HOW TO BEAT YOUR COMPETITION ON SOCIAL MEDIA
Introduction

By now, you are aware that social media is not a fade. In fact it is an important part of your marketing strategy. Social media will help you accumulate fans and followers, it helps generate leads and will drive traffic to your website.

The problem is, most marketers do not know how to use social media to their advantage. Or, marketers feels like there is nothing they could do to catch up with their competitors.

The good news is that once you learn how to use social media effectively, it’s not hard work to maintain and continually grow your social media presence. You just need a little guidance! Your in luck because this short Ebook has everything you need to gain the edge over your competition. So what are you waiting for!? Lets get started!
Chapter 1

Checking Your Competition’s Social Media Standing
Before you dive into the world of social media, you’re going to want to know where you stand among your competitors. So the first thing to do is make a quick list of your competition. Then see what their presence is like on the following sites:

- Twitter
- LinkedIn
- Facebook
- Pinterest

We’re going to focus on the four sites above, but if there are other social services that are applicable to your field (ie. FourSquare, YouTube, Google+), then be sure to all check out your competition on those platforms as well.

When you’re looking at your competition’s social media pages, keep a close eye on:

- Original vs. sourced content (ie, something they created vs a quick link)
- Frequency of updates
- Number of fans/friends/followers/etc.
- Audience engagement
- Quality of content
Also pay close attention to how well they promote their social media presence from their home page (and their blog, if applicable). If you’re serious about social media, then you should be analysing the elements of the social sites previously mentioned on a monthly or at least quarterly basis.

The best part is that while you’re scoping the competition you can;

A. Pick up tricks to “borrow” from them and
B. Track your brand’s progress against the competition.
Quickly Creating Captivating Social Media Content

Chapter 2
Think of your social media profile as a hungry beast that loves to devour content. To keep him alive and thriving you have to keep coming up with content.

Fortunately it’s not all that hard and we’re going to show you how to load your social media outlets with quality, lead-generating content.

While we’re not asking you to make a dozen exclusive deals or write hundreds of blog posts (though those things couldn’t hurt :) ), the brutal truth is that you do need a lot of content, and every second you wait is a second that your competition is gaining on you.

Fortunately you don’t have to start from scratch as you can reuse a lot of existing content from your site and around the web.
Blog Post Creation Ideas

In fact, here’s a quick list of several ways you can create simple-but-effective blog posts, which you can then link to across all your social media sites:

» Collect top blog posts on your field and compile them in a “Link Round Up”.
» Post an interview with an “expert” that you conducted via email or Skype video.
» Highlight an excerpt from an e-book, blog, or elsewhere on your site.
» Turn a FAQ into an entire blog post. Be sure to ask readers for more questions.
» Ask guest bloggers to curate content for you.
» Repurpose an existing presentation into a clean-looking PDF.

If you happen to be a frequent blogger you can even republish or call attention to old, popular posts. Just be sure that the content is still relevant and not out-dated.

Also remember that each post should be nursing or generating a lead and that there is always a way to ask for audience participation or drive the reader to a designated page or special offer that you are promoting.
Image Creation Ideas

Since a picture is worth a 1,000 words – and even more so on Pinterest and Facebook – you’re going to want to have plenty of catchy images to reel in readers. If you don’t believe an image can capture thousands upon thousands of hits, then check out the top 10 posts on Reddit.

Here’s the easiest ways for you to create your own visual lures.

- Share videos and be sure that the captured still frame is the juiciest, most visually-enticing part of the video.
- Head to memegenerator.com and create your own meme or find (and repurpose) entertaining images on imgur.com.
- Showcase infographics that make your message clear enough that a 6-year-old could read it.
- Simply overlay your message in big font across a captivating image.
- Everyone loves to LOL, so a relevant-to-your-industry comic never hurts.

Next we’ll show you how to take this goldmine’s worth of content and convert it into a serious social media presence.
The Smart Way To Be Social

Chapter 3
All your efforts will be for naught, if you’re posting the right content in the wrong spots, that’s why we’re giving you a mini cheat-sheet.

