



# THE COMPLETE SOCIAL MEDIA MARKETING SYSTEM

The 8 Essential Rules  
for Success



<https://powerpost.co>

# INTRODUCTION

Social Media Marketing is now so broad & so complex that it can literally take a whole team of people working full time to cover all bases, but of course this a luxury that few businesses can afford.

After many years of constantly testing & developing social media marketing in multiple businesses around the globe, the founders of Powerpost came to realize one thing:

**80% of the results they achieved - like the real money-in-the-bank type of results - came from less than 20% of the actual activity that they were doing.**

From this experience “The Complete Social Media Marketing System” was born. It is a distilled, highly effective & affordable version of what they were once paying £1000s per month for.

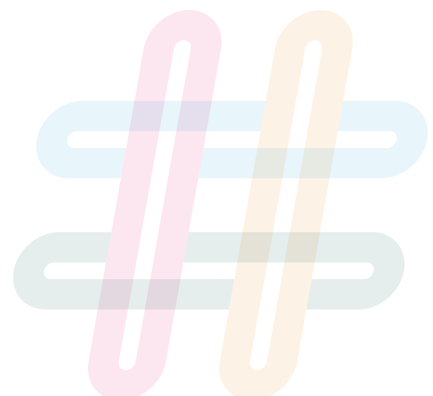
Tried & tested, it can be implemented by any small business owner with the necessary skills and sufficient time on their hands.

We give it to you here, free of charge, to replicate in your own business.

If doing it all seems too daunting or time-consuming for you then the Powerpost team of experts can implement every aspect for your business for only £5.45 per day. There it is – our sales pitch!

Whichever you decide: read, **implement** and prosper. You will not regret it.

## TEAM POWERPOST



# The Complete Social Media Marketing System

## 8 RULES FOR SUCCESS

### RULE 1

Your **business** must be **present** on **multiple social media** platforms.



#### WHY?

There are over 2 billion people on social media **every day**. They do not all congregate on the same platform at the same time.

#### BENEFIT:

- Achieve the maximum possible exposure for your business.

#### ACTION POINTS:

- Create a **Facebook Business Page** – the biggest of all social media platforms with excellent prospect targeting options.
- Create a **Twitter Account** for your business – great prospect targeting options + get discovered on Twitter Search.
- Create a **Google+ Business Page** & link it to your website to get valuable new exposure from Google Search.
- Create an **account on 1 or 2 other popular social networks** that are best-suited to your business type: Instagram or Pinterest for visual-based businesses, LinkedIn for B2B or Tumblr for everything else.

#### TOP TIP:

“**Business Pages**” are **different** and separate from “Personal Profiles”. Never mix business and pleasure in real life. Or on social media.

#### SHAMELESS PLUG:

**Powerpost** create all **5 social media pages** for you free of charge when you become a client. Visit our site <https://powerpost.co>



## RULE 2

You **must** use **eye-catching graphic design** that instantly communicates your brand identity and Unique Selling Proposition (USP).

### WHY?

Modern-day attention spans are miniscule. If viewers do not understand who you are and what you do within the first 5-seconds, they are gone – most likely to your competitors.

### BENEFITS:

- Brand recognition
- Retain viewers and reduce viewer “bounce” rate
- Instant communication of your customer proposition

### ACTION POINTS:

- Include your company **tag-line/Unique Selling Proposition** within the graphic design of your page cover image
- Use your **company logo** in your profile image rather than a photograph of you, unless your business is character-based or about you personally
- Carry through the **brand identity** from your website to your social media pages by using the same image, colors, fonts and graphic design language

### TOP TIP:

The cover image on your **social media pages** will appear differently according to the device that it is being viewed on (computer, tablet or phone). Use the correct size images for each social platform and position your text so that it is not truncated or obscured when viewed on a phone.

### SHAMELESS PLUG:

Graphic design is provided free of charge when you become a **Powerpost** client.  
Visit our site <https://powerpost.co>



## RULE 3

You must **curate** and **create popular content** for your pages in order to engage your audience.

