

“Advanced Social Media Marketing”

Presenter:

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Facebook Welcome Tabs:

Research from BrandGlue found that fans converted to “like” a Facebook page at a rate of 47% with welcome tab versus a conversion rate of 23% without a welcome tab.



Twitter Chats:

A Twitter chat is an organized conversation that is tracked by adding a hashtag (#) to a particular word or phrase. By adding a hashtag to a word, you are able to track every other user who is discussing the same topic.



YouTube Videos:

Interested in promoting your business through video marketing? Limit clips to 2-3 minutes when possible, because survey results show that many viewers will drop off a little after 2 minutes.



Promotions:

Contests are a great way to get your followers involved. To set up a contest for your social media sites, check out some applications like WildFire App or NorthSocial.



Contact Mandee for any of the following services:

- Social Media Profile Setup & Graphic Design
- 1-on-1 or Group Coaching
- Webinars and Online Training Courses
- Workshops - See <http://mandeewidrick.com/booking> for info.

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