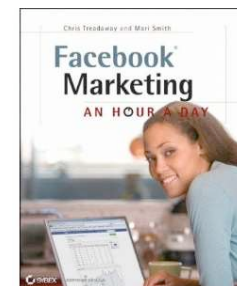


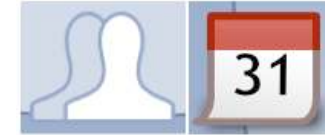
15 Social Media Power Tips – by Mari Smith



1. **Access over 500 million users with an active, engaging Facebook Fan Page.** Your content gets indexed by Google, you can have unlimited fans, and easily create “viral visibility” with your posts and activity from your fans. Start with a clear objective: e.g. build your opt-in email list (facebook.com/johnassarafpage), sell products (facebook.com/threadless), improve customer service (facebook.com/bestbuy), build community (facebook.com/starbucks), be a trusted go-to source for a specific area of expertise (facebook.com/marismith).
2. **Follow a proven six-strategy sequence for an optimal Facebook Fan Page:** Design > Content > Promotion > Engagement > Conversion > Scalability. Meet people where they are. Your fan page is your own “water cooler” on planet Facebook; 300M users login daily for an average of 55mins a day! For more on the six strategies, see this post: <http://bit.ly/FBbiz101>.
3. **Run Facebook ad campaigns – the most targeted traffic your money can buy!** The most important feature is the ad picture, followed by the title, then the text. See this Facebook ad lead generation case study: <http://bit.ly/FBadstudy> and pick up a copy of *Facebook Marketing: An Hour A Day* <http://bit.ly/facebook-mktg>.

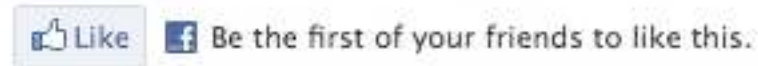


4. **Create viral exposure with Facebook Events for all virtual and in-person events.** Encourage invitees to interact on the Event page: add photos, videos, links, content on the wall, and invite their friends. All activity goes out in the stream creating viral visibility. See this post: <http://bit.ly/FBevents10tips>.



5. **Increase fan conversion with a “custom landing tab” on your Facebook Fan Page.** Use the Static FBML app (soon to be iFrames). Split-test landing pages (each has its own unique URL). One study shows visitors to fans conversion rate at 47% with custom landing tab, vs. 23% without. See: <http://bit.ly/FBtabtest>. For my recommended custom designers, see: <http://bit.ly/customfbtab>.

6. **Increase referral traffic to your website/blog by 50%** (see <http://bit.ly/FBliketraffic>) by adding Facebook’s social plugins to your websites and blogs. Plugins at: <http://developers.facebook.com/plugins>



7. **Proactively build a targeted Twitter following** using sites like Twellow.com and Listorious.com to find specific people to follow. The more followers you have, the larger your reach – but it’s important to grow organically over time. See this post for ideas: <http://bit.ly/7growtwitter>.



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8. **Create seamless branding** with a custom Twitter background that matches your website/blog, your Facebook fan page, and your YouTube channel. Your Twitter background is valuable real estate; include web links, book images, etc. See CustomTwit.com.
9. **Repurpose your content** by chunking your written materials into 125-character tweets. (This could be delegated.) For example, if you've written a book, articles, blog posts, conducted interviews, etc. – all that material is great fodder to publish on your social networks. Also check your email sent folder – there's gold in there! Set aside even a few minutes a day to actively engage with your online community – personally interacting with people can make all the difference. See this post for further ideas: *Simplify Facebook and Twitter with the ABC's of Social Media* - http://bit.ly/abc_socmedia.
10. **Simplify your social media content publishing** with HootSuite.com - pre-schedule, post to multiple Facebook fan pages, profiles, Twitter accounts, LinkedIn and more. Also, drag the little "Hootlet" bookmarklet to your browser's toolbar to be able to post content to any of your social profiles (including Facebook fan page!) from the web.
11. **Track stats on all your links shared online** using <http://bit.ly> - it's the top link shortener. Plus, see anyone else's stats by adding a "+" sign.



12. Engage in social media in even a few minutes a day with mobile apps: TwitBird, Echofon, TweetDeck or HootSuite for iPhone; Twitterberry for Blackberry. Plus, of course, Facebook mobile. A few minutes here and there throughout the entire day soon add up to create significant engagement.

13. Tap into 75 million+ professionals by optimizing your LinkedIn presence. Executives from all Fortune 500 companies are members. Create a keyword-rich bio, add all your careers, give recommendations (you'll get more!), import your blog and Twitter feeds, add apps, import video with the SlideShare or Google apps, join groups and get active, answer Questions. See Viveka's LinkedIn tips here: http://bit.ly/linkedin_tips.



14. Track and monitor your reputation with Google alerts – <http://google.com/alerts> and other free tools such as: SocialMention.com, Kurrently.com, Monitter.com, search.twitter.com, TweetBeep.com, SocialOomph.com, Addictomatic.com. See also paid tools such as: Analytic.ly, Lithium.com, Radian6.com, Trackur.com, ViralHeat.com. Full directory of brand monitoring tools: <http://bit.ly/smbrandmonitor>. Monitoring your reputation is crucial in today's day and age. For the handbook on reputation management, see the book [Radically Transparent](#) by Andy Beal and Judy Strauss.

15. Add video to your social media marketing – no amount of sophisticated technology will ever replace real, live, in-person connecting. But, the next best thing is video! You can make eye contact with the camera lens, show body language, let your network hear your voice, accent and inflection and communicate on a whole other level. For a video packed with video marketing tips, go to this page: <http://bit.ly/video-mktg>.

I hope you got value from these tips!! You'll find plenty more on my Facebook fan [page](#) – see the [RESOURCES](#) tab – and also on my blog at <http://marismith.com>.

[Click](#) to share on Facebook! Click [here](#) to tweet this!

Got questions? Write on my [Facebook wall](#) and/or send me a [tweet](#) any time!



Cheers!

Mari

P.S. For more info about me and what I do, visit this [page](#).