### WHY?

People hate being sold to, especially if it's constant. You must inform, educate and entertain them in order to nurture the relationship. Content sharing is the new word of mouth - but infinitely more powerful!

### BENEFITS:

- Multiply your brand awareness as people naturally share your content
- Amplify your reach by curating already popular content and share with your unique insight attached

### ACTION POINTS:

- Create **new content** that is relevant, helpful, informative & entertaining to your social audience
- **Find and share content** that is already proven to be popular with your target market
- Use the **correct mix of content** so that only around 20% directly promotes your product or service

### TOP TIP:

Make your content visual. **Photos, videos and infographics get shared** more often than just text alone.

### SHAMELESS PLUG:

**Powerpost** use industry experts to curate and create up-to-the-minute content that our sophisticated software identifies as already being highly popular.

Visit our site: <https://powerpost.co>



## RULE 4

You must **post** your content to all **5 of your social media** platforms at least once a day

### WHY?

Companies that actively post relevant information and continually break industry related news naturally become seen as the experts in their field. Plus of course social media marketing is a numbers game: more swings = more strikes!

### BENEFITS:

- Build your reputation with your target audience
- Demonstrate expertise and thought leadership
- Become the “go-to” company in your field

### ACTION POINTS:

- Make a post at least **once a day** to your **Facebook, Twitter, Google+** and your other social media platforms

### TOP TIP:

Schedule your posts at times when they are most likely to get **maximum views & shares** - typically between 1pm & 3pm on Facebook, between 5pm & 6pm on Twitter and between 9am & 11am on Google+ (data source: Quick Sprout)

### SHAMELESS PLUG:

Our **PowerPro Package** (link to: <https://powerpost.co/pricing/>) includes one post per day to all **5 of your social media pages** - that's 1,825 posts per year!



## RULE 5

You must use **paid promotion** and **advertising**.

### WHY?

Paid promotion has far more reach than normal posts and allows you to deliver your message to highly-targeted prospects that have not yet seen, liked or followed your page.

### BENEFITS:

- Fast-track the growth of your social audience
- Drive traffic to your website
- Generate new business leads

### ACTION POINTS:

- **Create a paid Facebook campaign** to continually find new targeted Facebook followers **every** month.
- **Create a promotional campaign** to continually find new Twitter followers **every** month. Persistence pays!

### TOP TIP:

Use **Facebook Ad Manager** to create custom audiences that are highly targeted using 1000s of interests & demographic options available. Install the Facebook Pixel to allow you to remarket to your website visitors on Facebook.

Use Twitter & Twitter Search to **target people who are currently following your competitors** or are engaged in conversation using keywords that are directly relevant to your business.

### SHAMELESS PLUG:

Our PowerPro Package (link to: <https://powerpost.co/pricing/>) also includes both the above paid campaigns on Facebook & Twitter - alone these normally sell for £125 per month.



## RULE 6

You must **supplement** this **Social Media Marketing System** with additional offline promotion and on-going activities.

### WHY?

There are literally hundreds of additional opportunities for you to promote your social pages, drive customer engagement & generate leads – many at no cost!

### BENEFITS:

- Grow your social audience and generate new leads
- Keep your business in the minds of your existing customers

### ACTION POINTS:

- Include your social media pages on **all of your printed materials**: business cards, letterheads, invoices, packaging, advertising & point-of-sale materials etc
- Include your social media pages **everywhere** you **have a web presence**: your website (use social share buttons as well), email signature, online directories etc
- Ask your existing customers to **connect with your social media pages** via: an email-shot, on-site signage & wherever else they connect with you
- Leverage your employees and ask them to **like, follow and share** your social pages with their own social networks
- Do the same with **your network of friends and family** and make the occasional post to promote your business page on your personal profile

### TOP TIP:

To increase response, include a clear benefit-driven call-to-action wherever you display your social media pages. Example: Like us on [www.facebook.com/getpowerpost](https://www.facebook.com/getpowerpost) for free, business-building marketing tips

### SHAMELESS PLUG:

All **Powerpost** clients receive a free, fully detailed guide on how to supplement your social media marketing strategy. Visit our site: <https://powerpost.co>





## RULE 7

You must have **an effective**, value-based  
**lead generation strategy**

### WHY?

Nowadays website viewers won't give up their contact information without a compelling reason. And if they don't, then you lose them (and their business) before you have even started.

