

7-STEP PLAN TO **PRODUCE PROFIT**

from
SOCIAL MEDIA

• • • •



**A PRACTICAL GUIDE TO TURN
ONLINE CONTENT INTO BUYERS**

TABLE OF CONTENTS

Introduction.....	3
STEP 1	
REVIEW Successes and Failures.....	5
STEP 2	
RESEARCH Audience and Competitors.....	7
STEP 3	
STRATEGIZE Mission and Messaging.....	10
STEP 4	
GAMEPLAN Metrics and Planning.....	12
STEP 5	
CREATE Content and Distribute.....	15
STEP 6	
ENGAGE Audience and Monetize.....	20
STEP 7	
OPTIMIZE Performance and Data.....	22
Conclusion and Next Steps.....	24

**7 STEP PLAN TO
PRODUCE PROFIT
from
SOCIAL MEDIA**



Needing this guide is a sure sign that your company isn't taking full advantage of social media's ability to generate some serious profit.

You *know* you could be doing better...

But boosting your bottom line with revenue from the world's top social media platforms is a lot easier said than done, and most companies never really figure it out.

The good news is you're clearly smart enough to know a big opportunity when you see one, AND you've now got a powerful 7-step plan to help you leverage social media like never before.

Let's start by getting a few facts straight...

FACT #1

SOCIAL MEDIA AND CONTENT MARKETING ARE NOT GOING ANYWHERE.

Billions of people use social media around the globe, and that includes virtually every single one of your existing and potential customers. Social platforms give you the ability to make real connections with your true fans. Sure, the specific platforms might change over time, but it's clear that social is not a fad. We'll focus on the most important platforms.

FACT #2

IF YOU'RE NOT USING SOCIAL MEDIA, YOU'RE LEAVING MONEY ON THE TABLE.

It doesn't matter what you sell, if you're not putting your message in front of your ideal audience on a consistent basis, your competitors will. To win, you've got to put the right content in front of the right person at the right time. You can no longer afford to avoid or struggle with social media.

FACT #3

HAVING REAL SUCCESS ON SOCIAL MEDIA ISN'T EASY (BUT IT IS WORTH IT).

You don't need to be a rocket scientist to know that you need to be where your customers are. When you do it the right way, your social media content strategy can literally multiply your business. I can vouch for that personally.

So if every business knows they should monetize on platforms like Facebook, Instagram, and YouTube, why don't they? The simple answer is there's a big difference between knowing how to do something and actually doing it.

That's why you're here reading this document right now, after all. Maybe you've tried to get it going in the past, but when it comes to social media, dabbling doesn't do it.

Real results start with a plan. Here's our proven 7-Step Marketing Method.

Enjoy!



