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# Intro and Overview

Social Media as Part of Marketing  
What Do We Want People to Do?  
How Social Media Connects.  
Get Found & Get Seen.  
The Power of Video.  
Best Practices.







# Social Media *as Part of Marketing*

- Marketing is simple; **meet people, talk to people and sell them something.** if it's not one of those three things, don't do it.
- Social Media is a bit of both; meet people / talk to people and Video is part of everything, so you already have some of the most important skills and assets you'll need in social media.



# Meet People, Talk to People

- Meet people, in this case, people on social media who are either suspects or prospects. suspects are people who are capable of watching your show - which is everybody on the internet for the most part. Narrow it down a bit and you have prospects; people who are probably interested in the topic and are therefore more likely to watch - perhaps people who are also members of groups and forums on the topic or people you target through ads.
- Talk to People, in this case talk about the topic of the show, not just the show. Talk about the results people get rather than how smart you are about the topic. Tell people what's in it for them.
- Give people something to share, that's what people do. put an effort into it so folks know it matters, be useful in some way. Post a video that is your best shot, tell part of the story, make them come back for more - and ask them to help spread the word.



# What Do You Want to Say?

## Who Do You Want to Say it to?

## What Do You Want Them To Do?

- Headline, or 'we do \_\_\_ for \_\_\_\_ people, so they get \_\_\_\_ result.
- Define the audience. start with people interested in this topic or this thing.
- What to do; not buy always - subscribe, download, stay tuned, join. buy.







# Message - Audience - Action

- Message; 'Watch my show **because**\_\_\_\_'
- Audience; people I know and can meet online and their friends
- The Action I want them to take is; watch my show on the channel, watch on youtube, watch on my website - or better yet, Just Watch, anywhere, anytime is a fine plan, especially for 'experts'





# Message

- Get it right once and you'll use it a million times.
- Your Message is about how you solve the problem (stops the pain) or provides pleasure (we like that) everything fits into one of those two frames; avoiding pain or seeking pleasure, it's really all we humans do.
- Get Attention. be bold, not obnoxious. know your audience and respect their intelligence.
- Play a little Q&A - Q: do you want less of this pain? do you want more of this pleasure? A: well, by golly I've got some good news for you - we have that solution, let me tell you a little more about why you're gonna like this.

