



## SOCIAL MEDIA STRATEGY

### Keys to Social Media Success

- **Be consistent** - It's important for followers to feel your presence regularly or they will forget about what you're message is and how important it is to their lives.
  - **How often should I post?** It really depends on how much time you have to allocate. Think of social media as a networking event. You could show up, shake a few hands and leave, or you could stay longer and make a long-term impact and connection with several people in the room. I'd say it would be good to send up to 10 tweets a day, 3 Facebook posts, 3 Google+ posts and 3 LinkedIn posts. Anything above that will just get you a bigger following even faster. The trick with any online strategy is *'the more you do it, the more success you'll see with it'* - video, blogging, product creation etc.
  - **But what do I say?** There is such a fear over what to say on social networks. Drop the fear and share from the heart. That is what I tell every single one of my website and coaching clients. You have a powerful message to share. You have wisdom and amazing tips from your life experience. All you need to do is draw on that and share what you think will help others.

When you are on a social network, start thinking of these profile pages as you're second website - it's just as important if not more important. When on your social sites, don't share what you are eating for lunch. Don't strictly self-promote either. ADD VALUE to people's lives out of the goodness of your heart and you will be AMAZED at how loyal they become, how much they promote you and how they support your business growth.

One day I'll share a quote, or pose a question. I'll share inspiring videos or post helpful how-to content. People need to FEEL something from what you write otherwise they will totally move on. There are sooo many people in the world with opinions and messages to share. Why would



## SOCIAL MEDIA STRATEGY

they stop and want to listen to you regularly? Then use that as a model for what you post online.

- **What else could I be doing?** Spend 30-60 minutes each month on Facebook and LinkedIn researching companies and individuals related to your industry. You may want to do a quick Google search if you do not know who your competitors are. For example, search "dog trainers."

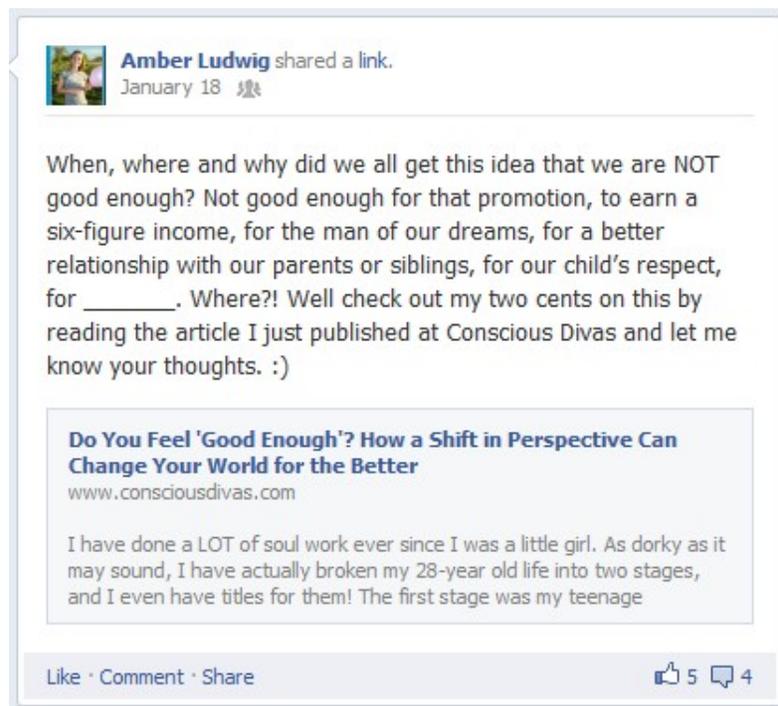
As you locate your competitors, thoroughly scan their Facebook and LinkedIn pages to evaluate what they are doing. You are looking for number of friends, what kind of content they post, how frequently they are making posts, are their friends or followers posting on their wall, are they generating a lot of comments, do they offer different media, are they self-promoting their products and services, what is the mood like on their page, etc.

It will become obvious to you if this competitor has 30 friends and never posts, then they are not a model to follow. But if you find a competitor that has 3,500 friends, has a lot of activity on their page and is branding themselves well, then they are someone to study. During your research be sure to take out a piece of paper and jot down ideas of what you want to improve about your own Facebook, Twitter, LinkedIn etc pages.

