

Forum:[Hack Forums](#)

Thread: [\[Official Group Eternal\] Basics of what you need to know about Social Media Marketing](#)

Nex+ - February 15, 2016, 8:43 am

Social Media Marketing

Social Media is a means of communication which lets us participate in Social Networking. Using Social Media is a great way to promote business visibility. As of today, Social Media is the number one source for news, marketing, education, and entertainment. Social Media is a game changer for marketing, it provides both platforms for the use of personal and business related levels. At low expenses you can improve things such as leads, sales, rankings, and traffic. To get the most out of Social Media Optimization you need to have clear goals and objectives such as:

Goals and Objectives

Setting goals that are well within ones reach.

Research the market.

Not sticking to just Twitter, explore it all, which includes Facebook, Twitter, Instagram, etc.

Having pure topics related to your business.

Have your resources outlined and ready to use.

Track your results.

Key Concepts

Always try to build your reputation on Social Networking Platforms.

Always engage your followers and/or customers over Social Media.

Have a legal business name registered to be authorized in your industry.

Keep it original.

Always plan, planning is the key to success. It wont happen over-night.

Business Profile Research successful businesses that are in the same industry as you, take their strong points and utilize them to your advantage while adding onto yours.

Make sure your business stands out compared to others on your page.

Add your business details, such as customer help contact information, website, phone number, etc.

Milestones such as achievements in the business are a great pointer on your page, it shows that you know what you are doing and work for it.

Statistics is always a good thing, whether it be good or bad.

Use keywords.

Engagement Announce any event or organization you are planning.

Show your efforts.

Don't be scared to throw some entertainment posts every now and then.

Participation in Social Media Groups is not a bad thing.

minimalist - February 15, 2016, 8:45 am

Hello Sir global conglomerate, what social media platform can you suggest I use if I want to grow a local used items selling group?

Nex+ - February 15, 2016, 8:57 am

(Feb 15, 2016 09:45 AM)Minimalist Wrote: [\[CITE\]](#) Hello Sir global conglomerate, what social media platform can you suggest I use if I want to grow a local used items selling group?

What are the items exactly?

Zen - February 15, 2016, 9:23 am

Is that it? I thought the OP was a table of contents.

Dizzi - February 15, 2016, 10:04 am

"Have a legal business name"? Haha then why is your first name on PayPal "Online" and your last is "Services"?

SyyK - February 15, 2016, 10:35 am

Thanks for posting this!

Posting to bookmark.

Thanks

Crowley - February 15, 2016, 2:27 pm

Learned most of this stuff in my marketing class and micro/macroeconomics... Pretty sweet group! :)

Can't wait til you guys start to recruit!! ^^

Nex+ - March 18, 2016, 9:03 am

Bumping this back up for people to see

Nex+ - April 29, 2016, 8:31 am

Bumping this back up for people