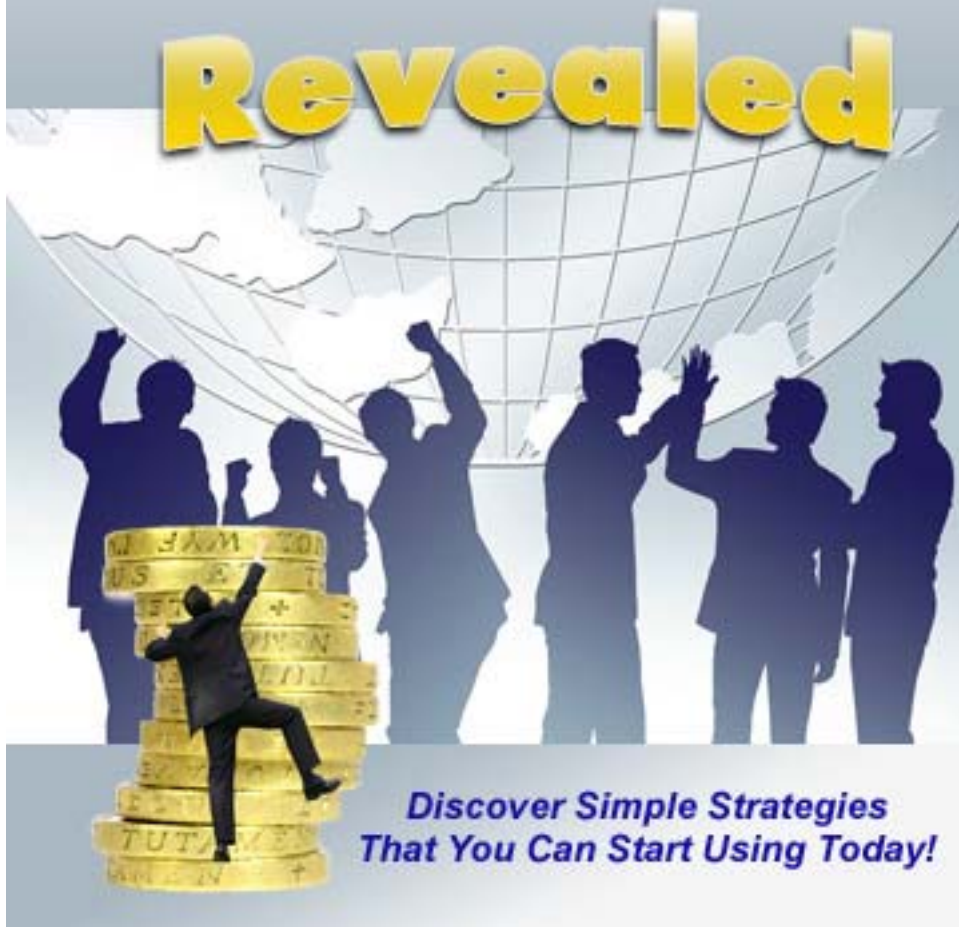


David Carleton Presents...

# 7 Steps to Social Media Success

## Revealed



*Discover Simple Strategies  
That You Can Start Using Today!*

Hi and thanks for taking the time to read this special report. Before we get started, I am going to make the assumption that the reason you downloaded this special report is because you want to learn [how to use social media marketing to increase your sales and profits](#) – as another way of marketing your business. If this is why you're here, then you've come to the right place. Read on...

Did you ever get an e-mail from a friend or colleague asking you to join LinkedIn™ but didn't know what it was or why they were asking you to join? Did you know that Facebook™ and MySpace™ are more than just websites that high school and college kids spend their time on? Have you ever heard of Twitter™ and Squidoo™ ?

If these words or websites are not in your current marketing vocabulary, then you and your company are missing out on one the most important Internet phenomena since e-mail. I kid you not. If you are not taking advantage of what some experts are calling the Social Media Revolution, then you are missing out on the #1 opportunity to significantly grow your business, bar none!

The ideas, suggestions and information in this report are just a tiny fraction of what you'll see, hear and learn from [The Masters of Social Media Video Program](#) and is designed to give you the building blocks to develop your own social media marketing plan.

To Your Continued Success,

*David Carleton*

David Carleton

# **7 Steps to Social Media Success**

## **Step 1 – Define Your Goals – What Are You Trying to Accomplish?**

Social media marketing can be used to do many things such as driving traffic to your website, building brand awareness, generating more referrals or simply to open additional lines of communication with current customers or prospects.

Deciding what you are trying to accomplish before you start will make it a lot easier to track your success

Some people jump into social media with the goal of accumulating as many “friends” or connections as possible. They’ve heard or read about people like Oprah or President Obama having 1,000,000 followers on Twitter and think that if they can just do the same that cash will just flow into their business.

There is no question that attracting thousands of followers can definitely help your company grow. But attracting followers is one thing, keeping them and then converting them to actual paying customers is a completely different thing altogether.

[Social media marketing experts](#) will tell you that blatantly trying to sell to your social networking followers is the quickest way to lose them. Rather than pitching, you need to be providing information, ideas and suggestions that your friends, fans and followers will find useful. (More about this later)

## **Step 2 – Learn as Much and as Quickly as You Can Before You Get Started**

I have found two main reasons why most business owners and managers don't utilize the awesome power of social media marketing. The first reason is simply because they've never really taken the time to understand it.