STEP #1 - REVIEW

Successes and Failures

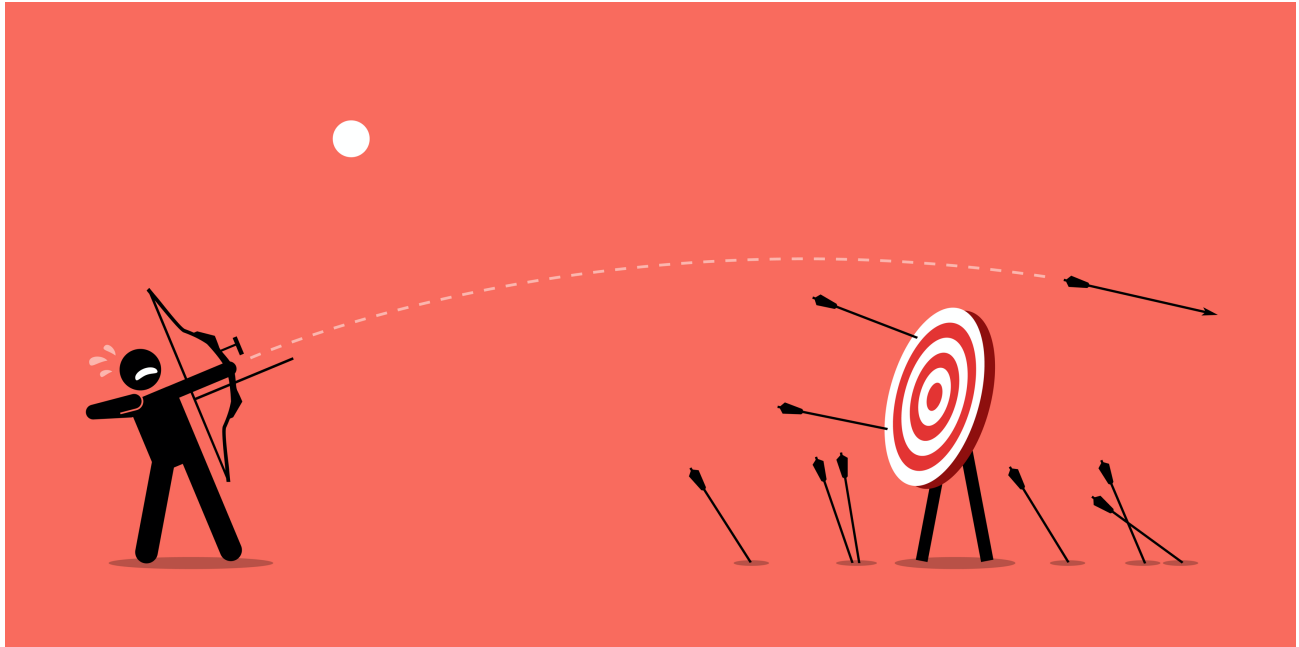
Nobody likes to fail, but it's a necessary part of learning, especially as you begin to discover what exactly works best for your company on social media.

The reality is most businesses have more failures than successes with social media (because very few have a 7-step plan like this!) If that is you, remember that failure breeds success and therefore shouldn't be viewed as a negative. It may sound cliché, but these are learning opportunities. You are truly "failing forward". That said, in order to learn from failures you have to be willing to revisit them head on.

Here are a few questions to help you reflect...

- What platform (if any) has produced the most customers?
- Which specific posts (if any) have gotten the most engagement?
- Which specific posts (if any) have gotten the least engagement?
- What type of content seems best fit for your company?

Actually spend some time going through your social media accounts. Looking at a list of your previous wins and failures can be both exciting and discouraging, depending on which side you're focusing on. That's why it's important to weigh the pros and cons of each individual outcome. You do this by starting at the end results and working your way backwards until you find the disconnect, or point that things veered away from your original social media plan (if you had one!)



Social media takes a lot of trial and error. You've got 2 options: Go through the pain of making all the errors yourself OR hire somebody who's already made the errors and knows how to actually hit the target.

In a lot of cases it's more important to focus on what causes a loss over a win. Granted, winning rarely happens on accident, but losses are never intentional. Once you reverse engineer your successes AND failures, you'll have more insight on what to do next (or not to do next).

IMPORTANT NOTE:

If you're reading this and your company has no previous experience on social media, not to worry. The reality is 90% of the companies we speak with have little to no significant track record. You're right where you need to be!



STEP #2 - RESEARCH

Audience and Competitors

Market research is one of those things that small businesses rarely ever get around to. While the idea of conducting research on your competitors can sound daunting, if done right, it can actually save you a lot of time and money.

As we mentioned in the last chapter, there is a lot of trial and error involved in social media. Even professionals like us don't get it right every time. This is exactly why real professionals spend time on research. There are plenty of other companies in your space that are currently investing time and money into social media. You can gain invaluable insight from seeing what is working and what is not.

How do you go about conducting such research?

While agencies like ours do use special tools to get more advanced insights, the good news is you can get started quickly and easily. It's not rocket science...

1. Make a list of companies

These can be local and national companies, both direct competitors and indirect. Google is your best friend here.

2. Find their profiles on social

Create a list of Facebook, Instagram, YouTube and LinkedIn profiles. Make sure to find at least a few good examples.

3. *Scroll through and observe*

Take a look to see what they're doing on all the various platforms. How often do they post, what works, etc.

4. *Document as you go*

When we do research we keep track of all notable competitor profiles and posts in a simple spreadsheet.

