



5 Ways To Dominate Social Media In Business

- 1. Lead Generation By Gathering Data:** Which data should you get? If your goal is to sell, you should not be chasing followers, or likes, or impressions AKA, “Vanity Metrics.” What you need is to capture email addresses and phone numbers. How? By setting up a landing page. They input their information and get something in return such as an e-Book, white paper, exclusive video, and so on. Then, market the landing page in facebook ads. Data gathering allows you to market to clients via SMS. Use SuperPhone and broadcast to your audience.
- 2. Text Message Marketing:** Think and SM, email and SMS together. Think of social media networks, e.g., instagram and facebook, as an opportunity to guide an audience to a landing page so that you can collect emails and phone numbers to connect with them via text messaging.
- 3. Leverage Private Messaging:** Take advantage of slack and whatsapp. Social is too noisily. Get away from them and speak with your true audience. Set up a private group for your super fans, for your more connected fans. Use a social listening tool to find out who they are then invite them to your own private experience. By doing this, you bypass all the self-promotion, noise that exists in social that happens everywhere.
- 4. Gather Intelligence/set up listening feeds with twitter:** How are you going to find out if a conference is looking for speakers, if you are a public speaker? Go to twitter and type, “Call to speakers.” Apply to speak at the conference! Real state agent? Type, “Looking to buy a house in Atlanta.” “Moving to New York.” Use social networks as social engines. Once you get the intel, now you can communicate with your prospects.
- 5. Use Giphy:** Produce giphy’s for people to use your content in their tweets, Facebook insta stories, etc. Create giphy to promote yourself. Anyone in the social network realm has access to your content. Over 3 billion social users. This is the easiest hack to have access to them in a non-treating way.