Social Media Fast-track

Optimizing Your Social Media

Objectives:

1) Setting Up Google+ Business Page
2) Automating Your Social Media
3) Facebook Group VS Pages
4) Attracting Fans With Connection Targeting
5) How To Generate Leads & Sales
6) Convert Clicks To Customers w/ Paid Advertising
7) Connecting Facebook to Twitter

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Attracting Fans With Connection Targeting

Connection Targeting

What Is It?

It is the process of targeting facebook users with similar interests as your current connections.

Why Is It Important?

It allows you to focus on the users that you know will be interested in your product or company.

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Social Media Marketing

Social Media Marketing is all about being social!
- Building and Preserving Relationships
- Providing value to your 'Fans' and customers
- Constantly building your Brand

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Social Media Marketing

What is Social Media Marketing?
- It is the 'Give First' economy.

Giving value and building trust will lead people to buy.
- **Information**
- **Entertainment**
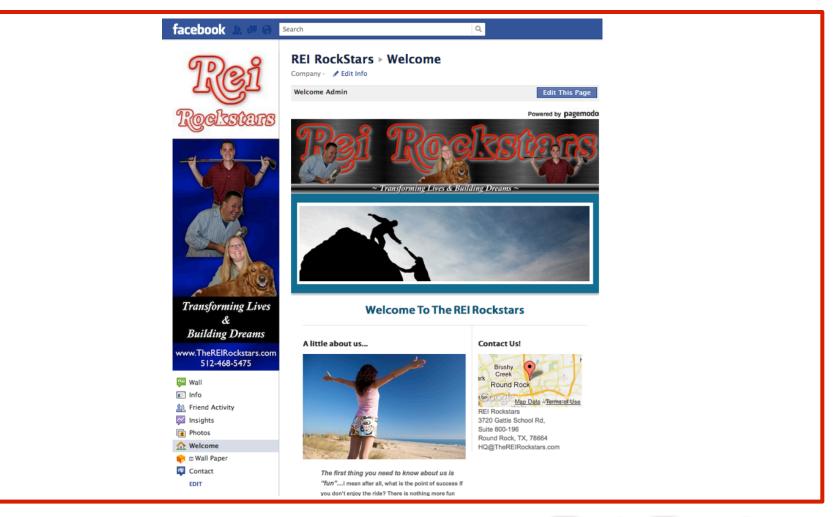- **Knowledge**
- **Trust, Credibility and your Brand**

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Step 1

Make a Welcome Page. Go to www.pagemodo.com. Click on "Start Now"

Objective 4 Attracting Fans w/ Connection Targeting

pagemodo

Features | Plans | Agencies | Blog | Sign Up | Sign In

✓ You have been logged out of Pagemodo. **Click here** to log out of your facebook account!

Create a Custom Business Facebook Page for Free!

✔ Make Professional Fan Pages in minutes
✔ No design, graphic, or coding skills needed
✔ Publish instantly to get more fans!

f **Start Now! Connect with Facebook**

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Example Welcome Page

Create a Branded Picture for your Page

This allows you to get much more than just your logo on the top left of your Facebook Page

Rei Rockstars

Transforming Lives
&
Building Dreams

www.TheREIRockstars.com
512-468-5475

Logo

The dimensions are 540px tall x 180px wide.

Tag Line

Website & Phone #

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Search for Groups/Pages/People of similar interest

Search on Facebook for Groups/Pages/People similar to your product or industry. You want to 'Like' more pages and join more groups. Try to make new friends each day by sending a message to them "I noticed that you were a friend of..."

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Become active within those Groups and Pages.

Make sure to be active in the new groups and pages that you have just joined. Remember, this is a social platform so, never pitch, be social.

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Next Video...

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