FAIR WARNING:

You'll likely find a lot more companies doing social wrong than doing social right. The reality is that very few have much of a strategy. That is a good thing for you! This is why we recommend finding a few companies outside of your industry that are great at social.



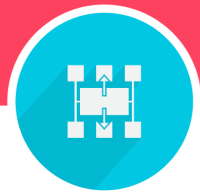
Get your content dialed-in with Facebook's "Insights" feature. Use it to get an in-depth look at who is coming to your page and consuming your content. Use all the available details on demographics, likes, and more to understand who you should really be creating your content for.

As you conduct your research keep in mind that your goal isn't just to copy what works. Your goal is to incorporate what you learn into your larger game plan. While you're doing your research don't only look at what your competitors are saying, but how people are reacting to it. Most companies fail to connect because they fail to even recognize who they are speaking to.

The most important thing is to get crystal clear on your AUDIENCE.

When you know who you're selling to you can figure out what (and how) they want to buy. Having knowledge of your customers helps you determine how to approach your market and what triggers them to buy. Any information you gather about their location, interest, age, problems, pain point, etc. will help you create a more effective strategy to acquire them.

This also allows you to target specific audiences rather than firing at everyone and hoping something hits. If you direct something at everyone, nobody is going to pay attention. Always imagine that you're speaking to specific individuals with specific needs. This way you can offer them the specific results they're looking for.



STEP #3 - STRATEGIZE

Mission and Messaging

There are two main components to creating a solid brand strategy: your brand identity (your Mission) and how you communicate that Mission (your Messaging). Your Messaging is what your audience is going to receive, and your Mission is what you want them to feel. Both require a certain level of cohesiveness to create momentum and avoid confusing your market.

In this day and age it can take a lot of “touches” for a consumer to decide to do business with you. With each message, you want your customers to understand what you’re all about so they can effectively decide that you are a good fit for them. The moment they’re uncertain about something (or they feel that you are) is the moment they will tune out.

So how do you determine your brand’s Mission and Messaging?

Ask yourself some basic questions...



What is the purpose of your business?



What kind of personality does your business have?



What are your core values?

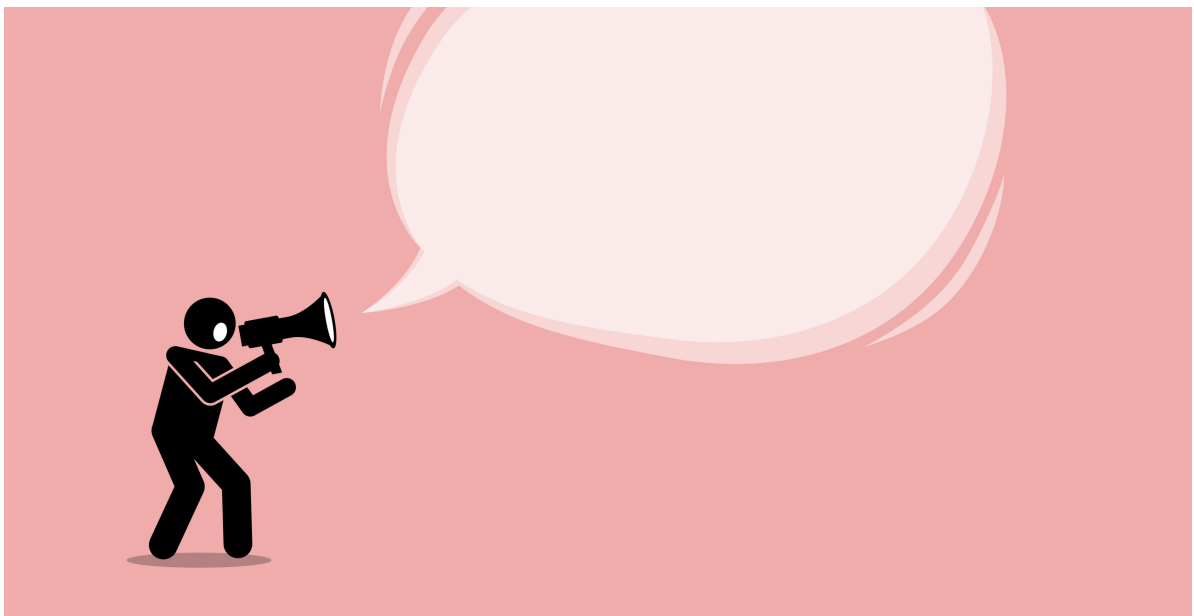


Why does your business even exist?



