

KICKIN' IT ON SOCIAL MEDIA

**THE ULTIMATE GUIDE FOR
YOUR ONLINE SUCCESS**

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First edition published November 2018.

Cover & ebook design by C. Delgado, innKv.

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Introduction

Everybody needs social media marketing nowadays.

This is a big statement, I know. But I believe that this is true. If you are reading this, then you've probably had a feeling that you need to up your game in order to reach your audience. Perhaps you've tried a few strategies but you've come to a point where you simply don't experience the success you are wishing for. Or you simply are overwhelmed by all the information out there, so you don't know where to start!

I got you covered!

This ebook aims to be a no-nonsense resource with hands-down advice from my over 10 years of experiences as a marketing and social media marketing consultant. Plus, I am a travel blogger and digital nomad, so not only for work, also in my free time, I live and breathe "online". On top of that, I invited 7 co-authors to help me write this ebook, which leads to a simple equation: many brains = much more value for you.

My idea was that this ebook becomes your personal go-to-place when in doubt of your social media marketing strategy. Think of it as a knowledge base that saves you time and money as these tips are based on proven strategies from me and my fellow writers.

But let me hit you with another big statement first:

It has never been easier to get started with a blog or an online business than today.

Seriously, we've come to reach an era in which we content creators are able to set up a blog or an online business 'overnight'. And we can use all the social platforms to spread our message. And exactly this is also the problem, or let's call it 'a big challenge':

Since EVERYONE else can do this too, it's a lot harder to get your message seen. Moreover, people not only need to see what you have to say they also need to care about your content. And this is the biggest challenge that you'll face on social media these days.

Caring means sharing and that is engagement, we all need this to be successful on our social platforms.

But before you'll cover your face in your hands or your morning Latte, I want you to relax. There are ways to break through the noise and stand out. That is the reason why I am writing this ebook, because I feel that many fellow travel bloggers and digital nomads get frustrated by not seeing progress with their efforts on social media and stop working on their social media marketing skills when it still has a lot of potential to help you promote your blog or online biz.

In this ebook, I will walk you through successful strategies for the most popular platforms. This ebook aims to help you turn your audience into raving fans and brand-ambassadors and get your message in front of more and (more importantly) your ideal followers. Saying this, I don't like the term followers, it depersonalizes your audience somehow and this is exactly what you should not let happen: you need to personalize them. Only if you know, who you are talking to and writing for, you will have a clear message that resonates with your audience.

Personalization is also part of this ebook even though it happened the other way around. Since I am not the holder of the holy grail and I believe in the fact that there is always someone who can shed a different light to a topic, I invited my friends, colleagues and fellow social media experts to share their knowledge.

There are 7 authors who contributed to this book - which is a mindblowing and awesome fact. Not only does that mean that you get several approaches and tons of value from experts in each field, but you can also get to know some really stand-out peeps in their area. Please connect and reach out to them once you've read through their chapter, let them know what you think, thank them or ask them any questions - with the purchase of this ebook you got access to me and great minds alike! Congratulations again on investing in yourself!

Now, I'd like to add something to my initial statement that everybody needs social media marketing nowadays. Even if I think that your blog or online business won't survive without the opportunity to communicate with your audience on social media, I also want you to see the whole picture: Keep in mind that your blog or online business is like a company. It has several departments and fields of attention that you need to take care of. What I mean by this is that you will also have to wrap your head around other marketing and communication areas in order to exploit your full potential.

There are for sure other ways that can be effective and/or applied in a complementary manner. This is for you to find out after you've done a thorough analysis of your target market. In this book, you'll get advice for your social media chores from me as a social media marketing expert plus from 7 of the travel and blogging industry who are successfully been kicking it on social media for quite a while.

Additionally, you'll get a bonus chapter on SEO in order to give you a taste of what else you might need to focus on to successfully get the attention of your audience. Additionally, we'll show you how to network online. So make sure you read all the way to the end!

How this eBook Works

The idea behind this ebook is to share my knowledge and the expertise from my network in order to maximise your success in a minimum of time. If you read this ebook and apply all the tips to your strategy, you will see results in the long run. It will save you time and money because all the authors in this ebook have gone through that necessary process of testing-failure-testing that comes before success happens. All their tips and advice comes from proven strategies so you don't have to go through that up-and-down. Nice, hey!?

So, make sure to read from front to end, take notes and apply those action steps that you consider most valuable for your blog or business. To spice it up, each expert chapter will also have a link to a video interview with the very same person who wrote or is cited in the said chapter. This video database is accessible for all members of my Facebook group, so as a first action step, I'd like for you to click on the image below and [request to join](#) our Social Media Marketing Support Group in order to get access to the videos and much more.

Click this image:



The videos are a free add-on to this ebook and meant to give you a break from reading. You can skip them if you've seen them already or if you simply want to work through the book (hustler style!). But I suggest you take a look at the group, either way, there is plenty of knowledge and savvy people in it, so don't miss out.

