



## 51 Social Media Marketing Methods

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# 51 Social Media Marketing Methods to Boost Business

Social media has in the recent past become one of the most significant platforms for promoting businesses. This is because of the high traffic on social media sites at a given time. Never run out of ideas o social media that can take a business to the next level after going through the following comprehensive list of social media marketing methods. From promotional posts to personal and business related promotional ideas, the list is likely to inspire business marketers and social media users for a very long time.

## **1. Use humorous, famous and inspirational quotes while posting on social media platforms**

Social media users are highly attracted to quotes by famous personalities. Users are highly likely to be attracted to social media posts that contain famous or hilarious quotes.

When you amalgamate such quotes with promotional information for your goods and services, you will most likely get the desired traffic for such posts.

Do not hesitate to use quotes that have been used before. Social media users never mind reading a famous quote more than once; so long as they find it worth reading. Therefore, in the process of reading such quotes, social media users get to read the promotional information attached to the quotes and hence goods or services are promoted in the process.

## **2. Use creative fill-in-the-blanks posts for promotional purposes**

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Naturally, people like to have their anxiety provoked and social media users are not left out. fill-in-the-blanks posts are posts that leave readers wondering what would happen if they got involved with whatever promotional idea is passed across in a social media post. If I had one million dollars I would..... This is a good example of fill-in-the-blanks.

### **3. Conduct regular polls on social media for creating engagement**

While most social media platforms like Facebook offer built-in polls, one ought to note that running polls manually can go a long way in not only increasing traffic but also creating engagement from a given post. Try to impose questions that seek to know the level to which a product or service is acceptable to its consumers.

Polls that demand yes or no answers can make your existing or expected consumers air their views regarding the products or services you are selling on social media platforms. As a result, they not only provide their views regarding the questions posted but also build engagement for other social media uses in which they form a discussion. Once an active discussion is achieved, the posts will attract more and more traffic thereby making the products or services known to a wide range of people.

### **4. Upload behind-the-scenes-photos on social media**

Always telling potential consumers on the goods and service you offer and their probable competitive advantage over other similar goods in the market is monotonous. Every internet marketer does that and internet users are used to it. It is always the order of the day. However, you can be cleverer to include on your posts behind-the-scenes photos that show how the goods or services are being produced or consumed by consumers.

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Sometimes showing photos of your employees, your warehouse or workspace makes potential consumers more likely to be interested in your posts. It is therefore imperative for you to include unlikely photos in your posts on social media in a bid to woo more traffic.

#### **5. Always update real time statistics and data of your company**

Customers are always interested in your real time progress. They are always eager to know whether your business is progressive, stagnant or dwindling and falling. Show it to them this can be achieved by regularly posting statistics and data regarding the progress of your business.

On most occasions, internet users, especially social media users, find it interesting to know that their contributions on your products or services have positive impacts on your sales. It is therefore important to provide this information to them on a regular basis. Additionally, never hesitate to tell your audience whenever your company statistics go to the negative.

#### **6. Recycle your posts that did really well by attracting more traffic**

There is absolutely wrong with recycling your old posts that went a long way in building great traffic and thereby making more sales for you. However, you should take into close consideration not to recycle posts that still have active discussions and engagements. It will look so desperate for you. One ought to be keen to only recycle expired posts that did great when they were still active.

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Re-introduce old posts by including relevant links on them. As such, one can promote a different aspect of product or service using an old post that seemed to attract more engagement as compared to other posts. You will be amazed at the enthusiasm in which social media users will receive a recycled post. Once interesting; always interesting. This will never change.

### **7. Guest-post on other famous posts or blogs**

You will be surprised on the outcome of using other people's traffic to your own advantage. Internet marketing begins from scratch and before you create your own massive following, it is never wrong to borrow from other established internet marketers. Guest-posting simply means posting your ads on other posts that you contribute to in another site. Always be active to engage yourself on other sites that might be promoting different goods or services from yours.

Growth in internet marketing, especially on social media, has never been achieved by single efforts. It requires combined efforts to achieve the desired results and making use of traffic created by other is one way to make this happen. It is human nature to return favors. If you contribute positively to promote other people's promotional activities on their sites, it is almost definite that they will welcome your own promotional activities on their sites. Therefore, never hesitate to use a person's traffic for your own advantage.

