



How To Use Social Media To Sell:

43 experts give 75 tips





Joellyn 'Joey' Sargent

President, Claravon Consulting Group - strategic marketing expert

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Joellyn 'Joey' Sargent provides the clarity, vision and insight that leaders need to create powerful momentum for growth. Her fresh perspectives and no-nonsense advice help executives, entrepreneurs and nonprofit leaders connect strategy, brand and customer experience, delivering breakthrough marketing results with maximum impact.

Advice 1: Include social media calls to action on all your communications, not just marketing materials. Invoices, order status emails and shipping notices can all encourage customers to share, like and show their love for your company.

Advice 2: Be mindful of social media overload. Monitor your customers' social engagement levels. If you start to see a decline in participation, you may be burning out your audience. Do some testing to see if the problem is your offers, content or simply too much of a good thing.



Neal Wiser

President, (Marketing Strategist and Social Media Expert)

Neal Wiser Consulting – NealWiser.com

Over fifteen years experience delivering successful interactive marketing solutions for clients such as NASA, Comcast, GSK, Merck, Toys R Us, USPS, etc.

Advice 1: Focus on creating relationships, not selling. Relationships create long term value and more importantly, trust. When you have a great relationship with a prospect, they will think of you the next time they, or someone they know, need your product or service. With trust, when they need to make decisions between vendors, they will be more inclined to pick you.

Advice 2: Bring value to the relationship. Offer to help, answer questions, give advice, provide information. In other words, be a great person, but one who knows a tremendous amount about the prospect's industry and is willing to share and help without the expectation of payback.



Simon Jenkins

Social Media Expert

Red Rocket Media - RedRocketMedia.co.uk/

Simon Jenkins is the Head of Social Media at Red Rocket Media.

Advice 1: Make sure you have a defined set of objectives before you embark on a Social Media campaign. It is these objectives that will define and shape the strategy. A campaign with an objective to 'sell' will look very different to a campaign with an objective to 'use social as a customer support tool'. It is these objectives alone that can determine the success of any social campaign.

Advice 2: Stick to what you know. I'm seeing too many people dipping their toes into the waters of newer platforms. This usually stems from a blog they've read which tells them to give (for example) Google+ a go. The individual then creates an account on the platform never really knowing why they're on there. Any expansion to a new platform requires thought and... you guessed it... objectives!



Chris Syme

Principal, Social Media marketing expert

CKSyme Media Group - CKSyme.com

Chris Syme is the founder and principal of CKSyme Media Group, an agency experienced in crisis and reputation communications including PR and social media marketing. With over 20 years in marketing and communications, she is a sought-after expert in the college sports and education sectors.

Advice 1: In 2014, the name of the game in e-commerce will be diversify. If you haven't already taken advantage of connecting your ecommerce site(s) to Pinterest, Facebook, Instagram, and other link-friendly venues. Look at what brands like Nordstrom are doing on Pinterest and learn to scale. Use these channels to sell a specific line and direct them back to your main commerce site.

Advice 2: Develop a content channel on social media that positions you as a source of helpful information for potential customers (blog/Facebook). In his excellent book, Youtility, Jay Baer says, "if you sell something, you make a customer today. If you help someone, you make a customer for life."

Smart marketing is about help, not hype.”



Brian Carter

CEO of TCG - Keynote Speaker and Digital Marketing Strategist
BrianCarterYeah.com and SocialMediaKeynoteSpeaker.com

Brian Carter is an acclaimed sales and marketing keynote speaker. He is the author of three social media books including “The Like Economy”, “LinkedIn For Business” the bestselling “Facebook Marketing”. Brian has appeared on Bloomberg TV and in The Wall Street Journal and has worked with Microsoft, SalesForce and Universal Studios. Brian has 14 years experience with search and social marketing, both as a consultant and marketing agency director. He’s kinda cool, does comedy and improv in his spare time, and his 102-year old grandma thinks he’s the bees knees.

Advice: “Don’t think social- instead think advertising plus owned media (like emails and retargeting audiences). Fans can help as social proof, but Facebook post visibility to fans (without ads) is decreasing rapidly. Diversify your owned media and invest in growing awareness. Search ads come first as low hanging fruit but the high ROI keywords are limited. Grow your funnel with social media. Focus on ROI but don’t forget you can’t sell to someone who doesn’t know about you or isn’t paying attention. Get better at content marketing. Be more interesting. Learn from the front-runners who have done well already like Old Spice, Blendtec and Superhero Stuff.”



Mitchell Abdullah

Digital Marketing Consultant/Expert
AddShoppers - www.AddShoppers.com

Mitchell is a digital marketing expert, and the content manager for AddShoppers.com, a provider of social media tools for ecommerce sites. In 2010, Mitchell co-founded Big Time Applications, a Facebook application development firm whose applications have amassed over a million users.

Advice: Store owners and general website owners need to leverage the power of what’s known as social influencer marketing. Find people/companies who have large social followings that fit your target demographic. Converse and work with them to create a mutual relationship where they benefit

somehow from promoting your content, products, and brand to their followings.



Anna Bennett

Pinterest expert

White Glove Social Media - WhiteGloveSocialMedia.com

Anna Bennett is the author of *Pinterest Marketing For Business A Master*.

Advice: If you are not already on Pinterest ...“You have to be operating a successful Pinterest account if you are in eCommerce!” Anna Bennett. “If you are not, you are very likely losing sales as a result.”

If you are on Pinterest...

For those on Pinterest “you would benefit greatly by using Rich Pins to the max.” Rich Pins make your product stand out more from the crowd. Rich Pins provides more information such as the price of the product and provide links to where to buy it. Plus if you ever change your price each person who has pinned your Rich Pin automatically receives an email from Pinterest advising them that your price has dropped. This automated email feature allows vendors to stay top of mind with their target audience which leads to more sales.

