

—SOCIAL MEDIA— MARKETING



PART 3
EXPERT QUALTY & BEST VALUE

3.1 - Become the Expert by Providing Value

One of the key objectives of any social media marketing campaign should be to become a top influencer and a top thought leader.

To do *that* you need to be become an authority: to be viewed in your niche as someone who is an expert on the given subject and who can help others to achieve their goals, improve their skills or find accurate and entertaining information as they need it.

Once you reach this point, you will control the hearts and minds of your audience and as that audience grows, you'll be able to generate huge amounts of income just by suggesting products and services or working with other brands.

But how do you get to this point?

The answer is incredibly simple, but also highly complex... You deliver *value*.

Why Value = Influence

When you visit any web page, blog or site, you do not do so out of charity. You don't do it as a favor to the owner of that blog.

Rather, the reason that you visit a webpage or website, is so that you can gain something from the page.

More of that not, what you're looking to gain from visiting is information or entertainment.

We watch fail videos on YouTube because we want to be entertained, and we read fitness blogs because we want information that can help us to get into better shape.

And it's only if we find this information or entertainment to be high quality, which we'll then think about returning to that page or site in future. As such, the website is providing *value*.

And it's through this value, that you eventually come to trust the brand.

Now, when that same creator recommends a certain product, or a certain service, you will be much more likely to trust them.

Simply: you have received a certain amount of value from that brand in the past and therefore, when the company recommends something else, you believe that this will also be able to offer a similar level of value.

If you get that much value for *free* from the website, you can only *imagine* the kind of amazing value you'd get if you paid for the ebook, the course, or whatever else is being promoted on the site!

That's why it's simple. The reason it's complex is that knowing how to create this kind of value is something that eludes an awful lot of business owners, brands and more.

How to Offer Value on Social Media

What also eludes an awful lot of content creators, is the notion that they need to provide value through their social media as well.

Many businesses are still stuck in old ways of thinking and specifically, they are still infatuated with the idea that marketing is something you do *at* someone.

That is to say that they are creating adverts or messages that they show to as many people as they can to raise brand awareness and to increase their chances of buying from them.

But the world has changed thanks to the web.

This kind of traditionally marketing was useful in a time when users were limited about the information and entertainment they could get.

Once upon a time, the only way we could learn about a topic or be entertained for an evening was to watch a program on TV or to read a magazine.

When adverts would punctuate those pages or be placed in between our scheduled programs, we had no option but to view them.

Thus, the marketing message would end up sinking in and we'd learn about certain brands more than others.

What was how things worked back then. Today though, thanks to the internet, we have more agency than ever before when it comes to how we get our information and entertainment.

We're not *forced* to view any message that we don't want to.

And smart marketing has evolved to respond to this. Now the marketing has to offer something *in return*. Hence content marketing, hence video marketing and hence social media.

The outdated way of using social media then, is to post lots of promotional messages and images.

Say a company sold an EPOS system to businesses, it might simply post messages like 'check out the latest features for our EPOS solution' or 'businesses can increase turnover and customer satisfaction by using our EPOS system'.

(An EPOS system is an 'electronic point of sale' - software to run a till. Not very interesting!)

Outdated yes, but this is still what you see a *lot* of businesses doing, a *lot* of the time.

Now ask yourself: who is this for? What purpose does this serve from the user's perspective?

The people following you on social media will either:

Already have your EPOS system and thus gain nothing from being told how great it is

Not have your EPOS system, already have heard of it, and have no real interest in using it

So, in other words, your messages serve zero purpose.

Those messages won't be seen by people unless they already follow you *unless* someone shares them.

And why would anyone share them?

The Better Alternative

So, what might a better strategy be for the same business?

Well, let's say that you create a Facebook page and a Twitter account aimed specifically at small businesses.

Through this page, you then share lots of useful tips and information, all explaining how they can optimize their business, improve customer satisfaction, get around budget limitations etc.

You build an active community so that small business owners can discuss the topic of business and you share lengthy posts that provide *true* insight into the operations of successful small businesses.

Then, every now and then, you also share a more marketing oriented post.

People will now want to keep reading your social media account and maybe even share your posts because they're offering *genuine* value.

Now they're a captive audience and when you come to promote what you're selling, you'll have them (hopefully) eating out of your hands.