What is your unique selling proposition?

If you're unable to answer those questions, you can bet that your customers won't be able to make the connection either. While this type of exercise may seem a little cliché at first, please refer back to the fact that most companies fail with social. Then realize that any company that has not taken the time to get this type of clarity is wasting its time creating content. When you're clear on who you serve, why you serve them, what makes you different, etc., you'll find it so much easier to connect with your audience.



There is actually a 3rd "M" involved in creating your social media strategy. This third piece is likely the most important of all (because it is where the money is made!) When you join us on your free strategy session, we'll share this last piece and actually help you do it!

Your Messaging and Mission should be integrated into everything you do as a business to maintain congruence. This helps you be clear and concise on every move you make, and not just in your marketing. You'll appreciate how much easier having a clear vision makes everything, and your customers will appreciate it too.



STEP #4 - GAMEPLAN

Metrics & Planning

It should go without saying, but if you don't know where you're going, you're never going to get there. At this point you're going to identify your specific goals, and once clear, start creating your plan to get there.

The obvious goal of most marketing campaigns is to drive more sales. Beyond direct sales, there are many different metrics you could track. When deciding what to track, make sure that anything worth tracking meets the following two criteria...

- It is a statistic that leads to sales (even if indirectly).
- Tracking the statistic will be an indicator for decision making.

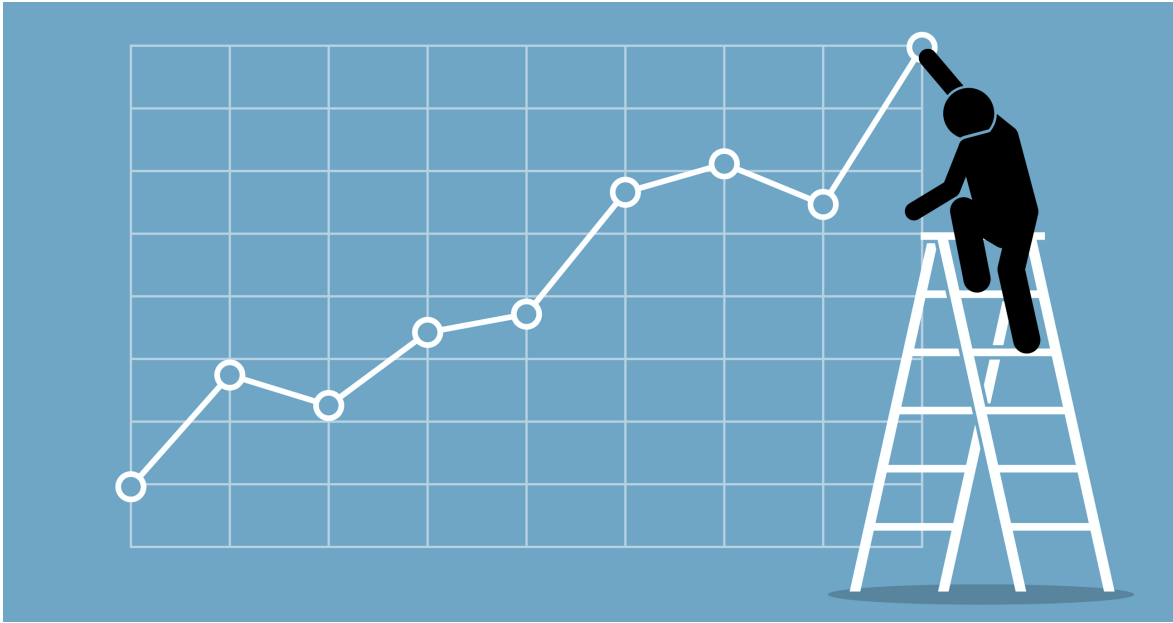
Some of the statistics will involve engagement on various social media platforms, others will be the tangible business results that your social media activity helped you produce. Here are a few examples...