Case in Point: when Target started using Rich Pins in 2013 they noticed a 70% increase in traffic from Pinterest to the Target website.



B.L. Ochman

Digital Strategist to blue chip companies

Publisher of What’s Next Blog, contributor to AdAge, DigitalNext, and co-host Beyond Social Media Show. B.L. Ochman has been helping companies including IBM, Meijer, McGraw-Hill, Transitions, Cendant and others to incorporate new media into their online marketing since 1996. B.L. is a Google-certified GooglePlus Coach and YouTube Partner.

Advice 1: In order to establish and maintain search visibility, you’ll need to establish an active

presence in Google Plus. It's so much more than a social network. Google Plus is integrated into every Google platform - from email to analytics, YouTube to games - and if you ignore G+, Google search is going to ignore you.

I won't sugarcoat it: there is a large learning curve to using Google Plus. But I consider it to be the biggest advance in online communication since the interactive website and I advise any company that wants to succeed to find a good coach and get started now.

Advice 2: Social media offers no quick fixes. It takes time and talent to engage with current and potential customers in a meaningful way. Twitter and GooglePlus both offer excellent ways to deal with customer service, but Google Plus takes the possibilities many steps farther.

For example, brands can have a private community within GooglePlus where they can interact with customers; hold online events; demonstrate products; and much more. I strongly urge both agencies and brands to learn about the remarkably robust tools that Google is providing - free of charge. Nothing compares.



Carla Dewing

Social Content Marketing Strategist
Contrast Media – ContrastMedia.co.za

Carla Dewing is an author, tech entrepreneur, award winning blogger and content strategist. As CEO of Contrast Media, she provides strategy and training to large corporate brands that want to know how to launch a successful social brand identity online.

Advice 1: All ecommerce stores need to reinvest in a brand blog (owned media) to expand SEO potential and improve customer loyalty (CRM) going into 2014. From there ecommerce store owners should seriously consider instituting real-time interaction management systems and predictive analytics in order to give customers a personalized on-page shopping experience.

Advice 2: If the ecommerce store is an extension of a brick-and-mortar store, I would suggest linking a hashtag strategy to SMS geofencing for improved foot traffic that can then be converted into chatter online. Geofencing email lists can be promoted directly on the ecommerce site's blog and leveraged across all social properties for higher conversions.

The basics like mobile responsiveness, the use of innovative apps to leverage sales (like group

buying) and the creation of high value content assets should all be priorities in 2014.



Bob Hutchins

CEO – Social Media & Digital Marketing Expert
BuzzPlant – BuzzPlant.com

Bob Hutchins (Franklin, TN) runs Buzzplant (www.buzzplant.com), a 12+ year-old Internet marketing agency targeting the faith/family market. His team was an integral part of the online campaign for Mel Gibson's *The Passion of the Christ*, *The Chronicles of Narnia*, *Soul Surfer*, and many other movies, books, music releases, and events. His client/partner roster includes Time-Life, Sony Pictures, General Motors, Twentieth Century Fox, Disney, Warner Brothers, Thomas Nelson Publishers and Zondervan. He is co-founder of The Faith-Based Marketing Association and Ground Force Network, and has been featured on Fox News, MSNBC, in *The New York Times*, *Wall Street Journal*, *INC Magazine*, *Fortune Magazine*, *MarketingVOX*, *American City Business Journals*, *Dallas Morning News*, and on various television/radio media.

He is also the co-author of *Faith Based Marketing*, published by John Wiley and Sons, and his second book, *The Recommendation Age*.

He also teaches Social Media Marketing to MBA students at Belmont University in Nashville, TN.

Advice 1: Social media marketing budgets are projected to double over the next five years – and this statistic was published before Facebook practically came out stating that it would begin charging brands for News Feed exposure. Bigger budgets can help, sure. But doubling your budget isn't necessary for keeping up with the Joneses. In 2014, truly successful social media marketers are going to start establishing themselves on social platforms where they can be industry leaders. I wouldn't be surprised if we see B2B thought leaders cropping up on medium.com, big image-heavy brands creating a presence in Google+ communities, and edgier corporations shifting into platforms like Reddit and Tumblr (which haven't yet been truly capitalized on). In 2014, don't assume the obvious like Facebook and Twitter. Start exploring non-traditional outlets, where your competition is smaller, your dollars go further, and your voice is louder.

Advice 2: Customer testimonials have the highest effectiveness rating for content marketing at 89%, but few companies actually leverage testimonials in their strategy. Why not? They're cheap or free to obtain. Plus, they can be some of the most persuasive words a prospective customer ever hears about your business. In today's "Recommendation Age," as I call it, consumers are tuning out companies and tuning in to their peers for help making buying decisions. Successful marketers will put consumer testimonials at the core of their business in 2014.



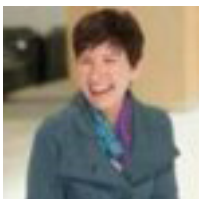
Tammy Kahn Fennell

MarketMeSuite - MarketMeSuite.com

Tammy Kahn Fennellis CEO and co-founder of MarketMeSuite, the leading social media management dashboard for small- and mid-sized businesses. Tammy launched the MarketMeSuite platform in late 2009 after years of experience marketing her own small business online. Prior to that, Tammy lived in the ecommerce world, running a small antiques and collectibles store on eBay (BakertowneCollectables). Today, MarketMeSuite's easy-to-use, affordable platform has over 30,000 users. Tammy writes frequently on social media and small business topics and shares her knowledge and advice with thousands of SMBs via radio, Web seminars and live presentations.

