The definitive guide for online business growth.
SOCIAL MEDIA
LEAD GENERATION
ONLINE PAID ADVERTISING
EMAIL MARKETING
SEO – TRACKING
BONUS

WHAT IS SOCIAL MEDIA MARKETING & LEAD GENERATION

It's Tuesday afternoon and I feel like I should still be sleeping – that's what late nights do to you. So yesterday I was on the phone as part of social media café and our conversation went something like this:

What do you do?'

I tell them I'm a partner in a social media marketing and lead generation agency.

Really? How many people work for you? How big is your company?

And then they'll ask – What is social media marketing and lead generation and why do I need it?

So, let's start with the WHAT IS?

Social media marketing is 'story telling' – sharing content – social engagement – social sharing, promoting, selling – it's social media networking and marketing.

Social media is a dialogue to engage. If you are on social media and don't engage – you don't gain. It's that simple.

Creating a social media presence for a fan base, product or service, organization, group, cause, your brand, you and your company.

SOCIAL MEDIA MARKETING & LEAD GENERATION

Why do I need it?

The short answer is it's where everyone is – your customers and potential customers.

It's the fastest growing marketing tool in the world. The rate of growth is projected at over 25% per year.

Billions of people, tens of millions of businesses and over 3 billion active daily users and growing. The numbers are staggering.

These are 20 major points why you must be on social media. If that's not compelling enough for you then how about 'it's where your competition lives?'

Here's why you need social media marketing:

- Attract people who don't know you
- Gain traffic
- It's where your clients are
- Build your reputation
- Brand recognition and brand loyalty and brand authority. Building a positive image
- Achieve your marketing goals / uses social networking to achieve your marketing goals
- Where you promote your products and services

Continued >>

SOCIAL MEDIA MARKETING & LEAD GENERATION

- It's a way to interact with your audience and target market
- It's where you create awareness
- A place to drive users to your products or services, your brand
- Grow a following
- Establishes trust
- Gain website traffic
- Drives user engagement and sharing of content

- Broadens customer reach
- A way to retain customers, reach new clients, build relationships with your audience and with influencers and foster new relationships
- SMM is a great SEO and boosts your sites SEO and ranking.
- Gets you noticed before and during events and can help attract media coverage
- You can monitor your reputation and respond to negative comments that will affect your business
- Your audience expects you to be there to handle their customer service issues

It's where your audience and potential audience(s) live.

Let's you learn more about your targeted audience.

Provides an unlimited amount of information and data so you can research your customers.

Find out where your customers and targeted audiences

- live on social media,
- which networks they are active on,
- which groups they belong too,
- who do they engage with,
- what do they react too – content wise,
- where do they interact.

How long before I see results?

It depends what your current **social media** world looks like – are you a start-up or an established business and what does your existing audience base look like?

That's why you need to do a social media audit of your company, your audiences and your competition and their audiences. You also need a website audit because if your site doesn't get it done, you can drive all the traffic you want to the site, but will you see results?

The first 30 to 60 days of social media engagement is as much about the audit. The audit helps determine the steps needed to create a social media game plan.

It is critical to track data and understand what the metrics are telling us. Data measurement is an ongoing process. And that's what guides strategy – are we on the right track – what does the data tell us? If we don't see results, we adjust the strategy. So there is a lot of testing. You can even say, we are always testing.

Social media marketing begins with looking at your current social media presence and your target audience size and quality – including organic traction. Building a successful campaign takes from 6 to 24 months to build results.

Lead generation is done via paid advertising and paid ad management fees. **Social media marketing is NOT lead generation.**

Social media marketing is marketing and lead generation is sales. Marketing is over time and the MROI is not clearly based on a revenue number. Lead generation is a sales tool and there is a customer acquisition cost and ROI associated with it.

THE CONVERSATION CONTINUES

And then the big question is? What does a social media marketing company do that I can't do myself? How much does it cost?

Social media marketing takes the content you provide or the agency provides or curated (3rd party) media and creates posts for you, schedules it across social media channels and measures results such as shares, comments, change in followers, etc. Agency's are being asked to provide more menu items, so we now include:

- Blogs
- Video production. Video has a much high engagement rate than images and text. This will include video production up to a point – video production costs anywhere from $50 to $4500 per minute of produced content.
- Video story-boarding - usually between ½ minute to 3 minutes of final video
- Graphics
- Web design
- Growing influencers and audiences. Connecting you with new groups.
- Managing your interaction with your audience.
- Managing each social media platform including theme creations, creating and growing your groups, page set-up, etc.
- Lead generation using online advertising on social media platforms and Google Adwords
- Drip campaigns which are also known as click funnels, the copy, emails, triggers and landing pages
- And more.

What does social media marketing costs - It's like going into a restaurant and ordering a meal – you can pick and choose appetizers, a full course meal, dessert, wine, coffee, drinks and get an itemized bill or you can order an all-inclusive dinner– you get what you want – either way you are paying for what you eat.

