

# HOW TO GET LEADS (AND REVENUE) FROM SOCIAL MEDIA

The Complete Guide to a Fully Integrated  
B2C Social Media Program

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**PostcardMania**

*Postcard Marketing Experts*



So you've heard talk about this "social media" thing, but maybe your take on it has been similar to what Michael Scott (Manager of *The Office*) thinks about computers: "They are great for playing games and forwarding funny emails. But real business is done on paper."

Well, it's time move into the future. Social media is here to stay.

While it won't be replacing traditional advertising methods anytime soon (or probably ever), it is a legitimate marketing platform that can produce fantastic results if used properly. And that last part is very important.

In this report, we are going to look at how you can take the top 6 social media platforms (Blog, Facebook, LinkedIn, Twitter, YouTube, and Pinterest) and use them together to create more leads and revenue for your business. Let's get started!

Blog

facebook

LinkedIn



You Tube

Pinterest

# Blog

There are two parts to this section. The first part is your actual blog – you need one. Create a blog on your website. It can have its own URL, but make sure it's attached to your main website so that Google and other search engines know it's connected to your business. If setting it up seems confusing to you and even this report doesn't help, call PostcardMania. We can help you with that. The purpose of a blog is twofold: 1) to keep your website updated with new content on a regular basis, which helps you rank better on search engines like Google, and 2) to create interesting and helpful content that positions you as the thought leader in your industry and entices customers and prospects to come back for more.

## What do you blog about?

### Here are a few ideas to get the ball rolling:

- a. **Feature “How-To” Posts** – This type of post gets a lot of attention because you are not just spouting promotional copy; you are actually helping the reader with a problem/situation they have. For example, if you are an insurance agent, you could feature a “How-To” post on examining your insurance bill to ensure you are getting the best rates.
- b. **Create and Post Videos** – We'll get into this more in the YouTube section below. But once you have a video up on YouTube, you should feature it on your blog.
- c. **Feature Customers** – Find people that are using your products and tell the story of how they use your product or service. People love being acknowledged, so when you feature them they'll feel appreciated and want to come back to your site and share it with their friends.
- d. **Use other leaders and bloggers in your niche** – For example, a dentist could feature an MD who talks about nutritious foods that can increase your calcium intake and in turn strengthen your dental health.

A great way to get content ideas is to start following other company blogs in your niche so you can get content ideas from them.

*NOTE: Incorporate a lot of well-done, aesthetic photos in EVERY blog post. Photos are going to play an important role in your overall marketing strategy, so invest in a nice camera as soon as possible.*

*Having a blog will also open doors to building relationships with different companies and prospects. Interacting with other brands and products online through blogging can open up cross-promotional opportunities where you can introduce your followers to great information and products from non-competitive companies, and gain exposure to new followers through guest blogging or having your products and services featured on other business blogs.*

*IMPORTANT: within the design layout of your blog, include a subscription box for people to subscribe to your posts so they get an email every time you post something new. Also, you'll want social media sharing options including: Facebook, Twitter, Pinterest. Your programmer should be able to include these easily.*

# Blog

(part 2)

## So how do you find and connect with these bloggers?

*The second part of this section is about other bloggers. There are hundreds of niche bloggers on the web and many of them have strong and loyal followings.*

*There is a good chance that your target market is following and reading a few of the popular bloggers in your niche.*

*What you want to do is connect with these influential bloggers (influencers) and build a relationship with them. This could lead to a potential feature on their blog or maybe just a couple mentions with links back to your blog. Either way, it helps you infiltrate your target market.*

### **Here are some initial steps to get started:**

- a. Start researching blogs (via Google or any preferred search engine) and make a list of the top 10-20 bloggers in your niche with a large following. You can search for your industry (like HVAC, Landscaping, Real Estate, etc.) followed by the word blog. This will show you some popular industry blogs. Look for one that interests you, or try to find one with a similar focus as your business. Then, start reading some of their content. You can tell when a blogger is popular by how many comments are on their posts, how many Facebook fans they have on their pages, how high their blog pulls up on Google, etc. There's also a site called [www.compete.com](http://www.compete.com) where you can enter a site URL and see an estimate of how many website hits they get per month.
- b. Once you've started following these bloggers, begin to interact with them in the comments section. Post friendly comments on their posts with additional helpful information or good, solid questions. After you've been doing this for a while (a month or so) and you've gotten to know them and their style, contact them directly and tell them about yourself (i.e. who you are, what you do, link to your site, etc.) The purpose is to build a relationship with these bloggers so you can create an opportunity of exchange with other bloggers. If you sell products, you can offer to send them products in exchange for them featuring those products on their blog. If you don't sell products, and even if you do, you can request to be a guest blogger for them. You can provide them great content, and offer them exposure to your readers. Likewise you can get exposure to their readers. This is normal blog etiquette. But developing the relationship is the first step. Don't pitch your product or request to guest blog without building the relationship first - it is not as effective and can be seen as opportunist, rather than a legitimate relationship.
- c. If and when a blogger decides to feature you, it's good etiquette to thank them in a public way. This could be to post their blog link on your Facebook page, on Twitter, etc. The blogging world is sort of a "you scratch my back and I'll scratch yours" environment.



