

How To Make Social Media Work Better For You.



Social Media...There is so much of it out there it's no wonder people get confused about what to use and why.

So instead of detailing the merits, features and benefits of each one, I will suggest only what I believe to be the best and why.

They are

1.) Facebook.

By far the largest Social Media network or platform in the world with extraordinary target ability with it's advertising that allows you to, more than any other medium, reduce your target wastage and maximise your response with a budget that is set by you.

For Professionals Facebook is best used casually (FREE) for 'Posts' to your 'Likes' or Connections. Your Posts should be based on the latest results achieved by or for your clients.

Posts about the latest industry, product or service updates and how those updates effect or benefit your clients.

Advertising on Facebook allows you to significantly fine tune your targeting of people within your target market, more than any other medium available today, including Google.

Best used for keeping your 'Friends' or connections on facebook informed and up to date. Also great for targeting specific demographics with paid advertising.

Please see the chapter on Facebook for further information about how to use it.

2.) LinkedIn.

Described as the Facebook for professionals with good reason, instead of building up a group of 'Friends' like you would on Facebook, you build up a list of 'Connections' in business on LinkedIn.

The best part is unlike Facebook, when you put up a post on LinkedIn it goes out to a lot more of your connections.

It's also a lot easier to 'Connect' with a lot more people on LinkedIn than it is on facebook.

Best used for building up your professional 'connections'. Great for posts that go out to all your connections and also a good source for networking with other people in business.

Please see the chapter on LinkedIn for further information about how to use it.

3.) Youtube.

The worlds best known and largest video hosting platform allows you to post your own commercials, video clips, information clips etc that you can direct your prospects, clients or friends to.

Best used as a platform to host anything you can put on video and to direct people to.

4.) Google+

Google's attempt at developing their own Facebook, it has its merits but not in the same league as Facebook. I only recommend you put up the occasional post and leave it at that.

It does have benefits for SEO which only your web designer should already know about.

Best used for irregularly for posts, the same style of posts as either Facebook or LinkedIn but not as often as it does not have the reach of the other 2.



The Key to success of Social Media is to 'Inform' and not to 'Sell'.

To become 'Top of Mind'.

About Derick Mildred

Derick Mildred



Business Author: In 2007 wrote The Entrepreneurs Guide to Business Development & Marketing which achieved sales in excess of \$75,000 within just 6 months of publication.

Business Owner: Derick is the proud owner of 2 businesses, A Web Design business called 1st Page Websites & a Consulting business called Synergise Consulting.

Business Consultant: Aged a young 52, has been consulting to businesses for over 20 years with clients in Finance, Health and Beauty, Hospitality, Retail, & Services industries.

Seminar Presenter: Has presented seminars on Business Development, Marketing, Productivity to a diverse range of industry groups.

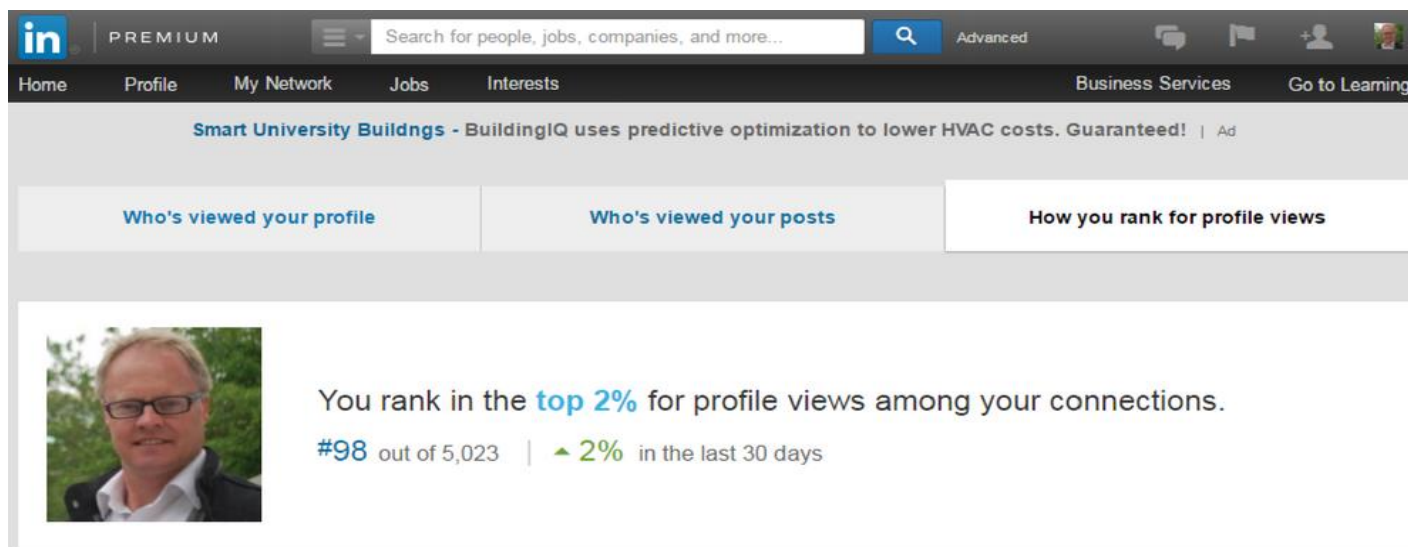
Website Developer For over 4 years has been designing and building websites that rank on Page 1 on Google for clients all over Australia.

Online Consultant: For over 4 years he has been advising clients on how to improve their results on Facebook and LinkedIn.

SEO: In 2014 he shocked the SEO industry with a **1st Page on Google Guarantee in writing** which has been delivered on every time for every client without a single claim on this guarantee so far.

Martial Artist: Currently with over 21 years experience in martial arts including Judo 7 years (Brown belt) & Kyokushin Karate 17 years + (San Dan 3rd Degree Blackbelt).

From LinkedIn Over 5000 Connections & Top 2% for Profile Views.



The screenshot shows the LinkedIn interface. At the top, there is a search bar and navigation links. Below the navigation, there is an advertisement for 'Smart University Buildings'. The main content area shows three tabs: 'Who's viewed your profile', 'Who's viewed your posts', and 'How you rank for profile views'. The 'How you rank for profile views' tab is selected, displaying a notification: 'You rank in the top 2% for profile views among your connections. #98 out of 5,023 | ▲ 2% in the last 30 days'. A small profile picture of Derick Mildred is visible on the left side of the notification.



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