EXAMPLE SOCIAL STATS

- Post reactions (likes, hearts, etc.)
- Social media shares
- Post reach (how many viewed)
- Video views and/or time

EXAMPLE RESULTS STATS

- Direct sales from social
- Assisted sales from social
- New newsletter opt-ins
- Coupon code redemptions



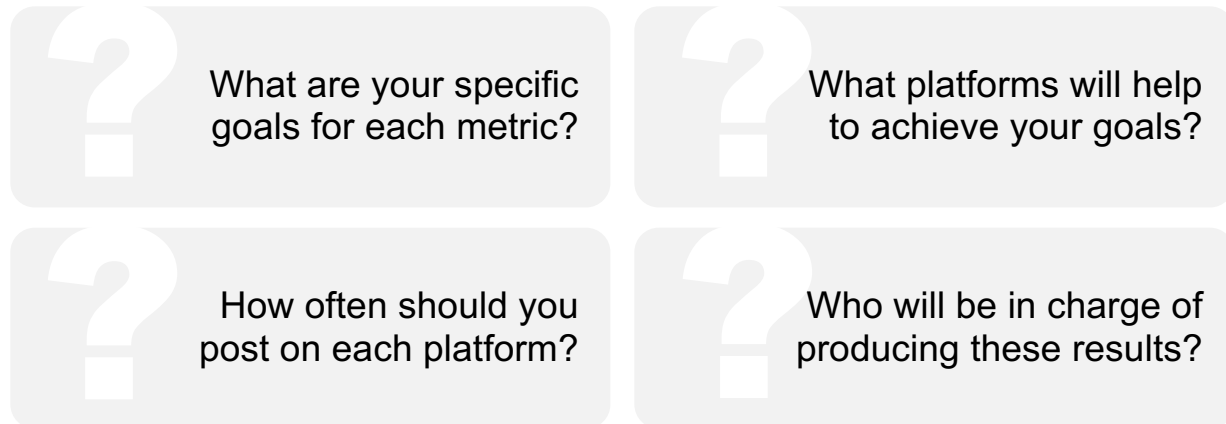
While metrics such as “likes” and “shares” are often considered to be vanity metrics, you should not completely ignore them. While the end goal here is sales, you’re going to gain a lot of insight from what people engage with. Social media is more than just a popularity contest, it is the world’s biggest test market!

Having consistent statistical reports in place gives you the ability to watch incremental results, good or bad. You can do this by using tools such as Hootsuite or by using good old fashioned spreadsheets. We recommend using both!

FAIR WARNING:

Most businesses that struggle with social media do not track statistics. Even if your stats start at 0 you should still regularly report them. As marketing legend Grant Cardone says, “you can’t improve what you don’t track.”

Once you've identified your key metrics, it is time to start putting together your plan! While there is a much larger methodology for this that we can discuss at a later time, you can start by answering these simple questions...



IMPORTANT NOTE:

While you may not have the answers to all of these questions now, you will have more clarity after our 30-minute strategy session.



STEP #5 - CREATE

Content and Distribute

Your content is going to be the first thing people see when being introduced to your business, and also the last thing they see before they take action on your offer. For that reason, the substance of your content is far more important than a “like” or a “follow”.

There are different types of content and just as many media where it can be distributed. In order to create an omni-channel presence it's important to curate content that complements the platform or medium that you're delivering it on. Let's start by taking a top-down look at the world of social media content.

The 3 P's of Content Creation

PLATFORM

Here are a few sample platforms you could be using to market your business...

Facebook	Tumblr
Facebook Messenger	Discord
WhatsApp	Instagram
WeChat	LinkedIn
TikTok	Twitter
Pinterest	YouTube
Reddit	Clubhouse

It is worth noting that while all major social media platforms have tremendous potential, that doesn't mean you should use them all. In fact, trying to do too many things is a big reason companies fail on social. Instead, decide on 2-4 channels that best fit your company, and stick with them consistently until you get real results.