Or how about a Pinterest board where you share ideas for home decors? On this page, you could post all sorts of unique hacks and tricks that can make a room look more beautiful.

Homeowners and those that just have an interest in interior design might sign up and start following you.

And again, every now and then, you could post an idea that includes your own products - thereby subtly marketing to that audience in exchange for providing all those good ideas.

There's a give and take here and it's a much more demographic and powerful way of marketing.

Want to know if you're doing this right? Then ask yourself this: if you shut down your social media account tomorrow, would anyone care?

If they'd genuinely be sad and feel like a useful service is now missing from their lives, then congratulations, you're providing value! If no one would notice and many people would in fact benefit from having a less spammy feed... well then you're approaching your marketing the wrong way and you need a serious rethink!

Want a little rule to remember how you should approach this?

We'll be talking about this more in future posts but for now remember the '1 in 7 rule'.

This is a rule that simply states that one in every seven of your posts should be explicitly marketing whatever your product or service is.

The other six should all be offering value in other ways - though still on-topic.

But What is Value?

But let's take a break for a moment and get slightly philosophical. What is value anyway?

This is an important topic to consider. So far, you already know that your social media accounts need to be as valuable as possible. We're no longer going to be using every single post to shout about how great our products are!

So now you're trying to add value instead and only occasionally marketing.

Bit step up!

But trying and doing are two different things.

This will only be effective if you are actually *successful* in providing that value as you intend.

So, what is value?

A simple way to look at this, is to state that 'value' comes from improving people's lives.

You have provided value if that person's life is now in some way better than it was before - even if that's just for a fleeting moment (as might be the case if you make something funny).

The longer-lasting the effect is, and the more people you can affect, the more value you're providing.

But this is again where a lot of people go wrong: their content isn't really offering any actual value. It's just masquerading as value!

I have my sights set squarely on those 'nothing' posts and titles.

These are the articles and the blog posts that do nothing other than provide tired, derivative advice.

The same goes for social media posts.

Here's an example:

"How to Get Six Pack Abs!"

This article then offers tips on different sit up variations, states that you should go for long runs and recommends eating fewer calories.

Maybe it's even worse than that and it actually offers *inaccurate* advice (in this case, that might be to suggest that you can 'target' fat loss to lose it only from your abdomen).

Either way, you now have an article that's either tired and offering the same thing as 100 articles or that is inaccurate.

Either way, this hasn't made someone's life better - it's made it worse. You've just *wasted their time* telling them things they already know.

The same goes for '*Top 5 SEO Mistakes*'. Come on, you're better than that!

We've all *read* that article already.

So, what you need to offer instead is something else.

Something imaginative - Something that is really interesting and unique.

I watched a video from Anton X recently that told me that many people do sit ups incorrectly because they bend *at the waist*.

This means that they're actually using their hip flexors more than their abs.

In order for the abs to really be targeted, you need to *roll* your mid section and actually fold *at the stomach* in the area you're trying focus on.

The video was called something like 'This one tip can improve your ab workouts 10-fold'.

That sounds like a clickbait article. It's interesting, it's unique and it promises to improve your life so you *click it*.

But when you watch it, it actually does tell you something completely unique and useful.

That is fantastic because the next time I see a post from Anton-X, I'm far more likely to actually click on it.

And not only that, but if I learn that Anton-X has a new product out, then I'll consider buying it because

I've seen that the channel is *capable* of offering value.

In the marketing niche, I recently read an article comparing sales funnels to landing pages that work on their own.

The idea behind the article was to see which was the most useful and whether a complex funnel was really necessary.

That's *much* more interesting than just another post on 'Top SEO Tips'.

So, what's the difference here? The difference is uniqueness.

The writers/presenters have spotted a topic that hasn't been covered before, they've come up with a unique angle, or they've researched a lesser known tip.

Either way, they can then provide something that someone else doesn't know and THAT is what creates value.

And THAT is what makes you want to buy from them again and to keep engaging with their channel.

And the best way to do that?

That's to really care about your brand. Really know and love the niche that you're in and if you hire writers - make sure that they fully understand the niche too.

Don't just create generic content without giving it your full attention and then expect to sell.

You won't.

Write about something your passionate about, in a unique and interesting voice and *then* you'll become an influencer.