Depending on your budget, you're going to be spending anywhere from$750 to $10,000 a month in consulting/management fees for social media. On top of this you'll pay for any ad spends on each social media channel. Agency's have hard costs that have to be spread out between their clients – these are the tools and applications used to automate and effectively run a campaign and track results. Agency contracts should initially go for 4 to 6 months to really begin to see results and growth, but you should be in it for the long haul. After 6 months contracts generally role over to month to month. Your agency should be providing good service, feedback and data metrics each month so both you and the agency can keep on the right track.

KEEP IT SIMPLE

What's next. We list the most popular online applications and tools for social media and lead generation.

The list is broken down by category. We don't cover the pro's and cons because the information will overwhelm you. To dig deeper, check on Google. But, when we feel strongly about a particular application, we'll make a recommendation.

Don't forget to check out our bonus offer at the end.

KICKASS

SOCIAL MEDIA AUTOMATION TOOLS

* Recommended

Social Media Planners

Doodle
Everpost
Monday.com*
Trello*

Twitter & Audiences

Followwonk
Tweepi
TweetDeck

Pinterest & Instagram Tools

BoardBooster*
PinPinterest*
Tailwind*

Content Discovery

BuzzSumo*
DrumUp
Feedly*
Pocket*
Post Planner*
Scoop.it*
Zest*

Social Media Scheduling

AgoraPulse
Brand24
Buffer
CoSchedule
Eclincher*
Hootsuite
Hubspot
IFTTT
MeetEdgar
Mention
Oktopost
PostPlanner
Sendible
SocialFlow
SocialOomph
SocialPilot

Social Listening Tools

Sprout Social
Tagboard
Socialert

Content / Copy

TextBroker*

Short Form Video Creation

Lumen5*

Screen Capture

Screencast
Loom*

Free Images

Unsplash*

Other

Canva*
Designrr.io*
(ebooks / flipbooks)

LEAD GENERATION

ONLINE MARKETING TOOLS

Email Lookup
Voila Norbert
Hunter
MailTester
Skrapp (LinkedIn)

Landing Page Creation & Capture
Marketing Automation & CRM
BuilderAll
ClickFunnels
Kartra*
Infusionsoft
Instapage
Jumplead
LeadPages
Marketo
Omnisend
Online Sales Pro
Pardot
Unbounce

Checkout Funnelytics – Free Funnel Schematics

Actionable Automation
Connectio
Zapier

Lead Search Tools & Sourcing
AeroLeads (LinkedIn)
Data.com
Hoover
LeadFeeder
LinkedIn Sales Navigator
Outreach Plus
SlideShare (LinkedIn)
Twitter Search
Quora

Customer/Survey Tools
Google Forms*
Qualaroo
Survicate

Automate Outbound Sales
Growbots
Prospect.io

LEAD GENERATION

ONLINE MARKETING TOOLS

Conversion Forms

Gravity Forms
Jotform
Wufoo

Optin Popups

Convert Plus
OptinMonster
SleekNote
Sumo
Wisepops

Lead Management CRM

Capsule CRM
Insightly
Nimble
Pipedrive
Salesforce

- Several of the marketing automation applications include CRM, page 3.

Chat & Messaging

Bontact
Callpage
Drift
Intercom
Manychat

Social Networking
Quora
SlideShare (LinkedIn)
YouTube

Calendar Automation

Calendly*

ONLINE PAID ADVERTISING

PPC Paid Search

Facebook Ads*

Google Ads*

Instagram Ads*

LinkedIn Ads*

Pinterest Ads*

Twitter Ads*

Funnel Advertising

Adaplo

AdEspresso

AdGo

AdStage

InstaScaler

Rollworks

Smartly.io

TheNextAd

* Most automated platforms are not for start-ups and are used by companies with large ad dollar spends.

ACTIVE CAMPAIGN

ACTIVETRAIL

AWEBER*

CONSTANT CONTACT

CONVERTKIT*

DRIP*

GETRESPONSE

MAILCHIMP

MAILJET

SENDINBLUE

EMAIL MARKETING AUTOMATION

Bitly*

Facebook Pixels*

Google Analytics*

Google Track Manager*

Snip.ly*

UTM's*

YouTube*

SEO & TRACKING & URL SHORTNERS

Our choice for overall best product innovation is:

Kartra

Best alternative to Kartra is:
Wordpress + Thrive Theme + Drip or Connectkit

If you have ever thought of beginning an online dropship business, here's our top picks and runners-ups:

Top pick:
Shopify with the Dropified app.

Consider:
Wordpress and WooCommerce or Magento

Woocommerce stand alone

BONUS

YOUR CHANCE TO SPEAK WITH A SOCIAL MEDIA GURU.
ASK ALL YOUR HOW TO'S ABOUT ENGAGEMENT, AUDIENCE ACQUISITION, GROWTH, POSTING, SCHEDULING, CURATION, LEAD GENERATION, ADS AND MORE.
LET US KNOW WHAT'S ON YOUR MIND .

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