PROFILES

Each of these platforms will allow you to create a profile. Your profile will serve as your main page on the network and usually includes a profile picture, short bio and other information. Depending on the platform, you will not only want to spend time creating a well designed profile, but you may want to update it regularly.

POSTS

Each platform will allow you to post and distribute content in various ways. While some platforms are very simple, others have many features worth exploring. Even a platform like YouTube that is entirely video based has multiple formats in which to post videos.

To give you a specific example, here are just a few of the features and functionalities that are essential to success on Instagram...



Profile

Used to share your picture and a short bio. Your profile is the only place on Instagram you can place an external list.

Stories

These are a quick-to-create, sharable content format that makes Story photos and videos visible to an Instagram account's followers for only 24 hours. Stories can be saved and arranged in the Highlights area of your Instagram profile, and they appear separately from your standard photo and video posts found in your main gallery.

When using Stories, make sure you leverage the "hidden" text, music, stickers and GIFs to make your stories that much more engaging for your audience.

Reels

This content type is essentially a string of up-to-30-second clips featuring music. Clips are made seamless using the Align feature, and speed can be adjusted for the video and audio.

Available customization tools for Reels include text, AR filters, and audio. Users also have the ability to "Remix" a Reel by combining your video content with someone else's.

IGTV

Instagram TV gives users the ability to post video content up to an hour in length. Normal video posts are capped at 60 seconds, Reels and Stories can be up to 15 seconds long.

IGTV content can be placed into groups called “Series,” with multiple episodes organized inside of each Series. While regular posts use a square format, IGTV videos are fullscreen and vertically oriented.

Shops

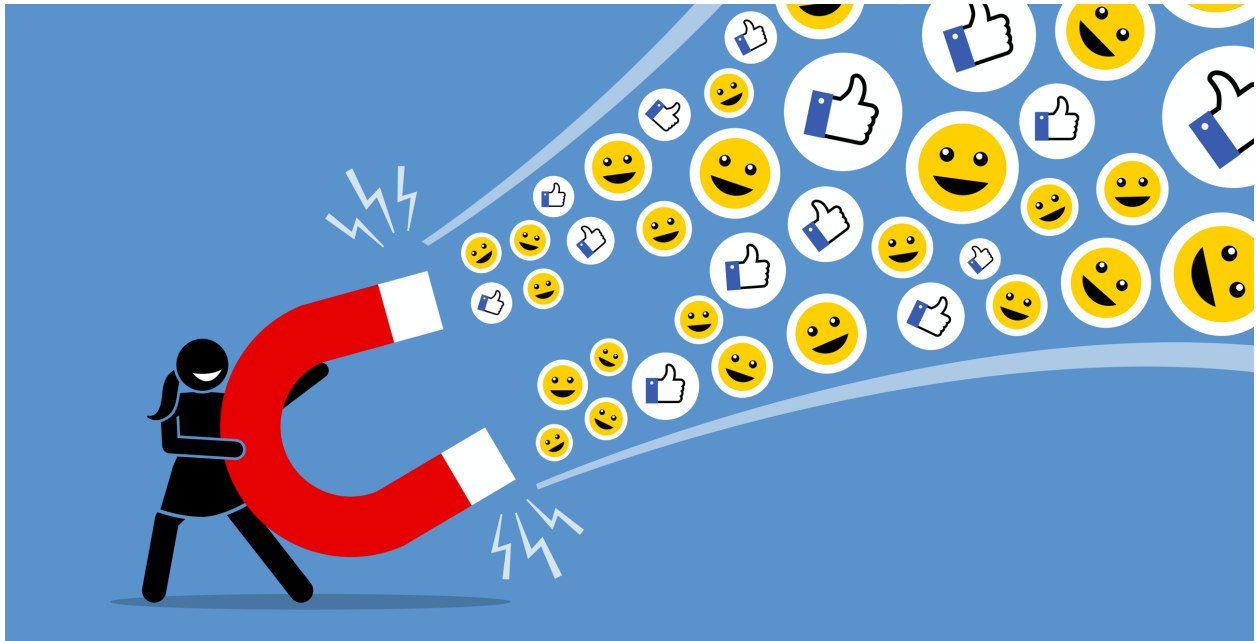
One of the most recent additions to the Instagram platform, Shops are a storefront that enables your business to show your products to the world with a native experience. You can link your audience to your Shop directly from your Instagram profile, Feed, and Stories.

