

# SOCIAL MEDIA MARKETING REVOLUTION



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# Introduction



A lot of marketers have all sorts of wrong ideas about social media marketing. Some think that you only need to post "viral content" to get tons of traffic overnight. They actually believe that if you are able to pump that much traffic to your target

website, a large chunk of those people will buy whatever it is that you are selling.

Maybe you're selling services, maybe you're selling an event, or maybe you are selling products from an online store, it doesn't matter. According to this idea, you just need to have a lot of traffic; courtesy of viral content on social media, and you will get the conversions you're looking for.

There is an assumption that social traffic, regardless of which platform it comes from and regardless of how you qualify that traffic, converts to sales readily. Sadly, none of these assumptions are true. In fact, all of them are tragically mistaken.

If you believe in any of these, don't be surprised if you spend a lot of time, effort and money only to end up with a whole lot of nothing. Welcome to the club.

Effective social media marketing can be reduced to one metaphor. Master this metaphor and you probably will make money on autopilot with social media traffic. Screw up this metaphor or remain clueless to it, and you'll continue to struggle; you'll continue to believe that social media traffic can easily be generated through viral content. You might keep running after that unicorn only to get tired and frustrated.

# Chapter 01 - Social Media Marketing – An Overview



There's a lot of misconceptions regarding what social media marketing actually is. In fact, when you come across people who call themselves social media marketing consultants or practitioners, chances are very high that they will give you different definitions.

Part of this is due to the fact that there are many different points of emphasis when it comes to social media marketing.

Some people focus on the content, others pay more attention to the network that the content is going to be addressed to, others give more of their focus to social engagement. Naturally, to the lay person, social media marketing is a big question mark.

I understand if you're confused at this point. In fact, you may be so confused that you try to simplify things in your head and end up focusing on how to get as much traffic for as little effort as possible.

That is precisely how a lot of online entrepreneurs and marketers approach social media marketing. Sadly, that is a one way ticket to failure or disappointment. It's not just going to work out sooner or later. With any kind of project, you have to have the right definition, otherwise, you are making things harder on yourself.

Depending on the definition you go with, you might have all sorts of expectations, and if these outcomes do not come to pass, your resolve and your motivation levels start to suffer. You have to work with the right definition.

## A Winning Definition

With all of the above said, what is social media marketing for our present purposes? Well, since this training uses list marketing as its main vehicle for converting social media reach into cold, hard cash, social media marketing is all about content-based audience relationship building. Let me repeat that, social media marketing is all about content-based audience relationship building.



You need to use content in a strategic way. You need to speak to certain audiences and build a relationship with them. This relationship is not this broad word that makes people feel good, but ultimately doesn't mean much of anything. Instead, this relationship has a tangible form. And I am, of course, talking about your mailing list. Once you get people on your mailing list, that's when the fun begins.

Everything else is just a work up or a preliminary prior to that point. You need to get people on your list. Social media marketing is going to be your primary vehicle to get people to your list. Everything has to revolve around that list. And this must shape, inform and guide your social media actions.

## Managing Your Expectations



A content-based audience relationship approach to social media marketing sets different expectations compared to other ways of defining this type of marketing. When you read the typical social media marketing book, for example, "How to Dominate Twitter," the focus in on

traffic.