



Making *Money* using
Social Media

6 STEPS TO BOOST YOUR SOCIAL MEDIA

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Award Winning Social Media Coach



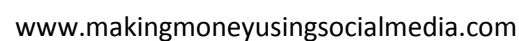
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Roles, Trust, and Reputation in Social Media

There are some people that don't really take the use of social media as seriously as they should. They think that if they make mistakes on these networks this is not something that will have any direct effect on their business and they can simply leave their social media unattended or poorly managed. They think that as long as they have a business page on the largest networks they have already done their part. This couldn't be further from the truth and the reality of it is that if you don't manage your pages properly, you might really hurt your reputation online and offline too.



The kind of trust that you are able to build with your social media visitors is going to be a key factor in the success of your business. This means that if you always answer their questions online and you allow people to give their constructive criticism about your business, you will start to gain a lot of trust from people and they will also respect the way you handle your customers. This is something that people will start to comment offline to their friends if they are recommending a product or service that you offer.

The thing that most people are not realizing in modern times is that social media is very much connected to all the activities people are doing on a daily basis. This means that every time they have a conversation with you on your business page or they argue about something that is related to your service, all of their contacts could potentially get to see this and their perception of your business will depend greatly on how you treat your customers. There are some things that you really need to avoid doing in order to get the most out of your social media interactions.



For starters never leave a public question unanswered. That is not to say that you should ignore private messages, but the public questions should always be given priority. If you don't do this, you risk the possibility of people perceiving your business as irresponsible and this is not a good way to build a reputation online. Remember that the online and offline worlds are now completely merged in many ways and what you do on either one is going to affect the other. If you have an

Offline client that gets a bad service at your store, they will probably log into their social media page and complain about your bad service to their contacts.



Another important thing to always consider is that you should never get into a public argument with a client. Even if the person is being very difficult to deal with, you need to remain calm and politely answer them. This will make you the good guy in the eyes of other people who see the discussion and they will take your side in the situation as long as you don't lose your temper. I have seen horrible meltdowns of people who have even replied to name calling when they got insulted and this is a very childish move that is only going to hurt your business.

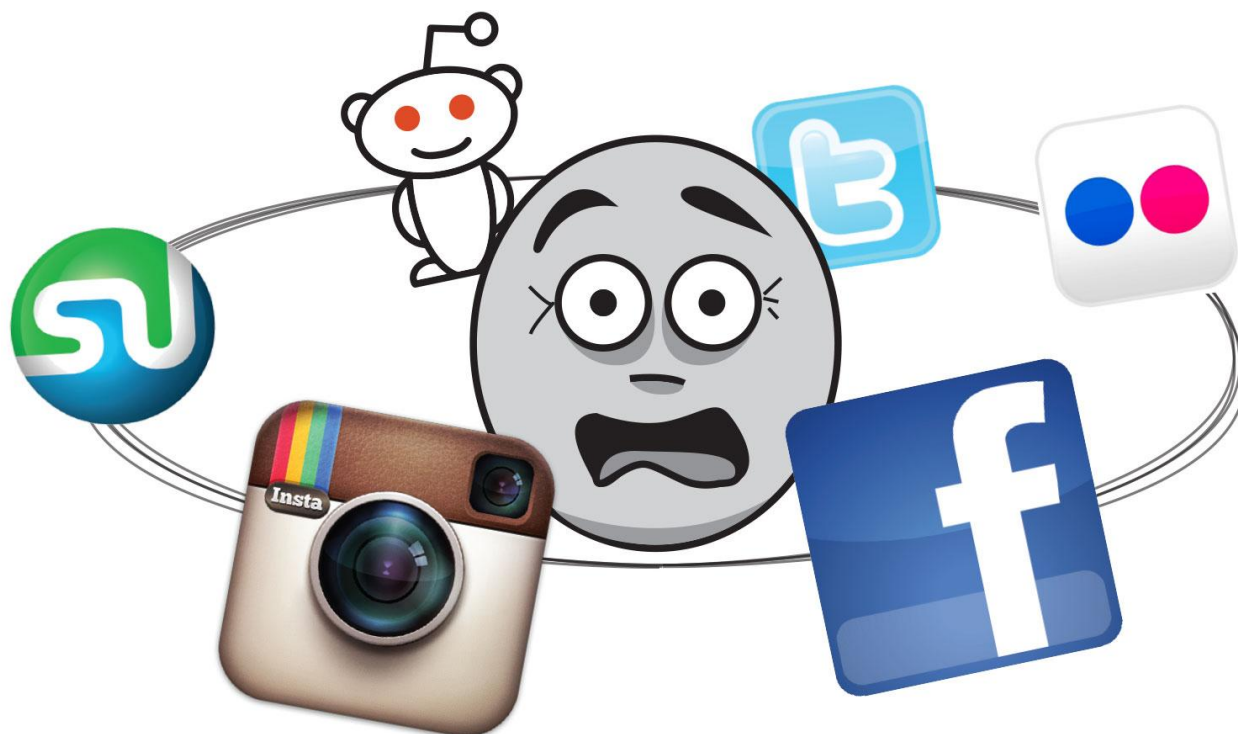
You should also pay close attention to the kind of news feeds that you publish. Make it a habit to make sure you are posting something truly valuable to people and not just some random news that is going to make it seem like you are very active on social media. The problem is that when you post one mediocre article you risk losing credibility with your audience and some might even unsubscribe from your page. You need to make every post count and this will make it easier to get more subscriptions while keeping the ones you currently have.

