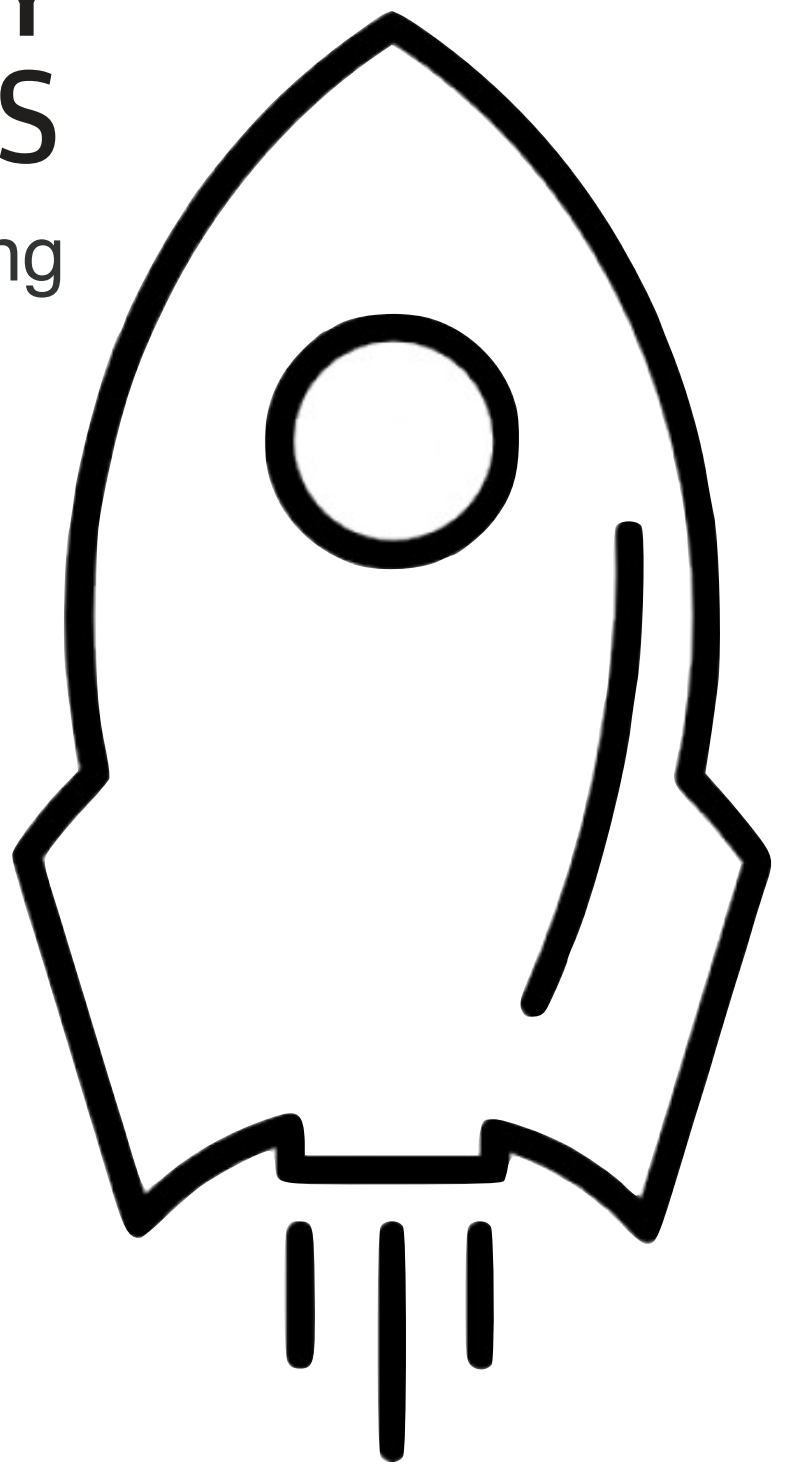


HUDSON Valley PUBLIC RELATIONS

White Paper: Growth hacking



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What is growth hacking?

Growth hacking is a marketing technique used by businesses to garner engagement, awareness, and ROI. Growth hackers use SEO, analytics and social metrics and content marketing to achieve their business goals. This technique is low-cost due to the use of viral marketing and social media to market a business/brand instead of traditional paid advertisements.

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Top Growth Hacking and Engagement Tactics

Utilize these growth hacking and engagement tactics to grow your business. Whether it be a small start-up or a well-known brand these will work for you.

1) Engage.

In order to be successful and garner a trusting, loyal and interactive consumer base you must constantly be engaging with your audience and beyond. Interact with those who comment, post, like, share, retweet and favorite. Keep the conversation fluid and relevant. Through consistent, friendly and informative engagement your audience and prospects alike will be able to relate more to your business and a level of trust will be established.

2) Share.

All content you create should be shared on your blog, website and across your social media sites in order to boost your visibility and increase engagement.

3) Optimize.

Use keywords in headlines, subheads and throughout posts.

Be sure also to add a meta description that reflects content and keywords accurately. Don't forget to use hashtags when appropriate and tag your YouTube videos.

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Growth Hacking Tactics (continued)

4) Be Mindful of Timing.

It is best to post during the work week in the morning or evening. Social media platforms offer analytics as well apps that will help you to determine when is the best exact time to post based on data collected from your followers and subscribers. It is also wise to be mindful of how many times you post. Facebook and LinkedIn are different from Twitter and Pinterest with the amount of posts that can go out in a day or week. Know your medium and how the people using it respond to content.

