



*A publication by SLTN42*



# 12 Naked Techniques of Social Media Marketing



# About SLTN42

## INTRODUCTION

SLTN42 is a social media and internet marketing agency. We help small businesses get more paying customers by targeting them where they spend time online.

## OUR E-BOOKS

Our e-books are created with love, attention, and care for your learning purposes. There's a lot of information in the internet in 2017, and it's hard to digest it in a manner that we can retain it. We're happy to source, curate, and organize this information for you. Please consider liking our social media platforms to keep track of our progress and exciting news.

*For more information about SLTN42, please visit our website at [www.sltn42.co](http://www.sltn42.co)*

# Is this e-book right for me?

This is an intermediate level e-book on social media and internet marketing.

*Not sure if this content is right for you? See the descriptions below to see if your level matches what you're about to read:*

## **INTRODUCTORY**

Introductory content is for businesses who are new to the subject. This content usually includes step-by-step instructions on how to get started with the basics of social media and internet marketing.

## **INTERMEDIATE**

Intermediate content is for businesses who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. The content covers the fundamentals and goes on to explain more complex functions and examples.

## **ADVANCED**

Advanced content is for businesses who are experts on the subject. We walk you through advanced features of social media and internet marketing. After reading it, you will feel ready to not only execute strategies, but also teach others about them.

# Hello!

## Nice to meet you

SLTN42 brings your digital marketing world together in one effective, transparent, and data-driven system.

Contact us at:

- [www.sltn42.co](http://www.sltn42.co)
- [info@sltn42.co](mailto:info@sltn42.co)
- Instagram: [@sltn\\_42\\_](https://www.instagram.com/sltn_42_)



# Table of contents

*'Build it and they will come' is a myth as old as Sasquatch if not older. You have to execute effective and productive marketing even before your business is launched. Document everything in order to share a real story with the world.*

*- Angie McFarlane, President at SLTN42*

1. Define a target audience
2. Buyer Personas
3. Influencers
4. Platforms by Persona
5. Platforms by Competitor
6. Pain Point Content & Buyer Personas
7. Content Banks
8. Engage & Build Relationships
9. Publishing Cycle
10. Share Expert Content
11. Automation
12. Strategy Evaluations

# Why should you care about social media and internet marketing?



## Monetize

It's time to turn those followers into paying customers, and it's simple with the creation of a digital sales funnel.

Your website, blogs, and social media need to be working together as a living organism to convert interested prospects into engaging customers.

Graphics need to be uniform to reinforce the brand and keep congruency from one platform to another. This avoids confusion on the prospects and creates a good user experience. It enhances the probability of a checkout.



## Sales driven Marketing

Social media has evolved past the typical person posting pictures. Social media is now used as a tool to engage with clients, get feedback on a service or product, capture emails to grow a database, and provide offers and promotions to drive surge sales on demand.

If you have a social media staff in house, they need to be focused on how every post will drive more sales to the company.



## Consistency

Audi and Jaguar advertisement campaigns exist to reinforce the dopamine satisfaction of being an Audi or Jaguar owner. They don't exist to draw in new customers.

Ongoing marketing is important to your brand for the very same reason. You'll be marketing to reinforce your existing clients on how great of a decision they have made to choose your product for their service or product.

# 1.

## Define your target audience



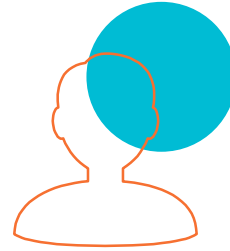
Think about age, gender, location, income, and education.

- What region do you want to focus on?
- Where do your current customers live?
- Can your product expand into other demographics?
- Are you getting leads from new territories?

This will be important because it will help define the type of prospects your marketing will target.

# 2.

## Buyer Personas



Make sure you have a buyer persona. It's semi-fictional representation of your ideal customer based on market research and real data about your existing customers.

Use this free tool from Hubspot to help you create your own buyer persona:

<http://www.makemypersona.com/>



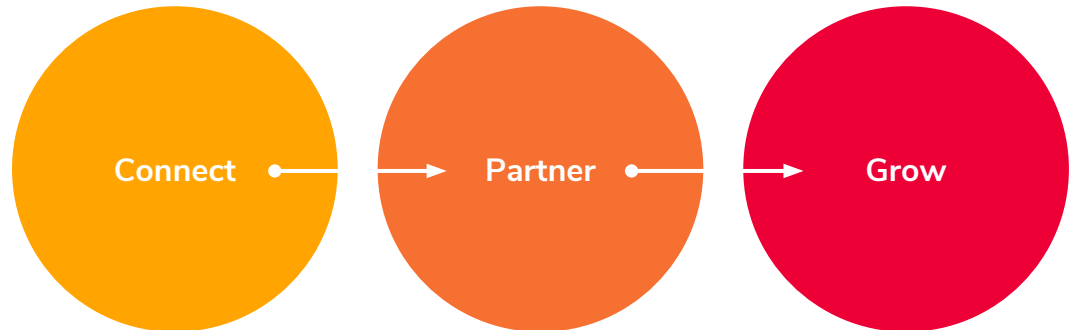
# 3.