What Is Your Biggest Frustration With Social Media?



What is your biggest frustration with Social media?

Everyone is very much aware of how powerful social media has become now a days for anyone who is looking to get more exposure for their business. There are millions of people using the most popular networks like Facebook and Twitter and thousands of business owners are finding large percentages of their client base inside these platforms. In some cases there are people who are getting 100% of their business connections entirely from social media. This is more than enough of a good reason to get started with online marketing, but for some people the beginning stages can be difficult to deal with and even once they have learned the basics of how it works, they still have to deal with a lot of frustrations. In this article we are going to talk about the things that are usually most frustrating for people who are working hard to get the most out of their efforts.



It can be overwhelming for someone to handle all of the features that are constantly coming put for the major networks and this can be confusing. You need

to keep yourself updated on which off these new additions are going to be more helpful for you and which ones are going to be a waste of time. There are new applications and options for your news feed that can prove to be very useful and others that never become popular enough to be noticed. The trick is to be able to predict out which ones are going to make it big and then start implementing them as soon as you can.

Another serious problem that can be seen in the largest networks like Facebook is that there are now millions of fake profiles on their databases. The reason for this is that a lot of people are trying to get some money by implementing shady strategies and they don't want to use their real names or information. You need to be on the lookout for this kind of profiles and what they are contacting you for. If you are having second thoughts about the legitimacy of a person and their profile, you should always be on your toes about any kind of tactics they might be using to get money from you or obtain information to compete against you.

You are also going to have to deal with a lot of people who are new to these networks and they might end up wasting a lot of your time by asking you all sorts of questions. I think a good way to deal with people who ask too many questions is to create a file with helpful links for them to read it. You can politely tell them that you currently have no time to assist them but you do have some great useful links for them to visit and learn from. This is a great way to make that person feel like you helped them and all you had to do was copy and paste the links and the message.

The world of social media is always going to present challenges and frustrations but this is a very natural consequence when something becomes so popular and useful. There will be bumps on the road but the benefits of becoming popular in these kind of networks is well worth having to endure this issues. The best way to keep things running smoothly is to make sure you keep up with anything that is happening within each network at all times. The more you understand the system, the more control you will be able to have of your business.

