

A Framework

For Business Owners

To Get Tangible

Results Online

# The Foundation of Social Media Marketing



# What This Course Is All About

Welcome to the foundation of social media marketing. In this course, I'm going to give you a framework to get tangible results online. Here's what you're going to learn:

- What is Content Marketing and Why is it SO Critical For Your Success?
- The Seven Critical Questions You Must Ask Yourself Before You Get Started on Social Media
- How to Create Your Company Story on Social Media Platforms
- Creating Your Fantastic Ideas to Post on Social Media
- Designing Your Social Media Roadmap
- Your Process for Developing Market-Dominating, Competition-Crushing Content
- How You Can Turn One Email Into Multiple Social Media Posts
- How to Get Your Social Media Posts In Front of Your Ideal Clients
- How To Measure Engagement Of Your Social Media Activity
- Now That You're Crushing The Competition With Your Social Media Engagement, In What Other Areas Of Your Business Can You Also Dominate?

You might be thinking, *"I need this in my business and I know it's going to drive my business forward ... but ... I don't have the time, the energy, or the manpower to do it"*, then check with your business coach about doing this for you.

Throughout this program, you're going to hear me talk almost exclusively about content marketing. Why is content marketing the foundation of social media?

Content marketing is a type of marketing that involves creating and sharing content (such as videos, blogs, and social media posts) that does not explicitly promote your business but is intended to stimulate interest in your niche or industry with the primary goal of driving profitable customer actions. Ultimately, you'll get more sales, have more loyal customers, and save money on advertising.

## Content Marketing:

- Helps to build your expert status, authority, recognition, and credibility,
- Is more appealing than simple ads because it gives the consumers something valuable,
- Increases the market's trust in your business,
- Brings a greater volume of traffic to your site,
- Is appropriate at any stage of the Buyer's Journey,
- Is more readily shared throughout social media channels,
- Grows your brand, and
- Ultimately increases your sales revenue and loyalty to your business.

Here's the plain truth: People don't want to be sold to. They want to buy. And in this age of social media, your job is to first give people excellent content that educates them.

A wise man once said, *"In the land of the blind, the one-eyed man is king."* You may not feel that your level of expertise is anything to boast about, but if you know more about one area of your business than most others in your industry, then you are an expert to many. Most people love to be led and advised by someone who is an authority.

In fact, you may not possess a greater knowledge about some aspects of your industry, but if you're the first business to educate your marketplace about the benefits of your product, you will be perceived as the expert and you will gain market share. Let me be very clear about this:

**The perception of an industry expert brings trust;  
trust helps people take action.**

The more your prospects understand every dimension of your product or service, the more comfortable they will feel when they cross that psychological or emotional bridge to make the purchase.

***Education increases the perception of value.  
With increased value comes the ability to either raise prices or sell a greater  
quantity at the same price.***

Education always deals in specifics, not generalities. You can't simply say, "This is the best product in the country" (unless it truly is and you can show people exactly why your statement is true). Otherwise, customers will know that you're exaggerating and they will question any further statements you make. Specific information breeds trust and validity. Consequently, greater trust leads to greater profits.

Here's a key point to note: The more expensive the item, or the more complex your service, the more you need to educate your prospects. If you're selling pizza, then you don't need to educate your target market. If you're selling a computer software package, then education will generally be required.



So, with that said, Content Marketing isn't a fad... it's mandatory! It's unavoidable. Social media doesn't happen without content. Advertising online no longer happens without content.

As a business owner, you have to understand how to identify the gaps, formulate a plan, and implement solutions effectively. It's not good enough to say, "I should have a blog" or "Let's place some videos on YouTube."

In this course, you'll learn the most important categories of content marketing and you'll understand the step-by-step process to put together a comprehensive content marketing action plan for your business. And the key is to learn these steps before you go out and create a piece of content. With the right processes in place, everything you do will be much more effective.

Are you ready? Then let's dive in.

# The Seven Critical Questions You Must Ask Yourself Before You Get Started on Social Media

I have seven questions I would like to ask you as we begin our journey together. It's my hope that they'll stir in you a realization of the critical nature of this course for your business success.