Advice 1: Content fuels social engagement, as an ecommerce merchant you have great content in the form of your store listings. and Share your products on social! Most ecommerce sites like ebay and etsy have what is called an RSS feed. If you copy that link and put it into a tool like MarketMeSuite, you will be able to have your new listings shared with your fans and followers as you list them, which is a huge time saver.

Advice 2: Encourage your buyers to connect with you on social post sale. It's always easier to get repeat business than new business, and often just including a note with the item you send is enough to get people to engage. You can even offer a discount -- like my page and tweet me @mycompany and I'll reply with a discount code for 10% off your next order!



Stephanie Nelson

Social Media Maven
SBN Marketing - SBNmktg.com

Stephanie Nelson is Owner/Social Media Maven at SBN Marketing, a boutique social media firm focused on getting small businesses found online in their area.

Advice 1: Test, test, test. Do posts with photos work better for you or those without? Do posts on Wednesdays at 10am get more engagement than posts on Fridays at noon? All audiences are

different, and published best practices should only be considered a place to start to see if they work for your particular audience.

Advice 2: Share others' posts. Your social media channels shouldn't be ALL about you. Sharing industry news and posts from related companies shows that you're staying on top of what's going on without shouting it in a "me, me, me" sort of way.



Neal Schaffer

Author, *Maximize Your Social* - Social Media Expert
Maximize Your Social - MaximizeYourSocial.com

Neal Schaffer is the author of the definitive book on social media strategy *Maximize Your Social*, global social media speaker and consultant, and founder of the leading social media for business blog *Maximize Social Business*. Neal also teaches as part of the Rutgers University Mini-Social Media MBA program.

Advice 1: We all know the importance of visual content to engage our audiences in social media. One good place to look for content that might be relevant to your community is Instagram. Search for hashtags of your company, product, and competitor names, and begin to understand how your fans truly visualize your products. While some companies, like Disneyland, rely on Instagram to curate/crowdsource their content, it's equally valuable as a market research tool.

Advice 2: We all know the importance of advertising on Facebook in order to get our message heard. However, you'll want to make sure you get the biggest bang from your Facebook buck by optimizing your advertising using the following tools that Facebook provides you: 1) Custom Audiences (Power Editor) to target those in your email database 2) 3rd Party Databases (Power Editor) provided by Acxiom, Datalogix, and Epsilon to help you find customers that might not be discoverable through normal targeting, and 3) Utilize Pixels to both optimize your current ads as well as create custom audiences for future ones.



Jen Lew

Social Media Marketing Expert
Jen Lew Marketing & Design - JenLew.com

Brief bio - Jen Lew Marketing & Design was founded in 2009 in Mattituck, NY. Services include social media, branding, strategies, coaching, web design, email marketing, and more. Jen Lew offers unique business solutions to a variety of small-business clients locally, regionally and nationally. She specializes in providing innovative strategies and developing support services to manage marketing efforts with ease and social media strategies for highly motivated and driven clients.

Advice 1: Stay on top the latest trends, tips and knowledge. This is an obvious tip that so often over looked by not only business owners but marketers. Technology is changing at such a rapid pace that if you don't set time aside daily to pay attention to new tools, apps, resources and tricks on major social media platforms you are losing out. Big Time. I value sites like AddShoppers.com that not only provide a valuable service but blog content that proves to be trusted resource for social media knowledge.

Advice 2: Find your brand voice and maintain it throughout ALL social campaigns. Often at a Social Agency there are multiple people taking on various tasks for a brand. That brands voice may sound one way on a press release and another on email marketing and completely different on social media sites. Your brand voice needs to carry through as much as the logo needs to remain consistent.



Sam Mallikarjunan

Head of eCommerce Marketing at HubSpot
Hubspot - [Hubspot.com](https://www.hubspot.com)

Advice 1: My best advice around social media for ecommerce is for marketers to no longer see it as an independent channel. Consumers don't consider their relationship with a brand dependent on the channel, so marketers also need a holistic view and approach to customer nurturing. For example, my local barber knows that he can reach me via twitter when I stopped coming into the shop:

Advice 2: I'd also say that we need to have a MUCH MUCH MUCH greater emphasis on building value as a plausible pretense for being in social media. If ecommerce companies are going to expect value, they have to first invest value. Typically, this will be through content, commentary, and community activities that they share in social media. Media companies have done a much better job building social audiences than ecommerce companies because that value is inherent to their model, ecommerce companies need to start thinking more like media companies.



Deborah Smith

President, Content & Social Media Marketing Expert
Foxtrot Media - DeborahLSmith.com and FoxtrotMediaLLC.com

Long before Twitter, Facebook, LinkedIn, YouTube and Google +, there were message boards, chat rooms and email groups. In 1998, Foxtrot Media founder, Deborah Smith, used these ancestors of social media to launch her first business, which owned and operated several websites serving the nanny industry.

Deborah is a sought-after social media consultant, strategist, marketer, trainer, coach and public speaker. She uses lessons learned from her own personal experience, as well as the latest social media educational training, to help businesses and organizations harness the power of social media, from the very basics to the most advanced social strategies.

Advice 1: Embrace Pinterest. For ecommerce companies nothing is driving more direct sales. Make sure your website is optimized for Pinning. Photos should have good, SEO worthy descriptions because when people pin from your website, those descriptions come along too.

Advice 2: Embrace Blogging: Create interesting content around your company. Know your audience and what their interests are and create engaging content that you own and can repurpose in many formats.



Brian Honigman

Marketing Consultant, Freelance Writer and Social Media Enthusiast
BrianHonigman.com

Brian Honigman is a marketing consultant and freelance writer. He's written for Forbes, the Huffington Post, Business Insider and others. Follow him for insights on digital, social media, marketing, content creation and more @BrianHonigman.

