

wikimotive's
**SOCIAL MEDIA SPELLBOOK
FOR MARKETING WIZARDS**

Easy tips to beat the rest
in **30 Days**

Wikimotive is your wall-to-wall digital marketing solution, guaranteed to unite your social media world into a single, cohesive system.



**Lead Generation
& Management**



Blogging



Social Media



**Search Engine
Marketing &
Optimization**



Web Design



Banner Design



The Social Media Spellbook

By Timothy Martell



Timothy Martell is a marketing expert regularly sought out by both media and industry leaders for his opinion on social media marketing campaigns that really work. Timothy has been seen on MSNBC and Dateline, has been interviewed twice by Facebook for his successful dealership advertising campaigns, has been a featured speaker at automotive conferences such as, DMSC, AMBC, and the Driving Sales Executive Summit and has been featured on the cover of AutoSuccess magazine. Timothy is known for pushing the boundaries of conventional automotive thinking and producing social media campaigns that generate massive numbers of followers leading to record ROI. Martell founded Wikimotive in 2010; a company that provides all-encompassing digital marketing strategies for automotive dealerships including website design, customized SEO, and social media marketing that focus on targeting and acquiring many thousands of consumers who ultimately become followers of his client's social media outlets.

Critically acclaimed as a "Social Media Rockstar," Martell's marketing systems consistently produce results that are of "Rockstar" status. Wikimotive's social media management systems remove the tedium of finding and identifying consumer-engaging content from the dealer all while educating the dealer's key personnel on how to utilize the most important social media platforms in order to generate and retain business.

To learn more about Timothy Martell and Wikimotive and to find out how to receive a free digital marketing evaluation visit wikimotive.com or call toll free 1-888-692-9818.

INTRODUCTION

If you've been paying attention to modern advertising, you're probably asking, "What is social media marketing, and why is it so important?" It's a complex issue, but most industry experts agree that social media is actually the future of advertising, far outshining classics like print and television ads.

Social Media Marketing is any marketing that's done on social media (duh!) but more than that, it's marketing that is done by interacting directly with potential customers without an intermediary. A good social media presence lets you connect with people on a level previously unheard of in advertising.

To fully implement social media in your business plan, you'll likely need some help. At Wikimotive, we specialize in marketing on social media, creating vibrant communities for our clients to sell to, and generating thousands of leads for a fraction of the cost of traditional advertising, all while building up community goodwill.

Want to know our secrets? Well, you're in the right place. In this eBook we'll take you from traditional advertising dinosaur to new media wizard; just implement our techniques for 30 days and you'll be STUNNED by the results!

THE VALUE OF SOCIAL MEDIA MARKETING

It can be difficult for a business to understand the ROI of social media. Are your tweets really turning into dollars? Is Facebook generating leads? Does ANYONE use Google+? In the past, it's been difficult to measure what kind of bang you're getting for your online buck, but not anymore. Wikimotive monitors and reports on all your social media channels, so you know where you're getting the best ROI.

- See what social networks your traffic is coming from.
- Monitor where every dollar goes and how it's working for you.
- Make the most of your budget with constant honing of your social strategy.
- **NO CONTRACTS!** We work month to month, ensuring we're always striving to keep your business!



Chapter 1:

HOW DO YOU MEASURE UP?

Implementing a social media competitive analysis

The first step of your competitive analysis is, you guessed it, analyzing your competition. Think of your top competitors, the ones who you really contend with for market share. Now, hit these links and see what kind of presence they have on the major social media networks.



Certainly there are other social media sites, but these are the ones that you should be focusing on. They have the biggest audiences and the highest rate of response.



Any time you find a competitor on social media, you need to check the following:

- Number of Followers/Fans/+1s
- Community response
- Posting frequency
- Type of content posted (images, videos, syndicated blogs, fun facts, infographics, etc.)

Now that you've finished checking the major social media networks, examine the competitors' home pages and blog. Do they have social media buttons built right into their sites? If so, this signifies that they're taking social media seriously.

Once you're armed with this intel, your way forward will be pretty clear. Using your competitors as a metric, set your social media goals. You can consider your efforts a success when you've left your rivals in the dust!

Keeping up with the Joneses

You can't assume your competitors are just going to let you steamroll them though. Make sure to continue to check their pages as well as your own. By examining what's working for them, you'll gain valuable insights into your own strategy.

If you need a little help, Wikimotive makes it easy for you. We handle only as much of your social media as YOU want, reporting back to you with up to the minute reports like:

- Competitive analysis
- Site Traffic
- Lead generation
- Sales conversions
- Likes/Follows/+1s



Chapter 2:

CONTENT IS KING

Producing quality material, quick and easy

Now that you have your goals in place and you're ready to get rolling, there's one thing you need to know: **content is king!** The reality of social media is that you need both quality and quantity to succeed. Making a Facebook post or a few tweets once a day just won't get you anywhere, it needs to be a concerted effort by people with a talent for it.

