

Creating 10 Social Campaigns

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At first glance, social media might not seem to fit in with the theme of creating 'content'... At least not as well as the other 4 types of content we've discussed so far.

Here's the thing, it is content and it simply can't be overlooked. These days, if you're not consistently creating fantastic social content, then you might be doing a great disservice to your business.

People consume a ton of content through social platforms these days. Sure, 'content' on Twitter might only be 140 characters, but that's content people consume. The most viral content on Facebook and other social sites might actually be images, GIFs and the like... But that's content.

This is actually good news for you. If you can build up great social campaigns with easily created, short social content, you can save time and be more effective. Not only that, but you can get more out of the other types of content you've created because you'll have more of a hold on your audience on sites like Twitter, Pinterest, and Facebook.

Create great content for social sites and you can see some incredible benefits that can help you get more traffic, build your list, and make more sales.

What's the Competition Doing in Social Content?

As always, it's well worth taking a look at what your competition is doing as far as social content.

Which social sites are they focused on? I personally focus most of my attention and social content on my Facebook group, The IM Inside Track.

But maybe your niche is most active on Twitter. Maybe you're in a more visual niche that would benefit from Pinterest. Perhaps you're in a business to business niche that could really benefit from LinkedIn.

You have to figure out where your competition is seeing the most benefit. Figure out where your audience is and expects you to be. It might be that you focus on one social site or three social sites... It's helpful to know what will be most worth your effort before you get started with your social campaigns.

If you're already involved in social media for your business, then this will help you tighten things up a bit.

Make Your Plan for the 10

Now you have enough information to get started making your plan for the 10. When I talk about creating '10' pieces of content for the social realm, I'm not talking about making 10 tweets and calling it a day. I'm talking more along the lines of creating 10 social campaigns or 'mega' pieces of content.

A social campaign might be a series of posts you make about a certain topic over the span of about a week or so. Or it might be just one infographic that you spend some time creating and then share across social platforms as well as your website.

Make sure you have a goal in mind when you start a new social campaign. Do you want to promote a new product? You might start off with some informative posts and then move to some more sales-like and direct posts as part of the campaign.

If you're creating an infographic or another high-value graphic, video, or item you hope will go viral, think about how you're going to make sure it takes off instead of landing with a thud. You're going to create it... But how will you make sure it takes off? Ask people to share it. Get the word out. Share it in more than one place yourself.

Generally, when you create something with the idea in mind that it might go viral, your goal is likely that it will help establish your expertise and drive

traffic to your website. Make sure you have your branding and website on the viral item so people can find you. It's best if you use this as a list building exercise to capture that viral traffic.

As you can see, your plan for running 10 social campaigns or 10 viral posts can be very flexible. Social media marketing is a hugely important part of Internet marketing and business in general these days. Start off by planning for and creating this series of 10 social posts.

Note that you'll want to create a schedule for yourself. While you might work on and plan for these campaigns right now, that doesn't mean you should post them all at one time. You might drop them out over the next month or whatever works for your business.

Getting Started With Twitter, Facebook, and More

If you haven't already registered with the social sites you're going to use, do that now before you get started. Begin making posts, finding and following others (other experts as well as members of your audience), and just generally interacting on the sites.

At this point, you've figured out which sites are going to work for you. This might be Twitter and Facebook. If you're confused, those are pretty safe bets to go with. With that said, make sure your audience is present or you'll be shouting into a void. Don't post on a site just because you think you should-- post on a site because you think you're going to get a lot of benefit out of it.

Get a feel for how these social sites work and what your place is on these sites. Update your profiles with your branding and site links. Try to ensure that your branding is consistent across all social sites you use-- including any cover and profile graphics you use. That consistency can help bring things together.

Create Viral Images, Infographics and More

If you want to make a great impact on your audience, consider creating viral images, Infographics, videos, or whatever works for your audience. It

doesn't have to be difficult-- you can use something simple, like Canva.com.

You can't and shouldn't just use social sites to promote your brand and products. People won't follow you if they just see you posting sales messages all the time. A great way to combat that is to fill your social pages with fantastic information people will want to look at and share.

Your social profiles are going to help establish you as an expert in your niche. That's a great thing-- and these social images and videos can help.

