

**Building A Strong Social Media Presence:**  
Avoiding The Common Online Marketing Mistake

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# Introduction

We're currently in the digital age that means we have to live, breathe, and think like a millennial. The success of your business lies in how fast you can adapt to the technological changes in the recent years, and how you can incorporate your own creativity into these changes.

Simply put, for your business to become a huge hit you need to build a solid online business branding. There's no successful business yet to date that doesn't work with how the millennials think.

Creating your own social media profile goes a long way as it helps you connect with your fans, and you'll be able to understand what they want so from your services.

It doesn't matter what your goal is, but the bottom-line is that you want to earn your profits, and without a social media following, you won't be able to truly succeed as an entrepreneur in this age.

We're currently at the greatest point when it comes to marketing as we're able to cover on a global scale – that's how big your potential customers are.

However, having your own social media profile is often isn't enough, the reason is that there are way too many businesses that are doing the same thing, so if you're planning for a fruitful online exposure, you need to stand out from the crowd.

In addition, this also goes a long way in helping you out with your search engine rankings as well. When people look for your name on the internet, they'll be able to see what you can bring to the table.

There's only one mindset that you need to have when making your social media profile: Each account is your brand landing page. So, what makes me say that? Think like a consumer.

We often keep on jumping from one profile to another, and this happens in a blink of an eye. This is quite similar to YouTube creators, we see an intriguing title, we click on it, watch for a couple of seconds, and decide if whether we like to continue or not.

This landing page that you've created for your brand may be the first and last and encounter that someone's going to see it for the rest of their life. Naturally, you want the first impression to make a statement, so that the visitor would want to learn more about you.

## Choosing Your Social Network

Before we begin tackling on anything else, you have to choose the social network for you. I don't want you to think that just because social network is created it automatically means it's for marketing.

Just like with anything, you have understood what it actually does, and how the users of the social network use it. In a sense, you have to think about it thoroughly to ensure that your business has a place on a particular social network.

With your target market, which of the platforms do your clients use? If you are done identifying the social network, then that's the place where your brand resides in, this gives you a higher chance of engaging with your audience.

Here's the thing, if you spend way too much time building your Twitter profile with daily tweets and high-quality content, but none of your buyer personas is on Twitter, then your business is doomed.

Let's take a look at the popular social network we have in 2018, this is going to help you to find a home for your brand.

### **Facebook**

No surprise here – Facebook is on top as usual. Facebook is killing it in the rankings, and it's a proven powerhouse all across the globe. As a matter of fact, there are at least 80% of the internet users on Facebook.

In the United States of America, they are dominating the numbers as 68% of the users are American citizens. So yes, THIS is the place to engage with your clients.

However, there's one thing you should take note, the Millennials isn't the reason for its growth. Interestingly, it's the baby boomers demographic that are growing like wildfire.

More than half of the people who are 65 and above are on Facebook – well, 62% of them, anyway. That means, if your business is a wealth management firm, and you want to introduce your service, then Facebook is your best bet. This is especially so when your target is elderlies who are starting retirement.

So, you may think that your business is a B2B since you've already assumed that your target clients don't have Facebook accounts. In some degree, you're right, especially when it comes to a work capacity.

However, it has been confirmed that they are still on Facebook from time to time, and they often use it to distract themselves from the stress of work.

You need to create an advertisement that speaks as your voice for your specific audience, it doesn't matter if it's B2B or not, it should be interesting enough to let them interact with you.

## **YouTube**

Ah, of course – YouTube. As someone who has been proudly using YouTube since 2006, it's remarkable to say that this has become the 2nd largest Search Engine. As for the numbers? Well, it accumulates over three billion searches every single month, and the numbers just keep on increasing.

There are videos uploaded every hour, and YouTube videos have become a means for people to look up information, this is a preferred form of knowledge as videos are more entertaining.

Currently, this is the 3rd most-visited website on the entire World Wide Web. If you have any ideas on a How To niche, then the chances of gaining views are definitely there, especially if it's unique and interesting. Share the love on YouTube!