At Wikimotive, we've perfected the art of producing quality content fast. What constitutes quality in the context of social media? We define it as having the ability to engage. You want people to react to your content; to not just see it, but eagerly await it. Sure, it's fine if they just scan by and get that little tingle of recognition when they see your business name, but true quality content will have people coming to your page day in and day out, just to see what you've come up with!



So what do we recommend for quality content fast? We can break it down into three main categories:

- Blogging
- Questions and Facts
- Exciting Images



BLOGGING

Blogging is the single most important part of any social media strategy. A good blog is like a superfruit, everything you need packed in one neat little bundle.

The great thing about a blog (updated at least twice a week) is that you'll always have original content to syndicate and share across all of your social networks. Additionally, a blog works to promote healthy links to your home page, and because it's all original writing, it's looked upon favorably by search engines. Ideally, your blog should be hosted off of your main website, on either a subdomain or a totally new site with a related domain name.

It's simple to have a quality blog, just post regularly and keep it interesting. No more than one in every four posts should be about your business. Instead, blog about engaging topics that your demographic will find interesting. Here are a few additional ideas guaranteed by the blog experts at Wikimotive to grab attention on any social network:

- **Weird News -- the more bizarre the headline, the more clicks!**
- **Movie Reviews--a review of the newest blockbuster or indie smash is sure to grab attention!**
- **Sports--especially for regional businesses, take a controversial stance to incite discussion and debate on your page!**

QUESTIONS AND FACTS

Few things are more engaging than short questions and interesting facts (think Snapple). When you get people answering, conversations organically arise as people jump on to throw in their two cents. The upshot is this conversation is taking place on your page, so people are constantly seeing your logo and your message!

Here are a couple quick examples of the kind of questions that get a big response:

- If you could have one superpower, what would it be?
- What kind of food do you eat to lose weight?
- If you could transform into any animal, what would it be?

As you can see, the questions don't have to be especially deep. Keep them short and entertaining. Post them at the same time every day to build a community of responders! Don't be afraid to attach an image and ask a question about it, people tend to stop scrolling when they see a picture. Which brings us to...

EXCITING IMAGES

Nothing stops people in their tracks like a great image; lucky for you, the internet is full of them. Find something that makes you laugh, and chances are your target audience will agree. Much like blogging, try and limit pictures of your business or product. Instead, use images that your audience will relate to. An easy way to remember what to post is the 3 C's: Cute, Controversial, Comical!

Here are some other ideas that work for any crowd:

- Use infographics--they're a great way to get information across in an appealing way.
- Create memes--they go viral for a reason!
- Use images with a challenge, for instance "Tell us what's wrong with this picture!"



Remember: When in doubt, **FUNNY** rules the internet.

It's easy to talk about social media posting, but it can be hard to keep up with. If you want to maintain a strong impact, it's a full time job. At Wikimotive, we specialize in handling your social media from A to Z, creating and maintaining quality content so you're free to focus on running your business.

Some of our most popular social media services are:

- Designing custom graphics for all your social media pages.
- Writing professional quality custom blogs and syndicating them to all networks.
- Creating unique and engaging posts that are updated and monitored regularly.
- Analyzing competitors' pages to ensure you're coming out on top.



Chapter 3:

PUTTING IT ALL TOGETHER

What goes where?

Now that you know what kind of content works, you're ready to drill down into the individual social networks. What works on Facebook won't necessarily work on Twitter, and vice versa. To truly be a social media wizard, you need to understand what content works on each social network, so you always get optimal results.



FACEBOOK

Facebook is the place where images are king. Peoples' newsfeeds get cluttered pretty quickly and if they aren't engaged immediately, they're likely to move on. So be sure to post dynamic pictures coupled with interesting questions. When syndicating your blog to Facebook, be sure both the title and accompanying picture are attention grabbers.

Some quick tips:

- PICTURES PICTURES PICTURES!
- Post in the first person voice to get more replies, people like the personal feel.
- Post on the weekends for the best response rate.
- Post roughly three times a day, at least three hours apart. More will turn people off and less will be invisible!



TWITTER:

Twitter is where all your short content can shine. The character limit enforces a brevity that actually helps you grab people. Your questions and facts should be right at home on Twitter, but your longer content can do well also. Take the most shocking statistic from your infographic or the best excerpt from your blog. If the content is engaging enough, people will click through to your full site. Also, be sure to ask for reTweets, people are more willing to share if directly asked!

Some quick tips:

- Keep your Tweets around 100 characters to maximize click-throughs.
- Tweets on weekends and nights get the most replies.
- Tweet often! Twitter moves so fast it's hard to spam, so keep 'em coming!
- If you're Tweeting a link, make sure it's in the first third of the Tweet!



GOOGLE+

Google+ is a small social network but you can't discount it because of its relation to the Google search engine. It doesn't require as much upkeep, but make sure you have a presence with some +1s because it will impact your ranking on Google!