- **Make it a conversation** - Social media is not a one-way street of you promoting yourself. The more you involve yourself in conversations of your followers, the more they will feel like you care about them. People want to feel special and they want to feel others are paying attention to them.
  - **How do I make my posts conversational?** First, ask questions to your audience. Don't just say "read my blog post" - instead, ask them a question to get them engaged - draw the reader in. Then ask them to read your blog post. If you draw followers in well, you could get tons of people reading your blog post. **Example:**



## SOCIAL MEDIA STRATEGY



- **How else can I get a conversation going?** Part of the trick of social media is to Like and Comment on your followers posts. It cannot be a one-way street. Actively scour your main feed for these networks and find content you can share on your wall, like posts, and make comments. These followers will return the favor by sharing, liking and commenting on your posts.
- **Commenting.** If someone comments on a post you did, follow up by commenting back. Keep the conversation going. Find out their needs, desires - ask how you can help them - compliment them on making a good comment, etc.
- **Word of mouth worthy** - Until you are more familiar with what your audience likes, ask yourself before you publish each social media post, "Is this cool enough to share?" If you wouldn't share your own post, then chances are no one else will. See the other sections of this report for more ideas on this.



## SOCIAL MEDIA STRATEGY

- **Inspire** - When people are inspired, they take action (especially through word of mouth). Do not only promote your services, inspire people to be their greatest selves, THEN offer your promotional service posts secondary.
  - **What do people find inspiring?** Quotes, images with sayings on them, video, or just your own personal words of wisdom. I suggest doing a random shuffle of these items. Don't always post quotes, or post 4 videos in a row. Try to give your audience a mix of content and post regularly to appeal to everyone's interests. **Examples:**

**Amber Ludwig**  
August 7

**This week you will STUN THE WORLD with your vision, buoyant energy, and creative brilliance, or you will bore us to death. The choice, as always, is yours.**  
- Brendon Burchard, author of THE CHARGE

Like · Comment · Share 4

Kathleen Chiras, Shaun Stephenson and 11 others like this.

Angela Schaefer love it!  
August 7 at 7:40am · Like

Write a comment...

**Amber Ludwig** shared a link.  
January 5

WOW, WOW, WOW. What a way to wake up and start the day... a "put it all on the line" workout while listening to this video (twice). I felt so "SEEN" listening to his ideals - I have not heard so many beliefs that matched mine from one person, put so concisely and powerfully. This is a video that will stay in my life and on my websites for life. MUST WATCH!

**Will Smith on Greatness and talent vs skill (MUST SEE)**  
www.youtube.com

<http://workwithdavewood.com> If you have a "ridiculous sickening work ethic". Contact me today to see if you can join

Like · Comment · Share 6 1 5

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We have been designing these viral images for our clients and have seen **GREAT** success with their increased exposure!

### Examples:



Learn more or order yours today here:

<http://insightfuldevelopment.com/branded-quote-based-images/>



## SOCIAL MEDIA STRATEGY

The screenshot shows a Facebook post by Amber Ludwig, posted 10 hours ago near Denver. The post text reads: "Monday Mission: Play big today. Make others around you feel important, because they are. Don't get so wrapped up in work that you forget to enjoy what you do for a living. Inspire people with your message. Have patience with yourself and others. At the end of the day recount your blessings and be grateful for the way you showed up today." Below the text, it says "Re-posted from my biz page ---> <https://www.facebook.com/NGNGenterprises>". There is a link to the NGNG Enterprises page, which includes a profile picture, the name "NGNG Enterprises (No Guts No Glory)", a bio describing Amber Ludwig as an entrepreneur, and a "Page: 157 like this" indicator. At the bottom of the post, there are interaction options: "Like · Comment · Share", a notification that "Joy Golliver, Carol Hampshire and 6 others like this.", a comment from Dana Mitchell Rosser saying "You are incredible Amber....you inspire people and don't really know it." (posted 10 hours ago via mobile), and a text input field for writing a comment.

- Be genuine - People like REAL results and emotion. Real emotion will give you some of the highest returns in social media. Update followers on your progress, your excitement about growing personally and professionally - get them involved.



## SOCIAL MEDIA STRATEGY

- **Examples:**

 **Amber Ludwig**  
June 25 via mobile 📱

I just started my third week with my personal trainer. The progress I've made makes me emotional and so proud of myself! My trainer actually told me today that I was in his Top 5 most in shape clients which left me speechless... After years of sitting at a computer all day, and feeling disappointed in myself for not making more of an effort to stay in shape, I committed to making a change. Now, three weeks later... I can say I'm in shape and I wanna scream I'm so happy!