5) Observe.

Take the time to observe the competition and those in your industry. Be sure to take note of what seems to be working successfully and what has failed to work.

6) Measure.

Use analytic tools to see your progress via your website and social media platforms. Analytic tools will let you know what is working and what is not specific to your business.

7) It's All About Your Content.

Last, but certainly not least is to be unique, relevant and informative in your content. Your audience will not engage with your business if the content you are putting out is dull, inconsistent or irrelevant. Your content must align with you brand and its values, be relevant to your industry, be original and useful to your target and beyond.

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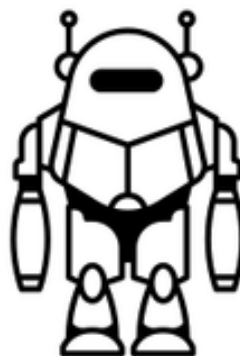
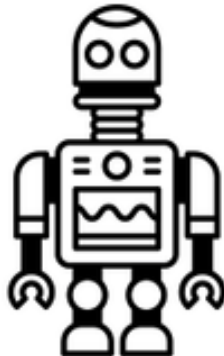
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Facebook

Facebook wavers between the #2 or #3 search engine behind Google. This platform also acts as a prime forum for business to consumer engagement. It is imperative that you consistently employ engagement tactics to keep your business Facebook page current, relevant and informative. In this white paper you will learn ways to properly use your Facebook business page to optimize content for greater reach, impact, and overall business growth.

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facebook®

Content is King

The first rule of posting content on Facebook is to understand that content's **relevancy, urgency, and importance**.

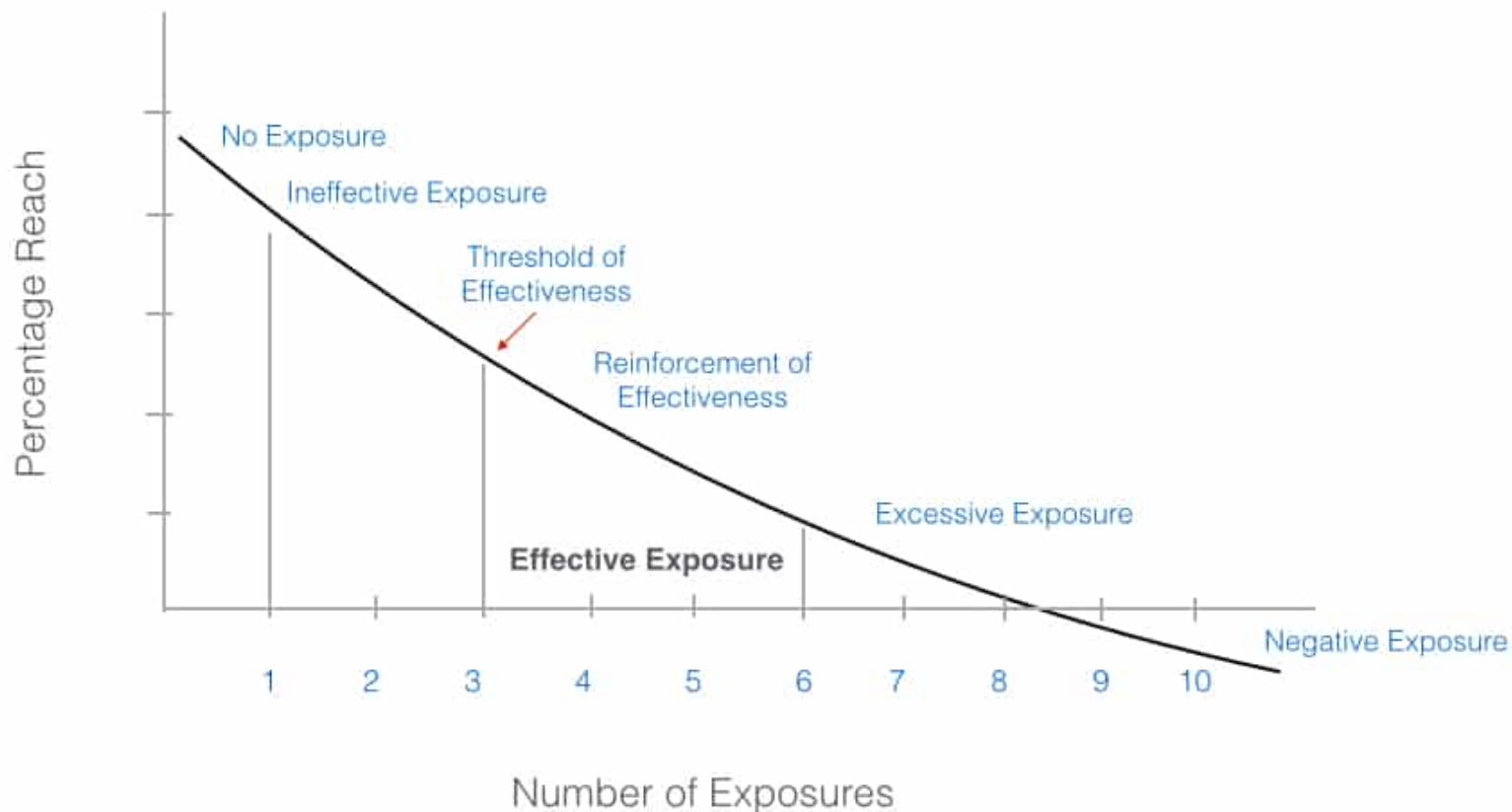
All content you post should be evergreen. This means that anything you post should be relevant for at least 6-12 months. Always share your blog posts on your Facebook business page, as well as keep the page up to date with the latest information concerning your company. Your audience will be able to find your Facebook posts via Google, Bing or Yahoo if you optimize your content correctly. Facebook is not the kind of platform where you should be sharing or posting multiple things a day. Your audience will simply "tune out" from the incessant notifications or seeing your "irrelevant" posts on their news feed every hour or two.