**1** Do you have a content marketing strategy that is clearly documented? If you don't, then you may be missing the majority of your opportunities to increase your revenue through this method.

**2** Do you have different content for each stage of the Buyer's Journey? You can think of it this way: The Buyer's Journey is a "map" that helps you understand the "journey" that a buyer goes through before they make a purchase. There are 3 main stages: Benefits of Ownership, Objections to Ownership, and Vendor Selection. Each stage of the journey requires a different marketing and sales approach, and therefore, a different social media approach.

In the *Benefits of Ownership* (sometimes referred to as Awareness) stage, a prospect has a specific need but is unaware of your company and the benefits you provide to meet their need. In this phase, you'll want to lean heavily on educational content.

In the *Objections to Ownership* (Consideration) stage, the prospect is now aware of your presence and the benefits you offer, but various objections now enter the picture such as price, selection, timing of the purchase, financing, etc. You'll want to overcome these objections through the use of marketing material such as expert courses, eBooks, case studies, live demos, comparison white papers, webinars, and videos.

In the *Vendor Selection* (Decision) stage, the prospect is trying to decide between you and your competitors. The number one way to compel a prospect to contact you is through a compelling CTA (Call to Action). Use testimonials, trial offers, comparisons against competitors, free reports, Idea Guides, and possibly coupons or discounts when appropriate.

**3** To what extent does your content target the hot button issues of your prospects? "Hot buttons" are essential to understand how to grow a business. They are the key considerations that customers think about when they process whether or not they should buy your product or service. Here are some example hot buttons:

- For a mechanic, the hot button issue is trust.
- For a coach or consultant, the hot button issue is results.
- For a pizza delivery company, the hot button issue is speed.
- For an auto parts supply company, the hot button issue is having a broad selection.

**4** Can you describe your sales cycle? What's the usual Buyer's Journey? You'll not only want to understand the Benefits (Awareness), Objections (Consideration), and Vendor (Decision) stages, but also the typical timeframe for each stage.

**5** What are your goals for your content, besides making sales? You might think that's all you need. However, when you see the possibilities, you'll be so pleased that there's always more that you can achieve. Perhaps you want:

- To be known as *the* source of innovative ideas.
- To have clients respect you at a deeper level.
- To become the trusted authority for your profession
- To be known as a business of the highest integrity.
- To be known as *the* experts in your industry.
- To get people to share your information and thereby generate referrals.

There are many other strategic objectives you might consider. The point is that if you're not thinking this through, and deliberately building strategy into all your tactics, then your tactics will not maximize on the opportunity you are presented with. However, if you systematically build in 4 or 5 strategic objectives each time, your tactics work harder for you and you get massive influence.

**6** What are the hot button issues in your target market? What keeps your prospects awake at night? What problems, frustrations, questions and concerns keep coming up? If you aren't sure what those are, you can ask your customers, your front line sales staff, your receptionist, and your customer support division for their input.