Advice 1: When it comes to social media the biggest issue I see is businesses not using each social network in a unique way. Posting the same content across Twitter, Tumblr, Instagram and Facebook isn't beneficial to your audience. It'd be like receiving the same message in the mail 4 times. It isn't helpful and can quickly become annoying to your audience. To avoid this problem,

develop content specific to the intricacies of each network. For example, GIF's do well on Tumblr and quick digestible insights do well on Twitter etc.

Advice 2: Another major problem businesses face is spreading themselves too thin across social media since there is often an urge to be active on every major social network. It is important to reserve your username on every social network so know one else squats on your business's name but, otherwise your company only needs to be active on a few channels where your audience is active. Out of the box, this typically entails Facebook, Twitter and Instagram since they have the most mainstream audience spanning demographics but in the end, the needs and the audience of each business are different.



Adi Domocos

Founder & CEO

Hot in Social Media - HotinSocialMedia.com

Adi Domocos is the Founder of Hot in Social Media. He is passionate about tech, social media, marketing and traveling.

Advice 1: Put social media share buttons to all your product pages.

There are still a lot of ecommerce stores, who do not have social media share buttons on their product pages. If you tried hard everyday to bring traffic to your ecommerce store... you don't want to get free promotion from your visitors? Add a couple of social media icon channels to your product page (is preferred to have a branded page for all the social media channels that you will add the icons) and in a couple of months (depending of how much traffic you have) you can see some important results.

Advice 2: Video presentations

In 2014 video advertising and presentations will be big. If you don't have a budget for a video commercial, you can make a short video by using free social media tools like: Instagram, Vine or Viddy. To have a gallery for one of your products on your ecommerce shop is ok but, if you really want to capture the attention of your potential clients you must use short video presentations. This short presentation videos are very good content for your social media channels as well so... you killed two rabbits from just one shot!



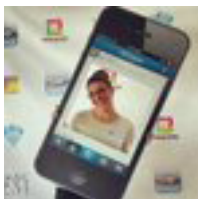
Tim Neill

CEO, Ingenia (360 Digital Marketing Expert)

IngeniaGroup.com

Entrepreneur and executive with over fifteen years of business operations and management experience responsible for developing and executing strategic plans that drive growth and improve overall market positioning. The lion's share of my experience has been in marketing, web development/user experience, and ecommerce, but I have owned or worked for companies in retail and consumer products, consumer healthcare, global consulting, cloud computing, and multi-family real estate development. My core strength is being able to identify market opportunity and trends in the context of market positioning and business profit, loss, and value.

Advice: The beauty of social media lies in its ability to provide a context for you to relate to your consumers and engage them in a conversation. The business of building brands is much different than it was even 6 or 8 years ago, and the growth of different social channels provides an opportunity for brands to touch their consumers in meaningful ways. What does this mean? Define your brand. Provide easy ways for customers to connect with you on social media channels. Use those channels to deliver content (blogs, videos, offers, etc.) that is consistent with your brand and meaningful to your consumers. It will build loyalty, and, if compelling, get shared and expand awareness.



Jenn Herman

Social Media Consultant and Trainer - Social Media and Instagram Expert

Jenn's Trends - JennsTrends.com

Jenn Herman is a social media strategist and Instagram advocate who writes a blog focused on understanding trends in social media management. She provides tips, resources, and training for small to medium sized businesses that need to structure their social media strategies for success. Her business background includes Administration, Sales, Human Resources, and Marketing.

Advice: The biggest new trend in social media marketing is visual marketing. It is especially important for businesses in ecommerce to provide visual content to promote their products. I honestly believe that all businesses can use Instagram, but those businesses with products to sell absolutely should consider using Instagram.

Use Instagram filters to further enhance your posts to best reflect your products and your brand. If you're a vintage company, use filters that accentuate this style. If your products include vivid colors, choose filters that showcase the variations and vibrancy of the colors.

Instagram can be used to share photographs and videos of your products in a variety of ways. Display your products in their best promotional positions. Show them in use - even invite your customers to share images using your product! If there are best ways to use a product or a frequent troubleshooting issue, these can be displayed through photos and videos to better help your audience.

And once you've created these images and videos on Instagram, you can also promote this visual content by sharing it to other social media sites and including it on your website! Take advantage of one of the best visual content creation platforms to set yourself ahead of your competitors while growing your audience on Instagram.



Matthew Brown

Social Media Expert
Senior Social Media Specialist
PFSweb - PFSweb.com/blog/

Matthew is a social media specialist for PFSweb who works with brand intelligence, analytics, and developing social media strategies for current and prospective clients. Matt graduated of the University of Minnesota in 2005 with a degree in Sociology and Statistics. He is a huge Chelsea FC fan and even attended the 2012 Champions League final in Germany. (Link to LinkedIn Profile)

Advice 1: Choose social media channels that fit your brand - Too often I see brands create presences on social media "just to be there". Make sure your brand really evaluates a social channels before joining, including the content it will need to generate on the channel to be successful and the time to manage it. A dead social channel can be misconstrued by consumers as a brand who is lazy and doesn't care about their customers.

Advice 2: Understand the impact of international social growth - We hear about the boom of social media, but where is it all coming from? Most social media growth is happening in developing countries and in some regions of the world the growth of certain social channels has slowed down dramatically. Make sure to evaluate the geographies you are present in to accurately invest your time and money to get the biggest return on social channels.



Ian Cleary

Social Media Tools Guy
RazorSocial - RazorSocial.com

Ian Cleary is a mediapreneur, speaker and technology expert who specialises in sharing unbiased information about social media tools through his award-winning website, RazorSocial

Advice: Store owners need to build better referral schemes and use gamification as part of these schemes. If you can get customers to leverage their social streams to mutually benefit you, you're on to a winner.