Watch Out For Scams On Facebook



Watch out for Scams on Facebook

The world has all kinds of people in it and you will always find a group of people that are out to scam others and get money by tricking and stealing from others. This is something that happens both online and offline and you can't really expect social media to be safe from this issue. Facebook is actually very vulnerable to this kind of attacks because it's very popular and scammers know that there is a lot of money to be made when such a large number of people go to a place. We are going to tell you some of the most common scams that are being used today.

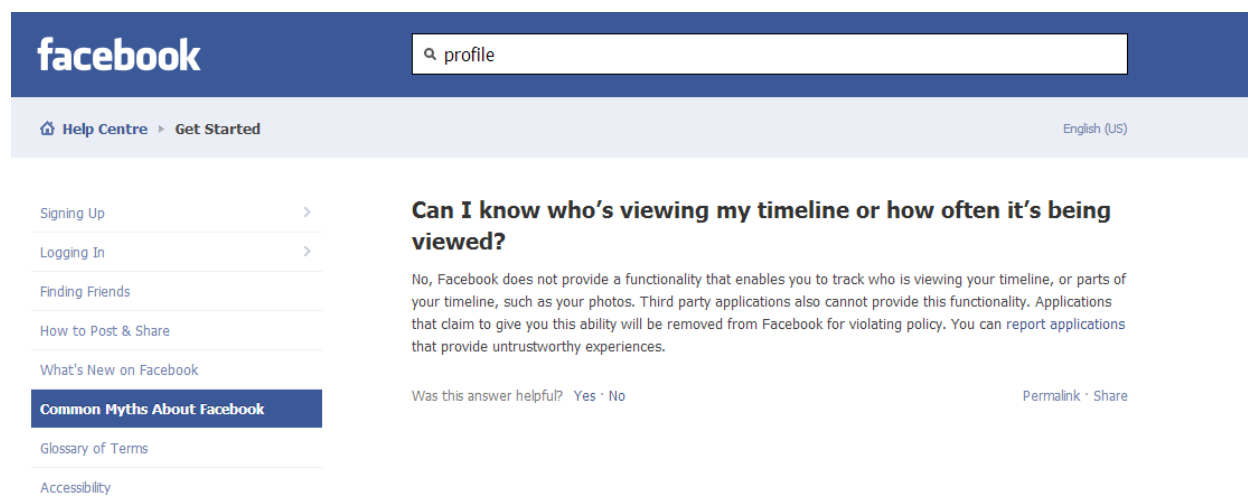
Send money to help someone

This is becoming increasingly popular and there are actually offices in third world countries that are setup in houses and garages that have people sitting in front of computers doing this. They use fake accounts and engage in long conversations during weeks and even months with their victims just so that they can eventually ask them for money. Others simply hack a real account and then pose as this person saying that they have an urgent emergency and they need cash fast. IN any case you should always verify as much as you can before sending any money out.



Check who has been looking at your profile

The amount of people who get curious about who has been checking their profile is very large and this is one of the reasons why this scam became so popular and efficient. There are thousands of people who have downloaded malicious software that hacks their accounts which are then used for all kinds of criminal activities. Do not try to download this feature because it's fake and Facebook already stated that they have no plans on ever releasing such a feature on their network.



The most amazing video

This is another very common scam that is being used a lot and many people fall for it. Some of them have very attractive previews that show thumbnail of an animal attacking a man and the video titles reads “lion attacks man and then drags him back to his cave”. The scammers know that people are going to be very curious about this kind of footage and they will do a lot to see it. The idea with this scam is mainly to show you get as much information from you so that they can start sending you spam.

Search for people, places and things

Home Find Friends

FAVORITES

- Welcome
- News Feed
- Messages
- Events
- Photos
- Browse

PAGES

- Pages Feed
- Like Pages

APPS

- Games
- Games Feed
- Gifts

FRIENDS

- Close Friends

[SHOCKING VIDEO] Hungry Bear Tear Women into Pieces in Seconds

Like · Comment · Share · 5 minutes ago ·

4,047 people like this.