Finally,

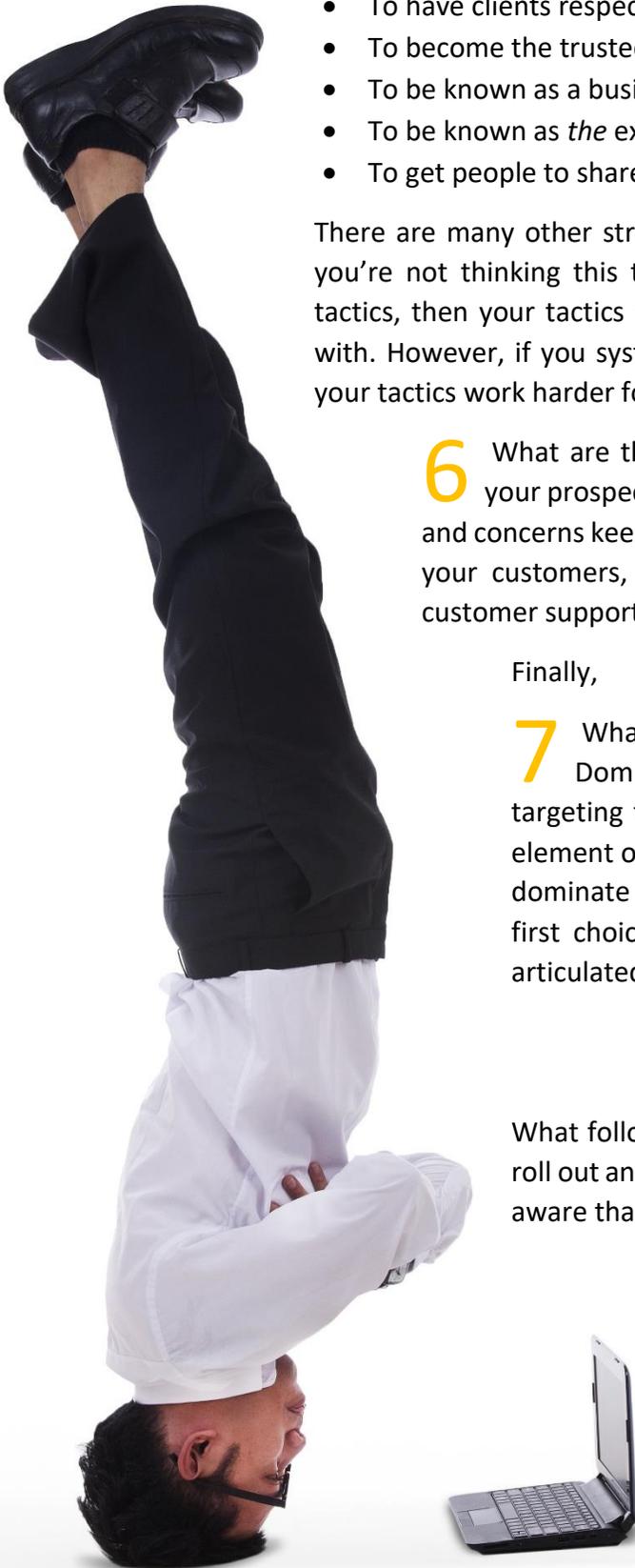
**7** What's your Market Dominating Position? A Market Dominating Position is basically a distinctive advantage targeting the hot buttons of your market. This is the foundational element of marketing. It's the "position you take" that allows you to dominate the market so that your business is the natural or logical first choice for buyers. This will need to be clearly and carefully articulated in your content marketing assets.

## You Can't Do It All

What follows in this course are the exact steps you need to take to roll out an effective content marketing initiative for your business. Be aware that you won't be able to do it by yourself. You'll need help.

You'll need to understand your approximate budget for a comprehensive content marketing initiative before you can decide how to move forward.

If you're a small business on a limited budget, then a single individual with dedicated time might be able to tackle this for you. Alternately, a digital agency might help you.



If you're a larger business, a small team of people might be necessary to be effective. You might need a Marketing Manager to oversee the project. You'll also need a writer, an editor, a designer, and a publishing coordinator (aka Social Media Manager).

Yes, in a bigger business, one person could do 2 or 3 jobs, but certainly not all 5 jobs, or at least not effectively. It's possible to outsource some of the roles, but there are still costs for production and design. You also need to take into account the time and expense that you'll incur for testing ideas. All marketing involves testing, and some content promotions will outperform others, but you won't know which ones work until you test.

In this course, you'll learn the exact questions you need to ask, in the right order, to both find the breakthroughs and the actions that need to be taken.

You'll learn the steps to perfect implementation.

You'll be able to create a plan that will actually bring you results.

And if you're not able to do the work yourself, you'll have the necessary knowledge to hold others accountable. Talk to your business coach about whether this information is right for you and your business. If you're going to ask your business coach or consultant or marketing team member to help you implement a winning social media program, you'll now have a playbook so everyone can remain on the right track.



# How to Create Your Company Story On Social Media Platforms

Having a compelling company story is imperative for content marketing. Why? Because people often care more about the “why” behind your product or service more than “what” you're selling. Stories enchant people and you must captivate your audience in this attention-deficit culture.