Isra García

Principal - Marketer, Human Media founder and Internet business transformation advisor / analyst. Agent of change.
IG - IsraGarcia.com

Isra is the creator and author of the paradigm that has revolutionised the social media: Human Media. As well as cofounder of Mapmakers, the Spanish-speaking platform about change and inspiration that's most visited in the world.

Recently selected as one of the members of the 'Best Thinkers' program for Social Media Today, the platform used around the world as a reference in Social Media, Isra is considered as one of the most influential professionals on the Social Web in Europe and thanks to this, he is also known in the States. Isra has also been named one of the top 20 social media bloggers by Solomon McCown, Boston - NYC based PR firm.

His blog on Social Media, Marketing, disruption, inspiration and change is visited by more than 110,000 people every month. Only 29, Isra has taken part as a TEDx speaker on two occasions and has participated, as speaker, in more than 270 industry events. Isra's early work as a consultant, in charge of teams and Social Media strategies for Social Media & Community. There are just a few of the highlights of his career. Undoubtedly, Isra adds a visionary and human-technological way to understand this new environment that the Internet has provoked.

Advice 1: Social platforms are communication and marketing channels and, as we've proven, are still viable sales channels. However, they need to be led correctly. They need a coherent strategy

and execution that focuses on results, on connecting with our community, therefore creating certain resonance with our people in a dynamic, interesting and brilliant way.

Social Media doesn't create a different world; neither does it invent or define. This is something that only comes about with an idea, initiative, project or business. At the end of the day, it's only marketing through a new means of communication. Navigate your project or brand through these channels, seeking a clear, defined project. Do so without losing track of the people because, most of all, you need them right now. The value you provide is the value that the world will give in return.

Advice 2: Companies that claim to care about people but who can't be bothered to interact with their buyers can ignore all of this. We're ignoring you in one way or another.

Ask, listen, do something with all of this. Look out for conversations, take part in them. Recommend services that are in line with your audience, become "the person to turn to if I need something" and let the results speak for themselves.

Advice 3: If you want to use the social web and the great opportunity that lies therein, at least attempt things, learn from them, fail often, experiment, fine-tune, use any feedback you get, be creative and try something different; all of this before, during and after using social media. There's no other way. That's my recipe to get to where you're so good that no one can ignore you.

Should you advertise on Facebook? If that's your concern, there's so much more you should be concerned about. Is being on Pinterest worth it? Who knows. Should you programme your tweets? Have you ever tried this and measured the results obtained? The only way to get an answer to these and many other similar questions is to just go for it and try it out. You need to work with the social web thoroughly to understand what works and what doesn't. The best –or worst– thing about this is that it's a day-to-day job. What worked yesterday may not work today, or what works today may not work tomorrow.

The direction that such work is taking means that if you want to make the social web to work for you, it must become a part of all your business processes. It's not less important but, rather, the driving current. The work you carry out is part of your marketing, your customer services, internal communications, human resources; it's part of your company's wiring. It's a part of it all!



Monica Jade Romeri

CEO - content strategy and social media expert
Darwin Digital Content - DarwinDigitalContent.com

Monica Jade is a prolific writer on topics ranging from inbound, content, email, mobile and social media marketing—including Facebook, Twitter, LinkedIn and Google+—to SEO. Her content is frequently published on Social Media Today and Business 2 Community.

Advice 1: You cannot make social media work for your business without original content, which is what draws prospects back to your website and prompts lead generation. If you have not already, start blogging, find an agency or hire a content writer. You should share the content of others as well. Content curation—exploring, finding and sharing relevant, industry-leading content across at least Facebook, Twitter, Google+ and LinkedIn—is integral to social media marketing. Social media is meant to be social, so do not only talk about your brand without listening and engaging your social audience.

Advice 2: Visual content, such as images, videos and infographics, will be vital to social media success in 2014. Visual content can inform and entertain your audience at the same time. The rising popularity of Instagram, Pinterest and Snapchat are evidence of the visual content trend. Always include captivating photos or even video elements in your written content in order to capitalize on the appeal of visual content and rise above your competition.



Steve Gaither

President - Social Media Expert
JB Chicago - JBChicago.com

After experiencing big agency life and realizing there was a smarter way to do things, Steve opened shop in 2000. Today, he uses his diverse background in design, marketing, management and client relations to lead the JB Chicago team, with the goal of providing accountable marketing that is tied to measurable results — making every dollar count. JB Chicago launched Axe Deodorant/Unilever as one of the first major brands on Twitter and continues to be a pioneer in bringing accountability to social media.

Advice 1: Use Facebook advertising to garner fans on a geo targeted, demographic and psychographic basis. To maximize potential:

Create 4-5 engagement posts: Posts relevant to the target audience to garner likes comments and shares. This hits 20 of their closest friends' newsfeeds, and these people tend to be the same geo, demo and psycho.

Create 1 conversion post driving the fans to the “buy” page: This could be your product landing page, which houses the “buy now” option. Make sure the page is also built for mobile, and try to track campaigns with a trackable url (like bit.ly) to measure conversion.

Create a Facebook tab with your e-commerce/product page. Never drive seeding links to the tab because Facebook tabs do not show up on mobile.

Advice 2: Use Twitter as a source of PR. Follow the relevant influencers for your product or consumer verticals; 80% will follow you back. Strategically kiss their butts by retweeting them, telling them they look great in the morning, whatever it takes. They will typically reciprocate. You will find the majority of heavy hitters on Twitter tend to be heavy hitter bloggers as well. A good percentage of your referral links will come from this type of activity.

Advice 3: Utilize one or two social media platforms and own them. There are so many social media platforms now that you can't expect to be great at all of them. Choose your strong suits and have the most presence there.