Like · Comment 👍 28 💬 10

 **Amber Ludwig**  
July 5 via mobile 📱

I regularly feel taken over by extreme gratitude, love and joy. Yet each time, daily, feels like a new blessing. I remember as a teen wondering if life could ever be this good, if I could ever like myself fully. What a journey it has been to come to this point. Each moment of pain, confusing growth spurts and each time I had to use my voice and stand up for what I believed in... All worth it. All worth it.

Like · Comment 👍 28 💬 9

- Grow your audience - Don't wait for people to find you and like your page. Actively go out and find people to connect with, daily. For example



## SOCIAL MEDIA STRATEGY

**Amber Ludwig**  
July 15 via mobile

Wow, wow, wow, wow, wow... What a time I'm having at eWomenNetwork's annual conference this week... I've met the most special women during all the coaching sessions I've done, got high kudos from a NSA ex-president (as of June) for my speech!!!, opportunity left and right, a couple of super hard but fun (and needed) workouts with my friend Tom, loving Brendon Burchard and Lisa Nichols as always, and tonight I am having dinner at the Yancey's before heading out tomorrow.

I have been completely overwhelmed with gratitude for my journey which brought me to all of this. Wow, one happy girl.

Like · Comment

Carol Hampshire, Jeanie Douthitt and 18 others like this.

**David Veal** Thank you for making my day Amber, you shared a wonderful load of positive energy here.  
July 15 at 9:47am · Unlike · 2

**Dawn-Marie Hanrahan** Gosh, oh GOSH! how I wish I was there!!!!  
July 15 at 12:27pm · Unlike · 1

**Carole M Friesen** I am so grateful to be in your presence...and more to come!  
July 15 at 10:07pm · Unlike · 1

**Kathleen Chiras** You're the best, Amber. I belonged to Ewomen for about 10 yrs. Have fun at your dinner with the Yanceys!  
July 16 at 1:22pm · Unlike · 1

**That's nice, but what's the process I should follow?!**

- Write your blog post and publish it.



## SOCIAL MEDIA STRATEGY

- Take the link from the post and figure out a good question to pose to draw readers in. Then add a description about how this article solves that question (see above examples). I type out my post first, then go into all the social networks.
- I'll add that post to Facebook with a URL back to that post. I do the same thing for Google+ and LinkedIn.
- For Twitter, I make the post much shorter and post there.
- Ideally, you'd make up 3-4 posts like this for each article, and publish these over the next couple of weeks. You can be promoting multiple blog posts at once. If someone missed your blog post promo from two weeks ago, they may never see the post. Keep recycling your content!
- Seed in quotes, videos, etc that do not directly promote you or your message. Give people a sense of what excites or motivates you - this is how you build the relationship.
- I typically just go on these networks 2-3 times a day for a few minutes each. I like a few posts, make some comments, update my own wall with a new post and move on.

### Tips and Tools

- Use **Buffer** to manage your social media and help offer suggestions on what you can post about. Also, you'll see this system offers analytics to track your progress. **STUDY** these results to find out what your audience liked and didn't care about. Start giving them more of what they want and reacted well to.
- Learn more about **hash tags** for Twitter. By adding a hash tag in front of a keyword, you will get a lot more traction on Twitter. For example, I could say "Get #motivation by reading #books" and now that very Tweet would come up in the feed for the keywords motivation and books - so this gets me exposure into new groups of people. Do a Google search on this to learn more.
- Remember your funnel would be **Blog post > get people to opt-in > get people to buy \_\_\_\_\_**
- In your blog posts always end with a call to action - always tell people what you want them to do next.
- Consider offering a monthly contest to offer a free book or a free consult, etc. The more someone Likes or Comments or Shares your content, the more entries they have to win. This takes more time to manage, but can sure get you a lot of new followers fast!