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Effective Frequency



What is the effective frequency on Facebook?

Effective frequency, is the number of times your target audience is exposed to your message in order to break through and reach the market with the core message. Essentially we all consume media passively, that means we are not actively listening to the radio but are driving our car or working at the office. We may be engaging with friends on Facebook while talking to our boss on our smart phones. Effective frequency levels “break through” reaching you with the key points the campaign is communicating. Every medium (TV, Radio, Print) must first generate high levels of awareness of your campaign messages, then effectively remind your audience of the message when the consumer has a need or interest.

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Facebook

Facebook provides notifications from your “Friends, Fans, and Pages” you like. Unlike Twitter, Facebook provides updates on what is posted. The Rule of Thumb for posts on Facebook is that it MUST be really exciting, interesting and likable. Photos of your daughter’s high school graduation is priceless. Hourly photos of your dog wagging his tail is not really that exciting. For most businesses, sharing blog posts on the Company Page is definitely a good idea. Google doesn’t care how many blogs you post, they will ONLY measure the last post of the day in any 24 hour period. Two to three blog posts a week is good, three even better. Remember, it must be relevant, convey urgency and be important.

The best times to post your content on Facebook is from 6 am to 3 pm during the week and posts on weekends typically have higher levels of engagement.

The content posted and shared on your page is what will ultimately engage your audience. Here are some guidelines for optimizing your content on Facebook:

Micro Posts — sharing content from your website or a digital publication on Facebook.

- Two or three sentences (160 characters)
- A strong image (properly cropped, high resolution, add text to reinforce the core message)
- A hashtag (hashtags help follow threads on a topic or simply highlight what is important)
- A call to action (how to learn more, what to find this product, where to go, etc.)
- A link that takes your audience to your website and blog (always link your posts to where they can buy now or learn more)



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Facebook



Photos

- Don't attach thumbnails, upload photos directly in your post
- Make sure to fit your photo to the 403 x 403 pixel display in the timeline
- Using known models will garner higher engagement
- Images with partial body parts (i.e. hands or feet) generate higher Facebook likes
- Facebook users prefer to see retail products photographed without models, so they can easily depict wearing or owning the product

Videos

- Upload videos directly to Facebook-don't link from YouTube
- In setting select the default image for the video and add text to that image to create a more impactful message

Likes

- Adding emoticons to posts can increase likes by 57%, comments by 33% and shares by 33%
- Make sure the positioning of the "like" button is visible, but not overused or blocking any others
- Say "please", "thank you", and keep it positive. Most of us share uplifting, positive, humorous or happy stories.

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Facebook

Engage, Engage, Engage

Engagement is the key to growing your business and gaining the loyalty and trust of your consumers.

Facebook is a platform where you are free to be more transparent with your audience than LinkedIn and have longer communications than Twitter.

Take advantage of this with these tips to engage your Facebook audience:

- 1) Response Rate — strive to follow up on a “like”, “comment” or “share” instantly or in an hour or so of the engagement. That may not be plausible, but timely responses generate higher levels of engagement, loyalty and trust.
- 2) Grow your business and form relationships by liking other company pages, posts and groups.
- 3) Use hashtags. This may be the easiest way for people to share and comment, continuing the conversation about a post you’ve created. It also has the possibility to make your content go viral.
- 4) Utilize Facebook ads. They are not expensive and provide great media value, however, you must clearly define what your campaign goals are in order to achieve desired impact and engagement.
- 5) Ask questions in posts and use polls to gather more information about your audience while also engaging them.
- 6) Post when your audience is online. Take advantage of the opportunity for highest engagement.
- 7) Link contests, promotions, event listings, email sign-ups, and custom apps in your posts and status updates. These are all great gateways to engagement.
- 8) Be relatable. Post quotes, customer photos or testimonials that pertain to your business, products, and audience.

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Facebook

Engage, Engage, Engage (continued)

9) Observe your competitors. What are they doing that is succeeding or failing?

10) Curate your pages, hide or delete inappropriate posts.

11) Identify leaders, influencers and threads that are viral. Best way to expand your reach is to find a “ripple” with hundreds of likes and ride the wave.

12) Track your progress. Use Facebook Insights to see what types of posts your audience engages with the most. Adjust your content accordingly to the results of your findings.



Call Your Audience to Action

It is key that all content you post demands a CTA (call to action). Here are some ways you can express that CTA:

“Please take a moment to leave your comments or thoughts below.”

“For an in-depth look, sign up to download our white paper.”

“To get regular updates, sign up for our weekly newsletter.”

“Watch this video for a more in-depth look at how this product can help improve your business.”

“To get immediate access to this training and all the bonuses, click here.”



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Twitter

Use engagement tactics to foster business relationships on Twitter.