Nina Amir

Publishing and Author Expert

NinaAmir.com

Nina Amir, author of *How to Blog a Book* and *The Author Training Manual*, transforms writers in to authors. Known as the Inspiration to Creation Coach, she inspires people from all walks of life to create books that positively impact readers and to develop careers as authors, achieve their goals, and fulfill their potential. Nina is a sought-after nonfiction developmental editor, proposal consultant, and author, book, blog-to-book, blog, and results coach. Some of her clients have gone on to sell 300,000+ copies of their books and to land deals with major publishing houses. She writes for four blogs, has self-published 12 books and is the founder of National Nonfiction Writing Month, aka the Write Nonfiction in November Challenge.

Advice 1: Use your blog as the hub of all your social media marketing. Google continues to stress great content over anything else. So provide that. But at the end of your posts, remember to have a call to action--this can even be an offer to get something for free so you gain your readers' email addresses. Once you have captured these, you can funnel them into your autoresponder system and begin marketing to them in a different manner.

Advice 2: Don't worry so much about having a huge number of followers on social media. Instead, connect with the followers you have--and find out what they actually like, which could mean surveying them. Do they prefer to get information directly from you? Do they prefer to see you curating content? Do they like it when you mix up your content--audio, video and written? Engage with them in different ways on different sites. In other words, don't just do the same old thing you've always done. Try different things and see what your audience truly likes best.



Vicki Davis

Social media expert [@coolcatteacher](https://twitter.com/coolcatteacher)

Cool Cat Teacher - CoolCatTeacher.com

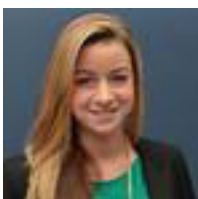
Author, *Reinventing Writing* (2014) and *Flattening Classrooms, Engaging Minds*

Vicki Davis is a full time classroom teacher recently named as one of Mashables top 10 Teacher Rockstars on Twitter with more than 70K followers. She uses social media to inspire educators and to help them understand how to write effectively using technology with her upcoming book *Reinventing Writing*.

Advice 1: Make an appointment with yourself to plan your tweets for the week or for a period of time. Using a list of the kinds of tweets that you want to send (funny, informative, promote new product, etc.) and schedule them using buffer during the times that they are online.

Advice 2: Use tools like Social Bro and others that help you determine the best time to tweet. Follow people who have keywords in their profile that are your target audience (I follow teachers.) Engage in conversation and don't be a troll! Give great information. Make people laugh. Inspire them. They'll reward you by following and sharing out what you're doing and what you're selling. Good luck!

The Following are courtesy of Command Partners Staff & Roy MoreJon.
Command Partners: CommandPartners.com



Jessica Chesney

Digital Marketing Coordinator

Twitter: [@jessJANEica](https://twitter.com/jessJANEica)

Advice: Not only are we currently seeing the rise of advertising via social media, but we're lucky enough to have the opportunity to natively advertise on some of the top social platforms - think Facebook's News Feed ads or Twitter's Promoted Tweets. And, now that mobile is bigger than ever, native advertising is the only way to go via mobile advertising. The best part of it all is that social ads allow you to reach users outside of your network, and build up an audience base that you can later tap into.

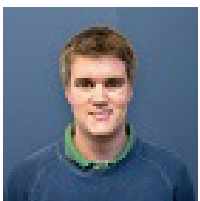


Alex Stegall

Public Relations Specialist

Twitter: [@slexategall](https://twitter.com/slexategall)

Advice: Because Social Media isn't recognized as that direct link to making a sale, it doesn't always get the credit it deserves. It's important to remember that Social Media is about building a reputation and getting the word out, which will push potential customers closer and closer to making that sale. Share intriguing stories that involve your product and show its value. Everyone loves an intriguing story, so they are more likely to tweet, repost and share.



Duncan Moffat

Marketing Analyst

Advice: Target your social media effort more effectively by looking at the demographic that uses each particular network. For example, in the age group 65+, there are 10 times as many Facebook users as there are users of any other network. For the age group 18-29, that ratio is only 3 to 1, with a number of social networks competing for the number 2 spot.



Joe Recomendés

Chief Operating Officer

Twitter: [@JRecomendes](https://twitter.com/JRecomendes)

Advice: Social media certainly isn't going anywhere anytime soon. With the recent changes to Facebook's algorithm that downplay the organic reach of text-only posts, brands are going to need to be significantly more mindful of sharing photos of their wares that entice people to share with their friends. Also keep an eye on how quickly Facebook is changing their advertising platform, as they're poised to revamp their display options over the next few months.



Vincent Ammirato

Sr. Digital Strategist

Twitter: [@VincentAmmirato](https://twitter.com/VincentAmmirato)

Advice 1: The changes in FB's algorithm is making it more difficult for brand pages to break through into consumer's feeds. Simply put, paid media promotions aren't effective so brands looking to improve ecommerce through their social media platforms should focus on earned media by incentivizing their fans to promote the brand through their personal channels.

Advice 2: Identify your brand loyalists through satisfaction surveys, purchase behavior analysis, and online mentions. Once identified, use your brand's platform to make your fans feel like celebrities by showering them with giveaways and attention then watch the online mentions grow.



Samantha Colletta

Client Success Manager

Twitter: [@hullosam](https://twitter.com/hullosam)

Advice: Your brand's social identity can expand exponentially if you use the right social media outlets to promote your business. Facebook, Twitter and Instagram are great for social branding, as well as Youtube for compelling videos to lure the consumer in and, visually see what your business offers. Facebook and Twitter are both highly beneficial in keeping your fans/customers up-to-date - daily or on a more frequent basis. Engaging with them, responding to comments, complaints, likes, mini-surveys and other content is also a great way to improve your social media presence.



