

THE ART OF SOCIAL MEDIA

Power Tips for Power Users

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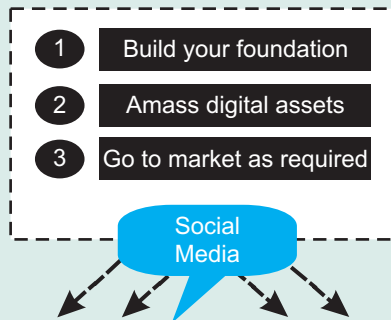
MAIN IDEA

It is now reasonably clear that social media has become one of the most effective ways to promote a business, sell a product, secure a better job or communicate pretty much everything in business. In almost every field you can name, what you do on social media will impact on the success or failure of your marketing.



With that in mind, it's worth figuring out how to get the most bang for your buck. If you become a "power user" of social media, you'll be better positioned to extract maximum returns for your marketing dollar.

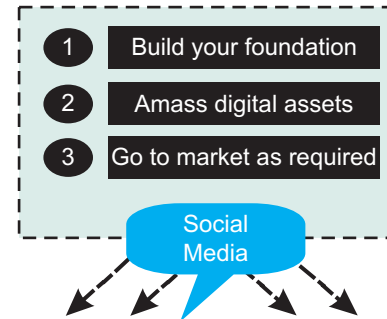
Becoming a power user of social media isn't hard – it takes time and effort rather than money. There are really just three steps involved:



"These are our tips, tricks and insights, and we hope they work for you. In a perfect world, however, you would develop better techniques than ours, and you'd tell us how to improve our game too. We've done our best to help you master the art and science of social media, and now we want you to go out and rock the world."

– Guy Kawasaki and Peg Fitzpatrick

How to Become a Social Media Power User



Step 1 – Build your social media foundation. Pages 2 - 3

To be in a position to use social media advantageously when required, you first have to cover all the bases. You do this by building a solid foundation – fresh profiles, up-to-date bios, detailed author pages and so on. Learn how to post well and deal with comments using social-media tools.

- Profiles
- Content
- Posts
- Comments

Step 2 – Amass your digital assets Pages 4 - 5

As you get closer to launching a project, start bringing together a toolkit of effective digital assets you can use on social media platforms to amplify what you're saying. This will include video clips, blog posts, information articles, pull-out quotes and graphics, presentations about the topic and more. You then take those assets and position them on social media sites so they are ready to be deployed as and when required.

- Blogs
- Events
- Followers

Step 3 – Go to market as and when required. Pages 6 - 8

Once you have your foundation in place and your digital assets developed and ready to go, you're then well positioned to use social media to launch a product or go to the market as and when required. That's the beauty of social media. Once you get the components in place, social media can be used to do lots of useful things in business. Use it to go to market periodically.

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