Once you're done watching, please leave a comment below the video and share your thoughts, so we all know what you've learned or if you have any questions. Community spirit at its best!

Now let's get started!

Analysis - the Groundwork for Every Strategy!

I know it's so exciting to work on your strategy and try out new hacks. All you want now is to see your numbers go up. But hold your horses just there for a little while! Every success story needs a storyline. And so does yours. What I mean by that is that you'll have to go through that (perhaps boring but necessary) process of analysis and benchmarking first. Otherwise, your numbers mean nothing and your work may be done in vain.

If you've past that stage and you can confidently say that your analysis is rock solid, then skip this chapter and move on to the next.

But if you've just started out, it's the number one step to do in order to evaluate if your idea has potential and your product/blog has a market. Also, in case you have an established blog or business, it's a good idea to stop and re-evaluate your strategy every now and then. Ideally, you'll find out why the big success has not yet taken place. Re-adjust and try again.

So, before I start with sharing social media strategies that have worked for me and my clients in the past, I'll walk you through a simple yet effective process to define your ideal customer. And by customer, I mean your reader or follower. Essentially, your selling content, even if you don't monetize your blog (just yet), you still should consider yourself a business writing/producing content for clients. This way, your mindset will be immediately set on a professional level and your style of communication delivers yet more quality.

I am not saying that you should sound like a business - that's a whole different story - all I want you to become aware of is that you are a brand and that you need to make everything to get away from that hobby blogger or 'amateurpreneur' image and establish yourself as a high-quality resource. That's the first step, set your mindset towards professionalism. Good?

Okay, now that you know you're in this to deliver great stuff, you need to know who you want to amaze with all your helpful tips, fascinating stories and/or products. To do this, you need to get as detailed as possible. Imagine them vividly and even give them names (I am serious!), the more details you can add to describe this person, the better for your future success.

Narrow Down Your Audience

This might be a scary step when you realise that you are narrowing down your target group and thereby excluding other people who might also read your blog and/or buy your product. But it's part of the process and a necessary step! Rest assured that others will follow as soon as you got through to your main audience. It's crucial to keep in mind that only if you address the right customer your efforts on social media will have a clearer mission than without and will eventually help you write your own success story.

New York Times best-selling author [Ramit Sethi](#) said it best: "Algorithms change. Tactics change. But the fundamentals of learning what people want, seeing exactly where you can help them, and then telling the right people about it (emphasis mine) are classic strategies that worked 1,000 years ago and will work 1,000 years from now."

So, here is what you should be doing: pick an audience by looking at data from Google Analytics and then create "reader personas" (remember how I said to give your ideal customer names? Now comes the part when you apply this!).

Go through the following checklist in order to find as many details as possible to create a very clear vision of your ideal customer.

Here are some of the questions you should be thinking about when creating your ideal customer/reader:

- What is their demographic information?
- What is their job and level of seniority?
- What does a day in their life look like?
- What are their pain points? What do you help them solve?
- What do they value most? What are their goals?
- Where do they go for information?
- What are their most common objections to your product/service?

And here is a definition that helps you understand why you're doing this:

*"Personas are fictional, generalized characters that encompass the various needs, goals, and observed behavior patterns among your real and potential customers. They help you understand your customers better. Creating personas allows you to segment contacts, assign them to workflows, and import contacts with a persona." **Hubspot.***

Once you've created your Johnny Backpacker, Susi Long-Term Traveller and Donnah Digital Nomad, you've set the ground for a solid content strategy. Make sure all future message will be directed towards your "personas" and you always offer solutions to their needs and problems.

It's just one of the things that you need to do when analyzing your product/idea but this is already an important step in the right direction. Take it as a starting point but if you need more in depth help on this topic, be sure to get it properly done before you move on with your social media marketing strategy.

Now let's cut the chase and talk social media, shall we?!

All You Need is ~~Love~~ Facebook!



For me, Facebook is my most favourite platform and that's why I put it here first. There are several reasons for that: firstly, it's really the most social platform amongst all of them. People go there to hang out and socialise with friends and cyber-mates for hours each day. And if you do it right, you can use Facebook in your business' or blog's favour without coming across like a spammy salesperson.

Here are more reasons why Facebook is a great platform to use for your social media marketing:

- The average user spends 41 minutes per day on Facebook - this means, the attention span is a lot wider than on any other platform and your chances are higher to be seen too.
- You can connect with friends and strangers alike but it's also great to do business.
- It's completely free (unless you use Facebook ads, of course!)
- Thanks to Facebook's insights tool, you can get to your ideal audience for free!
- You are able to create an engaging audience and even use them to market research for your products.
- Facebook is super for branding.
- Most people trust brands more likely if they are on Facebook than if they were not.
- And many more reasons.

In this chapter, I'll walk you through how you can use Facebook strategically in order to create an engaged audience around your brand or blog.