

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 2019	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