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# 50 DAYS

OF

# SOCIAL MEDIA



**50 INCREDIBLE WAYS SOCIAL MEDIA  
CAN GIVE YOU THE ULTIMATE EXPOSURE**

**IAIN G. SCOTT & ANNA CORBETT**

WITH SPECIAL CONTRIBUTOR, LARRY KIM. CEO, WORDSTREAM

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## WELCOME TO 50 DAYS OF SOCIAL MEDIA

So you've created a Twitter account, signed up to Facebook, and just finished adding your name to your new LinkedIn profile. But what now?

Don't worry, you've taken the first three important steps to conquering social media and are about to take the next step towards getting the exposure you deserve. Everything you need to know to get you there is discussed in this book, 50 Days of Social Media. Before we get stuck in, take a few moments to learn more about how you'll get the most from this book.

*Make a conscious decision now to commit to making social media a success and getting it to work for you.*

Each of the following ideas detailed here can be achieved within a day and the benefits seen almost immediately. To get the most from this book, make a conscious decision now to commit to making social media a success, and to get it to work for you. Start to allocate time in your diary over the coming weeks to read and follow through on each idea. Some of the ideas you'll be able to do in only a few minutes, while others may take much longer.

### Why should you read this book?

Back in 2007, social media was a page full of random strangers' ramblings with a chance to connect with old school friends. Today social media is one of the world's most important marketing platforms. There are so many opportunities within social media, and we want you to take advantage of every single one of them.

### Who should read this book?

Aspiring entrepreneurs, small business owners, marketers, and fearless professionals, or anyone who has a thirst for knowledge and is ready to take on new challenges. This attitude and energy will ensure you get the most from every idea outlined in this book.

*Take on new challenges...this attitude and energy will ensure that you get the most from every idea in the book.*

### Who wrote this book?

Iain G. Scott and Anna Corbett both have long standing and established careers in digital marketing and social media. With over 20 years of combined experience, they've seen the world change in technical and social terms. Their knowledge and experience has come together to make it a success for you.

### Remember...

Decide now to make social media part of your professional routine. Commit to the ideas in the book. Deliver on your promise and reap the rewards of your increased exposure.



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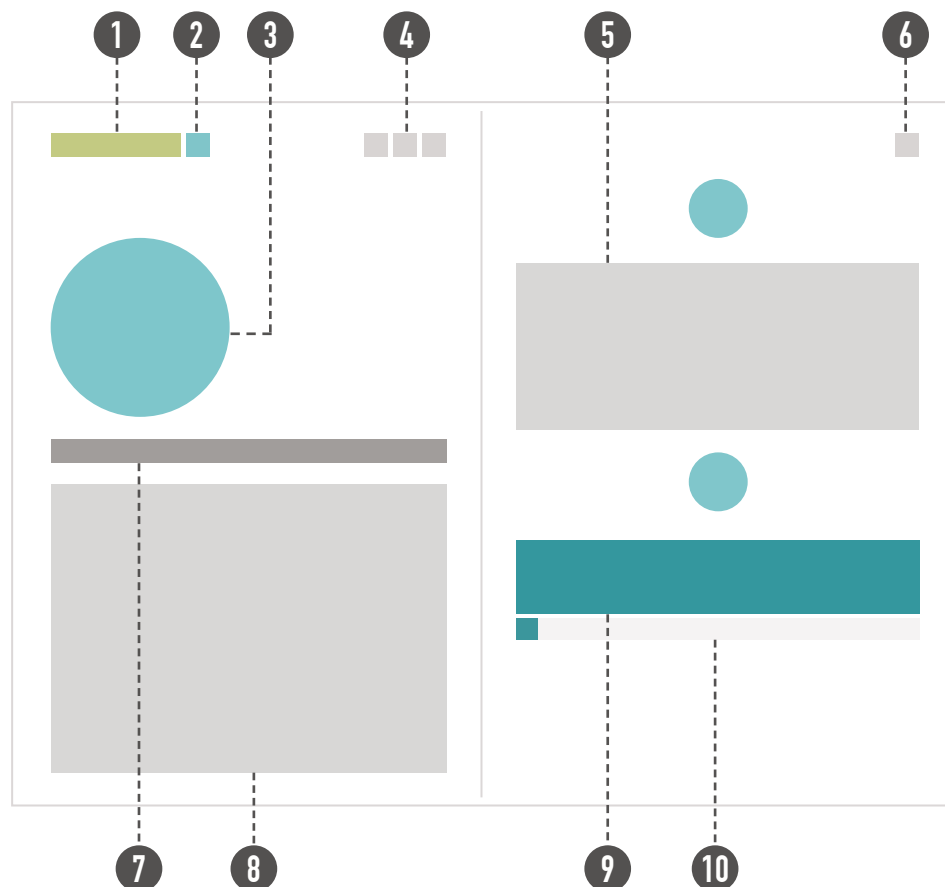
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## GETTING THE MOST FROM THIS BOOK

This book is easy to follow and each idea is broken down to provide both an overview and a step-by-step guide for you to follow. You can go through the book in many ways, but first familiarise yourself with the layout and elements.