Alison Phalen

Content Marketing Specialist

Twitter: [@aliphalen](https://twitter.com/aliphalen)

Advice: Obviously Social Media isn't going anywhere, but I think different social networks are going to rise in 2014. Particularly, I see Pinterest making a huge difference in driving traffic to ecommerce sites this year. I think Pinterest in 2014 will become more targeted with "suggested" pins specifically for the user. Brands can take advantage of this targeting by adding popular hashtags and creating fun and relevant boards that will make their pins more likely to show up in the "suggested" pins. These new targeted pins make it even more important for brands to pin directly from their website, because when the pin shows up for a user they will be driven straight to the ecommerce site. This pinning strategy cuts down steps in the funnel and makes a visitor more likely to purchase from your site.



Angela Kotsokalis

Lead Designer

Twitter: [@akotsdesign](https://twitter.com/akotsdesign)

Advice: While Facebook is one of the most talked about and utilized social networks, I think its a good idea to grow your social footprint in other outlets. This is not just great for your brand identity but also betters your chances to increasing visitors and profit to and from your website. Just to name a few, Pinterest, Twitter, Instagram and YouTube are all effective social networks you can get creative with to reach out to your target audience.



Debra Ellis

President, social media and ecommerce expert

Wilson & Ellis Consulting - multichannelmagic.com

Debra Ellis is a business consultant, author, and speaker specializing in showing companies how to how to build better businesses by creating a strong infrastructure of marketing and service strategies. She is recognized as an expert in marketing from direct mail to social media, customer behavior, and strategic planning. Her expertise is often tapped by media sources including: The New York

Times, CNN/Money.com's Small Business Makeovers, Target Marketing, Multichannel Merchant, and MarketingProfs. Her marketing guides include 31 Ways to Supercharge Your Email Marketing, Social Media 4 Direct Marketers, and Marketing to the Customer Lifecycle.

Advice 1: Take advantage of the SEO and local search benefits by optimizing Google Places and sharing content on Google+. This platform is especially useful for companies with physical stores but there are benefits for online only businesses too. Adding content to Google+ expedites indexing and provides better ranking for the shared information.

Advice 2: Use social media to acquire email addresses so you can shift the conversation from public forums to one-to-one communication. Segment acquisition by platforms so you can identify the venue that acquires the best customers. Invest your resources in improving activity and acquisition on the social media sites that deliver the best results.



Deltina Hay

Social Media Expert

Deltina U - DeltinaU.com

Deltina Hay is the author of three books on social media, the mobile web, and search optimization. She is a veteran Web developer, publisher, and a pioneer of social media and Web 2.0, especially as it applies to small business and the publishing industry.

Ms. Hay developed the graduate, social media certificate program for Drury University; and her first book, *The Social Media Survival Guide*, is used as a text in colleges and universities, worldwide. She presently serves as the Board Chair of the Independent Book Publishers Association.

Advice 1: Use Pinterest (in an optimized way) if you are selling products or services that lend well to imagery. Recent research has shown that Pinterest pins have more online longevity than other social media updates. So it is more important than ever to optimize both the pins you place on Pinterest, and the images on your website or online store that others may pin. To do this, first make sure you have a "business" account on Pinterest (<http://business.pinterest.com/>). A business account allows you to verify your website with your Pinterest account and gives you more tools like trackable "pin it" buttons, and "rich pins." Rich pins is a feature that allows you to associate a product with an image on your website, so that product information is embedded within an image when somebody pins it.

Advice 2: Make quality promotional videos and learn how to use YouTube to its full potential to drive sales and traffic to your website or online store. The first step to this end is to optimize your YouTube channel using the new features available in the YouTube “One Channel” layout (<http://www.youtube.com/onechannel>). The next step is to optimize each video you place on your channel with a well-crafted description containing good keywords and a link to your product or service. But the biggest mistake most people make is to stop there! There are many ways you can encourage viewers to subscribe to your channel or click through to your website or special offers, including annotations, call-to-action overlays, embedded links, and in-video programming. You also want to apply to become a YouTube partner. Once you are a partner, you can do even more, like place embedded links to your own website within your videos.

Advice 3: Know your target audience and identify which social media sites they frequent. For instance, Pinterest appeals mostly to women between 18 and 34 years of age; while YouTube appeals to almost all audiences. Facebook appeals to an older demographic, while younger social media users gravitate to more mobile-friendly social networking tools like Twitter and Snapchat. LinkedIn is ideal for targeting businesses, entrepreneurs, and young professionals, while Google Plus is where you can reach a mostly male, tech-savvy audience. Do your research on where your target market can be found in the social web, so you can focus your efforts on the right tools for you.



Brandon Uttley

Principal - Social media expert

Brandon Uttley Consulting - Brandonuttley.com

Brandon Uttley is a seasoned web marketing and public relations professional with 25 years of experience. He has been involved in starting three web development and online marketing companies. In addition to working with a range of clients, he is a frequent public speaker and a regular contributor to several top business sites.

Advice 1: Learn Social Selling. This is an emerging area that focuses on the use of social media to help you better find, qualify and close prospects. Focus on LinkedIn as the primary resource to improve your professional presence, build a high-quality network and gain warm introductions to prospects.

Advice 2: Develop quality content on Slideshare. This is an overlooked network for many people. The slideshow format is good for describing the benefits of your products and services, and Slideshare makes it easy to share your presentations. With a paid account, you can also embed a

contact form in your presentation.



Jasmine Sandler

Expertise in Social Selling
Agent-cy Online Marketing - JasmineSandler.com

Jasmine Sandler is a veteran in Digital Marketing. She was recently named (2013 and 2014) as a Top 40 Global Digital Marketing Strategists by the Online Marketing Institute. She has over 15 years' client experience in helping corporations use the web to drive online brand awareness and generate new business. She is the founder and CEO of Agent-cy Online Marketing, Inc. and consults in Digital Strategy for mid-enterprise B2B and e-commerce global corporations.