PINTEREST

Pinterest works best with visuals. If you're not going to spend the time to have a truly gorgeous look on Pinterest, you might as well not even try. People seem to like taller images rather than wider ones, so keep that in mind when designing content for Pinterest. When writing descriptions, be sure to include buzz words like "inspirational" or "DIY"...and a link to your website!

The Pinterest logo, featuring a red circular pin icon followed by the word "Pinterest" in a red, cursive script font.



CHAPTER 4:

POSTING AND MONITORING

Staying on top without going crazy





If it seems like this is too much posting, you're right. Luckily, it's not necessary to handle everything manually. Here are the three keys to making social media fit into your busy schedule

- Social Media Itinerary
- Social Media Scheduler
- Social Media Monitor



SOCIAL MEDIA SCHEDULER

Now that you have your itinerary, the schedule may look daunting. Don't let it get to you! Like we said, you're NOT going to have to post all of this content manually. This is the time to utilize an automatic publishing tool. There are many different applications designed to handle scheduled posting across all social media networks. This means that all you have to do is input your schedule once each week and set it to publish automatically!

<input type="checkbox"/>	Twitter (via wikimotive) -	RT @Wikimotive: Who in The 2012 #Summer #Olympics are you going to be Twitting about? http://bit.ly/Looxv8	24 Jul 04:04PM
<input type="checkbox"/>	Twitter (via wikimotive) -	A ball of glass will bounce higher than a ball made of rubber. #weird #fact	24 Jul 04:05PM
<input type="checkbox"/>	Facebook page (via wikimotive) -	Give us a hilarious caption for this!	 24 Jul 04:05PM
<input type="checkbox"/>	Facebook page (via wikimotive) -	How did they get their dog to make funny faces?	 24 Jul 04:05PM
<input type="checkbox"/>	Facebook page (via wikimotive) -	Give us a caption for this!	 24 Jul 04:05PM
<input type="checkbox"/>	Facebook page (via wikimotive) -	What is he trying to do?	 24 Jul 04:05PM

SOCIAL MEDIA MONITOR

Now that you have everything planned, scheduled and posted, it's time for a little upkeep. First, set up a monitoring system that will alert you when certain keywords are mentioned on social networks. You want to be aware of people talking about your brand or related services. For instance, if you run an automotive dealership, you may want to watch words like "new car" or even "broken down". Have some fun with it. It can be a great exercise to think of words and phrases that may lead to sales opportunities!

Additionally, make sure someone is in charge of keeping an eye on the social networks, ensuring everything is posting properly. This same person should also be ready to engage with the public as they reply to your posts. This step is crucial; you're building up a community around your brand, don't ignore them! You want to foster this group so people are coming back to view your content day in and day out!



Still daunted by the idea of planning and scheduling a week's worth of content? Want a little help to get over the hump? Wikimotive can help take you to the next level. Even if you just want us to handle one of social media's many steps, we're ready and willing to help make your digital marketing experience a breeze:

- Creating and organizing your content.
- Planning your week for optimal exposure.
- Scheduling and monitoring all of your social media networks.





CHAPTER 5:

SOCIAL MEDIA NETWORKING

Using every venue to boost your social signal

Social media marketing doesn't need to live and die on the networks themselves. You should be leveraging all your resources to boost the signal of your social media message!

BLOGGING: As we said before, your blog is one of the most important aspects of your social media strategy. You're already syndicating it, but why stop there? Be sure to include big, easy SHARE buttons right there under the text. That way, when someone finishes reading and wants to show all their friends, it's as easy as a single click! Be sure to check back and see what blogs are being viewed and shared the most. With that data in hand, you can easily tailor future posts for optimal results!

SEO: The gap between search engine optimization and social media marketing has all but closed. The services have a lot in common and they're only growing more interconnected every day, so be sure to take the keyword strategy from your SEO plan and apply it to your social media. You don't need to put a keyword in every post, but be aware that social media is being indexed and thus returned in search results. Also, every blog you do should have a keyword linked to either your main page or one of your social media pages.



SIGNATURES: Most people have their website linked into their email and forum signatures, but very few also link their social media sites; be the exception! Another thing to remember is make sharing easy. When you send out an email or forum post that you want seen by as many people as possible, be sure to include easy links to share it via Facebook and Twitter!

This may seem like a lot to take in, but you don't have to do it alone. In fact, it's a bad idea to add social media to any single person's workload. It's a full time job, one requiring skill and commitment; you have to be a writer, artist, salesman, and organizer all rolled into one.

If you have someone like that on your staff, consider yourself lucky! If not, Wikimotive is here to help. We can do as much or as little as you need, all on a month to month basis. That means no long contracts and no scary commitments. You keep us around as long as you like, and we promise to bust our humps giving you the best service possible at a reasonable rate.

If you just need help getting started, or have a question about one of our tips, never hesitate to contact us. Here at Wikimotive, we don't want to just be another vendor; we want to be a trusted asset and friendly community member.

Remember

No Contracts, No Commitments, Just Results.