There is no 'preferred' way to go through this book. You may prefer a linear approach and read the book in order and complete it in a single sitting. Alternatively, you may prefer to review one idea every day, based on the time you have available (you'll note the time indicator **2**).

Other methods include focussing on one particular social network **4** or idea category **1**.

Whichever method you choose, always have this book to hand. You may find a spare few minutes to focus on another idea or simply to take another leap forward on your journey to becoming a social media maestro.

- |   |   |
|---|---|
| <p><b>1</b> Idea category:</p> <p><b>ENHANCING YOUR PROFILE</b><br/>Improving your presence, content inspirations and organising your profile.</p> <p><b>BUILDING YOUR NETWORK</b><br/>Acquiring more followers, making qualified connections and increasing your influence.</p> <p><b>MAXIMISING YOUR EXPOSURE</b><br/>Leveraging your authority, using your influence and making a return on your investment.</p>   | <p><b>3</b> Idea number.</p> <p><b>4</b> Social network to use:</p> <p> Twitter</p> <p> Facebook</p> <p> LinkedIn</p> <p><b>5</b> Step-by-step guide to implementing the idea.</p> <p><b>6</b> Page number.</p> <p><b>7</b> Full idea title.</p> <p><b>8</b> Full idea details and description.</p> <p><b>9</b> Bonus material.</p> <p><b>10</b> Bonus links and further information.</p> |
| <p><b>2</b> Estimated time required:</p> <p> Less than 1 hour</p> <p> Between 1-2 hours</p> <p> Allow for half a day</p> <p> More than half a day</p> |   |



## A QUICK INSIGHT ABOUT STRATEGY

Before we delve straight into actioning any of the ideas, let's provide a very quick insight into the importance of a social media strategy and defining what you want to achieve.

First and foremost, define your goals. These will form the blueprint of everything that you do from now on. Goals can be anything from growing your business, increasing its turnover or employing new staff. Marketing goals can be things like increasing brand awareness, increasing conversions, and making more sales. At this point, it's important to consider where social media fits into all of that, so that it compliments and works alongside all of your other marketing activity. As you define your goals for social media make sure you know how you are going to measure their success.

When reaching out to your audience on social media, these are some questions you might want to ask yourself:

- Do I want to build my reputation and brand awareness?
- Do I want to increase my website visitors?
- What is the mindset of my target audience?

Take a moment to think about these things and decide which area you want to focus on. Then form a set of marketing goals around one of those areas. When employing any of the social media ideas discussed in this book, you can always refer back to your goals and wider strategy to see how and where it fits.

If you'd like to work more on how to define solid goals and a thought out marketing strategy, head over to the Base Creative Academy, and embark on the social media course.



Base Creative Academy - Social Media Course: [bit.ly/50D\\_BCA](https://bit.ly/50D_BCA)

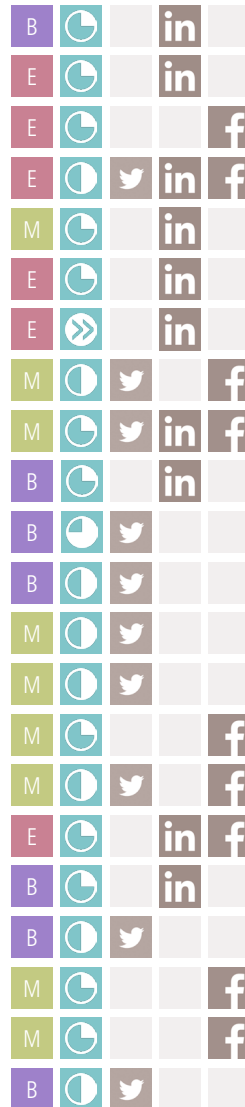
“Social media is less about technology and more about relationship building.”