*The most well known commodity in the social media universe is Facebook. Heck, my family dog has a Facebook account. So how do you turn something that is fundamentally personal and social into a lead-producing machine? There are 3 steps...*

## 1. Initial Setup

Create a page using images from your website, like logos, shots of your products, etc. The page should reflect the look and feel of your website, because you don't want to confuse people. The following are the basics of what you will need to set up an optimized business fan page:

- a. Company contact info** – This includes a company bio, phone number, web address, general email address, etc.
- b. Logo for profile picture** – This is the image that people will see as you post updates and they show up within your fans' newsfeeds. You should stick with something simple such as the company logo or something that resonates with your audience.
- c. Cover image** – This is the large image seen as the main aesthetic photo above the profile picture. It is usually something that communicates your company's style. Facebook doesn't allow for you to promote business info within this image, nor can you ask people to "like" your page. This is the perfect opportunity to showcase some of your popular/bestselling pieces. There is no limit to how many times you can switch out the image, so as you launch new products or update your site, have your cover image coincide with the rest of your branding strategy.
- d. About section** – On the main section of the fan page, underneath the profile picture, you can list out your products and include your company website. This will be hot linked so fans can access your website with one click.

## 2. Content & Posting

It's important for you to keep your page active and engaging with fresh, new content in order to engage your audience, as well as collect more "likes" and potential customers. One thing to keep in mind is that search engines like Google tend to give preference and top search listings to sites with a lot of social media interaction. The more you post, and the more likes and comments your posts get, the better your website will do when someone searches for you online.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

(part 2)

## What do you post?

### Here are a few ideas for content you can post:

- a. **Blog Posts** – Post all blog posts to your page with images and a link to your blog. If the post is featuring a blogger or company, be sure to tag their fan page so more people see your update.
- b. **Pictures** – Post pictures around your office or work studio. Share photos of bloggers, fans, etc. who are using your product and anything else that’s fun and interesting that relates to your company. If you have a smartphone, you can use the Instagram app to create aesthetic-looking photos – plus, Instagram is another source for developing a following!
- c. **Videos** – Post any videos from your YouTube account and/or blog posts.
- d. **News** – Keep your fans updated on any news or happenings in your industry. Become the go-to source for insider news and tips.
- e. **Contests** – To boost new “likes” host occasional contests where you give away a free product or service in exchange for your fans getting the word out about your page. Incentives are key!

### 3. Ad Campaigns

Create some ads (sponsored stories, sponsored posts, banner ads, etc.) targeting some of these groups: people who are already your prospect or customer, or people based on interests, age, gender, location and so on. Also, target people who are fans of pages similar to your company’s pages. Facebook will let you choose to have your ads drive traffic to a landing tab on your Facebook page or to a page on your website (sending people out of Facebook will cost a little more, but not much – but keep in mind that driving people to a tab on your Facebook page will help increase your likes, which helps increase your organic search rankings). This is done via a cost per click strategy. This report can help you capitalize on Facebook’s advertising system.

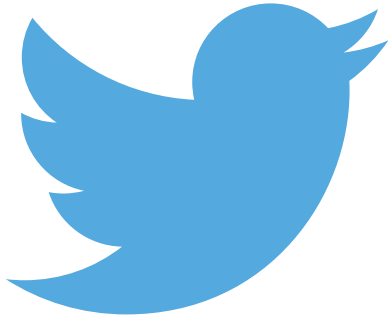
A large, light blue, faded version of the Facebook logo, consisting of the word "facebook" in lowercase letters, positioned at the bottom right of the page.



## *LinkedIn isn't for every B2C company,*

but if you have a niche market product, using LinkedIn can help widen your social media presence. The first step is to make sure the profile for the “face” of your company is fully complete, including a clearly stated title (i.e. Bob Jones – CEO of ABC T-Shirts). A complete, informative profile establishes credibility. Once you have that done, follow these steps to start getting leads:

1. Research groups that your target market hang out in. For example, if your target market is professionals that work from home, you would want to find groups like “Home Office Professionals” or something similar. Join groups that have a ton of members, those are usually the ones that are most active. (Note: you can only be in 50 groups at a time, but you can leave and rejoin these groups whenever you want.)
2. Once you’ve joined a bunch of groups, go into each one and read the current discussions/posts. When relevant, post responses and comments. If possible, try to relate your comment to something that you can link back to your website or a landing page (with a sign-up form). This will help you convert leads. However, it’s vitally important that you are not sales-y in these responses, because that will turn off prospects. Just be helpful. It may be helpful to create a downloadable report if you find that a certain topic is a recurring theme for your target market. Then you can offer links to download the report for FREE and get leads that way.
3. Once you’ve established yourself within the groups. Start posting different topic discussions and include a webpage URL. You can post your blog articles, links to landing pages, etc. The key is to develop an enticing title and description that will get people to go to your link.
4. Connect with group members by sending individual messages. Go to the “members” section within any group and browse through member profiles. When you see someone that is a great prospect, you can send them a private message by scrolling over their name and clicking on the “send message” link located on the right-hand side. Don’t pitch them about your company right away, start off by introducing yourself and ask them questions about them and their business. Once you’ve got a good conversation going, slip in some links to your site, ask for their contact info, etc.
5. Do an advanced search of members within the verticals you’re targeting. You can do this via the search bar on the top right-hand of the page. Make sure the dropdown box is set to “People” and then click on the blue “advanced” link to the right. If you have a pro or business upgraded LinkedIn account, you can refine your search and more results will pull up based on the level of your membership. Once you’ve gotten some search results, send these prospects a private message using the In-Mail option. It works similarly to an email.