## Ask Yourself:

1. What's your company story?
2. What's your mission?
3. What do you stand for?
4. What do you stand against?
5. To what extent does your story make you stand out?
6. Do your stories elicit an emotional response from your prospects?
7. Do your stories involve conflict and resolution?
8. Do you have (or need) different stories that match each phase of the Buyer's Journey?

## Keys to Effective Implementation

1. Write down your company story.
2. Ensure that your mission is clearly seen in the story.
3. Examine the story to determine if there's a way to make it elicit a stronger emotional response from the readers.
4. Review the story again to see if you can increase the conflict which will make the resolution even more satisfying.
5. If you have or need different stories that match each phase of the Buyer's Journey, write the title of subject of each of these areas.

As a reminder, in the Benefits (Awareness) stage, a prospect may be unaware of your company and your ability to meet their need. In this phase, you'll want to lean heavily on educational content.

In the Objection (Consideration) stage, the prospect is now aware of how you can meet their need and your presence, and their research into all their options for a solution begins. You'll want to use marketing material such as expert courses, eBooks, case studies, live demos, comparison white papers, webinars and videos.

In the Vendor (Decision) stage, the prospect is trying to decide between you and your competitors. The number one way to grow is through a compelling CTA (Call to Action). Use testimonials, trial offers, comparisons against competitors, reports, Idea Guides and possibly coupons or discounts.

# Creating Your Fantastic Ideas to Post on Social Media

Even the highest level of creative people run out of ideas... unless they have a process to consistently generate new ideas.

## Ask Yourself:

1. What's your process to consistently produce high-quality content ideas?
2. Around which elements of your buyer persona could you develop content?
3. What are the major changes that are upcoming in your company in the next 12 months?
4. Have you done a competitive analysis to see which of their content gets the most attention (that you could learn from and possibly replicate)?
5. Which of your content that performed well in the recent past could you use to produce similar or complementary content?
6. What questions do your prospects ask that you could create content around?
7. What ideas could you come up with using suggested keyword tools?

## Keys to Effective Implementation:

1. Brainstorm new ideas. (Write out ideas that come to you or brainstorm in a small group of people, preferably at a regularly scheduled time.)
2. Document your idea creation process.
3. Are there significant upcoming changes in your company that will require additional content to be created?
4. Write down a selection of topics that you could create content around.
5. With that list, compare it to the hot buttons for your prospects and see which of your ideas should be the most popular.
6. Take time to examine the performance of past content to see what performed well. Use Google Analytics or your own dashboards for this insight. If you don't have analytics set up, make it part of the agenda (more on Analytics toward the end of this course).
7. Write down your final plan.

# Designing Your Social Media Roadmap

## Ask Yourself:

1. What's your strategy for developing and deploying long-term content?
2. Do you have a written plan?
3. To what extent is the written plan followed?
4. Have you developed your buyer personas?
5. Are you satisfied with the buyer personas that you have developed?
6. Have you created a specific and realistic journey for your ideal buyers to follow?

## Keys to Effective Implementation:

1. Create a written plan if you don't have one.
  - a. Set marketing goals. Make sure they are SMART goals -- Specific, Measureable, Attainable, Relevant, Timely.
  - b. Identify buyer personas in detail.
  - c. Determine how you will develop and distribute content.
2. Make a list of your company's content assets and initiatives.
  - a. Organize the content so you can easily find it—Stage of the Buyer's Journey, Type of content, Topic, Title, File location.
  - b. Create a Spreadsheet of these so they are easily located. You can then organize the content by campaigns or special events so you know which content goes into which campaign.
3. Identify the Buyer's Journey for your ideal customers and buyer personas.
4. Continue to develop your own plan. See the Sample Content Planning Worksheet that comes with this program as an example of how you might organize your plan.

(For help building out buyer personas, check out our Resource Section.)