Twitter's tweets are posted all day, all night — every moment of the day.

The network news agencies report all the news as time and space permits. The news-hole is finite, only relevant and engaging news is broadcast during the evening news. Tweets stream continuously, engagement and posts occur in real-time — during the time-frame when you “tune in” to Twitter's news-feed of tweets.

Building relationships takes time, Twitter followers unfollow frequently. Twitter is a strange and lovely bird . . . those who master this platform, engage and excite with just 140 characters.

- When posting on Twitter, always first consider the relevancy, urgency, and importance of the content.
- Posts can be shared frequently on Twitter, throughout the day as long as it is fresh, original and engaging.
- Think of Twitter's frequency of messages (frequency of posts) to that of the traditional broadcast mediums such as television and radio.

Overcapacity. It's truly awesome, every once in a while the whole world gets excited about something and starts chirping tweets. That's when Twitter overloads and the platform temporarily shuts down.

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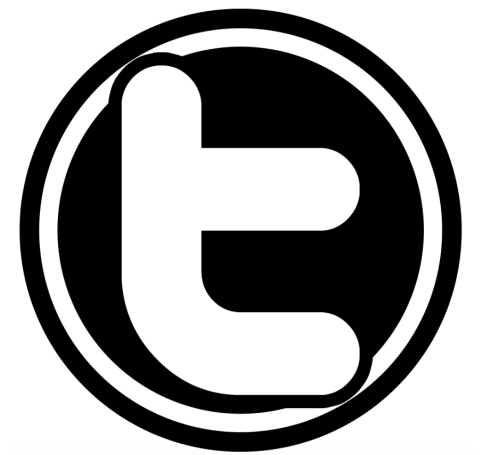
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Twitter

Do's and don'ts to engage on Twitter:

Twitter DO's

1) Use hashtags. Hashtags double your rate of engagement. The hashtag symbol # before a keyword or phrase catalogs your tweet, trending topics often create conversation threads.

Using hashtags on Twitter

Definition: The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages.

Using hashtags to categorize Tweets by keyword:

- People use the hashtag symbol # before a relevant keyword or phrase (no spaces) in their Tweet to categorize those Tweets and help them show more easily in Twitter Search.
- Clicking on a hashtagged word in any message shows you all other Tweets marked with that keyword.
- Hashtags can occur anywhere in the Tweet – at the beginning, middle, or end.
- Hashtagged words that become very popular are often Trending Topics.

2) Tweet during the day and on weekends. Tweeting during the day will generate 30% more interaction because that is usually when people are checking their Twitter feed. Don't stop tweeting on the weekends. Research shows engagement to be 17% higher on weekends than weekdays. Go to [Tweroid](#) to find out exactly when your Twitter followers are online. Remember, your content will not be seen if there is no one on Twitter to see it.

3) Keep tweets under 110 characters. 17% higher engagement will come from this because it will allow people to reply with their own reactions when retweeting.

4) Follow key influencers and publications that pertain to your business. Learn about what your competition is doing, monitor, listen and learn from their successes and failures. Start building relationships.

Hashtag

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Twitter

Twitter DO's (continued)

5) Share images. Including an image more than doubles the possibility of a retweet. When sharing images consider how the image relates to your audience. Is this image something they can connect with, as well as relate to your brand in some way?

6) Include links in tweets. 92% of ALL twitter interaction comes from tweets from links. A tweet with a link will receive 86% more engagement than a tweet sans one.

7) Keep track of your followers. Keep your following within 10% until you reach 2K, then you may follow 150% of your followers. Monitor who follows you using the [CrowdFire app](#).

8) Share humorous, interesting, and uplifting facts. Know the line between humorous and inappropriate. And as always be relevant and relatable to your consumers.

@twitter

9) Respond to DMs. This is a key part of building both consumer and business relationships. Don't miss your chance to grow your business by ignoring a DM.

10) Call to action. Always use words and phrases such as "please retweet," "help" and "follow" to garner interaction from Twitter users. You must not be afraid to initiate engagement and ask for retweets. When constructing your tweet read it from the point of view of the consumer. Would you want to complete the action you have just suggested based on that tweet?

11) Amplify your brand by engaging in threads that lend authority and credibility.