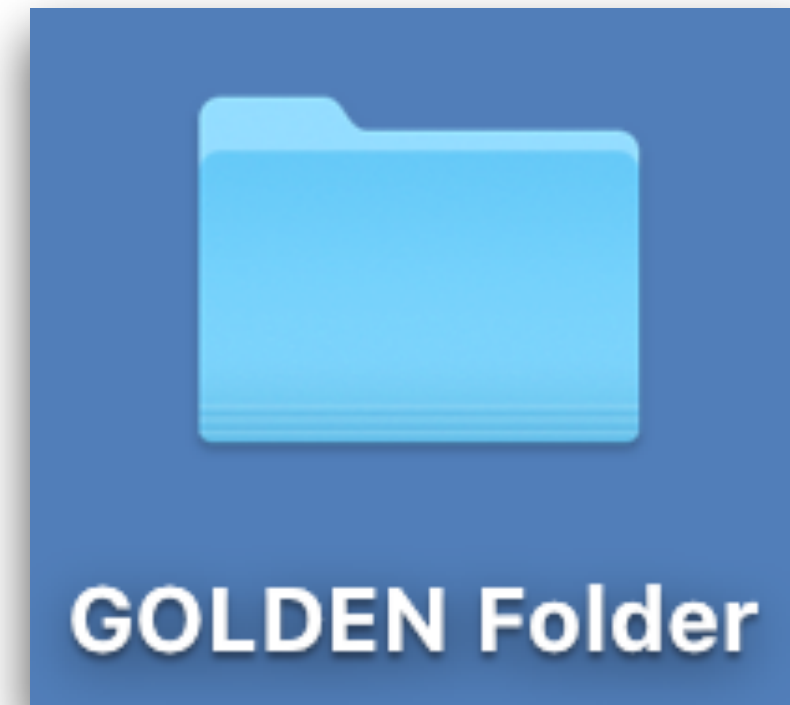


# Message, Audience, Action

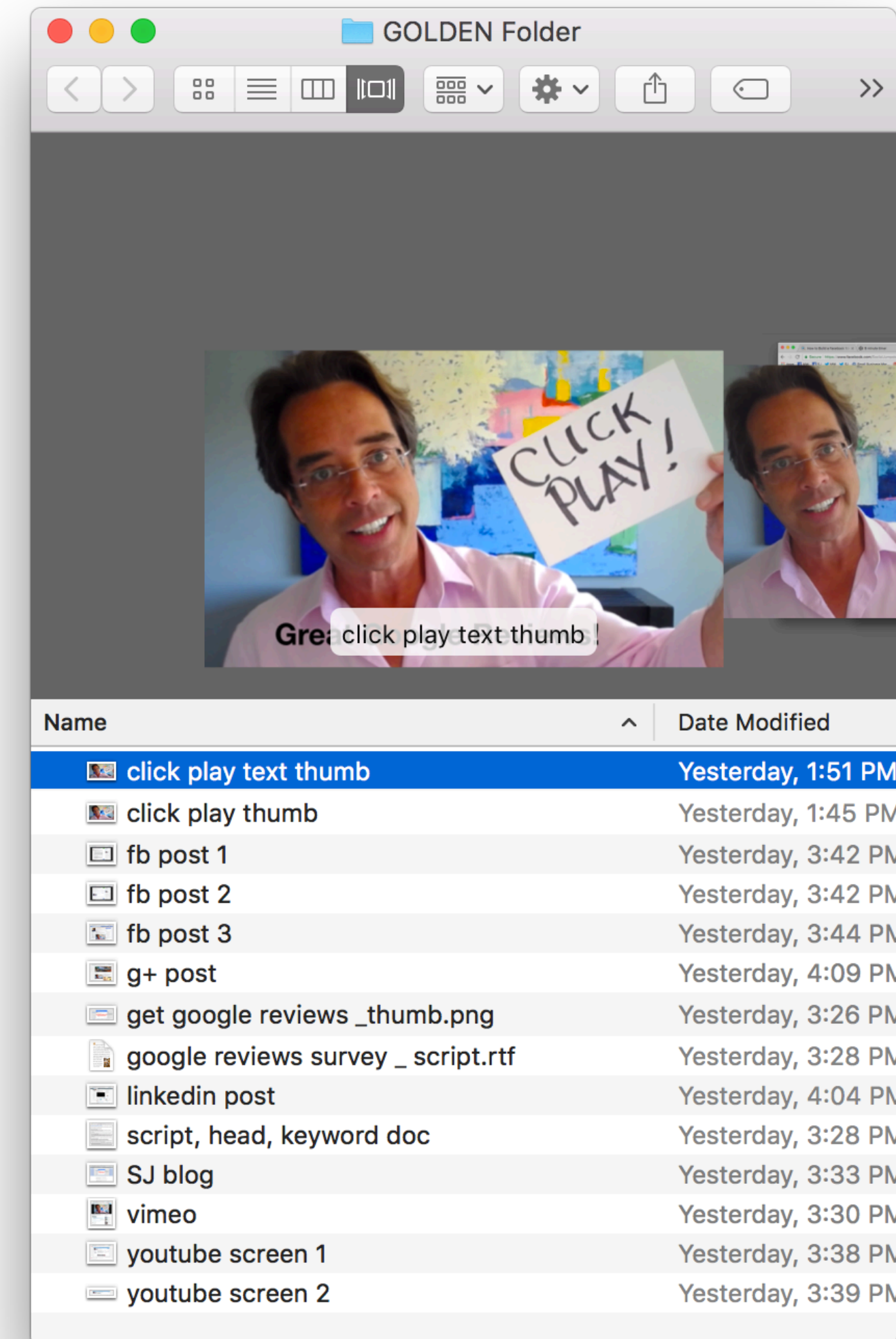
- Message; Get Attention by describing the problem, highlighting the pain. Then make a promise by offering the solution and the positive results. Then deliver on that promise by doing it.
- Audience; people online who are interested, could be interested or know someone who may be interested.
- Action; watch the show, go to youtube channel, go to website, option to something, for something.



