

# **Top 20 Tips For Dominating Social Media**

# **Tip #1**

**Always Post Quality.**

**Think of social media like a megaphone. It can make your message louder but not better – make sure that you're putting out high quality stuff at all times.**

## **Tip #2**

**Post Regularly – But Not Too Regularly!**

**Post 20 times a day and you'll essentially be spamming. Don't post at all and your social account will look like a graveyard. Once or twice a day for most accounts is good.**

## **Tip #3**

**Use IFTTT.**

**IFTTT lets you set up advanced relationships between your accounts. It's potentially hugely powerful.**

# **Tip #4**

## **Get Rapportive.**

**Using Rapportive you can get the LinkedIn account of anyone who emails you. This lets you build your connections and learn more about the people you do business with.**

## **Tip #5**

**Don't Forget Real World Networking.**

**There's great synergy to be found between your real world networking and social media. Tag people in Instagram posts with you and use business cards to find them on LinkedIn.**

# **Tip #6**

## **Create a Consistent Brand.**

**Make sure your message and design language is consistent across all your channels.**

## **Tip #7**

**Write Content That is Unique and Interesting.**

**Avoid derivative or standard content. Avoid clickbait. Instead, post content that sounds interesting and unique and that actually delivers.**



## **Tip #8**

**Get Periscope.**

**Periscope may be the future of video marketing. This is live video streaming and it's taking off big time right now.**

# **Tip #9**

## **Save Spreadsheets as Videos.**

**A quick way to make a video without a camera is to save an excel spreadsheet as an MPEG and record a voice track.**

# **Tip #10**

## **Schedule Your Tweets.**

**To make sure your accounts stay active, you can schedule your posts. Buffer is a good tool for doing this.**

# **Tip #11**

**Use Influencer Marketing.**

**Find the big influencers on Twitter and Facebook and then target them.**

# **Tip #12**

**Start Small and Work Up.**

**But don't go straight for the big fry! Target someone who is big in your niche but not massive and then work your way up the pecking order.**

# **Tip #13**

## **Stay On Message.**

**People need to know what to expect from following your account. Try to remain broadly on topic.**

## **Tip #14**

**Get the Pinterest Chrome Plugin.**

**This will let you quickly and easily pin images you find on your travels on the web.**

## **Tip #15**

**Have Discussions in G+ Communities.**

**G+ communities are great for getting more contacts and for sharing your content.**



# **Tip #16**

**Reciprocity is a Powerful Tool.**

**If you share, like or retweet someone they  
will very often respond in kind!**

## **Tip #17**

**Add a Twitter Feed to Your Website.**

**This way people who visit your website can see the kind of value you're delivering on social media.**

# **Tip #18**

**Use the Apps.**

**The Instagram and Twitter apps are great for quickly adding content on the move.**

# **Tip #19**

## **Focus on the Lifestyle.**

**Social media is a great way to glamorize the lifestyle your products or services promote.**

# **Tip #20**

## **Engage Your Fans.**

**Answer questions, respond to comments and generally be seen to engage with your audience. This is how you take leads and customers and make them into loyal fans.**