### **8. Accompany your posts with branded images**

People readily identify funny or branded images. These are common images that haven used on other sites before and have had a wide range of following. There is not sin in us-

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ing the same images for your own advantage. On most occasions, social media users will always take a second to glance at an image they have seen before on a different platform. Additionally, they are always more interested in the event that such images are used in a different context or if the images have been altered slightly. Make use of this common practice to lure more and more traffic to your posts, blogs or sites.

Most branded images are funny and hilarious. Social media users like funny and hilarious stuff. Give it to them. The trick to winning the hearts of social media users is to give them exactly what they intend to get when they log into their social media accounts. A greater percentage of social media users visit these sites for the purpose of interacting and relaxing their minds. Funny plays pivotal roles of making meeting these desires so do not shy from providing exactly what they need.

#### **9. Make use of info-graphics while making posts or blogs on social media**

Certainly, promotional information put across in words alone is dull and less likely to draw the much anticipated traffic. Most social media users are more attracted to pictorial information as compared to written information. Therefore, it is highly recommended that you spice up your promotional information with pictures and branded images. Of course this will show your audience how serious you are about making them have an interest in whatever information you are attempting to put across.

#### **10. Link your posts to other controversial blog posts**

People like controversy. There is nothing as interesting as eliciting engagement on your blog posts as including a little controversy in them. It is always human nature to get in-

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volved with controversial things. As a matter of fact, controversies draw so much attention that is incomparable to even religious posts. Take advantage of this human nature and draw traffic to your blogs posts.

At the end of the day, a controversy will have attracted traffic to your posts. No one will care what kind of controversy brought potential clients to your site, all they will care about is whether your efforts of drawing traffic bore fruits or not. Controversial blog posts will definitely bring enormous traffic to blog or social media posts and that is the only desired end result.

**11. Ask your followers for their suggestions on your products or services and how best they can be improved**

As a consumer of a particular product or services, nothing is more inspiring that the feeling of having contributed to the betterment of a product or service you are consuming. Return the favor. Ask your social media followers to offer their suggestions and thoughts regarding the quality of service or product you are offering. Additionally, do not forget to seek their ideas on how best the products or services can be improved in order to meet their demands in a better way.

You will obviously develop customer loyalty by engaging your followers and seeking their suggestions about the products or services. Customer loyalty is perhaps the single most important aspect for meeting marketing goals. Therefore, never shun away from engaging in any activity that might bring loyal customers to your doorsteps.

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## **12. Use photos that have nothing to do with your products or services but that convey the feeling and attitude behind your brand**

Always posting pictures of your products and services is okay. However, other social media users might find this monotonous and boring. Why not try something different like posting pictures that have totally nothing to do with the brand you are promoting but instead convey feelings and attitudes of your brand? This has worked for many internet promoters and marketers. For example, Starbucks share photos on Instagram to link their brand with sunshine. Therefore, instead of posting images of their products, they post different images of the sun to associate their brand with brightness, warmth and friendliness.

## **13. Push your handles widely and to the best of your ability**

If you are really eager to increase the number of your followers especially on twitter then never be afraid to promote your handle at the slightest opportunity you get. Do not hesitate to be a bit shameless. The goal is to achieve an increased number of followers and so make use of every means possible.

It does not matter whether you are making a presentation at a conference or giving a speech. Always remember to tell your audience how they could reach you on social media and this includes providing your name on Facebook and your handle on twitter. This is not enough, give your audience a reason to visit those social media sites and actually have an interest in you and whatever it is that you do. For example, include your social media links and handles in every slide share when giving a presentation at a conference. Additionally, never forget to leave a soft copy of your slide share with your audience.

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#### **14. Synchronize all your social media accounts, sites and blogs**

It is possible to synchronize all your social media sites in such a way that a user that finds you in one of the sites almost automatically finds you in the rest of the sites. This is an important way of increasing following especially in the event that these sites are used for promotional purposes. On some occasions, linked social media sites are able to share information. This is an implication that one is able to post on one social media site and the information relayed automatically to the rest of social media sites linked to that account. Thus, it makes your work easy when writing promotional information that eventually reaches a wide range of audience. Therefore, always make sure to link all your social media sites.

