

20 Top Tips for Social Media Marketing

FREE from Action Marketing Team

Social Media Marketing is crucial to any business that is striving to stay relevant in their field. Whether you are a professional like a doctor or attorney, a service provider like a plumber or painter or you own a “brick and mortar” store ... how your customers/clients perceive you is critical to your financial well-being.

Action Marketing Team has compiled 20 of the Top Social Media Marketing Tips for YOU

1. Write blog content for your target audience. If you are a dentist you can discuss the basics of root canals or if you sell shoes, share information on how to get a proper fitting pair of boots.
2. Use social media for customer service. Big companies are now doing this ... if your customers have issues let them contact you on twitter or FB ... and make sure you answer them in a timely manner.
3. Include social sharing and follow buttons on your website or emails. This is easy to do and will keep your customers interacting with you and your business.
4. Mobile marketing “deals” aren't just for restaurants or bars. Use your imagination ... this is the perfect time to bring customers into your business during your slow times of the day or week.
5. How frequently you post on your blog DOES count! If you want your customers to become loyal followers, you need to give them quality posts at regular intervals ... once a week is usually good unless you have time for more, but be sure it is “great” information!
6. Twitter ... if you follow more people than are following you, you could harm your twitter SEO potential ... just saying ...
7. Are you building an online community? Show your “power users” that you appreciate their contributions. Mention them in your posting, interact with them and give them feedback.
8. Here is a BIG TIP ... blog about the problems your product or service SOLVES ... not about how great YOU or your product or service is ... give tips and advice. Never use the “hard sell” ... remember the old adage “What’s in it for ME?” This is what your customer/client is looking for.
9. Think of marketing as storytelling and imagine your customers as the characters ... everyone loves a great story and customers will come back again and again for the next “chapter”.
10. Depressing tweets, vague tweets, tweets about YOUR weight loss program, etc. are really boring. These are messages best kept to yourself ... you want to capture the attention of your followers, not put them to sleep.
11. Your social media strategy needs to provide answers to simple questions.

12. Find out what social media your customers are using and make sure you are there, too! In other words, if your customers are constantly tweeting or checking their FB page, you might not want to spend hours tweaking your MySpace site.
13. Use Geo-location twitter searches to identify local prospects to connect with. This is a super way to connect and personalize your service.
14. Use social media data to find out what your key influencers are doing and outline your social media plan with them in mind ... consider joint ventures for the benefit of both ...
15. Create a Facebook group to stay connected with those you meet at conferences or meetings. These people can be a terrific resource.
16. Consider the timing of your social media posts, time of day, time of week and time of year ...
17. If you're going to ask people to "like" your company on FB have something to give them ... 20% discount, e-Book or a free something ... in other words an incentive!
18. If your company makes a mistake on social media step up to the plate and own up to the mistake. Customers are very forgiving if you are transparent, but they HATE being lied to and you will lose their trust.
19. Use social media contests as an opportunity to learn more about your customers. Giveaway something ... an iPod for example ... ask customers for their information and then choose a winner! This is a great way to build up an email list as well as build excitement about your company or product.
20. Leverage social media by interacting with your followers ... you tweet a question and ask for a retweet then respond back to the follower that retweeted or answered your question ... by completing the circle you have truly connected with your audience ... and that is really what social media marketing is all about!

OK, that's it ... 20 great social media marketing tips for you to begin to implement into your business. Read them over and begin to take action NOW!

Feel free to connect or ask questions of us we are only a mouse click away!

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