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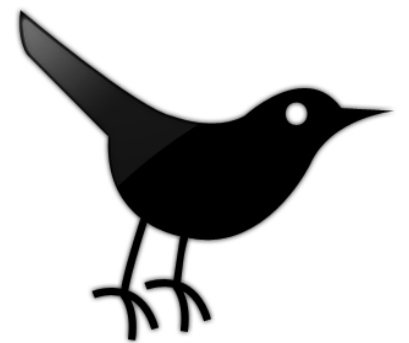
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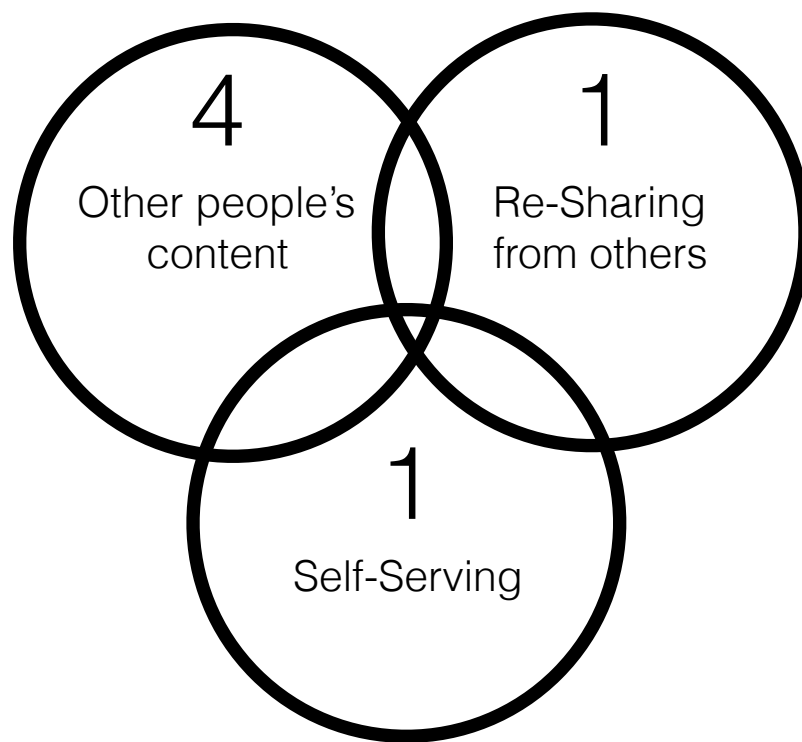


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Twitter DON'Ts

- 1) Post more than four tweets a day.
- 2) Include more than two hashtags in one tweet.
- 3) Post lifestyle / personal tweets.
- 4) Follow back profiles that do not have a balance of followers to following.
- 5) Follow anyone who offers “get rich quick” or other gimmicks.
- 6) Initiate interaction or follow people who consistently post negative content.
- 7) Follow sites that make fun of public figures.



Lastly, follow The 4-1-1 Rule

The 4-1-1 Rule was coined by Tippingpoint Labs and Joe Pulizzi of the Content Marketing Institute. The rule states: “For every one self-serving tweet, you should retweet one relevant tweet and most importantly share four pieces of relevant content written by others.”

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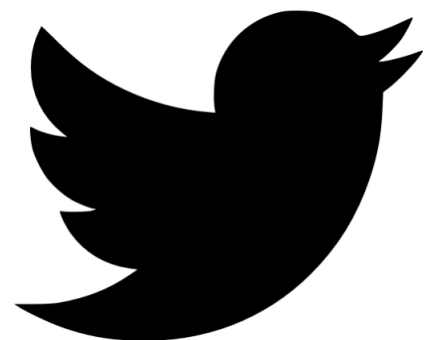
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LinkedIn – Relationships Matter

Connect with key influencers, industry experts and subscribe to important channels on LinkedIn.



Engage with people that focus on sharing useful and relevant information and content. Let's start building relationships.

LinkedIn has the world's largest professional community — 1 of every 3 professionals on the planet is on LinkedIn.

LinkedIn is a professional social network used by individuals and businesses to showcase their services and experience in the hopes of attracting new job opportunities.

As a savvy marketer, you get that meaningful engagement starts with being on the right channel to interact with your colleagues. LinkedIn's social network platform provides many opportunities to engage with prospects, support individual and brand thought leadership and connect with other groups like industry media and prospective employees.

When engaging followers on LinkedIn you must consider all of the following:

1. Establish your presence
2. Attract followers
3. Engage followers
4. Amplify through the network
5. Analyze and refine

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LinkedIn – Relationships Matter

Who to Engage?

Your message is much more impactful when you share your engaging content within LinkedIn's context of influential professionals. When connecting with people on LinkedIn consider the value they can bring to your business. Pursue clients, community contacts, industry influencers and peers etc. Don't forget to browse through the People You May Know feature. Be sure to connect with everyone you know offline, as well as those who you meet at business or even social events if you find this person suitable. When sending invitations always make sure they are personalized.

How to Grow Your Network?

Join groups and like posts relevant to your business and message. If you have something important to say you may comment on a discussion or post, however, it is more appropriate to like most content. All of these things will increase your presence and visibility on LinkedIn.

Key influencers in your industry are important connections to make. Regularly review the important influencers in your market and always be on the search for further connections via LinkedIn advanced search.

You may want to track your progress in growing your network by keeping a log or spreadsheet of your connections. Break them down into groups: personal, new, influencers, clients. Be sure to make a note of important groups, how many members are in that group, which members are most active and what the popular group topics are.

Engage with content from sources of inspiration, insights, and information:

- News from publishers
- Peers on LinkedIn groups
- Thought leaders
- Brands

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LinkedIn – Relationships Matter

Manage and Optimize Content

Maximize the impact of your content marketing initiatives.

- Understand the content and topics that resonate with your audience
- Measure the effectiveness of your content-based campaigns
- Benchmark the success of your program
- See how you stack up against your competition
- Rank your brand with a comprehensive score

Use LinkedIn's Content Marketing Score to give you insight into the impact of both organic and paid content. The score calculated by measuring engagement divided by total target audience.

$$\frac{\text{Unique Members Engaged}}{\text{Target Audience}} = \text{Content Marketing Score}$$

Showcase your Professional Brand — Optimize your Profile

- Add rich media such as SlideShare presentations, videos and infographics to your profile.
- Write snappy, compelling titles. Embed keywords within the LinkedIn URL, other URLs you list within your profile. Create profile titles and job descriptions embedded with keywords and links to drive traffic.
- Check ubersuggest.org for popular keywords and consider using specific phrases.