The second reason is because they think social media marketing will take too long to learn and besides, where would go to learn about all this stuff anyway?

These days owners and managers are working harder than ever just to keep up. What they don't need is more work. What I hear most often from my clients is "Just give me the "Cliff Notes" version of what I need to know so I can decide whether I want to do it or not." That's why I created [The Masters of Social Media](#) Video Program. These experts give you the condensed version of what social media is about and how it can specifically help grow your business.

## **Step 3 – Select Which Social Media Websites to Concentrate On**

There are literally thousands of websites out there that you could be used as part of your social media marketing strategy. This is another reason why people and companies don't use social media. They simply don't know which social media websites to use. They are afraid they might choose the wrong ones and to some extent they're right.

One good place to start is to look at the most popular websites on the Internet today. According to some surveys, 40% of all website traffic in the USA is going to social networking sites. These include YouTube, Facebook and Twitter. Once you add in business sites like LinkedIn and Blogs and all the sites that support

them such as podcasting and social bookmarking, you have pretty much narrowed down the thousands to a handful that will cover 90% of what you need.

The 14 experts, authors and speakers that are part of [The Masters of Social Media](#) Video Program were specifically selected for their extensive knowledge in these high profile and popular social media websites.

#### **Step 4 – Develop Strategies That Will Give You The Fastest Results in the Shortest Amount of Time**

Like any other sales and marketing strategy you implement in your business, you want the best return on investment (ROI) in the shortest amount of time.

A question I hear over and over is, “Can I just learn all this stuff on my own?” My answer is always the same. I’m sure over time, you could develop social media strategies on your own ....but why would you want to? Aren’t you strapped enough for time as it is? How valuable is your time and money? Listen, people pay you for your expertise, because you are the expert. You’ve “been there and done that” and have the stripes on your back to prove it.

It’s the same here – why start from scratch when you don’t have to. Why not just copy what the experts are doing. Doesn’t that make sense? The experts in [The Masters of Social Media](#) Video Program have spent years and thousands of dollars collecting, testing, implementing, and perfecting their strategies with great success in hundreds of small businesses all over the world. They've learned and perfected their strategies and know what works and what doesn't. Why reinvent the wheel at the expense of losing a ton of time and money?

## **Step 5 – Decide How Much Time You Can Spend on Your Social Media Marketing Efforts?**

One of the main objections I hear a lot from social media “newbies” is that “I just don’t have hours a day to devote to social media.” They complain about having to log onto dozens of websites, blogs and social networking sites and having to send out updates, answer replies, review the status of others yadda, yadda, yadda.

Well I’m here to tell you that if you are spending hours a day on your social media strategy, then you are working twice for half the results. The big “Aha” that turned everything around for me was learning about all the [automated systems that the experts had developed](#) and were already using. To me, it was pure magic!

The bottom line is don’t let the myth of having to spend hours and hours a day on social media marketing deter you from getting started. It doesn’t have to be that way if you just use the inexpensive (sometimes free) tools that the experts are already using.

## **Step 6 – Determine How Much Money You Are Willing to Spend on Your Social Media Marketing Efforts?**

The best part about most social media in general is that most if not all the websites that you’ll use are free or almost free. Twitter, Facebook and YouTube for instance are all free. On the other hand some Web 2.0 sites like LinkedIn or FastPitch offer premium services for a nominal charge. Once you decide how you are going to use each site, you can decide whether to upgrade or not.

Most of the money you’ll spend on social media marketing will be in the form of time – either your own, a staff member or an outside consultant or agency. If you

decide to hire an assistant to handle specific parts of your social media efforts, be sure to allocate the appropriate funds to do so.

### **Step 7 – Decide Upfront How You Will Measure Your Success?**

Contrary to popular belief, social media marketing can be measured in a variety of ways. Some [social media experts](#) speak about ROI, but in this case, they are referring to “return on influence” versus “return on investment.” Return on influence essentially means, how did your social media efforts affect your brand. Are people talking about you or your company? Are they “re-tweeting”, attending your events and joining your groups? Are you engaged in conversations about who you are, what you do and how you can solve problems? All of these things eventually lead to increased sales.

I have clear evidence that social media has lead to new clients and hence increase sales and profits. Having backlinks to your website from social media websites like Facebook and YouTube can have a significant impact on Google organic search results. Simply put, the more backlinks you can get from high page rank websites, the easier it will be for your site to be found by your prospects. Facebook, MySpace and YouTube are in the top 10 most visited sites on the web today. What business wouldn't benefit from having these types of backlinks?

In closing, I would suggest that once you begin your journey into the exciting world of social media marketing, that you have to go, no holds barred. [Social media marketing](#) should be treated like all you marketing efforts – either do it right or don't do it all.

## **What is The Masters of Social Media Video Program?**

A few months ago, I convinced 14 leading experts, authors and speakers to put on a "closed door" training session on how to increase sales using the awesome power of social media marketing. Wanting to capture every minute of this historic event, I videotaped it. I'm talking over 15 hours of non-stop, jaw dropping content.

[The Masters of Social Media](#) Video Program is a step-by-step video "crash course" on how to become a social media master regardless of your background, education or experience level. You'll learn everything you need to know to use social media marketing to grow your sales, build your brand, get more referrals and increase your sales.

If you're looking to get started using social media marketing to increase your sales, but didn't know where to go, now's your chance.

[Click here](#) to learn more about this one-of-kind video course and how it can your business grow...even in a recession!

To Your Social Media Marketing Success!