our Company:

Big Blue Squid is owned and operated by Michael Thompson. With over 10 years experience in online marketing Michael has the experience and technical knowledge to bring your business up to speed quickly without bogging you down in geek-speak.

- Michael has worked within PR photography and image editing for business and government organizations, online marketing for retail and online sales, affiliate marketing, web design and software development over the past 14 years.
- Social Media is a new platform that encourages social interaction but within the business sphere this interaction must prove profitable. Our products and services ensure your company is both able to meet the demands of the online consumer and the profit requirements of time and financial investment in a new form of online marketing.
- New clients can launch their social media presence in just one day with our intensive training and account setup procedure. We take your current branding and marketing and place it in the social media web. Additionally our training will introduce your staff to social media interaction and focus them on getting the most for your business in the shortest time possible.



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