The increase in YouTube's popularity is due to its relationship with Google. YouTube videos are included in the video search section – besides, the platform itself is owned by the big man, Google.

If you consistently upload unique contents weekly, then you're going to attract more traffic to your website, and more subscribers as well!

## **Twitter**

Do you want to take your brand on a global scale? Then let's hit it up on Twitter. There are two things that make Twitter awesome: It comes in with a real-time appeal, and its reach is practically international.

Twitter can take on forty languages as of the moment, and 79% of the profiles aren't from the U.S – in fact, it's from outside of the United States.

Global brands have been taking advantage of this feature, and it keeps the thrill in their community with new service launches and new product releases.

For example, when Playstation tweeted that there would be an upcoming game; it instantly got thousands of tweets and likes. Just like that.

## **LinkedIn**

For those businessmen and entrepreneurs who want to take it to the pros, then welcome to the world of LinkedIn. A lot of professionals see this as their home court because of how it's built – there's about 80% of online marketers that are on this network for professional reasons.

Do you know what this is called? This is heaven for a B2B marketer.

You can easily get in touch with people who are in your target fields, and this can get really specific to the point wherein you can interact with companies and businesses that you want to start a working relationship with – you can contact them directly.

If you're searching for ways wherein you can expand and build your company, LinkedIn allows you to look for the best talent there is to help your company boost its ratings – I've used LinkedIn many times before, and it's mostly how I got my experience.

Personally, I only want to talk about the four most important social networks where you can start with, but there are a lot more networks that you can use to build up your following.

Instagram is awesome if you're an online store or boutique, there's also Snapchat which lets you get creative to interact with your followers, and Pinterest.

Conduct proper research before making any hasty decision, this will save you time, money, and energy. Choose the right one for your audience, and you'll go a long way.

### **What Is Personal Branding?**

So, what's this personal branding you keep on hearing about – well, this is YOU. Quite honestly, this is similar to any of the corporate branding you've been seeing since forever, but this is just on a personal level.

You may automatically think that this is for people who are a social media influencer, but it doesn't have to be that way.

When you say an online personal branding, you would often see this as your style of creativity. This could be showing your opinions, personality, bio, and many of other things.

It can even be on certain things that you want to be an expert on, or something you just want to talk and share passionately about. Just don't be like one of those boring personas, no one is going to read it.

Also, make sure you don't create a persona that's the complete opposite to you. While it may be on the internet, but staying true to yourself all the way through actually boosts your profile.

# The Ten Social Media Elements

## **Name Factor**

I had this belief for quite some time, that the username plays an important URL factor.

For instance, when we look at YouTube profile, let's say Nigahiga (who's THE best YouTube creator in my opinion) what would pop out in the URL is something like this <http://youtube.com/nigahiga>, which turned out to be true.

However, it doesn't have much of an impact on the search rank results. Keep this in mind – the real ranking happens with your name when it comes to social media ranking.

In other words, you have to be careful with the name you choose that you want to be seen under as it's going to bring the flag of your brand.

## **Username Effect**

Now, you may be asking yourself, what does the username have to do with this? Well, this comes into play for people who are unable to get a hold of your social media links. So, what they do is to simply write your username directly.

With that being said, you have to consider the people who would look you up directly and to make it easier for them (and beneficial for you) ensure that your username is being placed in your URL.

Brand dominance is the key here. If not, you're going to be taken advantage of other users on the internet. If you're still indecisive about what measure to take, then you can utilize KnowEm's tool to help you out.

This is what I do when I have a new brand coming out, and it's pretty much nifty to get your ideal username figured out.

## **Display Image**

Now, if you've tried looking up on the internet on this topic before, then you would know that there's a lot going on when it comes to choosing your profile picture – should you go for the usual brand and logo display or should you put up a face of someone that represents the brand?

But here's what I can tell you from what I have personally seen and experience, it would be a good choice for you to choose the logo of your brand as your profile picture if your company is well-known. Or everyone knows about your logo, just like with McDonald's and other popular brands.