3,639 shares

James Franklin Jr. How do I watch this video!??

Like · Reply · 2 3 minutes ago

Mateus Alexandre Carvalho Marreto just share the video first and it will redirect you to the full video bro

Like · 24 2 minutes ago via mobile

Trending Viral Video

Video Interaction

89% SHARES

Users Viewing

2342

Fake friend requests from bots

You might get a friend request from a person that you have never seen or even talked to online and this should be enough of a warning to keep you from accepting the request. These accounts are made so that once you accept their request they will start sending you spam information. Some of them even send out links to very dangerous software that could even contain key loggers that steal passwords.



These are just some of the most popular methods that scammers are using online to get your information and your money. You should always be cautious when you are browsing the web. Just think of it as an extension of reality and just like in the real world, there are also criminals online trying to get your money from you every chance they get. Try to avoid accepting too many Facebook apps that you don't know well and never send any money or vital information to a person without confirming it's really them even. You are going to save yourself a lot of trouble by following the advice we just gave you in this chapter.

A Better Way To Organize Your Adverts On Facebook



A Better Way to Organize Your Adverts on Facebook

The use of paid campaign ads for Facebook has become a very powerful method for people to be able to market their products and services more efficiently. The competition on Facebook is extremely fierce and it can be very difficult to get some momentum going without an initial push in the right direction. Facebook is aware of how useful this has become for internet marketers to promote their business and for this reason they have changed the organization of this feature. In this article we are going to talk about some of the changes that have been made and what kind of benefits they offer to people who want to advertise their business on the platform.

The original system used by Facebook ads had two different levels called campaigns and ads. Now there are three of them: the campaigns, the ad sets and the ads. There are very important differences between them and we are going to explain the structure so that you can have a clear idea of how things work.



The campaign is basically something that corresponds to every one of your objectives as an advertiser. When you build your brand online or you drive traffic into your pages you are campaigning. Every campaign can have several ad sets with their own budget, schedule and targeted audience. This is an excellent way for you to be able to do some split testing easily and find out what kind of adverts are

providing the best results for your business. Then you can have different ads within each ad set that all feature a different image, link message or video.

Thanks to this new campaigns structure you are now going to be able to target different objectives that are really going to boost your efficiency. If you want to create a campaign to get more traffic, you could great ad sets for your mailing list and another set for people who have contacted you without prior interaction because they found out about your business from another source. This creates the perfect setting for you to really analyze what is going on and what you need to modify in order to see better results.

There are many ad sets that you can create and find out how well your advertisement efforts work with each one of them. You can create a website audience ad, social media, specific interests, newsletter database and much more. This is just to give you an idea of how powerful the use of the new ads campaign system can really be. Thanks to this implementation now you can really do some heavy split testing without having to do so much work. This feature is going to revolutionize the marketing strategies and methods that people can use now on Facebook and we can expect them to continue upgrading this even more in the future.

If you are still unaware of how the Facebook ads feature works or if you should use it for your business, we strongly recommend that you start to do learn about it as soon as possible. The system works and it's actually very affordable. The best thing is that you are only paying for results since it will only charge you for a certain kind of interaction and there will not be any charges if the ad is not clicked by people.





The most important Facebook marketing resources

The most essential thing you need to do when you go into a social media website is to be able to use the platforms properly for marketing purposes. This way you are really going to get the most out of your efforts. We are going to mention some of the most essential marketing resources you can use on Facebook.

Marketing with your personal profile



You can actually use your personal profile on Facebook to build more solid relationship with some of your VIP clients. Once you have done some business with someone, you could send them a friend request that will allow you to keep in touch with them and they will feel like you actually appreciate that they are your clients. You could even leave a message with your friend request saying that they can reach you for anything related to the business at any time in your personal account.

