



SOCIAL MEDIA MARKETING

PRINCIPLES



CHECKLIST

Checklist

You've read the full ebook and hopefully you now know how to go even beyond the basic social media principles and to understand what it is that *drives* those principles. A great social media campaign is all about having something of value to offer and a real 'mission statement'.

Now it's time to put that theory into practice and so you'll find here a handy recap on all 27 of those social media principles that you can start putting into action today...

- Provide Value**
The single most important way to gain followers and keep them is to give them something of *value* worth following!
- Don't Just Promote**
And this means you can't just post about how good your business is – no one wants to read that!
- Post What YOU Would Want to Read**
To know if you're on the right track, ask yourself if *you* would read it!
- Learn How to Create Titles That Grab Attention**
Titles need to promise something different and speak to readers on an emotional level.
- Understanding the 'Value Proposition'**
Tap into the *reason* that people are interested in your niche. How does it improve their lives?
- Always Deliver on Your Promise**
If you have a bombastic title, make sure the content can back it up!
- Make Your Followers Feel Important**
Talk about your brand in a passionate way and make your subscribers feel like a part of an important 'movement' of some kind!
- Give Back to the Community**
Don't just post about your blog – take part in the communities you're using to promote to.

- Be Personal (Where Appropriate)**
Consider creating a personal brand if it suits the tone and subject matter of your business.
- Promote Your Social Media on Your Blog**
Your blog promotion and social promotion should be synergistic.
- Learn to Sell the Lifestyle**
Show the lifestyle that your customers want!
- Respond and Engage**
Social media is a communication tool first and foremost.
Make sure you actually respond to comments and questions!
- Be Consistent**
Once you have created a pattern, stick to it!
- Experiment With Other Types of Content**
Don't be afraid to try quizzes or even computer games!
- Be Everywhere**
Don't just focus on one social media channel – use multiple different channels to 'be everywhere'.
- Take Advantage of New Technologies**
Live video streaming is big right now and new – meaning it provides new opportunities. Don't miss it and keep your eyes open for more opportunities like this in the future.
- Create a Professional Brand**
A great logo will go a long way toward promoting your business.
- Go Cross-Niche**
Stuck for ideas? Want to appeal to a new audience? Then try combining two different niches into one new one!
- Don't Try to Cater to Everyone**
Try to please everyone and you'll end up pleasing nobody!
Focus on one particular type of person with particular interests and be unapologetic about it.
- Use Advertising**
Facebook ads are fantastic for finding targeted fans.

- **Work With Partners and Influencers**
Influencer marketing is one of your most powerful tools for gaining more followers.
- **Use Contests and Other Events**
Contests and other events help to get people more engaged and involved and they can also lead to more shares and promotion for your channel.
- **Offer Discounts**
The one type of self-promotion that is *also* providing value is a genuine discount. Make sure it is exclusive and appealing!
- **Understand the Psychology of Sharing**
People share things that allow them to express themselves. This is worth remembering when thinking of what to post to go viral.
- **Make Great Quality Posts**
Ultimately, what's really important is that you write great content and present it well. This is what will really provide value. Can't write? Hire a writer!
- **Learn to Take Amazing Photos**
Social media is also often very visual. Learn to take amazing photos and it will really help you to grab attention and build a following.
- **Automate**
Using automated posting tools etc. can be useful in the right doses!
- **Cultivate True Fans**
Ultimately, the aim is not to build a large number of subscribers but to think more about quality. Build true fans and your business will thrive like never before!