You've made your plan, now it's time to create. Create images and Infographics people will want to share. Share facts and figures of interest to those in your niche. Share information and how-to's that look good in graphic form. If you aren't sure, look at the heavily shared graphics, images, and Infographics around your niche.

Create these and then schedule them to go out on your social sites.

Also, create videos. If you've created videos for YouTube already, you can use those. Or you can create short videos that are designed to go viral via your social sites.

Another great type of easy, shareable thing to create are quote posts. These can be quotes you come up with yourself or quotes from famous speakers. Give them a bit of flare, attribute the posts to the originator, and put some branding on the image.

Brainstorm what you can create that has a high probability of going viral, even if you have to give it a bit of a push in the beginning.

Create a Series of Social Posts for Promotion

Let's say you're promoting something as an affiliate or a product of your own. It can really benefit you to plan for a series of posts, counting as one item in your series of 10.

You don't want to just post a bunch of sales messages or people won't pay attention to you. They'll block or unfollow you or won't follow you in the first place. It isn't even allowed on certain social sites.

Instead, you can do a lot better to create a series of posts designed to guide people to your website, where you can then get them into your funnel and then get the sale.

So you might start by talking about a project you're working on. You might talk about the problem people are going through that relates.

You might start to share tips that will really help people.

You might share some viral images that will be helpful.

You might outright mention that you're excited to be almost ready to release a product you're working on that pulls it all together.

Finally, after a week or so, you might link to a freebie squeeze page where you're giving away a free, related report or something like that.

Now, you have them on your list and you can promote your product from there. You haven't done any direct selling via your social accounts. You've given away free, great information and gotten people on your list. You've built up the anticipation and stirred up the problem, leaving people really wanting that solution and wanting to buy it.

Creating a series of posts like this can be highly effective for your own products or products you're promoting as an affiliate.

List Building via Social Media

Let's talk a little more about what your goal should be with social media. Often, people get really excited because they get 2,000 followers on Twitter or something like that. Or they have thousands of likes on a Facebook page.

Those things are fantastic and can definitely be good for your business. There's no denying that having that kind of highly targeted reach is a great asset.

With that said, you don't own those assets. Twitter could go down in a few years or in five years, and then what? It's so much better to then have people on your list where you can build relationships more directly.

Not only that, but you can't ask for sales directly on most social sites. And even when you can, it's not even that effective to do so.

But you can when they're on your list.

Drive people who follow you on your social sites to your email lists. Build your relationships and get new followers on social media... But the list is the be all, end all.

Creating 10 social campaigns like I've described can help you grow your audience, establish yourself as even more of an expert, and grow your list. This can lead to many more sales over time.

Link to Others

There are certain things you should be doing as a matter of course as you interact on social media. One of those things is linking to others.

This might seem obvious, but I wanted to highlight it for a reason. You want to grow your relationships with those in your audience as well as with other experts in your niche. Linking to others and sharing others' posts is a fantastic way to do that.

If other heavy hitters see you linking to them via your social profiles, that gets their attention. They'll be a lot more likely to do the same. That really adds up over time. You're building relationships.

Your audience likes it as well. You're acting as a sort of curator for all the information that's important to share and see all around the web. They'll look at your social posts first... And be more likely to pay attention to everything you post, including things of your own.

Respond and Interact

Don't just post things on your social accounts and let that be the end of it. Make sure you're interacting with others. Respond to their questions. Be friendly. Work on building those relationships.

Interact-- relationships, relationships, relationships.

Post and Interact Daily

While your initial goal is to create 10 great viral social posts and/or social campaigns, that shouldn't be all that you do. Make an effort to pop in for 30-60 minutes a day to keep up with social media.

Post and interact daily. You'll get better results that way. Even if you schedule certain posts using something like Hootsuite, it can pay off for you. Be real, build relationships, keep your goals in mind, build your brand, and focus on building your list over time.

A photograph of a hand typing on a white laptop keyboard. A blue-bordered box is overlaid on the right side of the keyboard, containing the text 'PLR CONTENT SOURCE'. Below the photograph, within the same blue-bordered box, is the text 'Your Source For High Quality Private Label Rights Content That You Can Actually Afford and Profit From' and the website address 'www.PLRContentSource.com'.

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