

## Networking & Social Media

People buy from those they know, like and trust. So, start the process... Determine your Target Market. Then, begin by giving them VALUE FIRST. The best way to begin a relationship is by giving not by asking to receive. Set up your social media strategy, automate some areas, and set your daily routine.

### STEP 1: Determine Your Target Market:

- What is the content that you are providing and why is it unique? \_\_\_\_\_.
- What solution does it provide? \_\_\_\_\_.
- WHO would be interested in this solution? \_\_\_\_\_.
- As you build your social networks (whether Twitter, Facebook, LinkedIn, etc.) look to build it specifically with people who fall into the market you just described. You are not just looking to build a large social network, you are looking to build a targeted one.

### STEP 2: Give away great Value.

Share your best stuff. Remember, your goal is to gain a following of people who have come to know, like and trust you. That following develops when you give great content and you truly look to serve people with your expertise. Although there is a tremendous amount to discuss regarding giving great value and connecting with others, begin with the following basis:

- Blog – Create ten blog posts to get your blog off the ground. Perhaps consider one that represents each of your top ten topics. Remember, these posts may be video or written. In time, we'll review optimizing & submitting these posts but for now, just get them up!
- Blog – Comment on posts from each of your previously identified top competitive blogs.
- Twitter – Make a list of 100 tweets. They can be no longer than 140 characters but ideally no longer than 120 in order to give room people to RT (re-tweet) them in full. These tweets are either quick insights, links to typically non-selling valuable content, or engaging relevant questions. Come up with ten tweets on each blog topic. Note: If you have difficulty coming up with 100 tweets, you may want to reconsider whether your topic is really your passion!
- Twitter - In addition to your posts, spend as much time possible commenting on others' posts and RT (re-tweeting) those of best value. You're looking to build relationships, gain more exposure and share more value.

- Twitter – Begin to create a following by following yourself. Start by “following” the leaders of your target market and some of the people who follow them. For most people, it’s best to follow-back those who follow you (there are many different opinions on that).
- Facebook – Be sure your page is completely filled out. Make a list of 25 posts to begin and get some content up. Like Twitter, these posts can include insights, links back to your blog posts, or engaging questions.
- Facebook – Once your content is up, “Suggest” your friends “like” your page with the “Suggest to friends” link. Note: Some people like to gain some followers first before suggesting to their friends to show greater social proof.
- Facebook – Expand your connections by searching your target market and find pages that contain it. Engage with people on those pages - comment on posts and send introductory messages to those whom you find interesting.

### **STEP 3: Create a solid social media plan.**

- In the simplest form, the idea is to push out great content and drive back lots of traffic to your blog. However, don’t work it haphazardly doing whatever comes to mind. Rather, have a specific strategy for each part of your marketing. For example, one strategy people implement is to use Twitter to connect with lots of targeted people. Then, they refer those people to Facebook and from Facebook to their blog. There are many effective strategies. The key is that you have a solid plan.
- Start or Join a Tribe. The missing link in many social media strategies is that a person is attempting to do it all themselves. In the past, businesses in the same field often looked at one another as pure competition. Today’s internet world says, “Cooperation over competition.” Working together and syndicating each other’s material (assuming its quality content) will yield increased traffic and compounded success for everyone.

### **STEP 4: Create a daily routine.**

Develop a social media daily routine. Your social media routine doesn’t need to take all day but I would recommend it’s consistent each day. Consistency is key and it keeps it from taking over your life! ☺

- When will you work it?
- What will you do each day? – Blog, Twitter, Facebook, Youtube, etc.
- How will you know when you’re being successful?

**STEP 5:** Automate what you can.

Automation is just plain smart when it comes to leveraging your time. However, be careful here as it can easily be taken too far. In the quest for big numbers quickly through massive automation, you can also decrease the development of relationships (those who come to know, like and trust you) by losing the personal touch that only you can add.

When this happens, you'll be likely to see those big numbers produce small sales when the time comes for them.

With that said, automation can be a real blessing and very smart leverage used correctly. For example, your Facebook posts and Twitter tweets can be set to automatically post at certain times. There are many such time saving features that you can incorporate with a good tool.

My favorite automation tool is MarketMeSuite as it has a variety features from many different tools as well as a unique ability to brand yourself with each post.

The above steps are the beginning basics of networking and social media marketing. If you're new, I understand it may be overwhelming at first. Stick to it. Enjoy this journey...you're on the cutting edge of marketing and setting yourself up for a brilliant future.

Live Your PASSION!

Chuck

PS – If you'd like further support with this process feel free to connect with me personally at [www.chuckgoetschel.com](http://www.chuckgoetschel.com) or send me an email [chuck@chuckgoetschel.com](mailto:chuck@chuckgoetschel.com).

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