## Influencers

Influencer marketing is a type of marketing that focuses on using key industry leaders to drive your brand's message to the market. It's using a trusted voice to help sell your products or services.

Connecting with one will help you grow numbers quickly and help your brand establish credibility.

Use <http://buzzsumo.com/> to help you research content and influencers.

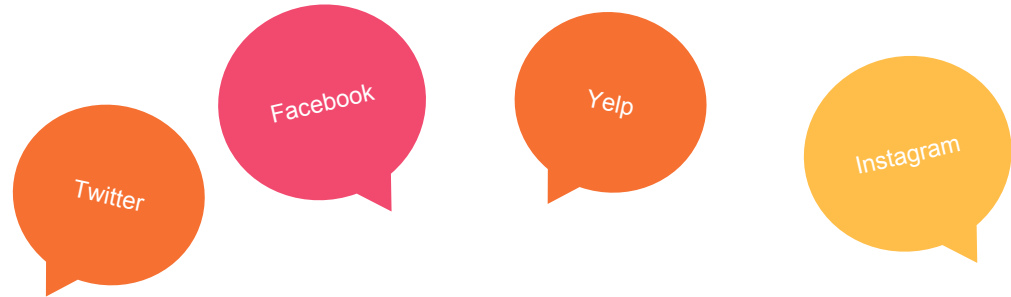


# 4.

## Platforms by Persona

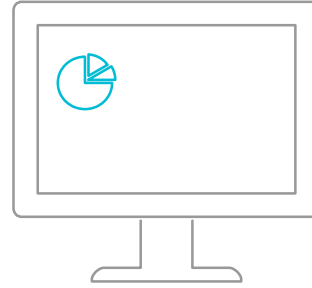
Identify which platforms your ideal buyer persona is using and go all in. You don't need to exist in every social media platform. That's a common mistake among businesses. You need to find where your buyer personas are spending time and invest time in that platform.

Tools like <https://ahrefs.com/> and <http://buzzsumo.com/> will help your study your niches to keep track of your personas.



# 5.

## Platforms by Competition



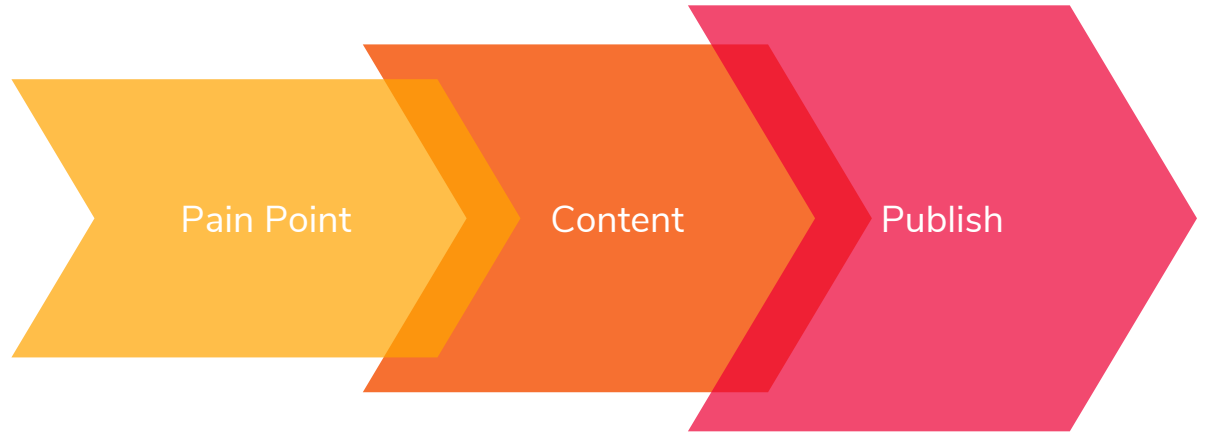
Identify which platforms your competition is using. Find out what's working for them, and start carving your own market. If your competition is growing in a particular social media platform, chances are you need to get on that platform as well.

Tools like <https://ahrefs.com/> and <http://buzzsumo.com/> will help your study your competition.

# 6.

## Pain Point Content and Buyer Personas

Coaches online tell you to document every aspect of your life for a chance to capture and edit something magical. The best practice is to strategically find out what the pain points of your buyer personas are. In other words, what makes them buy? This will tell you the exact content you're supposed to produce to get more of those buyer personas engaging with your brand.