#### **15. Be part of weekly hash-tag themes**

In order to build the desired social media following, it is imperative to be an active participant in the community. It is only through active participation on social media sites that you can create a following for yourself. When you join fun weekly social media traditions like throwback Thursday and become very active on them, you are highly likely to develop a following from such engagement. This is because such hash-tags have developed loyal audiences over the years and therefore have massive traffic.

It should be noted that posting regularly on social media traditions and hash-tags makes people like you. In social media marketing, all you need is to be liked by your audience and you are good to go. Make them like you by liking what they like.

#### **16. Keep close social tabs on your competitors**

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You must remember that you are not alone in social media marketing. Therefore, be cognizant of the fact that every mechanism or measure you are applying in a bid to win support from your audience might be the same ideas applied by your competitors. Much worse, your competitors might be applying more effective measures to win the hearts of the same audience you are clobbering with outdated tactics. Therefore, always be sure to keep close tabs on your competitors to know what they are doing to win their audience. Identify their strengths and weaknesses in order to build a strong strategy that will stand out amidst the competition.

### **17. Always join photo contests on social media platforms**

Currently, social media users have developed photo contests in which they upload photos of the same backgrounds. Photo contests are always photos taken in relatively the same backgrounds. In photo contests, users tend to take advantage of relatively similar backgrounds to see whose background best suits the photo taken. It is important to note that these contests do not necessarily require winners and losers but are instead meant to instigate discussions and engagements that pass time.

During social media photo contests, users tend to incorporate a number of discussions in which they compare photos and discuss how these photos impact on their daily lives. During such discussions, sponsors of user-generated content are attracted. This plays a significant role in attracting more and more attention towards the photo contests. You should therefore take advantage of the traffic drawn by photo contests and take part in these contests as a way of attracting more viewers to your promotional information.

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### **18. Get engaged in video contests as well**

Video contests act the same as photo contests. Social media users take advantage of the platform to upload videos that have similarities in terms of backgrounds and themes.

During video contests, users upload many videos that have the same themes for the purpose of comparison. Just like photo contests, video contests are not made for the purpose of ascertaining winner but instead for fun purposes. However, numerous videos are uploaded and heated discussions are made out of them.

One can take advantage of this platform to upload videos in video contests as a way of soliciting discussions and subsequently attracting traffic to a given blog post. This is a verifiable means of attracting more traffic to a given post. It therefore has a ripple effect of making more sales for an intern marketer.

### **19. Create caption contests**

Caption contests can be compared to photo or video contests because of the nature in which they are presented. On most occasions, captions contests are initiated by submitting captions by social media users. They can bring about some pretty laughs if presented correctly. A social media marketer should take advantage of caption contests as a way of drumming support for his or her promotional information uploaded on social media platforms.

### **20. Take part in sweepstakes**

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Sweepstakes are perhaps the oldest form of marketing. One ought to note that sweepstakes have in the recent past been incorporated on social media as a form of increasing awareness for particular products and services that can be promoted through social media platforms. Sweepstakes are simple to enter and use. In addition to their simplicity, they are famous and known to many and therefore play a significant role in the promotion of products and services on social media.

You can take advantage of sweepstakes on social media to attract more traffic to your posts and blogs. This can be achieved by including these sweepstakes in your promotional posts as a way of ensuring that social media users are not only attracted to but also interested in your posts. As a result, this is expected to have a ripple effect on the number of sales you will realize on a given product or service on promotion.

#### 21. Make your posts shareable by other social media users

Social media platforms offer avenues through which users can share posts made by other users. However, it is important to note that people only share what is shareable on their timelines on Facebook to Twitter. You should make your posts sharable by adding 'share this content' buttons.

When your friends or followers on social media share your content on their timelines, their friends will see the contents as well. This has an incredible effect on your marketing efforts because there is no limit to the number of users that are able to gain access to such content when shared widely. It is therefore of great help to make your posts and contents shareable so that your followers are able to share them on their own timelines.

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## **22. Offer your friends and followers bonus points for sharing your content**

On a number of cases, marketers and promoters on social media have devised incredible measures of encouraging users to share their content on their own timelines and pages. This includes offering bonuses for every share. Bonuses act like incentives and motivational tools for social media users to share your content on their social media pages and timelines.