# Golden Folder



- Do yourself a favor and make a resource sheet and keep adding headlines, messages, images, anything that remotely resembles ‘marketing’ and put it all in a folder on your desktop. You’ll refine what you say to be even more effective and you’ll easily be able to get it when you need it.





# The Social Part of Social Media

- If your goal is to **Get Seen** - for whatever the reason - and build your tribe or grow an audience, the you better be useful or entertaining - ideally both
- You have to **go where your audience already is**. Putting up a Facebook page and hoping for the best isn't a solution - but, connecting with like minded people around similar topics and adding your voice is a great solution.
- You can think of social media as a distribution source for your media, you get there by being personable and available - your 'customers' are online, on social. Make sure you're there also.





# Goal: Get Seen

- First Goal; **Get Seen**. Second Goal; Connect IRL with email or FB.
- So; what to do, what to post?
- Different messages for different platforms. This is not a lot of work, you're not reinventing the wheel every time, you've got the Golden Folder. Now it's just Cut, Paste and a little Edit.





# Quick word about Keywords



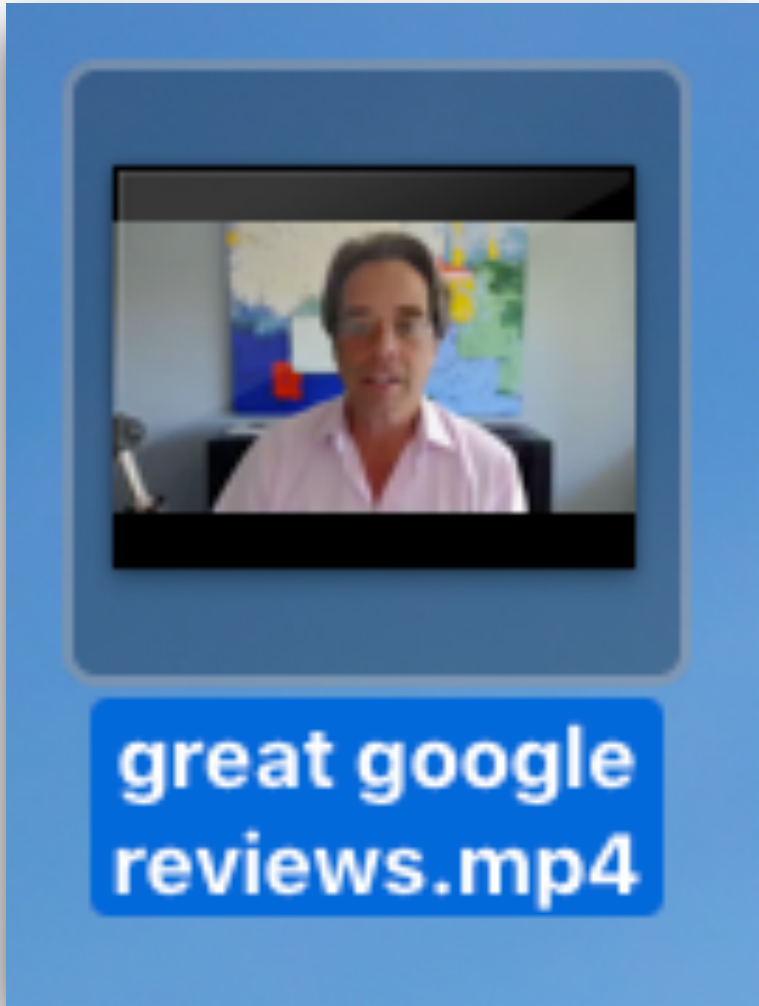


# Quick word about Keywords

- The words that people type in to the search engines? Those are keywords. You want to use those words and phrases in your headline and in your copy. Use the words people are searching for when they are searching for what you got (try searching different phrases yourself and judge the results) the words people actually use may be different than you think, perhaps more informal.
- Hashtags are how the internet organizes information by topic, use them to let people know what you're all about. They're probably similar to your keywords and you should use them organically and judiciously; 3-5 on twitter, 3-5 on linked in, as many as 25 on Instagram - and none on Facebook.