However, if your plan is to make yourself a personal blog, for instance, a public figure (it could be anything from a blogger, politician, painter, or a musician) then you definitely have to go with your personal picture.

In this case, your viewers would find it more appealing to interact with a person rather than just a brand logo. Now, another important thing you have to keep in mind is that you have to keep your profile picture for all of the social media platforms.

By doing so, people would be able to recognize who you are, and what you stand for. This makes you easier to recognize.

Before we move on to the next one on the list, I want to emphasize something. There's this common mistake that even the most popular social media accounts make, and that's the proper naming of the file.

Instead of naming it as the default IMG001.jpg, you can go for yourbrandname.jpg. This helps a lot in making your company or account appear on the search engine better.

Interestingly, this comes handy, especially when people are looking for an image on the internet, which is currently an important aspect as Google has changed its algorithm to make it more user-friendly.

The main point here is when someone's looking for your name on Google or any other search engines, then you would want the image to be your face or your brand, and not someone else's as it's going to drive the traffic away.

### **The Link**

While this may vary from one social media platform to the other, but it's CRUCIAL to place your main link on your profile, this helps in getting the attention of your visitors. I'll paint you a picture; a lot of YouTubers tend to forget that they are able to drop their main link on the channel page.

In addition, you can also do the same on Facebook. Your link will show up right under the box of your profile picture, this is a good way to market yourself. Of course, the placement is crucial as well, the link should be in the front and center of the page, everyone can easily access it when it's situated this way.

You can also consider this method as well, you can create a particular social network landing page. When you do this, it makes it easier for you to see which of your social media profiles are giving you the most traffic.

Once you have navigated which of them rakes the most of the traffic, then you know how to tackle your audience. For instance, you can have your own special promos for the visitors who have located you on Twitter.

Usually, there are a lot of online marketers who would use this to their advantage, such as sharing your recent posts on these platforms.

For those who are using LinkedIn, always remember to modify your link's anchor text. You can do so by going to the Other Option, and not through the usual method of using My Website.

### **Well-Made Bio**

Here's the challenge, when it comes to making your Bio, it doesn't mean you have to write an entire paragraph about your business. You only need a sentence or two that would capture what you are, and what you can offer to your visitors.

What I think about my bio is my company's pitch, which means it's a relatively important aspect. This is where you reel your visitors in – the elevator pitch, I must say. You'll have to place your main keywords into the sentence as well.

Don't get me wrong, this doesn't have to be salesy by any means. To help you out, what would say when someone asks you about your business? That's what you would need to place.

Your bio must be crafted delicately. While it's true that most of the popular social media networks, only allow you to have a limited amount of characters for your bio, there are also others that allow you to express what your company is all about. Be sure to use this to your advantage, and tell the people what you can offer.

### **Interests**

As what I have mentioned, you need to take advantage of everything that you can. There are other profiles that let you put in your interests as extended information about you, so it could be anything from books to movies.

Most of the time, a lot of people would skip this bit, and focus on something else. This is especially the case when you're making a business profile. However, this is where the mistake comes in.

As much as possible, you would want people to find your profile by any means, and if you're a start-up, then you would need the juice as much as possible.

I always look at these as an opportunity to increase your profile's keyword value. Here's the thing, there will always be a niche that would be relevant to your profile. There's at the very least a book or two published related to what you do.

So, make this your assignment, look for a number of books, documentaries, and the profiles of the people you look up to, and add these two your fields.

### **Background**

Not a lot of profiles allow you to have your own background, like Twitter and YouTube. However, when it does allow you to change the background, then you should use it to your own advantage.

Creating a customized background lets you add more information to your profile, and this always adds impact to your visitors.

In some cases, there are platforms that allow you to put additional links and icons as well, so you'll be able to tell your visitors that you are available on other networks as well.

### **Privacy Settings**

After you have done everything – filling your social account's profile, profile picture uploaded, and a customized background, then you may think that your profile is all set-up and ready.