The use of tools like the Rafflecopter makes you able to offer extra entries to your fans who share your content on their pages. It is important to note that bonuses are not only offered for sharing content alone. They can also be offered for likes and other related actions on social media platforms. It is therefore advisable to make use of such tools as a way of promoting your content even further on social media platforms.

## **23. Offer product comparison guides for your followers and friends**

Consumers always have a difficulty in choosing from a wide range of products when making buyer decisions. It is important to note that the buyer decision making process always involved a number of decisions; most of which are hard to make. Help out your followers and friends on social media with marketing comparison guides. This is particularly important in the event that you are offering a number of products that meet different needs for your customers.

It is however worth noting that offering products comparison guides to your consumers comes with a number of challenges. First, be careful not to provide these guides in a manner that seems to be promoting unintended products or services. Secondly, you must

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be careful not to provide any untruthful information that might damage the reputation of a rival product or service.

#### **24. Post items consistently on your social media platforms**

This is perhaps one of the easiest ways of growing your social media community. Always try to be consistent in your postings. This is a mechanism of always engaging your social media community because they will always see something posted by you. You must always ensure to post regular but different posts. Do not post the same thing many times as it becomes monotonous and boring to your audience.

Ensure to always engage your audience in constant communications. Reply to their reviews and comment on their thoughts about your posts. This way, you will create loyal followers who believe that you will always be available with new things.

#### **25. Embed your social buttons on your posts**

Having more impressions on your social networks makes your posts and ads visible to a wide range of people. Therefore, you should focus on increasing your impressions to the best of your ability. One of the easiest ways to achieve this is by embedding social buttons on your sites and social networks. These social sharing buttons enables readers of your content to click and link up with you on your social networks like twitter, Facebook, Instagram or even on email.

The social sharing buttons also enable your fans to share the content they have read on their social networks. Once this is done, their friends will also be able to access your arti-

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cles of promotional materials thereby spreading the information widely. You can attach these social buttons either on the footers or headers of your articles or newsletter. The aim is always to make the buttons readily visible and sharable by viewers of your sites.

## **26. Run Launchrock campaigns on your social networks**

People have become so creative that they have made it possible for consumers to gain early access to the launch of products and services before the actual launching is done. This is referred to as the Launchrock campaign. During this campaign, email addresses of people who may want to gain early access to the launch of products or services are collected. These users are then taken through a subscription process in which the email addresses are entered into a draw.

The amazing thing about these campaigns is that it integrates social aspects and promotions. Through the use of this tool, you are able to turn an ordinary promotion into a viral venue for marketing that will play a significant role in not only driving traffic but also registering more sales.

## **27. Leverage your social reviews on social media in order to generate automated word of mouth marketing**

Product reviews on your social media networks are always important because they encourage other prospective consumers of your products or services to buy from you. This therefore results in increased sales for your business. However, this is an old trick and everybody in the business depends on it. There is an automated method of getting your

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customers to provide their reviews without you having to personally contact them and persuade them to do so.

Yotpo is a free social review app that allows you to leverage your social reviews on social media in order to generate automated word of mouth marketing. Through this app, you are able to connect your Facebook and twitter accounts and post the user-generated product reviews instantly. These reviews will in turn bring social traffic to your social network thereby increasing your sales.

### **28. Use your Pinterest social network to run a treasure hunt promotion**

Treasure hunt promotions on Pinterest accounts have for a long time created enormous buzz around product line and brand across the globe. You should try it too as a way of increasing your brand awareness on social media networks. Running a treasure hunt promotion involves contacting a few partners and asking them to pin an image for you on their Pinterest boards. Each image posted on the boards provides a clue to the next image during the process of the treasure hunt. This treasure hunt attracts fans who participate with the anticipation of getting the treasure. As a result, a wide range of traffic is drawn to your site.

### **29. Work thoroughly on the title of your blog post**

You should note that the title of your blog post has much more weight than average people may realize. This is because the title convinces a person to read anything below it or move to the next post with a more appealing title. This therefore means that titles must be taken very seriously while developing a blog post.

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Here are some of the tactics you can use to create an appealing title for your blog post. First, use average language on your title. You should also make your title brief and precise. Ensure to always leverage common psychological characters like fear, controversy, desire and urgency amongst many others. You can also try to include negatives on your titles. It is always human nature to be attracted to negative things so give your audience exactly what it needs.