Inbox

This is your direct connection to your followers. You can send messages, photos, videos to your followers, and you can also connect with your audience with video chat. Think of your inbox as a great tool for networking and building relationships with your followers.

Remember, those are just the features on Instagram! Every platform has its own unique qualities and quirks.

Regardless of the platform or post type, content always needs to be created with the end results in mind; the action you want the viewers to take. You can create content that educates, entertains, or inspires. Regardless of the substance, it needs to be delivered in a way that the user not only enjoys, but wants to engage with.



To maximize results with as little effort as possible you should always repurpose your most successful posts. Always assume that people missed it the first time, because most people do!

When developing your content you should also aim to keep the same kind of congruence that we've been going over from the start. That said, your content can sway in different directions in order to "test the waters" a bit, so long as the foundation and mission is still intact.

IMPORTANT NOTE:

Try not to be overwhelmed by the large number of platforms or features available. As they say, "Rome wasn't built in a day." We're happy to discuss which platforms you should focus on in our 30-minute strategy session.

Whichever platforms you decide to utilize, approach each of them in a very logical way. Remember, your audience will engage with the content on each social platform differently. Always tailor your content accordingly.



STEP #6 - ENGAGE

Audience and Monetize

Now that you've created and distributed the content, your job is done, right? Wrong. At least not if you want to turn your work into real paying buyers. You've got to go the extra mile to get people to actually engage with your content to get them to pull out their wallets.

How do you get people to engage? Well it obviously starts with great content. Humans are visual creatures, and when you create images and videos that grab attention, it will help get the conversation going. Once someone shows an interest or leaves a comment, that is just the beginning. Making the connection between the content and the purchase is where most businesses fall short.

Remember that people online are people. Like you, they long for meaningful exchanges and relationships. They don't like to feel like they are being marketed to or sold. Even when walking into a car lot looking for a new car to purchase, we still get the feeling of dread when the salesman approaches us.

Ask yourself...



How can you help them?



What can you do to make them feel special?



Why will they want to come back?

People love watching things that are entertaining and helpful, and when this is achieved they don't mind being offered something that will help improve the experience of the content they're absorbing. For example, if you create content that shows someone how to properly clean their carpet using a new technique, don't be afraid to mention where to get the carpet-cleaning tool at the end of the video. When it does come time to refer someone to your offers, you should think more along the lines of a suggestion rather than a sale.



Never create your posts for everyone, or nobody will pay attention. Instead write for a specific audience, or even better, for a specific individual. Developing marketing “personas” is a great exercise we highly recommend.

Remember that on social media it can take multiple posts to create a fan, but only one post to turn them away. While this might seem daunting, you can find comfort in knowing that once you do have highly engaged followers, they will in turn help you get more. Value every interaction and it's only a matter of time until it will grow.