# Your Process for Developing Market-Dominating, Competition-Crushing Content

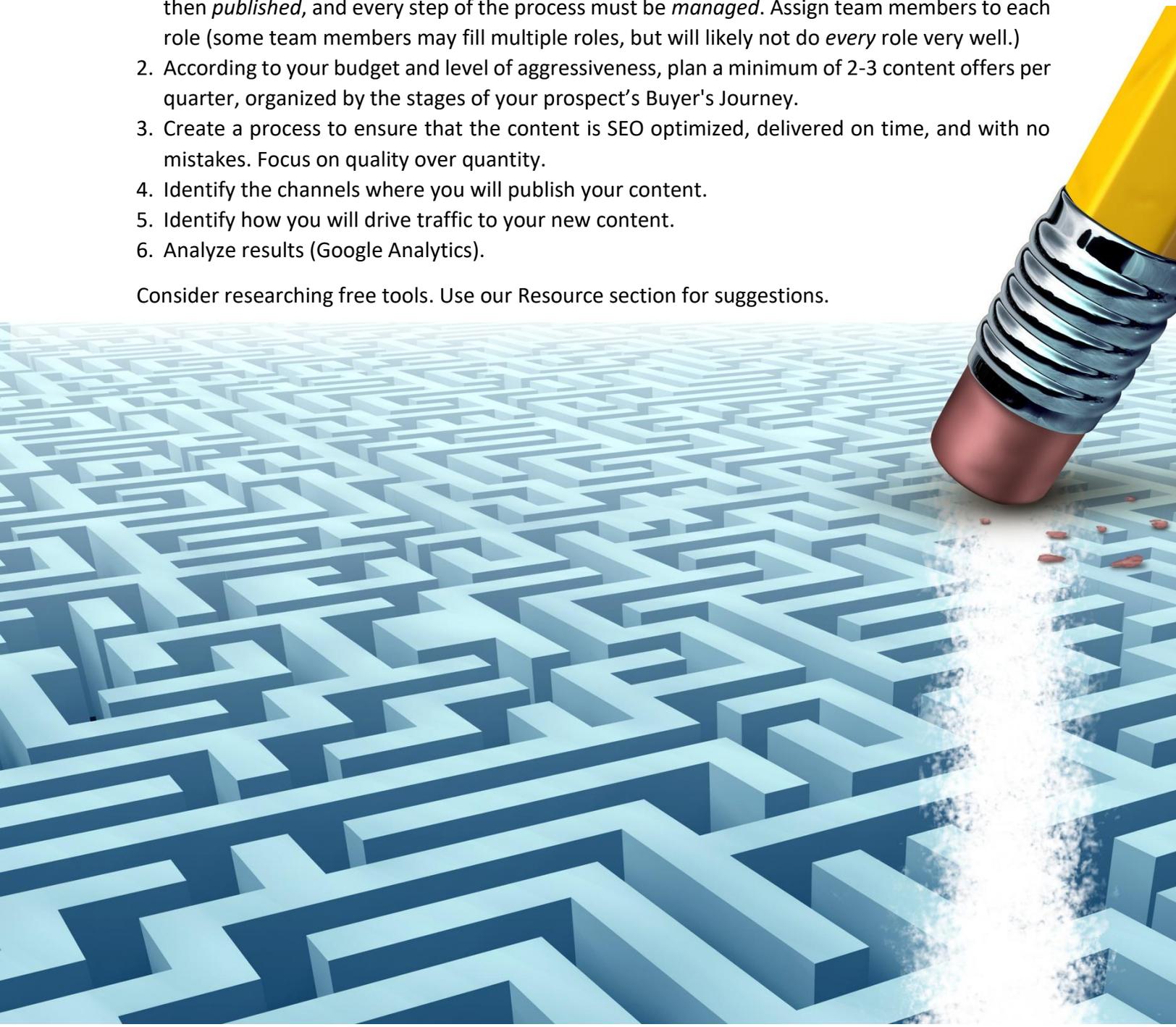
## Ask Yourself:

1. Do you have a specific and written process in your company for creating content? (Timelines, editing procedures, publishing procedures)
2. How effective is your process?
3. How might it be improved?