# Start With The Video :)



How to Build a Fa x 9 minute timer x Partner Link Hub x Infusionsoft Esser x Get Great Google x @ One Simple Strate x Mike

Secure | <https://vimeo.com/274773501>

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**vimeo** Manage videos Watch On Demand Upgrade Search videos, people, and more Upload

05:53 **Great Google Reviews!**

**Get Great Google Reviews** NOT YET RATED

2 minutes ago | More

**Mike Wolpert** PRO

Settings Review page

Vimeo Business members get more storage, more team members, and video marketing tools. [Upgrade now.](#)

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Mike Wolpert
- Solar Marketing ...**  
Mike Wolpert
- BD Board Gala v2**  
Mike Wolpert
- BD Board Gala**





# Facebook Posting

- Get a facebook page. check out groups. consider starting a group.
- A FB page may not get a lot of traction, but it's gives people a place to check you out and reviews on your FB page show up great in search.
- Posting: always use visuals. always upload directly to the FB platform. headline + copy + keywords from GF add a link to your site (or youtube channel). post to your profile, share from your page, Auto tweet.
- Tag interested parties (crew, friends, subject) with permission of course
- Promote posts with intention; specific audience, specific result.



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Social Jumpstart

MikeHome

One Simple Strategy to Get Great Google Reviews

100%



Don't get screwed - get reviewed!

Google reviews can make or break your business, making your online reputation your most valuable marketing asset, and customer reviews drive that reputation.

The single best thing that you can do for your business is to identify your happiest customers and get them to write a review.

Here's how: survey your customer list, send an email with a link to Survey Monkey. Use the subject line : "(your company) Your Opinion Matters!". "Hello! Your opinion matters to us and I was hoping you would complete this short survey about your recent experience - it should take less than 2 minutes to complete. Thanks for your input!" Using 'your' creates a little more connection, that, along with the 'thank you' - and keeping your word about 'under 2 minutes' -will increase your response rate. Personalizing the greeting and subject line also helps, you can get email software to do that.

So, set up a survey on SurveyMonkey .com ; multiple choice questions but keep it short; 5 or 6 questions.

The two questions you Must ask are;  
Based on your overall experience...how satisfied are you with [Business Name]?(Completely Satisfied, Very Satisfied, Satisfied, Somewhat Satisfied, Not At All Satisfied)  
Based on your overall experience...how likely are you to are you to recommend [Business Name]?(Definitely Would, Probably Would, Maybe, Probably Not, Definitely Not)

Save as Draft


Publish

Add Video

Video Details

Add details to your video and create your video post.

Thumbnail



Distribution

Choose where your video will appear and who can watch or crosspost it.

Subtitles & Captions(CC)

Add subtitles in multiple languages to your video.

Tracking

Add labels to help you manage and search for your video.

360 Director Tools

Add more detail to your 360 video with guide points.







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Videos

Success Strategies


Get Started Here

LikedFollowingShare

Watch Video

Add Captions to make it easy for people to watch your video without sound. Captions increase engagement and watch time.

Generate

Social Jumpstart


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Don't get screwed - get reviewed!

Google reviews can make or break your business, making your online reputation your most valuable marketing asset, and customer reviews drive that reputation.

The single best thing that you can do for your business is to identify your happiest customers and get them to write a review. ...

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marketing experts, documentary film makers, writers, artist...

See More

Page Tips

See All

Write a Post to Connect With Your Page Visitors

Post an update, photo or video. Posting on your Page gives your visitors a chance to like, share and comment on it.

Know Friends Who Might Like Your Page?

Invite friends to like Social Jumpstart and help you connect with more people.


How to Create Effective Posts

Short, visual posts created for the right audience are more successful.