3.2 - Quality Trumps Quantity

What is your objective with your social media campaign?

A lot of individuals and companies alike (especially the companies!) will answer this by pointing to a number or some kind of chart or graph.

In other words, they have quantitative goals which involve growing followers and growing influence over time.

That sounds like a good aim. It is useful to have a yard stick with which to measure your success.

But it's also entirely misguided.

What's much more important is the *quality* of your social followers. And I'm not talking about good genetic stock here!

This is a very important concept to understand, so let's dive a little deeper into what that means.

What is a Quality Follower?

A high quality follower is a follower who is engaged, who is targeted and who would describe themselves as a 'fan' of your brand.

In fact, one of the best known books on marketing and branding is *1,000 True Fans*, which suggests that as soon as you get 1,000 *real* fans - loyal followers - your brand has made it.

And the subtext here is that having a million followers who don't care about you, is worth pretty much nothing.

So why is this?

Well, let's consider what it would mean to have an army of highly engaged fans for a moment.

These high quality followers would be eager to hear more from you.

They are genuine fans remember, and so they're highly excited to read your blog posts, they want to see your next YouTube video and they can't wait to hear your podcast.

These are the kinds of people that will actively seek out the content you put out, rather than needing to have it

stuffed down their throats - just like you probably actively seek out new episodes of your favorite TV shows.

So, if you have 1,000 true fans, then that means 1,000 views guaranteed for every single one of your new videos and 1,000 people viewing every single one of your blog posts and your social media posts.

That also means some guaranteed profit from every single piece of content you put out.

What's more important, is that a true fan will be likely to click 'like' on each of your posts on social media. Now, your Facebook posts will be seen by roughly 1,000 x the number of people in these viewers' networks.

That's a pretty big boost.

And not only will the link be seen, but it will also be talked about and those contacts will see that their friend recommends your site as something that they should check out - which makes a huge difference.

Now imagine that you want to sell a product. Or imagine that you go onto Patreon - a site where you ask for donations for your work. Your average visitor is *not* going to be willing to pay for you to keep doing what you love doing!

But someone who absolutely loves your brand and who can't get enough of your content will - especially if they get to see their name in your next post or video as a thanks.

On top of all this, you'll also find that true fans buy your products. Of course, they do - they have been won over by the quality of the work you're putting out and so they more than anyone will be willing to buy *more* of it!

You have a bottomless revenue stream - guaranteed sales for pretty much any product you put out - and your own, free marketing agency that is shouting about every single

thing that you do and that is making sure that the world hears about your incredible brand! As you can imagine, this does make rather a difference!

The Alternative

Now imagine the alternative: having an account with 10,000 completely *unengaged* fans.

I've actually experienced this seeing as I had a YouTube account that was highly successful when I first launched it but which then got kind of *abandoned* seeing as I didn't have time for it. So when I came back to revive it, I still had the followers but they had forgotten all about me and were not at all engaged!

Posts that I put out would get 10 or 30 views at first. 10,000 subscribers with 10 or 30 views...

And unfortunately, *many* businesses find themselves in this exact position because they essentially trick people into following them (with a free gift or promotion, or even by forcing them to sign up) and then they do nothing but advertise to them.

The subscribers that are still there are only there because they haven't been motivated enough to click 'Unfollow'!

This is worse than useless because not only are you not making any impact, but you're also *completely* skewing your data and making it unusable.

How to Create High Quality Followers

So now you know why you need high quality followers, the next question is how you go about making that happen.

There are several steps and strategies to that end...

Target Your Followers: The first thing to make sure you are doing is targeting your followers to begin with. We've talked about this in previous reports so to keep things brief, the general idea is that not all followers are made equal.

You want to get people on board who fit your 'buyer persona' and your ideal customer. That means they should be a certain age, sex, gender and have specific interests.

There are lots of ways you do this. It comes down partly to how you market yourself and it comes down partly to where you are marketing.

Look for the 'route to market' - the place where your ideal customers congregate. That could be an online forum, or it could be a real-world club that you can attend and speak to the owner of.

Have a Great Brand: This is one of THE most important things for your social media campaign as well as for your success in business as a whole.

Having a great brand is the difference between being a corporate, dry and unexciting business, versus being a company that is exciting, passionate and something that people want to get behind.