ERIC QUALMAN

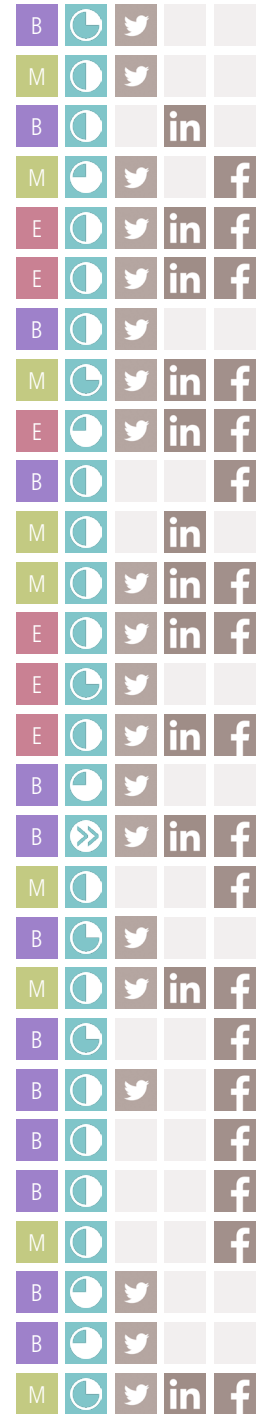


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- 48 Identify and engage with influencers
- 49 Pay an influencer
- 50 Go rogue







# 01

## UPLOAD YOUR CONTACTS

This is something you can do regularly, not only when you've just signed up to LinkedIn. By uploading your contacts you can quickly and easily connect with people you've met recently or a few months, or years, ago.

Consider scheduling in some time each month to upload new contacts from your CRM into LinkedIn. Most CRM systems will allow you to export your contacts. LinkedIn accepts most file formats.



## LET'S DO IT

- 1 Create a file of names and email addresses from your CRM system or email software. Email addresses are important here as it's this detail that connects you to other LinkedIn users. If you use an online email service (like GMail), you can skip this step.
- 2 Sign in to LinkedIn and click on **My Network** in the top bar. Select **More options** on the left hand side under "Find new connections with your address book". You can start by entering in your own email address so LinkedIn can recognise your provider. Using an online email provider means your LinkedIn contacts can automatically sync with your email contacts. Follow the on screen instructions to send an invitation to your contacts.
- 3 If you don't use an online service, you'll need to upload your contacts file and then continue as above to invite your contacts. Then, open up your diary and create a repeat event to add new contacts in a month's time (and every month).



## BONUS MATERIAL



Uploading contacts to LinkedIn: [bit.ly/50D\\_LinkedInContacts](https://bit.ly/50D_LinkedInContacts)



# 02

## CREATE A PROFILE BADGE

In order to promote your profile, LinkedIn provides a small selection of profile social buttons and badges. These all contain LinkedIn approved graphics that you can add to your email signature, portfolio, blog, or website, which link directly to your LinkedIn profile page.

Providing a LinkedIn badge gives you added exposure and demonstrates to the wider web-browsing world that you have (and are proud of) your LinkedIn account.

Using approved LinkedIn codes and images means that any changes to the way the LinkedIn website works ensures that your code will automatically update and provide the correct information (and link) to the badge viewers.



## LET'S DO IT

- 1 Within LinkedIn, click on your picture in the top bar labelled **Me**, and then click **View profile**. Click **Edit your public profile** on the right.
  - 2 Within your profile page, find the **Create a public profile badge** link at the bottom of the right hand side. Then follow the steps provided.
  - 3 You'll need to copy and paste a one-time code into your website. This allows you to add in any badge.
- Now create your custom badge with the options provided and paste the specified code into your website where you'd like your badge to appear. You may need to ask your website developer to add this code.



## BONUS MATERIAL

Use a style that fits best with that of your website or blog. Ideally, if you are also linking to your other social media accounts, choose a style that works in synergy with those buttons too.



Old Style LinkedIn Profile Badges: [bit.ly/50D\\_LinkedInBadges](https://bit.ly/50D_LinkedInBadges)



## CREATE A COMPANY PAGE

Setting up a page for your business on Facebook is very simple, and can help bring in new business to your company. With a page set up, you can engage with your audience more whilst promoting your business. Customers will be able to write on your page and message you directly with any questions or feedback they may have. In short, a Facebook page will present you with promotional opportunities.

Hosting a Facebook page is similar to how you would run a personal profile. You can post updates on your page, and in doing so, inform your audience of what's happening in the business. You can boost these posts to increase your reach. This is very handy if you're promoting an event.

Facebook allows you to measure page performance. Use this to monitor the success of your posts and to see how your audience is growing.



## LET'S DO IT

- 1 Login to Facebook (you can use your existing personal account if you have one) and go to the page creation section (see link below).
- 2 Choose your category and follow the step-by-step instructions to set up your page. Make sure to update your profile picture and header image to reflect your brand.
- 3 You're now ready to post to the page and push it live.



## BONUS MATERIAL

Make your page stand out from the crowd. Below are some bonus tips for creating a great Facebook page for business.



Facebook Page Creation: [bit.ly/50D\\_FacebookPage](https://bit.ly/50D_FacebookPage)



Essential Guide to Facebook Pages (Hubspot): [bit.ly/50D\\_GuideToFacebookPages](https://bit.ly/50D_GuideToFacebookPages)