See All Page Tips 2

38% response rate, 4 hours response time

Respond faster to turn on the badge

5,443 likes +2 this week

Ben Gaskill and 300 other friends

5,349 follows

Chat

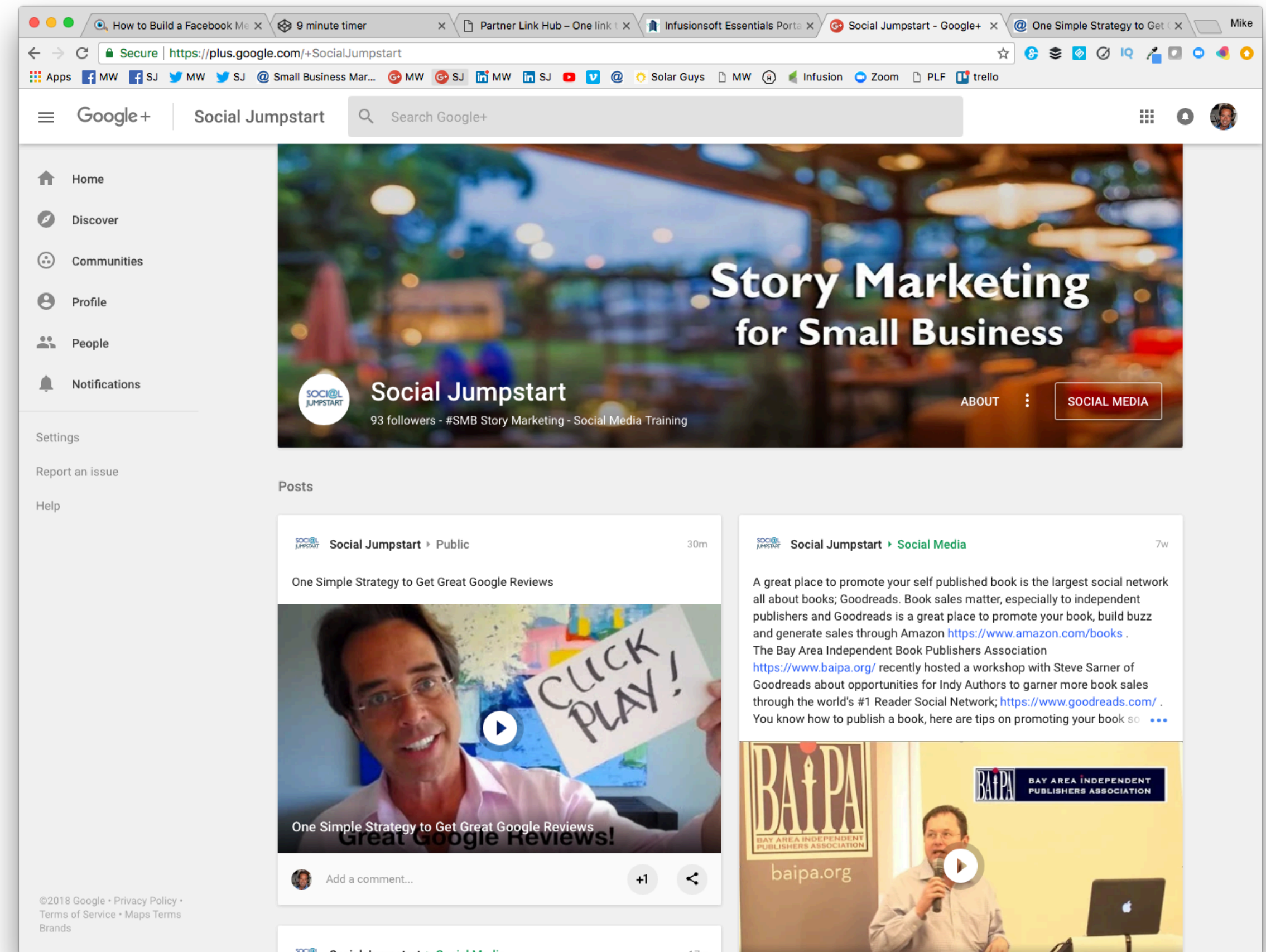




# Twitter & Google+



- Another Place to Post
- one or two sentences + link + hashtags + photo thumbnail + video clip
- send a tweet every time you post (but not all at once)