*Twitter is becoming  
the go-to place for the  
latest news and trends.*

## **TWITTER**

If you can establish yourself on Twitter as one of the leading authorities in your industry, you will reap serious benefits in both visibility and increased revenue. Here is how to get your Twitter takeover underway:

1. Similar to Facebook, post all blog articles, videos and other content you generate.
2. Post tweets, which are posts of 140 characters or less on Twitter, with links to various pages on your website using relevant #hashtags and keywords based on the context of the tweet. Hashtags are a way of summing up your post into a theme, and they also categorize tweets so that they turn up when someone clicks on that hashtag. For instance, a jeweler could post “50% off our silver bracelets today only. #GreatDeal.” To use a hashtag, use the pound symbol (#) then write the theme without spaces. Using a hashtag groups your post with other posts that use the same hashtag, so they give you exposure to prospects who are viewing posts about “#GreatDeals.”
3. Follow companies in your niche industry, bloggers and any other Twitter profiles that would most likely have your target audience following them (i.e. for a jewelry line, this would be fashion magazines). Browse through their followers and start engaging with them using the @reply type method when you want to speak directly to them. Be sure not to pitch yourself or your products right away! Like with a blog, you need to build a relationship first.
4. Connect your blog to your Twitter account so that all posts will automatically post to Twitter.
5. Tweet and retweet other people’s content, if it’s relevant to your company. Tweets are your own posts on Twitter. Retweets are posts that another Twitter user posted that you decided to share with your followers. The point is you need to be interested, not just interesting. It shows that you don’t only tweet about you and your company. In addition, tweeting others’ content (and tagging them appropriately) will help your tweets get seen by more people, thus increasing your followers. This is a great tactic when you want to get the attention of influencers in your industry!





*Videos are an excellent way to increase your interaction with fans and followers.*

Videos! They grab attention, and they can also help you convey information in a way that is clearer and more engaging than just writing. Here are two kinds of videos you can produce in addition to hilarious cat and dog videos (kidding, kidding):

- 1. How-To Videos** – Similar to the idea of writing a blog post, you can start doing some video versions of various how-to's and DIY's ("Do It Yourself") pertaining to your product or services. These don't have to be long, but be sure to walk step-by-step through the whole process, so the viewer will be able to use the content of the video and will suggest it to others who need help in that area.
- 2. FAQ Videos** – As you start building up business, take note of some of the issues and frequently asked questions you get from your customers. Once you have a few, create some short videos addressing each question. These can be on a later date, just something to keep in mind for the future.

*If your product is visual, do not underestimate the impact of this social media website.*





The newcomer on this list, Pinterest is quickly growing a large and loyal following for its image-based posts. Here are a few steps to get you started:

1. Create a Pinterest account, using your company name, logo, bio, etc.
2. Create different pin boards that resonate with your brand and audience. A pin board is just a section of your Pinterest profile. You separate your “pins” into group, and each group has their own “pin board”. For example, you can have a separate board for all your blog posts, a board for each of your products and a board of fun, industry-related pins.
3. Integrate your Pinterest account with your blog posts with the ‘Pin It’ button so readers and Pinterest users can easily pin images from your blog.
4. Pin all of your products and include a price and direct link to where your Pinterest followers can purchase. That way if your items get re-pinned, people can always be taken back to the place where the pin originated (your website).
5. In the future, you can use Pinterest for contests and sweepstakes. You can do this by inviting your followers to create a pin board based on whatever criteria you want, then share their entry in a comment on your contest pin. Then, you can judge the entries, or maybe have your staff vote on them to decide the winner. For example, a tax accounting company could create a contest where they invite followers to create a new pin board where they pin pictures of where they wish they were when they’re doing their taxes. This reminds their prospects how much they dislike doing taxes, and how much easier it would be if they let them take care of the whole thing instead. Contests are a great way to engage your followers and generate interest and traffic on your profile; however, in the beginning, just staying active on Pinterest is going to drive a lot of traffic to your blog and website.



*Of course, not every platform will be the right fit for your business. The trick is to invest in the platforms that offer you the **best chance to reach your audience***

You may even find that platforms you thought wouldn't produce any leads or engagement actually work well for you. Ultimately, any social media endeavor is an attempt to build a thriving online community where your brand and business can interact with prospects and customers. So don't bite off too much too soon. Invest deeply in a couple sites, build community, and then branch out into other sites.

Over time, the relationships you build online will turn into real leads and prospects for your business! Enjoy!

If you need help with your social media marketing, we would love to help you out! Give our marketing experts a call at **1-800-628-1804** today!

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