However, there's one bit that you have forgotten to do, and that's to look at your privacy settings. This may sound obvious to some of you, but this is often neglected. You have to make sure that your profile is public for everyone to see, and not hidden.

For starters, you have to ensure that the basics are public, these are your bio, links, and of course, your profile picture (whether it may be your personal photo or your brand or logo.) This helps as there are people who aren't familiar with your company's name but know your picture. It'll draw more people in.

### **Activity**

Now that you have followed the guide above, your profile is now up and ready for action. Once everything has been covered, you just have to think about your profile's activity.

As much as possible, you would want to let your followers know that you are here for them. Keeping a healthy level of social activities promotes your company to more people.

The three most important profiles that you have to make sure that it's alive are your Twitter account, Facebook profile, and lastly, your LinkedIn portfolio.

So, YES, before creating profiles on other networks, you need to focus on building these three first. Also, engagement and interaction with your viewers are important, you have to participate in groups, and think about what they want from your content.

### **Promoting Your Company**

Of course, if you're aiming to become a big hit, then you would need to promote it as much as you can. Do everything that you can so that people will be able to find and interact with you easier, open other areas wherein people can engage with you.

Also, it's quite important to ensure that your social networking profile links are made available on your website, e-mail signature, forum signature, and of course, your business card,

If it's possible, interlink your social media accounts.

## Improve Your Social Media Profiles

Once you have completed your profile set-up, then it's about time to enhance your social media accounts.

If you have had your social media accounts for quite some time and you have seen that the growth of your following has been slow, then it's about time for you to check out the ways wherein you can enhance them to attract more people.

### **Use the appropriate image sizes**

Invest a couple of minutes to make sure that your display image is being optimized as well as your profile's cover photo.

With that being said, you have to make sure that the picture of your choice is in within the recommended dimensions.

It varies from one network to the other, and most of the time, you can fix the problem by cropping the photo.

The problem for beginners is that they are quick to assume that a square is simply a square, which isn't the case, mind you. And no, if you think that the social network automatically makes sure that the image is in perfect proportion, then that's not it.

Let's face, we don't know when the photo is going to be reused in other social networks. So, the question stands – what will it look like when the picture is expanded? Will it look weird if it's smaller in size in streams? How about the difference of the image when it's on your smartphone and desktop?

You don't have to worry though, each of the social networks tells you what's the ideal image sizes so that it won't look disoriented when it's being reused in different occasions.

It's best to take their advice as this it's going to be beneficial to you. This keeps your image to your audience well-kept as well.

To give you an example, Facebook requires you to have 170 X 170 pixels for your profile picture, and the dimension of your cover photo should be 828 X 465 pixels.

## **Untag inappropriate pictures and posts**

Although it's a good thing that everyone is basically on social media as you'll be able to market your product more effectively, there's only one thing that proves to be a problem– the spammers.

Yup, you can't exactly stop all of them as there are MILLIONS all over the internet. That's why it's one of your obligations to keep a close eye on your profile and clean-up any inappropriate photos on your social media as it's going to repel clients.

Luckily, Facebook found a solution on that concern as well as other social media network. You can always change your settings on the photo tagging section; ensure that it's in line with your policy.

So, ask yourself this – who are the people or profiles that are allowed to tag you in posts? As there's a possibility that someone totally unrelated to what you want would tag you, do you would approve the tagged photos first?

Of course, on Facebook, you can review and approve them as they come and go. Or if you want, you can untag yourself from a certain post that you don't fancy.

Instagram asks for your approval as well when you're being tagged in photos before they would show up on your profile. As for Twitter, you can limit it to the people who have the authority to tag you in posts, and you can remove tags to boot.

From time to time, you should check out and review posts that you're tagged on a regular basis to keep your profile clean.

For those who are wondering why you can't just block people from tagging you in general, then here's the answer: Despite the tiring reviewing process, allowing people to tag you has its own benefits.