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LinkedIn – Relationships Matter

When Should You Post?

- Update your statuses at least 20 times / month. Reach will increase dramatically.
- Post your content earlier in the week.

Data shows people are more likely to see your content Monday through Thursday.

What Should You Post?

All content posted on LinkedIn must be relevant to your industry, as well as your specific business message. Publish carefully. You should be producing original, engaging content that no one in your industry is speaking of as of yet. Remember, you are an expert in your field-writing as so will gain the interest and trust of prospects.

- Posts should be original, well-written.
- Create compelling charts, graphs and powerful images.
- Be a problem solver. Create informative useful solutions, tips for your readers. This is a great way to attract more followers and better engage your base.
- Heighten reader's curiosity with your valuable content. These types of posts will yield wide response rates.
- Match your content to popular and or trending topics for increased reach. Pick a niche and consistently write around it.

Make sure to always ask yourself if what you are posting is relevant to your industry and calling your prospects to action.



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LinkedIn – Relationships Matter

Engagement Tactics

- Find relevant and engaging content based on the people you're following and the posts you're reading.
- Share content of your connections and mention them in an update.
- Partner with influencers to expand your reach. Use relationships to get a quote from an impacting connection for a post.
- Effectively market your content and increase leads with white papers and webinars.
- Encourage engagement by ending your post with an open ended question.
- Optimize headlines to let readers know exactly what to expect.
- Articles that answer “why” or provide a “list” are the most popular.
- Tag your post using the LinkedIn's platform's categories to optimize your post.
- Create a bio section at the bottom of your posts with links to your blog and/or website.
- Join relevant LinkedIn Groups – they are full of like-minded professionals who can provide quick answers to questions.
- Participate in group discussions. Scan the most Popular and Recent conversations to see what content engages prospects. From this information create an editorial calendar to guide your own content.
- Use the insights from your posts to help you formulate and improve your content marketing strategy. Plan to nurture your relationships both on and off LinkedIn.

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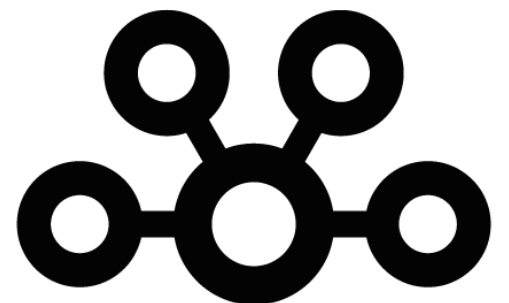
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Effective Instagram Marketing

Post great content and utilize helpful Instagram tools to connect with your consumers on Instagram.



What goes into an effective Instagram marketing strategy? Why do you care?

As of December 2014, the recorded number of Instagram active users per month was 300 million. Believe it or not, this exceeds the active monthly users of Twitter which were recorded at 284 million. Instagram is a platform where you can use strong visuals to expand your business. If you are not a retailer that is selling a certain product that can be photographed why not showcase events or share eye-catching anecdotes?

Brand engagement on Instagram is on the rise. Between 2013 and 2014 the average engagement per post of branded content increased by 83%. More brands are using the platform and people are becoming more responsive to brands in general. This article will share with you the strategies you need to build a strong and successful marketing strategy for your brand on Instagram.

What should you post?

Every image you post on Instagram is going to be a reflection of your brand. You cannot guarantee that every image will resonate with each member of your audience, however, you can ensure that all images are professional, high quality and attention-grabbing.

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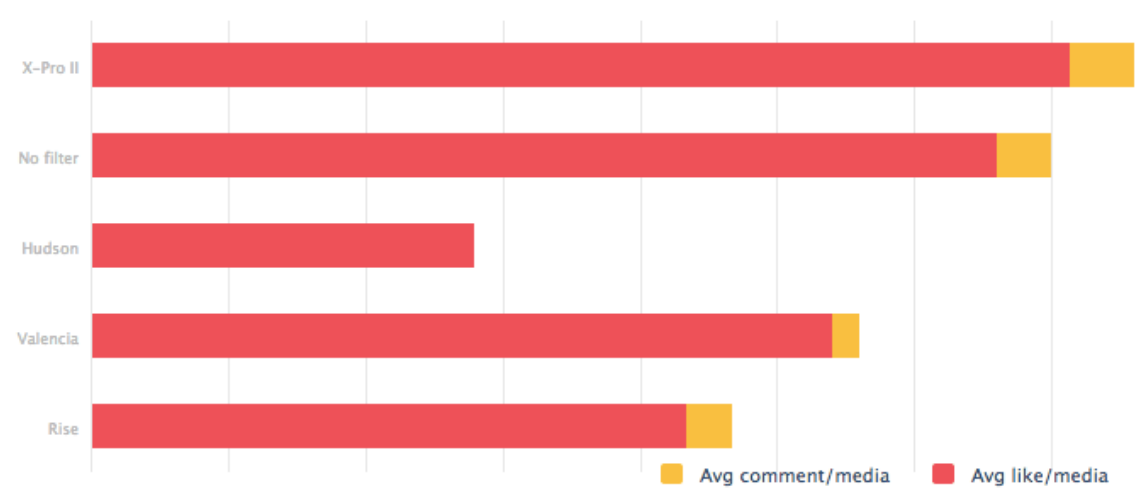
Instagram

The quality of your content is often more important than quantity.