### **30. Show some skin when making blog posts**

This is of course meant to mean metaphorical skin. Your followers and friends on social media networks need to know that you are not a robot. It is important to confirm to your audience that your posts are not automated posts that come as set by a computer system.

You can achieve this by showing off the personality of your company to your audience. This can also be achieved by posting pictures of your employees during product development. In the case of a sole proprietor, do not hesitate to express yourself by posting pictures of you at work. This is important as it creates a personal rapport with your audience.

### **31. You can also incorporate comics in your blog posts**

Despite the fact that newspaper comics might have been passed with time in the contemporary society, online comics are still widely accepted. Such funnies are always appealing to a wide range of audiences; from young to old, male to female. Consider making your own online comics and include them in your blog posts during your promotional efforts.

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You can easily create your own internet comics with the help of tools like Strip Generator and Pixton. Comics can easily engage your viewers on social media alongside entertaining them. It is important to note that comics merely add up to the sole objective of social media platforms which are socialization and entertainment. As a result, incorporating such modes of entertainment during the promotional process attracts more viewers to your social networks.

### **32. Share useful resources generated by others on your social networks**

In order to show your passion for sharing useful information with your audience, do not hesitate to share other people's information that you might find useful. Such information is useful at all times despite its origin. This is an implication that social media users will not mind the origin of a given post so long as they find it useful in one way or another.

Thus, do not be selfish to share your information alone. Always try to share contents generated by others as a way of showing you commitment to providing your audience with the best information for their own good. Certainly, once you share someone else's information, you will definitely be borrowing his or her audience. This is important to you because your end game should always be achieving the desired traffic to your social networks. As a result, the means of achieving these goals should not matter much.

### **33. Hold debates on social media**

Debates are an important platform of bringing up discussion in which people air their views and sentiments. It is important to note that bringing up debates on social media can play an imperative role in ensuring that you achieve the much desired traffic to your so-

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cial network. Therefore, it is important that you consider initiating debates on your social media platforms as a way of wooing your friends and followers to contribute with their views.

Always make sure to initiate debates that are related to your areas of interest. Remember your main objective is to persuade a big audience to know about products and services that you offer as a business. Therefore, incorporate aspects of the business in the debates so as to enlighten contributors of the nature of business you engage in.

### **34. Share breaking news in your related industry**

It is important to convince an audience that you are well conversant with the industry under which your business falls. You should always be on top of news. Show that you are aware of the current trends in the industry. Your audience will be particularly interested in the latest news so it is an obligation to give your audience news as it occurs.

While updating an audience of the current trends, it is important to consider the effects such news will have on the perceptions of your audience towards your related products and services. Be careful not to provide information that might have detrimental effects on the expected increase in sales of your own products and services.

### **35. Promote free downloads on your social media platforms**

Virtually everyone likes free stuff. Take advantage of the fact that people will always go for free things at the slightest opportunity. On most occasions, internet marketers have made good use of free versions of e-books, white paper or even plugins as a way of pro-

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moting their presence on social media. Offering free downloads as incentives to an audience are expected to have an effect of building a strong brand amongst the viewers and users of such incentives.

When you provide free download links to your audience, people are highly likely to utilize the free download to an extent that they recommend their friends to make use of them as well. Apart from merely being grateful for your free incentives, your followers and friends will return the favor by liking your pages and sharing them widely as well. Through this, you will have achieved the much desired traffic for your promotional efforts.

### **36. Try offering expert insights in a topic of discussion**

Expert insights make your customers have faith in whatever it is that you are offering. Buyers are very cunning especially when it comes to finding the best product or service that will meet their diverse needs. They always need a confirmation that what someone is offering is exactly what they need and that it will meet their needs effectively. As a result, they need to hear it from a professional in the related field.

It is important to seek professional insights when presenting your facts to your audience. By this, everything you say or write becomes authenticated by the professional insight sought. It is therefore imperative to include insights from a professional while tackling topics on your social media networks in order to earn the trust of your audience.

### **37. Initiate a conversation with a leader in the relate industry**

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Social media platforms offer incredible ways of tagging others in different posts. Additionally, mentioning others on platforms like Facebook and twitter automatically notifies them that they are part of a discussion somewhere. It is thus advisable to mention or tag an industry guru in your conversations during your promotional efforts.