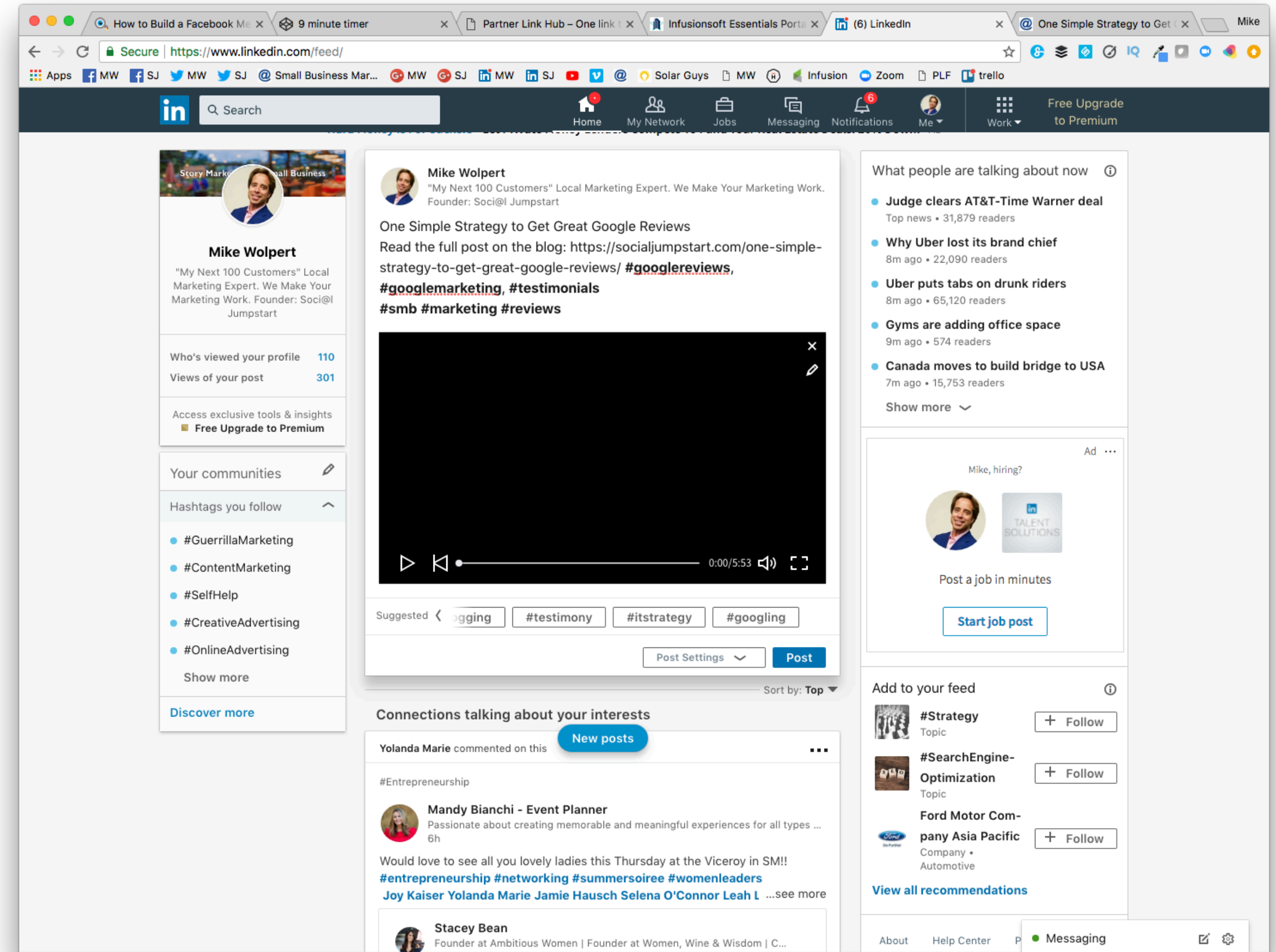






# LinkedIn

- Modified Headline, longest copy available. Potentially run script as article. Add video, keywords, hashtags. Post to Groups - many groups.
- Posting to Groups: many groups have their own rules, but usually if your post is on topic (and why wouldn't it be?) and useful (it better be) and not spammy or pitchy, you're good to go.