# 7.

## Content Banks

*Are you noticing how this is all building on top of each other? The pain points will now allow you to produce content to keep in a content bank. Think blog posts, videos, pictures, infographics, and quick tips. A content bank will relieve the stress of creating content on the spot with a deadline.*



### **Content Bank Ideas:**

- Photos
- Articles
- Blogs
- Vlogs
- Videos
- Podcasts



### **Tools:**

- Asana
- Basecamp
- Slack
- Trello
- Notepad
- Excel

# 8.

## Engage & Build Relationships



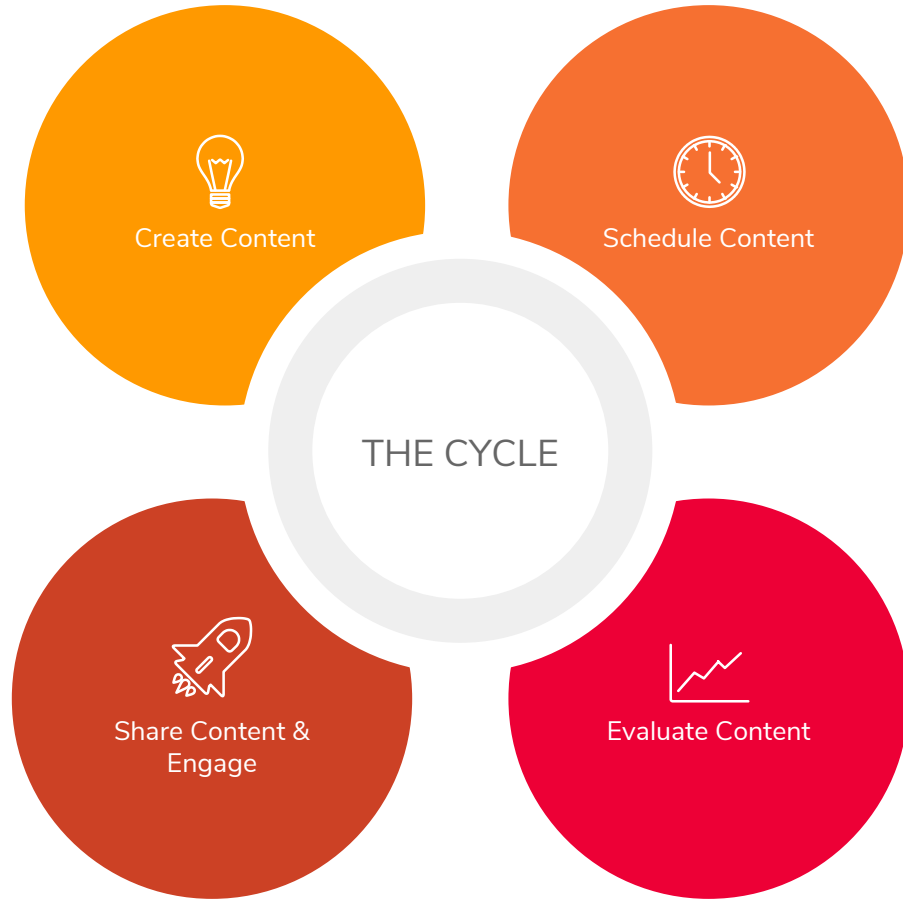
Engage and build relationships with your audience. Post quizzes and calls to action to get your audience to move outside of their scrolling and liking. Get them to act on something you're doing. Consider a challenge or a contest.



Make sure you're commenting back to your followers who take the liberty to share their thoughts with you. If possible, like their comment as well to show that you have acknowledge the energy they've put into supporting you. Respond to direct messages. These little actions will differentiate you from the competition as they are easily overlooked.

# 9.

## Publishing Cycle



# 10.

## Share Expert Content



It's important to share expert content to validate your expertise. Studying and commenting on relevant content will keep your skills sharpened and your community will notice.



Sharing expert content will turn you into an expert in return. When you produce unique and custom content, it too will be shared by people whom you are influencing.



# 11.

## Automation



As a business owner, you can't spend your time posting marketing content online all day everyday, and that's why you need to learn how to automate software to help you post online.



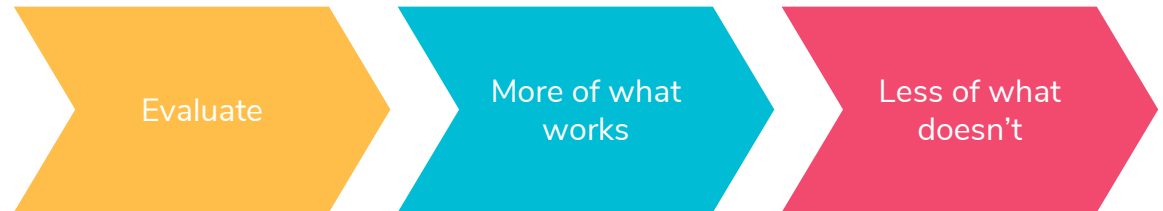
Consider using tools like <https://buffer.com/> or <https://hootsuite.com/> to schedule your posts and even see feeds of hashtags to better track your campaigns.

# 12.

## Strategy Evaluation

Most marketing tools now a days provide pretty good analytics information. Once you have some data to work with it's important to sit back and analyze what you have to work with. What are the high points, the low points, which received the most engagement, and which didn't?

The key here is to do more of what works and less of what doesn't. With the data, you can now recreate more of the successful posts and keep assessing your strategy from there.





## Thank you very much for your time

If you have any questions about this e-book  
please don't hesitate to contact us at:

- [www.sltn42.co](http://www.sltn42.co)
- [info@sltn42.co](mailto:info@sltn42.co)
- Instagram: [@sltn\\_42\\_](https://www.instagram.com/sltn_42_)