Plus, what kind of friends would we be if we didn’t share all the tricks that we’ve learned along the way. Scope the advice below to get every single drop of social media performance out of your efforts:

**Twitter Tips:**

- Use the words “via,” “@,” “RT,” “please,” and “check” to get higher re-tweets and click-throughs.
- Successful tweets use almost all 140 characters.
- Put links closer to the start of the tweet for a better click-through rate.
- Tweet later in the day when Twitter has its highest traffic levels.
- Use more action verbs, fewer nouns. It needs to be punchy!
Pinterest

This is where that visual part of your brain can get to work. Make each image really alluring and make sure the links drive to your site.

Create multiple boards, some specific like “Social Media Infographics” or “Entrepreneurial tips,” and you can also try your hand at fun boards like “Hilariously Bad Web Designs” that can attract more repins.

**Pinterest Tips:**

- Tall images get more repins.
- Try to replicate content that gets liked as “liked” content gets more repins than heavily-commented-upon content.
- Content with descriptions around 200 characters tends to get the most repins.
- Build content around the ideas of famous quotes, products, DIY, inspiration, books, and ideas.
Facebook

It’s a fickle beast as you need to carefully walk the line between being personal but not overly so. Be sure to post enticing images (you can even borrow the same images you used on Pinterest and your blog posts) but be sure to include text that gives them context.

Facebook Tips:

- Content posted in the early evening when people are home gets the most likes and shares.
- Thursday is the lowest day for generating likes while the weekends are the highest.
- Posts with words like “I” and “me” get the most likes, so be sure to make it about you!
- To get more shares makes your posts between 400 and 500 characters.

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LinkedIn

This is where you can be more transparently promotional in regards to your products and services. Additionally, this is a good platform to create posts that are heavier on text. LinkedIn users tend to spend a lot of time on the site because they feel it’s benefitting their career and making an impact on their business.

LinkedIn Tips:

➢ Be sure to create an official page for your business.

➢ Join several groups and message and comment about your product in relevant groups.

➢ Make sure you include a clear link to your business and that your job title and (if necessary) industry are clearly defined.
Staying On Top of Things

Chapter 4
Since you’ve got approximately 3,450 things to do and only 7 days in the week, here’s the easiest way to keep your social media profile neatly organized.

**Social Media Calendar**

Set aside a single block of time each week to generate the next 7 days worth of content. This way you won’t have to worry about your social media content except for just once a week. Once you’ve created all your content, simply place it into your social media calendar.

**Social Media Scheduling Tool**

After you’ve created all your content, use auto-publishing tools to have your content... you guessed it... automatically published. Most social media platforms will have this option and there are several third-party services that will do this for the platforms that don’t provide it.

This way you don’t have to even visit the sites each day, let the auto-scheduler do the work for you!
Social Media Monitoring Tool

Lastly, you’re going to want to see all your precious work in action – and more importantly make sure what you’re doing is working effectively or figure out what needs a little fine-tuning.

That’s why it’s vital to use monitoring sites (often free of charge) to track all your tweets, posts, pins, and more. You can also set up Google Alerts to notify you of particular searches and figure out what keywords are scoring you the best results.
Growing Your Social Media Profile With Other Platforms

Chapter 5
While there are several ways to make your social media profile bigger and better, here are the three that we’ve found to be most effective.

**Social Media + Email**

Include your social media links in your email blasts to further promote your pages and take advantage of every form of your marketing. Make it even easier (and clearer) by using words like “share this!” with easy-to-click hyperlinks and buttons.

**Social Media + SEO**

These days social media sites and search engines are almost one in the same, and in some cases they even are. That’s why it’s important to use the same SEO keyword strategies that you use on your website and apply them to your social media pages.

Now you shouldn’t chock your tweets full of disconnected keywords, but some careful linking and proper keyword usage can go a long way in building your social media ranking.
Social Media + Blogs

We already talked about ways for generating quick blog posts, but if you want those blogs to be seen by lots of eyes, then it’s important to make sure each post is followed by “share this!” buttons.

This will allow readers to effortlessly spread the word and do the promoting for you. Also you should be tracking which posts perform the best and spreading those across all your social media sites.