



Social Media – Basics

for Brands and Businesses

1- Define the Profile of your Target Audience

Age range:	
Gender:	
Occupation:	
Average level of incomes:	
Level of educational:	
Lifestyle like	
Value system	
Position in the household	
Consumer behavior: when, where, what, and why do they buy	

2- Generate Interesting Content to Share with your Audience

A) Check the overall quality of your content

Social Media contents should	
Inform, entertain, move or educate your audience.	
Respond to the interests and concerns of your target audience.	
Respond to questions from customers and frequent users of your industry.	

B) Connecting with potential clients

Be sure to use minimum of 2 marketing campaigns	
Text Message Marketing Campaigns to disseminate news and promotions.	
Email Marketing Campaigns to disseminate news and promotions.	
Google Marketing Campaigns to disseminate news and promotions.	
Google Marketing Campaigns to disseminate news and promotions.	

3- Optimize Profiles and Publishing Strategies on Social Media Networks

A) FACEBOOK CHECKLIST



- ☐ Post once or twice a day.
- ☐ Respond to comments on your posts.
- ☐ Include links to your website and a description of your proposal in the Information section.
- ☐ Use Custom ads to promote your website and business deals.
- ☐ Answer inquiries via private message (save time with the Response Saved feature).
- ☐ Check Facebook statistics to find out what times your audience connects and then post during those hours.
- ☐ Check Facebook statistics to find out which Facebook content gets more favorable reactions from the public, then make more publications of that type.
- ☐ Create Facebook contests to obtain emails from your fans and then generate email marketing campaigns.

B) TWITTER CHECKLIST



- ☐ Tweet at least 3 times per day (once in the morning, once at noon and once in the evening).
- ☐ Wittily describe your proposal in your Bio and include links to your website.
- ☐ Define your hashtags effectively for your campaigns and use them in your tweets.
- ☐ Answer your private messages.
- ☐ Follow influential accounts from your industry and retweet interesting content.
- ☐ Check your recommended accounts and follow new ones at least twice a week.
- ☐ Include Call to Actions in your tweets.
- ☐ Ask people to ReTweet ("RT") every certain number of tweets, or if the post warrants it (for example, announcing a Webinar).

C) GOOGLE+ CHECKLIST



- ☐ Post at least twice a day (morning and afternoon).
- ☐ Make sure your profile images are using the resolution recommended by the site.
- ☐ Share high-quality images in your posts.
- ☐ From time to time, share posts that include Call to Actions and links to your site.
- ☐ Add new people to your circles at least twice a week.
- ☐ Provide informative or educational video conferences via Google Hangouts on Air.
- ☐ Add links for your site and social networks to your profile.
- ☐ Use Google Events to promote your online conferences.

D) LINKEDIN CHECKLIST



- ☐ Create a Page for your company and distinct ones for your main products.
- ☐ Send invitations to people and companies related to your industry at least twice a week .
- ☐ Post at least once a day, preferably in the morning.
- ☐ Share updates related to your company, news from your industry or sector, your business promos, and your blog posts.
- ☐ Optimize your profile with information about your brand or business that includes links to your site.
- ☐ Consult LinkedIn statistics to find out who saw your posts and at what times.
- ☐ Validate the skills of influencers in your industry that are not direct competitors.

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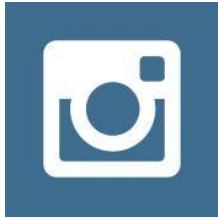
E) PINTEREST CHECKLIST



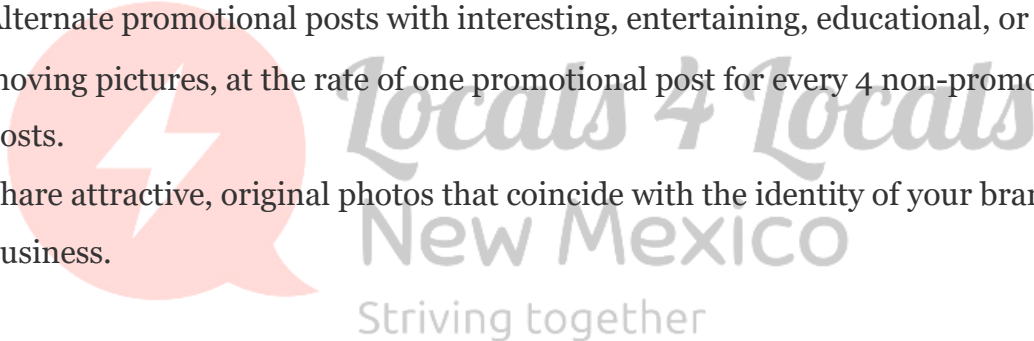
- ☐ Optimize your profile with a description of your proposal and links to your site.
- ☐ Always publish high-resolution images.
- ☐ Create Boards to show your different product lines.
- ☐ Post at least twice a day (once in the morning and once in the afternoon).
- ☐ Share Pins from other accounts that may be relevant to your audience.
- ☐ Include precise hashtags in all your publications.
- ☐ Follow new people at least twice a week.
- ☐ Include links to your Landing Page on your product boards



F) INSTAGRAM CHECKLIST



- ☐ Add a short, witty description of your brand or business and include a link to your website.
- ☐ Post between one and three times per day.
- ☐ Include relevant hashtags in all your posts (allowing up to 15 per post).
- ☐ Follow new people at least twice a week.
- ☐ Include Call to Actions in your publications.
- ☐ Alternate promotional posts with interesting, entertaining, educational, or moving pictures, at the rate of one promotional post for every 4 non-promotional posts.
- ☐ Share attractive, original photos that coincide with the identity of your brand or business.



G) YOUTUBE CHECKLIST



- ☐ Optimize your YouTube channel with high resolution images.
 - ☐ Add a description of your company or brand in the "About" section.
 - ☐ Include links to your site and social networks.
 - ☐ Share videos at least twice a week, alternating useful information about your products, your industry news, tutorials, and entertainment.
 - ☐ Create playlists to organize your content by category (eg "Our Products", "Tutorials", etc.).
 - ☐ Subscribe to influential channels in your industry and analyze its most popular content to inspire your own productions.
 - ☐ Add boxes with Calls to Action to be displayed during playback of your videos to promote your social channels, websites, or landing pages.
 - ☐ Always leave the Debate section enabled in your publications, to encourage user interaction with your content.
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