Create a business page

The use of a personal profile for business should only be a complementary method to your official business page. There is nothing more important than doing proper advertisement on your page and knowing what to post and how frequently to do it. You can get a lot of success out of your social media efforts and many companies have actually built their entire client base with the use of Facebook and other social media and no offline advertisement done at all.



Learn to take advantage of Facebook ads

You need to understand that Facebook ads are very powerful and they are without a doubt an excellent investment to make if you want to speed up the process of getting more visitors to your page and increasing the number of likes that you have. You should use some of your marketing budget for the purpose of advertising it on Facebook ads and if you know how to target your views, you will get some excellent results from this method.



Run contests on your page

If you really want to build an even better relationship with your Facebook subscribers (fans) you need to be active with your page and hold contests as often as possible. You can get very creative and maybe offer a free product or a discount for a service to the person that sends in the goofiest photo they can take with their friends. Just be creative about your ideas and give away some good prizes.



Learn to analyze your traffic

Being able to analyze the kind of traffic that you are getting on Facebook is going to be crucial because this will help you determine if you need to do anything different and if you have to use other tactics to get more conversions from your visitors. Once you are able to do this efficiently you can do some tweaking to get the proper results.

These are some of the essential things you need to know about Facebook marketing. The most important thing to remember is that you should take them all into consideration if you want to get the most out of your Facebook marketing efforts. There is a very fierce amount of competition out there and you really have to learn as much as you can if you ever want to be able to succeed.

Social media is still on the process of growing but there are already billions of people registered at Facebook and the numbers will continue to grow over the years. You need to evolve with the changes that are implemented to this network and all other relevant platforms if you really want to stay competitive and be efficient when you are selling your products and services online.



The Dos And Don'ts Of A Facebook Business Page



The Dos and Don'ts of a Facebook Business Page

Having a Facebook business page is something that is very important in modern times if you want to be able to remain competitive with any kind of product or service, but you also need to know the proper way to run your pages. If you don't do certain things you could end up hurting your business instead of helping it grow. There are also many things that you should avoid doing because they can hurt your online reputation as well and this would affect your business in every aspect possible. We are about to give you the most important dos and don'ts for your page.

For starters if you haven't created a Facebook page yet we truly advice that you do it soon. There are millions of people who actively use the page at all times and they could all be potential clients for your business. You don't want to miss out on the opportunity to reach any of them and with so much competition online it's always wise to try to get as many customers as you can. Now that you are aware of the incredible potential that you can get from Facebook you should sign up and create a business page with a nice and professional header and profile pic.



The most essential thing to do is have a clear bio that tells the visitors what you are about in just a few words. This is the fastest way to introduce your business to them and make sure they get a good first impression of the page. There is no need

to write something too long and the idea is to minimize reading time for them because they are still not interested in what you have to offer. This is the stage in which you convince them that you have something worth their time.

You should claim your vanity URL as soon as you reach 25 likes. This is a lot better than having your Facebook business page with a bunch of numbers that won't be easy to remember. If the business name is already taken then you should make sure that anything you choose is close enough to the name you originally had in mind.

When you post something on your news feed you should personalize it by asking the page followers what they want out of your product and what they would like to see incorporated into your business. This is a great way to establish communication with them and they will really appreciate it. When a client feels like his opinion is important they will be loyal to your company.

Make sure you never leave your business page unattended because this will give your audience the impression that you don't care about your clients as much as you should. Be especially careful not to leave any client questions unanswered because this will really make them feel like you have no interest in providing quality customer service. This is a mistake that could really hurt the image of your business.

Spending some money on Facebook ads might be a good idea and you will be able to get a lot of targeted clicks to go into your page. If you learn how to fine tune your ad campaigns on Facebook you can get a large number of people to like your page.

Try to post often but never use any kind of auto posting system. The best thing to do is keep the posting with high quality standards and if you can't post something worth your time you should avoid posting at all until you have something that is truly worth publishing.

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