Don't stress about captioning your pictures, instead be sure to use hashtags that are popular in your niche and relevant to your brand to garner interactions (Tags can be found using [Webstagram](#) or [Top-Hashtags](#)). It has been proven that posts with higher interaction will stay popular and relevant longer than those without it. Brands that use @-mentions and allow a location to be visible on posts will see higher engagement. These are both great ways to interact with your consumers and foster business relationships. It is wise to use a filter on Instagram posts. Below is a graph that reports which filters garner the most engagement through likes and comments.



Discover which filters are triggering most likes and comments.



When should you post?

Most brands will post on Instagram at least once a week. About 30% of brands on the platform post 10-20 times per month.

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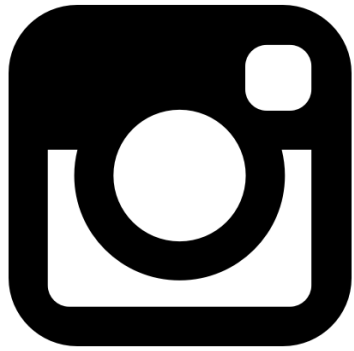
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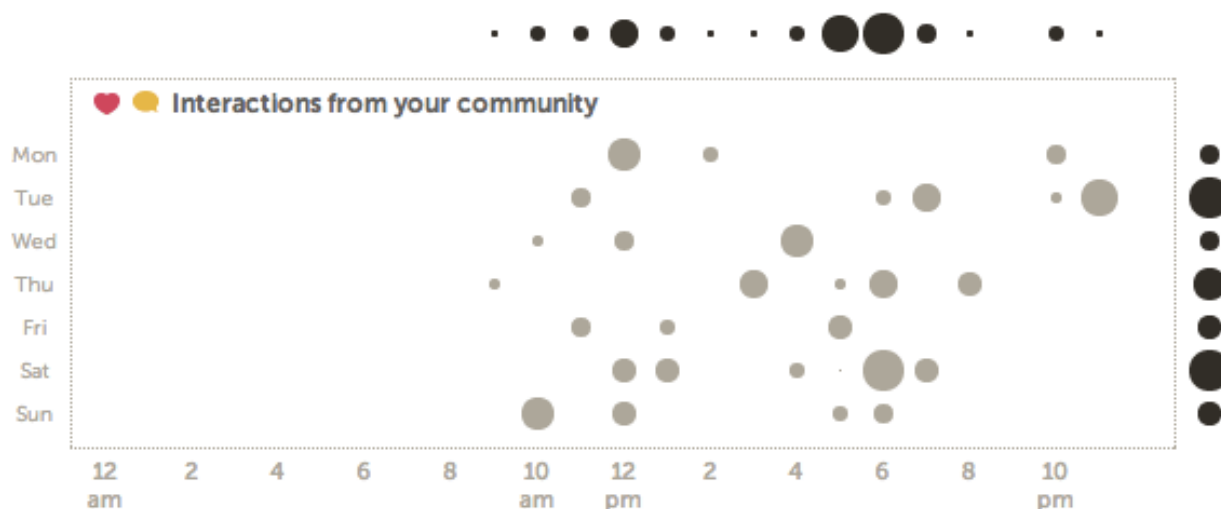
Posting your content at the right time is always key to successful interaction.

[IconoSquare](#) is a free analytic tool for Instagram. It's optimization section will allow you to see what is working for you and what is not. The optimization tool gives you an analysis of your posting history vs. engagement.

The larger gray dots on the graph indicate ideal times to post; these are the times when your audience is most interactive on Instagram

It may be easier to manage posts with the paid tool [ScheduGram](#). This tool will let you schedule your posts at times that will result in the highest rate of interaction.

 Your current posting habits



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Instagram

Boost your following by utilizing sponsored posts and product reviews.

Optimizing your posts can only get you so far. You must expand your brand's reach by seeking out the top Instagram accounts in your niche. You may go about this by using [Webstagram](#) to search keywords and the most popular hashtags used in relation to your brand. This tool will allow you to see the most popular accounts associated with those hashtags and keywords.



If the profile has a large following (20k-200k) and an email listed in the bio it usually means these accounts are up for sponsoring posts. Depending the account's following posts will usually cost between \$20-\$50 to be shared on a popular page. However, you may also consider sending these accounts your product to be reviewed and featured-this option is a bit less advertisement-related and will usually result in higher engagement from consumers.

You may also be able to increase your following on Instagram by monitoring the accounts of your competition. Follow their followers and engage with them through likes and comments.

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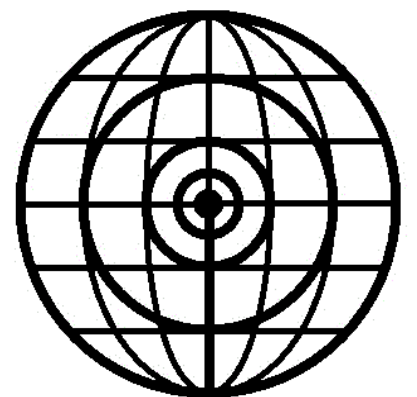
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Growth Hacking

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Pinterest

Use engagement and marketing tactics to reach your consumers on Pinterest.