## Keys to Effective Implementation:

1. Content ideas must be *generated*, then they have to be *written*, then *edited*, then *designed*, then *published*, and every step of the process must be *managed*. Assign team members to each role (some team members may fill multiple roles, but will likely not do *every* role very well.)
2. According to your budget and level of aggressiveness, plan a minimum of 2-3 content offers per quarter, organized by the stages of your prospect's Buyer's Journey.
3. Create a process to ensure that the content is SEO optimized, delivered on time, and with no mistakes. Focus on quality over quantity.
4. Identify the channels where you will publish your content.
5. Identify how you will drive traffic to your new content.
6. Analyze results (Google Analytics).

Consider researching free tools. Use our Resource section for suggestions.



# How You Can Turn One Email Into Multiple Social Media Posts

What does it mean to repurpose content and why would you want to? Repurposing content means that you're finding new ways to recycle your best content so that you can make the most of your past efforts to reach new people, or reach the same people in different ways. Some people love video while others like guides or reports.

## Ask Yourself:

1. Do you have an effective plan to repurpose content across multiple platforms?
2. To what extent is your plan to repurpose content effective?



## Keys to Effective Implementation:

1. Understand your available options for repurposing content. Check out our Resource section for ideas:
2. Access the list of content that you developed in your Content Development Strategy.
3. For each piece of content, write out 2-5 ideas as to how it can be repurposed.
4. Document your plan to publish the repurposed content. When you do so, consider best practices:
  - a. Wait at least 2 weeks,
  - b. Change the headline,
  - c. Include a call to action,
  - d. Publish only the top performers,
  - e. Link back to your website,
  - f. Use canonical tags for repurposed content,
  - g. "NoIndex" the repurposed content.

# How to Get Your Social Media Posts In Front of Your Ideal Clients



Now that you have your content, how will you promote it so that the right people see it in the right places? Will you use Native ads on Facebook or LinkedIn? Will you use advertorials? Will you reach out to influencers in the market? Will you guest post on someone's blog? Or perhaps get media coverage through local or national media outlets?

## Ask Yourself:

1. Do you have an effective content promotion strategy?
2. If so, explain it.

## Keys to Effective Implementation:

1. Understand your available options detailing how you can effectively promote content. Use our suggested template in our Resource section.
2. Decide how you will promote each piece of content (paid vs native) and to what extent you will promote it.
3. Schedule a promotion plan using a calendar.
4. Continue to monitor and analyze results (see the next section).

# How to Measure Engagement Of Your Social Media Activity

Why is it important to analyze and measure the performance of your content? Simply speaking, if you don't, you won't know what's working. You won't know what produces results. This is called "spray and pray" marketing, and you'll be throwing away money, month after month with no accountability.

## Ask Yourself:

1. Do you have a plan to analyze and measure the performance of your content?
2. What metrics are you tracking? (Areas you can track and measure are brand awareness, engagement, lead generation, conversion and sales, customer loyalty and retention, website performance.)
3. What is the ROI of your total content marketing efforts? (Include employee costs, technical costs, and advertising costs.)
4. How does this compare to paid marketing/advertising initiatives?

## Keys to Effective Implementation:

1. Decide on the metrics you want to track. A few of the many options are:
  - a. Number, Source, and Location of leads
  - b. Time on pages
  - c. Bounce rates
  - d. Mobile vs desktop
  - e. Email open rates
  - f. CTR (Click Through Rate)
  - g. Sales (Overall, Per Channel, Per Content Piece)
  - h. Popularity of content (blog posts, videos, shares, comments, CTR, etc.)
2. Establish SMART goals for your metrics.
3. Create tracking URLs with UTM parameters using Google's URL builder found at <https://ga-dev-tools.appspot.com/campaign-url-builder/>.
4. Keep your Monthly Marketing Report updated. Consider templates for reporting such as those found in our Resource section.
5. Draw conclusions from the reports and update goals as appropriate.
6. Draw conclusions from the reports and update goals as appropriate.

Allow me to add a final plea for sanity. If you attempt to do this on your own, please take the time to track and measure your results. If you do, you'll optimize your profits. If you don't, you'll throw away your money. And by all means, if you hire someone like your business coach to do this for you, demand to see your monthly reports. Without accountability, you won't get the results that you deserve.