Famous people within a given industry have created a rapport for themselves and are more likely to be heard as compared to any other person. As such, social media users always want to identify themselves with well established people within a specified industry. Tagging or mentioning such people in your posts can be considered as a creative move to woo more people to your discussions. In addition, these celebrities have a wide range of following. Therefore, including them in your discussions will also attract their own traffic to your posts thus enabling the post to reach far and wide.

### **38. Appreciate your fans by saying thank you**

It is important to note that your fans will feel highly valued if appreciated. Ordinarily, the phrase ‘thank you’ means more than meets the ears. When you take some time to thank your audience for their consistent participation on your posts, they are highly likely to feel worthwhile and valued by you. It is important to always mention to your followers and friends on social media platforms how grateful you are for their undying support. As a result, they will be motivated to like and share your contents widely.

### **39. Persuade your followers to support a given cause**

It should be noted that corporate social responsibility is an important venture for online marketers. In order to achieve the desired following on your social media platforms,

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show your followers that you are committed to meeting your corporate social responsibilities. This can be achieved by posting links to online fundraisers and other related activities that can help in meeting this obligation.

In addition to confirming to your audience that you participate in corporate social responsibility activities, encourage them to participate as well. When this is done, you are more likely to register an increase in the number of followers. This is because such activities reveal your personality as a caring individual.

#### **40. Make industry predictions on your social media pages**

Making predictions on the expected products in the near future is a confirmation that you understand your industry perfectly. Followers like to identify with specialists who prove to know what their areas of expertise entail. Therefore, when you post predictions of future products in your industry, you are proving to your audience that you are well aware of industry-specific innovations and the directions in which they are headed.

When posting predictions of future products in your industry, become creative in order to arouse the imagination of your audience. People are always enthusiastic about innovations. As a result, a properly calculated prediction will initiate discussions that will in turn woo contributions from many people. This will thus have a positive effect of luring traffic your way.

#### **41. Post unexpected and creative use of your product on social media**

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People are always interested in learning new tricks every day. It is noteworthy that coming up with innovative ideas of how to utilize a given product differently may attract much attention from social media users. Before coming up with creative ideas of how to use a given product, it is important to understand what needs that are met when a consumer uses the same product. Additionally, you must understand the risks that can arise from using the same product differently.

Once you are aware of how your products is utilized and the risks involved if used differently, you can go ahead and devise other ways through which the product can be put into better use. This will increase the sales of the product. Consumers will need more of this product because they will then use it to meet more than one need.

#### **42. Tell a story regarding your product or service on social media**

Stories are much more appealing to audiences as compared to ordinary short illustrations. Social media users are more likely to become more attentive to stories. Therefore, in the process of writing promotional content for a given product or service, incorporate stories that are relevant to the products under promotion.

Owing to the difficulty of confirming the validity of stories told on social media, your readers and viewers will not be concerned whether the stories you tell are true or to. However, tell realistic stories that can be related to the real world. Interesting stories about a product or service will attract a large crowd to your posts. Therefore, it is imperative to ensure that the stories you write are worth the traffic you anticipate.

#### **43. Hold a live Q&A session on your social media network**

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Sessions in which questions are posted and answered immediately are more interesting and appealing to social media users as compared to questions that are posted and answered much later. People always feel cared for when their questions are answered promptly by concerned parties. As a social media marketer, you should take advantage of this to hold live Q&A sessions on your social media platforms as a way of increasing the number of your followers.

You can always give prior notifications of Q&A sessions to your audience. This should be done early enough to give your followers time to research on burning questions. The Q&A sessions ought to be held at times when social media users are free to engage freely. It should be noted that these sessions should not be scheduled for times when most people are at work or are engaged on other things.

#### **44. Respond promptly to tags or mentions from your fans**

You must always show your fans that you value their contributions to your posts and promotional content. On some occasions, your fans will tag you or mention you on their own posts. Do not hesitate to respond promptly and positively to such mentions. This can be termed as public display of appreciation. When your fans mention you in their discussions, they expect your contribution. It is therefore important to show that you are equally concerned with the activities of your fans just like your activities are important to them.

When fans see you as a social person who is able to respond to their tags, they will relate with you differently as compared to when you ignore their tags. They are expected to be

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more interested in your blog posts and promotional efforts. This will thus increase their participation on your posts thereby luring more traffic your way.