## SOCIAL MEDIA STRATEGY

- Prioritize. If you are low on time one day, spend time where most of your followers are - Facebook. Ideally, it's just good to come up with a schedule that works for you. But if you are low on time, spend it on Facebook that day and go back to the other networks tomorrow.
- Continue to do Google research on "social media success" or "how to get more twitter followers" etc. Keep updated on industry news. You could find articles such as:  
<http://mashable.com/2011/01/10/social-content-strategy/>
- Immediately go subscribe to get blog posts in your Inbox for [www.SocialMediaExaminer.com](http://www.SocialMediaExaminer.com) to stay updated on social networking trends. (ProBlogger.net is a great one for blogging)

### NGNG Social Media Services

#### ***Are you maximizing your social media potential?***

*Does it seem like everyone else has more followers and engagement than you?*

#### ***Do you want to know how to effectively brand and market yourself on social media?***

**Social media** is a critical element of building a loyal following, generating more sales and impacting individuals around the world with your message.

It has NEVER been easier to spread your reach. But, most people never come close to maximizing their potential on social media. **The common problems are:**

- You aren't sure which social networks to be active on
- You aren't posting interesting and effective content that people want to like and share
- You aren't focused on strategically driving that traffic back to your website to optin to your email list and buy your products and services



## SOCIAL MEDIA STRATEGY

We have been supporting authors, speakers and coaches to learn Social Media in a non-threatening, non-overwhelming way. We can help setup your social networks, teach you the latest strategies that WORK, help build your audience, or even make all the posts on your social media account for you!

### Done-For-You Social Media Services

**There are 3 ways we can help support you to maximize your social media potential and get your message out more effectively.**

1. Done-For-You Posting
2. Social Media Strategy Sessions
3. Social Media Branding



### Done-For-You Posting

**Would you rather put a stick in your eye than do your social media every day? Then this package is for you.**

Our team of highly experienced social media experts will learn your voice and post on your behalf each week day! We start by making sure all of your accounts are setup properly and ready for social media domination. Then, we setup an internal schedule and strategy to post 3-4 times each business day on the top social networks including but not limited to: Facebook, Twitter, Google+ and LinkedIn.

We post a series of educational and inspirational content around YOUR unique message. We focus on building readership and engagement, while also selling your products and services. This is a low-cost solution that will free you up to focus on scaling your business and generating a bigger bottom line.



## SOCIAL MEDIA STRATEGY

### [Social Media Strategy Sessions](#)

**Have you been spinning your wheels trying to figure out how to get in an effective routine with social media?** If you're wondering which networks YOU should be on, how often to post, what to post, how to target more followers, how to increase your engagement, and more, then this package is for you.

First, Amber will do a complete social media evaluation to pinpoint the gaps in your approach as well as create an action plan for how to jump start your long-term success. Next, you will experience a 3-call series of one-on-one coaching calls customized to maximize your individual success. Learn how to more effectively engage your audience, build a much bigger and more targeted following, as well as how to funnel that traffic back to your website for more sales and a bigger email subscriber list.

### [Social Media Branding](#)

If you don't have well-branded graphics on your social media accounts that inform visitors of **who you are** and **what your message is**, while also getting them to **take action and go to your website**, then it's time to jump on board and boost your social media presence with a powerful, branded look.

Below you will see the multiple branding services we offer.

#### **Facebook Branding:**

There are three ways to brand your Facebook page(s).

1. [Facebook Cover](#) (\$97) – The Facebook Cover which is a large horizontal banner at the top of your page. \$97
2. [Facebook Banner](#) (\$30) – The Facebook Profile Banner image which is a medium-sized vertical banner. This image is shown for iPad users. A thumbnail of the banner is also shown on the bottom left corner of your cover.



## SOCIAL MEDIA STRATEGY

3. [Facebook Welcome Landing Page](#) (\$297) – The Facebook Welcome Landing Page is a single landing page that visitors can click to from your page. This page is basically a mini one-page website that can include images, video, a subscriber opt-in box and more!



### **YouTube Branding: \$97**

See examples of YouTube background design and branding work here:

[View YouTube Branded Designs](#)



### **Twitter Branding: \$97**

See examples of Twitter background design and branding work here:

[View Twitter Branded Designs](#)



### **Google+ Branding: \$147**



**Other Branding Options:** LinkedIn doesn't have a branding opportunity. Pinterest can use your same Facebook banner. For quotes to brand other networks, please contact us.



### **Most Popular! COMPLETE SOCIAL MEDIA BRANDING PACKAGE: \$750**

Facebook cover design, Facebook banner design, Facebook Welcome Page, YouTube background design and Twitter background design. PLUS, get a one-hour social media Q&A, coaching call with me to start learning to be more strategic on social networks. This is a complete social media branding experience that will set you up for high conversion rates and give you access to a responsive, global audience!