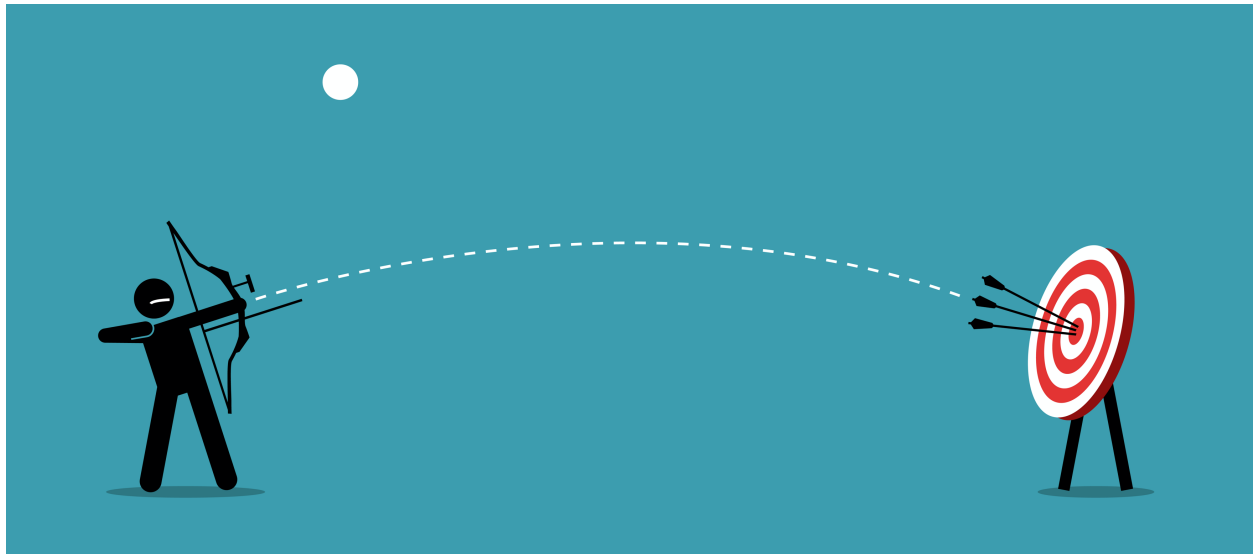


STEP #7 - OPTIMIZE

Performance and Data

The final step is to track your metrics and make the right data-backed changes along the way. Optimization is what keeps your business growing. Some things will break and others will need to be revised as you walk the path towards building a profitable social media presence.

Don't forget that even the areas that seem to be working fine should still be improved upon. In fact, you should spend the vast majority of your time perfecting what works. Most businesses think the opposite, and as a result, rarely make significant progress. Let iteration be one of the main driving forces behind your social media success.



Social media is less about creativity than most people think. When you watch the numbers, both yours and your competitors, you will have much more clarity on what works. Let others do the experimenting while you hit the target!

Constantly refer to statistics and audience insights. If something isn't working, stop it immediately. If something is working, replicate it and make it better. That's what **optimization** is all about.

In order to optimize your processes you're going to make small trackable changes and see how they perform against what you currently have in place. This is what split testing is all about. The trick is to make small changes so that you know the change in performance is coming from one variation or the other. Then once you find the more successful variant, you apply it as the default method and move to a new split test on a different process.

It all comes down to improving anything you can over time by tracking the data and making continual adjustments. Track, optimize, rinse, repeat.

CONCLUSION AND NEXT STEPS

Regardless of what your business sells, your customers are on social media. The fact that you've read this far shows you're ready to tap into this massive source of revenue.

While the potential is limitless, as you've learned in this free report, social media success doesn't happen by accident. Social and content done right requires planning, hard work and persistence. This is why most companies fail to get it going online. It is also why those that do succeed with social make so much money.

That's why our 7-Step Marketing Method is so unbelievably valuable. It is literally the difference between success and failure. When implemented correctly, the 7 steps help you connect with your audience and convert them into paying customers with **CONSISTENCY**.



As you can see above, steps 1, 2, 3, and 4 in the process are everything we do before producing any content. These are the steps that most companies skip, and a big part of why we're so good at what we do. Without steps 1 through 4, the rest of the activity becomes a total waste of time (as you may have already experienced!)

Steps 5 is where the day-to-day work begins. In fact, producing and distributing content (step 5) is where most companies start and stop with their social media efforts. We know that creating content is useless without monetization. That's our specialty.

Where do you go from here?

If after reading this report you decide to manage your own social media, we hope you've gotten a lot of value from this free report! While we've barely scratched the surface, having a clear method will help save you from the pain and agony of social media failure.

On the other hand, if you find yourself thinking "these guys know what they're talking about" or "this sounds like more work than I want to do" then we can't wait to speak with you!

When you join us on your free 30-minute strategy session we'll cover each of these steps in more detail. We'll also start creating your unique strategy and plan, regardless of whether we work together or not. Either way, you're guaranteed to get a ton of value from our time together.

Talk to you soon!