



SOCIAL MEDIA MARKETING 2019

PERSONAL BRANDING STRATEGY BUNDLE

JACK GARY

**BUILD YOUR BRAND FAST, BECOME AN
INFLUENCER ON INSTAGRAM, YOUTUBE, FACEBOOK
AND TWITTER, ADVERTISING AND SEO, START GUIDE**

Table of Contents

Introduction	7
What Is Social Media Marketing?	7
Social Media and Marketing: Start with a Plan	8
Social Media Marketing: Develop Goals	9
The Best Tips to Learn in Marketing with Social Media	9
Chapter 1: The Importance of Social Media Marketing in 2019	16
Advantages and Disadvantages of Social Media Marketing	24
Chapter 2: The Most Important Channels	28
Instagram	28
Facebook	29
YouTube	30
Chapter 3: How to Use Facebook in 2019 to Promote Your Business	32
Social Influences	37
Situational Influences	39
Psychological Aspects Associated with the Product	39
Emotional Aspects Related to the Choice of the Product	40
A Practical Example	43
What Do We Want to Say?	45
What Is ManyChat and Create a Facebook Bot in 10 Minutes	46
How ManyChat Works: The 2 Basic Tools for Bot Marketing	47
Chapter 4: Facebook and Organic Promotion	50
What Could Be the Goals of Facebook Marketing Referring to SMEs?	50
How to Create a Facebook Marketing Strategy That Works?	52
Facebook for Small Businesses	54
How to Find Facebook Groups in Target	58
What to Do Before Posting Content in Groups	60
Additional Tips	64
PC	71

Android	73
iOS	75
Create a Chat Group Along with Your Group	76
Anatomy of an Online Community	78
Why Should We Focus on the Online Community of a Facebook Group?	79
Chapter 5: Facebook and paid advertising	89
AdWords vs. Facebook	89
The Definition of the Goals	92
Facebook Campaigns: Rules to Define the Budget	98
Facebook Leads: How to Get Quality Leads	100
Common Mistakes for Beginners	114
Common Mistakes for Intermediates	117
Common Mistakes for Advanced Facebook Marketers	120
Chapter 6: The Importance of Instagram in 2019	124
How to Succeed on Instagram	124
Using a Business Account	125
Instagram Biography: How to Write It	126
The Importance of Storytelling	128
Create a Content Marketing Strategy on Instagram	130
Create an Editorial Plan and an Editorial Calendar	131
Interact with Followers and Create a Community	133
How to Use Influencers	134
Create Contest on Instagram	134
Stimulating Competition	135
Interesting Prizes	135
Studying a Promotion Strategy	136
Instagram Stories: How to Exploit Them	136
How to Measure the Results	138
Chapter 7: YouTube Marketing in 2019	139
Chapter 8: How to Grow Organically on YouTube	143
TIP 1: PUBLISH CONTENT, NOT ADVERTISEMENT	143
TIP 2: BECOME THE FACE OF YOUR BUSINESS	144
TIP 3: ALL COME FROM ZERO	145
TIP 4: BRING USERS TO YOUR SITE	146
TIP 5: FIND COLLABORATIONS	147
TIP 6: SEO IS IMPORTANT	148
TIP 7: DO NOT FORGET THE CALL TO ACTION	148

Growing Your YouTube Business.....	149
The 3 Mistakes to Avoid at All Costs When It Comes to YouTube.....	157
Chapter 9: YouTube and Money.....	161
How to Monetize YouTube and How to Use It in a Social Media Marketing Strategy.....	161
Choose a Third-Party Network.....	163
How to Become a YouTube Partner.....	165
Receive Payments.....	167
Other Useful Tips.....	167
Chapter 10: How to Exploit the Potential of Twitter in 2015	169
Chapter 11: How to Promote Yourself on Twitter.....	171
Chapter 12: How to Do Paid Advertising on Twitter.....	174
Sponsored Tweets.....	174
Sponsored Accounts.....	175
Sponsored Trend.....	176
Conclusion.....	178