Advice 1: Think G+ Communities for Brand-Building , community development and driving on-site promotions. G+ is quickly become one of the top 4 social media networks. If you want your consumers to fall in love with your brand online, start and run a G+ community. G+ enables you to deliver real-time video, images and other highly engaging content. Interaction is direct.

Advice 2: Run campaigns on image-based social networks to drive interest on product promotions. Pinterest and Instagram are great social networking sites for ecommerce brands to use to drive position within a product category and drive sales.



Viveka Von Rosen

LinkedIntoBusiness.com

Viveka is author of best selling LinkedIn Marketing: An Hour a Day and is known internationally as the "LinkedIn Expert". CEO of Linked Into Business and Co-Founder of LinkedProspecting, she also hosts the biggest LinkedIn chat on Twitter and co-moderates LinkedStrategies, the largest LinkedIn strategy group on LinkedIn.

Forbes has listed her as a top social media influencer, and she has been cited in Money Magazine,

Simple Living, Ragan, CNN, Forbes, Mashable, The Miami Herald, Social Media Today and The Social Media Examiner.

Advice 1: When I tell an eCommerce business owner that he or she will never sell their product or service on LinkedIn, they look at me like I'm crazy. That's the whole point, right? But the truth is, you must create a sense of relationship and visibility to effectively sell on LinkedIn. Through engagement on LinkedIn, people will get a sense that they know you, and after that it's a relatively easy step to "like and trust" – and, yes, sell! How do you move from "know and like" to trust?

Make sure your profile accurately represents you and your brand by using unified copy, branded images and existing marketing collateral in your profile.

Establish connections with your target market by using the Advanced Search and "People You May Know" features to research and reach out to the right people to grow your business.

Start sharing some useful content through the use of updates, group discussions and messages (you can find all you'll ever need in LinkedIn Pulse)

Advice 2: If you are going to invest in LinkedIn Ads to promote your eCommerce site, then use them to share valuable content that will drive people into your sales funnel. Just paying \$200 bucks and popping your gadget for sale in the text heavy (and visually un-stimulating) Ad will prove poor ROI. But if you have a white paper, downloadable eBook, case study or some other piece of marketing collateral that your target market will find interesting, then you can at least get them into whatever email or sales funnel you are using and work on selling your product or service from there.



Don Power

Social Media Speaker and Author

DonPower.com

Don Power is a Professional Speaker, Social Media Consultant, Editor of Sprout Insights, and author of Twitter For Skeptics.

Don teaches business leaders how to use Social Media to connect with customers, generate leads, and discover opportunities they never even knew existed!

Advice 1: If someone is making an ecommerce purchase, they really need to see the product before they order. Ecommerce store owners and marketers should really pay attention to including short form videos like Vine, Instagram Video, and even Snapchat in their marketing mix. These very popular platforms can be used to highlight important product features or even demonstrate quick and quirky "how-tos" about how to order or use the products for sale online.

Advice 2: Whatever social media tools an ecommerce vendor uses, he or she must never forget to “humanize” their brand and humanize their interactions on social media as much as possible. Even though people may be buying products from you, they want to know that there is a real person behind the transaction that’s looking out for them, someone who cares about both the product and the customer. The most successful brands going forward are those that realize a sale is more than a sale - it’s a lasting relationship that must be nurtured in order to grow and bear fruit.



Lori Ruff

Integrated Alliances - IntegratedAlliances.com

Lori Ruff, “The Voice of Influence” on InfluenceRadio.net | Forbes & AGBeat Top 50 Industry Influencer | Keynote Speaker, Author, Columnist, Host | CEO, Integrated Alliances: Teaching LinkedIn for B2B

Advice 1: It is time to realize that social media is not a passing fad; it is here to stay. If you want to be where your customers are you must be in social media. Instead of “being everywhere” ask your customers where they spend their time. If they say Facebook, then you should be on Facebook. If you are a merchant that provides products and services related to sports or music or anything that people get passionate about, you should be on Google+ because people go there to engage with others who share their passions! If your audience is a professional one, even if you are B2C, you must consider LinkedIn as a serious contender because that is where professionals spend their time online.

So the formula is: (What do you offer to whom) + (Where do my current customers &/or prospects spend their time online) = where you should have a presence.

Advice 2: I recommend using the services of a high tier social media consultant to help you make sound decisions. You may think you can’t afford one, but even for a basic consultation to talk to someone who is a thought leader in the industry, you might pay \$500 for a 3-call coaching package.

What I would caution against is taking the advice of someone who does not look credible online as compared with their peers. Yes - that takes a little investigation, but it’s worth the look. Lots of people can give you advice on what you “should do”, but no one knows your business better than you. So take in all the advice and then decide what’s right for you. Someone might tell you they know social

media yet they've only been "doing it" for 4 months. Sure - ask their advice - but certainly ask for more opinions too! What do you do if they are conflicting? READ! There is a plethora of free material - Knowledge is free; wisdom costs money... that's where an experienced consultant comes in to play.



Debbie Miller

Social Media Marketing Consultant
Social Hospitality - SocialHospitality.com

Debbie Miller is the Founder of Social Hospitality, a blog and boutique marketing firm focusing on social media, blogging, and SEO. Debbie is also the Social Media Manager for Search Engine Journal and Maximize Social Business. She does search and social marketing for HyperDisk Marketing and is a Social Media Instructor at UC Irvine Extension.

Advice: Sell without selling. What I mean by that is, be active on social media and build a community around your niche and/or product. Be conversational and educational. When people begin embracing your personality and brand on social media, they will naturally subsequently turn into customers. In a world of constant advertising, that intimate experience is more enticing to a consumer than having an explicit sales pitch presented to them.

“Learn how to measure and grow social commerce at AddShoppers.com.”

- The Big Cat

