When some people think about Social Media Marketing (SMM), they're largely focused on actions such Likes and Shares, but it's important to think beyond these high level metrics and consider the actual value created. The goal of Social Media Marketing is to "Create the kind of shareable, relevant, value-driven content that ensures consumers always pay attention to your story, no matter where they go, and then they pass on your content, creating the word of mouth critical to actually making the sale." Basically, we eventually want people to perform some sort of conversion event, so be sure to keep that in mind.
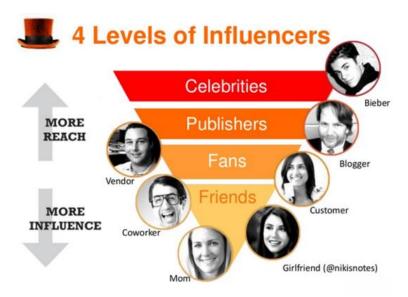
Social Media Marketing has a relatively low barrier to entry, so pretty much anyone can do it. However, that's exactly why you want to make sure you're following best practices in order to stand out from the noise. Review the [10 Laws of Social Media Marketing](#) from Entrepreneur Magazine, they've done an amazing job of packaging exactly what you need to know, and how to do it. My favorite recommendation is to add value to the conversation by sharing content that will make your customers' lives easier. Your SMM can't just be a series of lengthy advertisements for your company. Make sure you're speaking to the needs of your target audience as a whole, not just the product/service you provide.

Beyond that, you'll need to know how to measure the success of your Social Media campaigns. In most cases, engagement is more important than reach. Meaning, I'd prefer for someone to comment or like a post, as opposed to just having a large number of people see it. However, you should review DreamGrows ["48 Social Media KPIs (Key Performance Indicators)"](#) for a detailed list of what you should consider measuring, based on your business need. SproutSocial also did an amazing job of breaking down ["Social Media Metrics That Matter",](#) by platform. Additionally, SproutSocial offers a free trial, and it's a great way to schedule, publish, and analyze your Social Media content.

As LinkedIn Marketing is huge for B2B, it's beneficial to explore specific best practices for that platform. The [LinkedIn Marketing Solutions Blog](#) is a great place to start, and it's updated quite frequently. Beyond that, you'll benefit from joining industry specific groups, as referenced in the article ["5 Ways to Use LinkedIn for B2B Marketing"](#). Beyond that, check out Click Zs article ["12 Best Practices for Using LinkedIn Groups as a Marketing Tool"](#).

Piggybacking on the success of Social Media Marketing, [Influencer Marketing](#) is being hailed as the next big thing. Don't believe me? Check out Social Times article **["10 Reasons Why Influencer Marketing is the Next Big Thing"](#)**. Now that you know how great Influencer Marketing can be, you'll need to find the right influencer. As we discussed in class, it's often someone who hasn't used your product before, and Kissmetrics also provides several valuable tips in "[The Definitive Guide to Influencer Targeting](#)".

Anyone can be an influencer, but the reach and level of influence will vary by individual.

When it comes to influencers with a high reach, you'll want to connect with their followers as well. People are much more apt to express an interest in your product or service when you don't just show up out of the blue claiming to be their buddy. Hashtags are a great way to accomplish this goal, but don't get crazy. Too many hashtags are just annoying, and can cloud the conversation. Along with the resources referenced in the deck, Hashtagify.me is a great tool to help you discover both influencers, and hashtags you may want use. Consider taking some of their Hashtag University Courses in order to fully leverage the benefits of hashtags.

Please see below for some of the resources and tools I referenced.

Resources:

Social Media Examiner

Search Engine Land Social

Mashable

Digital Trends

Tools:

Followerwonk

Buzzsumo

Keyhole

Hashtracking

Platform Specific Analytics Guides:

Facebook

[Facebook Page Insights](#)

[Facebook & Instagram Insights FAQ](#)

[Facebook Page Insights Explained](#)

[Facebook Audience Insights Guide](#)

Twitter

[Twitter Analytics & Audience Insights](#)

[15 Simple-to-Find Stats to Help You Tweet Better](#)

YouTube:

[YouTube Analytics](#)

[Setting Up, Understanding & Using YouTube Analytics](#)

LinkedIn

[Understanding Company Page Analytics](#)

[Viewing Company Page Analytics](#)

Google Analytics:

[Google Analytics Guide](#)

[Campaign URL Builder](#)

Lastly, don't ever hesitate to reach out with any questions!

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