The reason that people are so rabid about Apple has little to do with the technology (although this helps, of course!) and has a lot more to do with the branding and the marketing.

It's what Apple *stands for* that matters to people, because they want to stand for that too!

People are excited about Apple because it represents artistry, free thinking, premium quality and thinking differently.

These are all qualities that people want to express and so getting behind Apple is a great way to do that.

You can see the same thing with certain websites. These include the likes of T-Nation.

T-Nation is a website for people who are seriously into strength training. It has your usual fitness and muscle building articles but also has a lot of content about the culture of weight lifting and life as being someone very strong. It talks about strong supplements and in short, it certainly is not for everyone.

But that's fine, because the 'T-Nation' that do follow the site are incredibly dedicated.

It speaks to *them*.

If your website is called 'GetASix-6-Pack.net' and the only thing you stand for is trying to make money from ads, then don't expect people to get excited!

Create a Sense of Belonging: Notice how I referred to fans of T-Nation as *the* T-Nation just then? There are many other people and brands that do this.

They create a collective noun for their fans and this then gives those fans a sense of belonging and importance.

Suddenly, they are no longer passive users or visitors - they are people who actually *belong* to that brand. They are a part of it. It is theirs.

You can further this by giving away merchandise.

Giving away t-shirts with your logo printed on it has obvious marketing benefits but what it *also* does is to subtly influence the psychology of people who wear those

shirts. Suddenly, they are part of an army of followers or fans.

Likewise, asking for money on Patreon can actually help this too.

Believe it or not, asking for money can *boost* your status because the people funding your activities are now part-owners of your brand in a sense.

This sense of ownership makes a massive difference.

You can also encourage people to follow your social media this way too. Instead of 'click here to follow', try something like 'click here to become a VIP'.

Interact: Another very important tip is to make sure that you are interacting with your fans.

This is something that social media is perfect for, but which a lot of creators and brands simply forget to do.

If you just posted a picture to Instagram and someone posts a comment saying that it's fantastic and they're your biggest fan, what do you do? A shocking number of users do *nothing* because answering involves a bit too much work.

It's hard to know what to say back.

But this is essentially *throwing away* one of your *most valuable assets*. A very small percentage of people will *actually comment* on your content.

If someone does, it suggests they are engaged with social media and very interested in your brand. In turn, that means they have potential to become a top fan.

If you ignore them, then eventually they are going to get tired and fed up.

It's normal to an extent but if post after post goes unanswered, then it is hard not to eventually start taking that personally!

But if you simply write back and say 'thanks', suddenly that person knows you're there and knows you're listening.

This can make a massive psychological difference and it's something that you should definitely put the time into doing.

If someone messages you with a long list of questions, it can involve a fair investment of time to answer.

But if you do, that user will now feel indebted to you - they will feel as though they know you - and they will be much more likely to like and share your posts in future.

And better yet, don't wait for them to interact with you - interact with them!

Can you imagine how amazing it would feel if a brand that you know and love commented on one of your pictures, unprompted, and said it looked amazing?

Think of this as a relationship. And like any relationships, there must be give and take.

Build Real Relationships: Which takes us to the final point: build real relationships.

If you can create a core legion of followers, then that passion will spread and that will lead to much more engagement with the rest of your followers.

That means it is highly worth investing some time to build some great relationships that will drive your brand onwards and upwards.

And one of the best ways you can accomplish *this*, is to spend some time on an online community. Some of the biggest names on the web started out this way.

You spend time in the community and don't do anything to promote yourself.

What you *do* do, is make friends with other users, help them out where possible by answering questions and be supportive and helpful wherever possible.

At the same time, you demonstrate your expertise and your knowledge and you talk about your projects. Only then, do you eventually reveal that you have your own brand or site or product and then invite them to check it out.

What you'll find is that this leads to a massive amount of visitors, of sharing, of likes and of support as those people that you've developed *genuine relationships* with are eager to not only see what you've created but also to help out.

And for that matter - don't forget your real world relationships either!

Social media platforms like Facebook are originally for fostering your real-world networks and that means that you can reach out to old school friends, work colleagues and even family in order to support you and spread the word.

You'll never gain a bigger fan than your own Mum!

For the rest of this course
please visit:

<http://sa-chamber.co.za>