Let's say you run an online shop on Instagram, you would want your clients to tag you in pictures with your product as it's one way of advertising your business and proving to the other potential clients that you are indeed legit.

This also works as a way for people to take a peek at your product, especially for those who are selling shoes, on how it looks when it's being worn.

Basically speaking, you just have to invest a bit of time in this section – a little awareness can go a long way.

## **Consistency In Handles**

In the previous portion of this e-Book, I have discussed the importance of keeping your profile picture consistent all across the platform. This isn't any different for when you're tackling names and handles on your accounts.

The idea of having a consistent profile picture is the recognition. But there's more to it than just that, the real beef behind it is for searchability.

Let's take a look at Twitter for instance. If you want to mention a specific brand or company on Twitter, then you're going to need the "@" symbol before anything else. What gets on my nerves is that there are times that it's not just the name alone, but it's a complex combination of codes, names, and even SEO terms.

When you're keeping it simple, then you're doing a lot of your clients a favor. You'll be easily remembered, and the chances of you being mentioned greatly increases.

Besides, it's more convenient for them, and they can always look you up anytime to find out what's new without any migraine before remembering what you're called.

### **Include Keywords**

I've talked about this before, but I feel that I haven't clearly explained it to you. So, here's a more in-depth look. Think about the thing that you want your company to be known for – it could be for car sales or outdoor equipment.

It doesn't matter what your niche is, you need to put it out there to make it easier for people to find you. What you want here is that when someone looks up for "Car Sales" your profile is on the top page of Google.

You may find this unbelievable, but adding relevant keywords to your profile actually helps a lot. All you need to do is it to identify the terms that people would look for in your professional field.

There are keyword tools that can help you out, so go check out SEMrush or Google Keyword Planner to give you a head's up.

Once you have done your research, then you can go place it on your social media account. The terms should be present in the right places of your profile. For LinkedIn, it should be placed in your title, job description, and lastly, skills.

There are other areas wherein you can place the keywords; you can go for your bio, photo titles, interests, and many more. Just remember, don't put the KW on your name...that's a bit too much.

One important note to remember, you can't just randomly scatter your Keywords just so that you could rank well. You have to make sure that they aren't forced, and the way they are placed is logical.

### **Checking Your Links**

Make sure that your links work; there are times wherein the links are broken for some reason. There's no point of sharing your links if these links won't take your audience anywhere. To ensure that your links are in perfect condition, make sure to check them out here and there.

### **Audience Interaction**

Here's the thing, there's no amount of advertisement in the world that could replace the trust of personal recommendations from friends and family.

If your social media profile has garnered a lot of positive reviews, then you'll be surprised by how much of an impact it makes. It has the power to turn random passersby on your profile to clients.

Of course, it's impossible to have reviews within an hour, but you can utilize this time to compose a message to some of your loyal clients, asking them a favor to leave at least a positive review of their experience working with you.

### **Here's what you need to do:**

There's a section on LinkedIn called endorsement section, this is the place where people are able to endorse the skills that you have on your account. In addition, they are able to leave on your profile unique endorsements.

If someone does write a unique endorsement, then you can really use it to your advantage as it's an extremely powerful sign that there's a client who's willing to invest in the time to write you a special post.

For Facebook pages, there's a visitor post section. You can check out the popular Facebook pages, and you'll see positive reviews from their clients. This is your highlight of the service you've been serving to your clients.

Twitter lets you pin tweets, so if there's a public figure or even just a client who tweets about a good review about your company, then make sure to pin it. It'll be the first thing on your stream, and people are able to see it right away.

As an additional bonus, you can ask for endorsements as well. After which, you can make it into content that you can share on your account profiles, just like an Instagram or Pinterest picture of a quote coming from a customer.

Well, there's more than just one way to do it, but one thing is for sure, it only takes a couple of minutes to get reviews by asking, and this has a huge impact.

## Conclusion

Building a strong following may take time, but consistency is the key. As long as you keep the interactions with your audience firm and engage with them regularly, you'll be able to build your online portfolio quickly.