

7 Rules to ROCK Your Social Media Marketing

RULE #1: CREATE A SOCIAL MEDIA STRATEGY

THE FOUNDATION OF ALL GOOD THINGS TO COME.

RULE #2: SETUP YOUR SOCIAL MEDIA PRESENCE ON THE "BIG 5"

LINKEDIN. TWITTER. FACEBOOK. YOUTUBE. GOOGLE.

RULE #3: EXPAND YOUR REACH AMONG YOUR TARGET AUDIENCE

DON'T RELY ON "SHOUT" OR "HOPE" MARKETING.

RULE #4: NURTURE RELATIONSHIPS WITH FANS AND FOLLOWERS

BE REAL. BE AUTHENTIC. AND LISTEN. A LOT.

RULE #5: CONSISTENTLY COMMUNICATE WITH YOUR NETWORK

INTERACT WITH YOUR NETWORK. EVERY SINGLE DAY.

RULE #6: BECOME A VISUAL STORY TELLER

MOVE BEYOND TEXT-BASED POSTS. USE MORE IMAGES.

RULE #7: MEASURE YOUR SUCCESS

WHAT CANNOT BE MEASURED, CANNOT BE MANAGED.