#### **45. Answer frequently asked questions**

You do not have to necessarily wait for your followers and friends on social media to ask questions regarding your products or services in order to answer them. Always brainstorm as a way of identifying frequently asked questions regarding the products or services you are promoting on these social media platforms. This helps in providing more information to your audience regarding your products. When you answer frequently asked questions regarding your products, your consumers will be well informed about the products and hence more likely to purchase them.

#### **46. Promote and event related to the industry on your social media pages**

There are a number of industry related events that your fans on social media would be interested in taking part. However, they may not be able to attend because of lack of information. It is therefore your responsibility as player in that industry to promote such events to your followers and friends. When your followers hear of such events from you, they associate you with the event and hence will always depend on you for such information in future.

It is worth noting that promoting industry-related events to your audience also markets you as a key player in that industry. It always implies that you are updated and well informed about the occurrences in that particular industry. Once you have been identified as a key player in an industry, the goods you promote are likely to be seen as one of the

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best in the industry. As a result, you will have more followers and subsequently register more sales of your products.

#### **47. Share pictures of past industry-specific event**

It is always important to showcase the occurrences of a previous industry-specific event to your audience. This acts as a form of enticement for your followers to see what they missed. After seeing such pictures, your audience will most likely be enthusiastic about a similar event that is yet to take place. As a result, more people are likely to be interested in an upcoming event that may be similar to the one that just ended.

#### **48. Conduct a post series**

These are posts that are shared over a certain period; especially days. During post series, social media users update incomplete posts and notifies of a date in which the post will be continued. When you make post series, you leave your audience eager to know what might come next. As a result, such posts engage social media users and make them wait patiently for the next time the post will be continued. This therefore attracts many followers who are anxious to know whatever happens next in the coming posts.

#### **49. Share funny commercial related to your industry**

People easily identify with funny things. These could either be commercials in the form of pictures or videos. It is therefore important to incorporate a little bit of fun in your promotional efforts. Post a commercial that is likely to appeal to your followers or fans.

Such posts will have more likes and shares as compared to ordinary flat posts.

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When your fans find your post funny to an extent that they share it widely, other social media users will know who you are. As a result, they are highly likely to like your pages and subscribe to your promotional efforts as a means of ensuring that they get more of such fun. This will thus have a positive effect on bring more followers your way.

#### **50. Post screenshots of social media conversations (with permission) with relation to your products or services**

When trying to woo more support for your products or services in social media, you can go ahead and post screenshots of conversations you have had with either consumers or interested parties. However, it is important to seek permission from then other parties in these conversations before making them public. This is because someone may not be willing to publicize his or her private conversations.

Publicizing such information can be helpful in winning the trust of your followers in relation to the products you are promoting to them. Private conversations can act as confirmations that others are actually consuming the products on promotion. This will therefore encourage others to buy.

#### **51. Promote your services or products effectively**

There is obviously a reason why this has come last in the list. It is important to note that there is always a time and place for self-promotion especially on social media platforms. However, one should first of all build a reputation and establish trust amongst social media followers and friends. It is important to first of all build relationships with social media users before going ahead to promote our goods or services as an industry expert.

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Once this rapport has been created, go ahead and promote your goods or services effectively. This should be done by providing sufficient information regarding the service or product. Additionally, you must always provide truthful information. This is perhaps the single most important strategy for having repeat clients. Consumers always want to see their new products meeting their needs precisely the way they expected in relation to the promotional information provided.

### **Recap**

In a nutshell, the internet, and especially the social media, offers us numerous tools to ease our approach to work, communication and the way we do things. To say the least, the internet offers tools that, if well utilized, could enable individuals realize their full potential in terms of success and performance. The social media developed out of the internet and, in many ways, has revolutionized the way things are done. Today, collaborations are conducted remotely by marketers, software developers, journalists and many others just to name a few. Through the social media, marketing methods never heard of before have been natured and developed. From the simple approach of creating low cost polls by marketers to the engagement of video contests with potential customers and into the depth of the more complex, yet feasible, interviews with industry leaders online, the social media has been a buzz of activity when it comes to methods of marketing through the platform(s). Suffice it to say, the internet and more so the social media have provided limitless avenues that can be effectively used by individuals and whole marketing departments to market themselves and their products.

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