### BENEFITS:

- Turn more social media and website visitors into new leads
- Understand exactly which leads are generated by your social media marketing spend

### ACTION POINTS:

- **Review your website now** - is it simply an online brochure? Or does it clearly direct the viewer on how to connect with you and why?
- Implement **clearly visible Calls-To-Action** on your website that offer something of value to the viewer in return for their contact details.

### TOP TIP:

Use these highly effective free tools to implement multiple lead generation opportunities on your website: [www.sumome.com](http://www.sumome.com)

### SHAMELESS PLUG:

**Powerpost's** technical secret-sauce automatically redirects clicks on your social media posts to a free, SEO-friendly blog that includes a lead generation form. Have a Wordpress website? We can auto-redirect to that too :)

Visit our site: <https://powerpost.co>



## RULE 8

You must have a **tracking mechanism** to measure followers, website traffic, new leads generated and the Return On Investment (ROI) from your social media marketing

### WHY?

The old saying “**Half of my advertising spend is wasted. Problem is I don’t know which half**” is just that - old. Nowadays a properly constructed online marketing campaign can provide precise data on what results and ROI you are getting.

### BENEFITS:

- Measure & understand every aspect of your social media marketing campaign
- Redirect your marketing spend to where it produces the maximum profit
- Get the key data you need to make informed decisions

### ACTION POINTS:

- View your **page analytics** within your social media accounts
- Install a **tracking mechanism** (such as Google Analytics) within your website to track every aspect of your site visitors, their demographics and behavior
- Measure the **sales/profit** generated from each of the new leads created by your social media marketing campaign

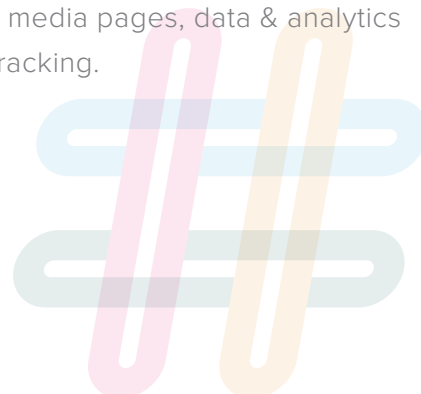
### TOP TIP:

Know exactly how much marketing budget you can spend to acquire a new customer by calculating their Lifetime Value.

Lifetime Value = Profit per Sale x No of Sales per Year x Average Years they remain a client