# YouTube Channel

- This is where people go to learn 'how-to' - let that inform your headlines
- Keywords and copy are most important, let Google read what your video is about (script) and they will match it to the audio track as verification.
- Use a link to relevant page on your website or elsewhere, the bots follow the link to see if it all adds up.
- Post and promote ASAP; hour 1 and day 1 views are taken into account



How to Build a Facebook M...9 minute timerPartner Link Hub – One linkInfusionsoft Essentials Port...1 of 1 uploaded - YouTubeOne Simple Strategy to Get...Mike

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YouTube


Search

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23

✱ Did you know you can set defaults for future uploads?

Configure defaults



Great Google Reviews!

Upload status:

Upload complete!

Your video will be live at:  
<https://youtu.be/ET-Y-e4drw4>

Video / Audio quality:

✱

You uploaded a wide-screen (16:9) video. If your original was 720p or greater (i.e. 1280x720 or greater) we encourage you to submit your video at original resolution to enable better quality playback.

PROCESSING DONE

✱ Click "Publish" to make your video live.

Draft saved.

Basic info

Translations

Advanced settings

One Simple Strategy to Get Great Google Reviews

Public

Don't Get Screwed - Get Reviewed! <https://socialjumpstart.com/one-simple-strategy-to-get-great-google-reviews/>  
Google reviews can make or break your business, making your online reputation your most valuable marketing asset, and customer reviews drive that reputation.

google reviews x

google marketing x

google ads x

customer reviews x

customer testimonials x

smb x

marketing x

Also share on

☒ G+


☒ Twitter


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+ Add to playlist

VIDEO THUMBNAILS ?









Video Manager

+ Add more videos

YouTube

Language: English

Location: United States

Restricted Mode: Off

History

Help

AboutPressCopyrightCreatorsAdvertiseDevelopers+YouTube

TermsPrivacyPolicy & SafetySend feedbackTest new features



★ Did you know you can set defaults for future uploads?

Configure defaults



### One Simple Strategy to Get Great Google Reviews

Return to editing

Share Embed Email

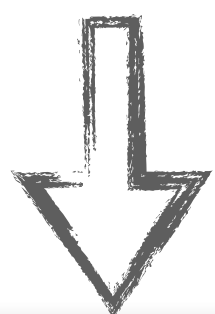
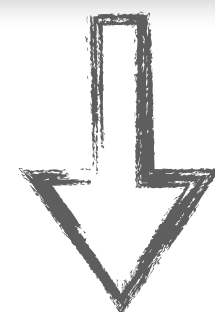
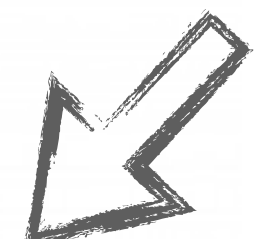
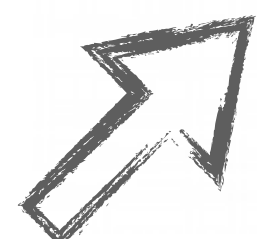
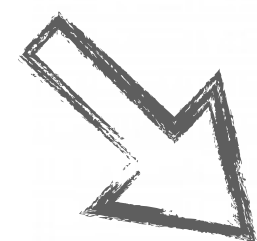
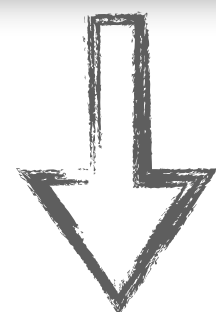


https://youtu.be/ET-Y-e4drw4

Video Manager

+ Add more videos

















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