# Now That You're Crushing the Competition With Your Social Media Engagement,

## In What Other Areas of Your Business Can You Also Dominate?

It's not too hard to see that you could easily grow your business by 3% to 5% or even much more by implementing this one simple area. Now imagine the impact you'll see if you multiplied your efforts over different areas of business growth. Content Marketing is just one facet of Internet Marketing. And Internet Marketing is just one of the dozens of areas of impact in which true business growth professionals are trained to help you.

If you found this course helpful and you appreciated the quality of the questions, then consider the possibilities if you were to have someone help you find breakthroughs across these additional areas:

- Market Dominating Position
- Strategy
- Trust, Expertise, Education
- Policies & Procedures
- Leads
- Alliances & Joint Ventures
- Referral Systems
- Internet Marketing
- Publicity & PR
- Direct Mail
- Advertising
- Compelling Offer
- Scripts
- Sales Team
- Initial Close Rate
- Follow-up Close Rate
- More Appointments
- Down-sell
- Back end
- Reactivate Former Customers
- Increase Frequency of Purchases
- Increase Price
- Up-sell and Cross-sell
- Increase Longevity of the Buying Relationship
- Drip Campaign
- Bundling Products and Services
- Cost Cutting

Because each of these areas requires special training and a unique skill set, enlisting the help of your business coach typically produces a high return on your investment. They can guide you with the right steps to take, at the right time. Reach out to your coach to have a conversation about how they can help you implement the ideas that you've learned in this lesson.

# Resources

## The Links From This Course

*(Note: these are pure recommendations and no money is earned from recommending these resources to you.)*

Use Quora at <https://www.quora.com/> to find out what questions people are asking.

Use the Ubersuggest keyword function at <https://neilpatel.com/ubersuggest/> to help you generate new ideas and a selection of topics.

Use <http://buzzsumo.com/> to see which of your ideas should be the most popular.

Use <https://www.smartbugmedia.com/inbound-marketing-personas> to help you build out your buyer personas (a.k.a. customer avatars).

Use <https://blog.hubspot.com/insiders/repurpose-content> to understand your options of how to repurpose content.

Use <https://www.relevance.com/content-promotion-distribution-cheat-sheet/> as a template to see how you can effectively promote content.

Use <https://ga-dev-tools.appspot.com/campaign-url-builder/> to create tracking URLs with UTM parameters with Google's URL builder.

Use the template at <https://offers.hubspot.com/monthly-marketing-reporting-template> to keep your Monthly Marketing Report updated.

# Sample Content Planning & Promotion Worksheet

Buyer's Journey Stage	Type of Content	Content Focus	Name of Content	Location of File	Order Date of Content	Date to Complete Content	Publish Date	Publish Medium	Responsible Person
<b>Benefits of Ownership (Awareness)</b>	Advertising	Focus on the pain and problems; Educational, Free of Sales Copy	(example) 5 Dangerous Trends	Drive > Awareness > Advertising	July 19th, 2019	Aug 4th, 2019	Aug 28th, 2019	Facebook	Bob
	Social Media posts								
	Blog posts								
	White paper								
	E-book								
	Video								
	Publicity & PR								
	Infographics								
<b>Objections to Ownership (Consideration)</b>	E-book	Focus on the solutions							
	Webinar								
	White paper								
	Special reports								
	Live Events or Demos								
	FAQ								
	Expert Guides								
	Podcasts								
	Blog posts								
	Checklists & Tips								
	Videos								
	Reviews								
	Slide Deck								
<b>Vendor Selection (Decision)</b>	Case Studies	Focus on benefits; Comparisons with other competitors							
	Demos								
	Video								
	Testimonials								
	Estimate								
	Consultation								
	Trial Offers								
	Blog posts								
	White papers & reports								
<b>Post-Purchase</b>	Live Training	Focus on providing value and building loyalty.							
	Video								
	User Guides								
	Loyalty Programs								
	Surveys								
	Facebook Groups								
	Phone conversations								
	Emails								
Newsletters									