### SHAMELESS PLUG:

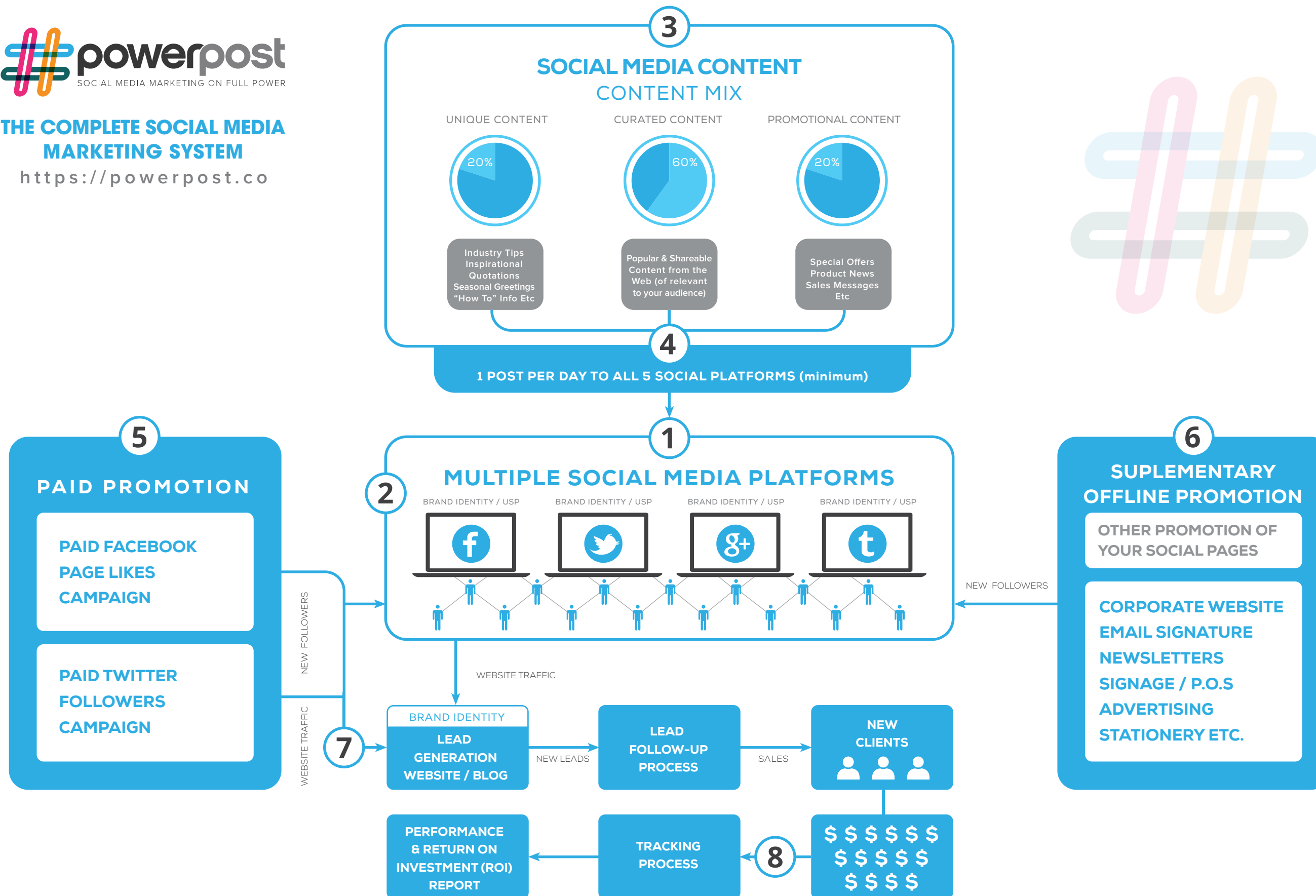
**Powerpost** provide you with full access to all of your social media pages, data & analytics as well as instruction on how to install website conversion tracking.





## THE COMPLETE SOCIAL MEDIA MARKETING SYSTEM

<https://powerpost.co>



# THE UNWRITTEN RULE

Once you have **implemented Rules 1- 8 then congratulations** - you now have a social media marketing strategy that is almost certainly head and shoulders above your competition.

Do not forget the most important part though - **be responsive**

All of your efforts are for nothing if you do not respond to the interest, inquiries and leads that are generated. So be sure to regularly check for comments and messages posted on your social media pages and join in the conversation.

## TOP TIP

Set your notifications to get an email alert when you receive comments, likes, follows, tweets, re-tweets and/or any number of other activities that occur on your social media pages.

## TIME POOR OR NOT TECH SAVVY?

Then hire our team of experts to implement every aspect of The Complete Social Media Marketing System in **your** business for only £5.45 per day. We also offer a more basic package at just £2.43 per day.

## CONTACT US TODAY

**info@powerpost.co | 020 3875 3440**





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