Pinterest is “a visual bookmarking tool that helps people discover and save creative ideas. Analytics provide details on what people are Pinning from your website, how Pins from your Pinterest profile are performing, and which of your Pins and boards are driving the most impressions, clicks and re-pins. Access to your demographics, markets and more to drive engagement across different platforms.



Pinterest continues to gain precedence in the powerful hierarchy of social platforms.

As of 2014 data shows that Pinterest has 70 million users.

Of those users 56 million (80%) are women.

There are 500,000 Pinterest business accounts.

Moms are more likely to use Pinterest than the average American.

15% of all social referrals (Adobe) come from Pinterest — more than Twitter and only second to Facebook.

Pinterest users spend twice the amount of time online (ComScore) than the average online shopper.

47% of online shoppers have made purchases based off of Pinterest recommendations.

Pinterest users are more likely than Facebook users to buy a product as well as spend more on it.

Shoppers on Pinterest spend about \$140 to \$180 per order.

Consumers are 10% more likely to buy a product on Pinterest than any other social network.

Pinterest generates 400% more revenue per click than Twitter and 27% more than Facebook.

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Pinterest

Pinterest Pinner's must pay close attention to what your customers really care about. Start by liking boards, like topics that are similar to your business, don't stray to far off your category. Study your analytics to identify trends and then begin creating great organic content. The best boards are easy to read with attention grabbing visuals that draw you in.



What should you pin?

- Pins that include prices get more likes than those that don't.
- Your pin must have a call-to-action in order to increase engagement.
- Informational and tutorial pins garner more interactions.
- Images with various eye-catching colors will get more pins.
- Pins relating to trending topics will show an increase click through.
- Brand images that do not show faces are more likely to get re-pins.
- Target your boards to your audiences interests, this will gain brand loyalty, trust and increase engagement.
- Images must be a minimum size of 110 x 100 pixels in order to be pinned. If the images do not meet this requirement they will not be shareable.
- Add multiple shareable images to every page. This will allow your fans to choose their favorite image and pin it.
- Brand engagement is highest in the electronic industry (47%). The automotive industry comes in at 25% and fashion is at 18%.

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What should you pin? (continued)

- Post varied content and boards. Brands with a consistent, but varied post inventory will result in higher interaction.
- Use Pinterest analytics to get to know your followers and monitor engagement to identify:
 - the gender, age, location, etc. of your followers
 - what content your followers pin most
 - how many leads your site receives from Pinterest
- Use Curalate (the all-in-one visual marketing platform) to:
 - Find out who is interacting with your pins (pinning, re-pinning, liking, commenting on and tweeting)
 - Find out who is sharing your pins the most
 - Track which content drives the most traffic
 - Monitor the competition by tracking keywords and what is being shared from your boards

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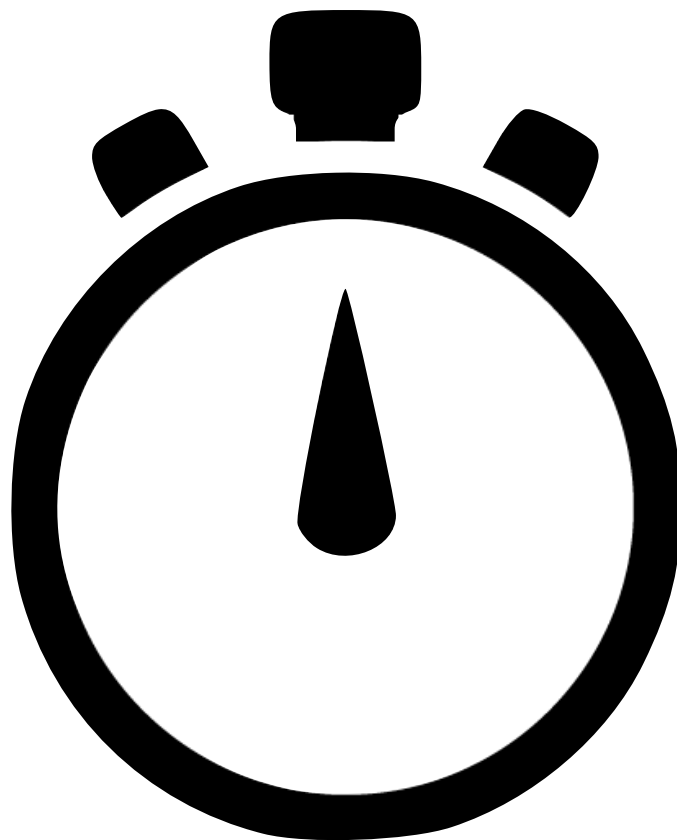
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**Data shows the best time to pin is from
2pm to 4pm EST and 8pm-1am EST.**

Growth Hacking

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Pinterest Marketing Strategies

Don't forget Pinterest. Although currently not as popular as Facebook or Twitter — Pinterest is the best platform for many retail businesses. Ensure your profile is complete and welcoming. Great pictures are a must, start with your display picture of your brand. The brand description in your profile should be detailed, well-written and speak with one voice. Include links to your blog, website, and other social media platforms.

Manage your Pinterest boards, every day, refine and perfect boards to reflect your brand more accurately or add more boards and content.



Use keywords. Use brand-relevant keywords and hashtags in your profile and post descriptions as well as board titles.

Be consistent with these, just as you would the images you post.

Utilize Pinterest apps. Increase the effectiveness of your pins by using Pinterest apps such as PinReach to identify influencers more easily. Snapito is a content development tool that can help you to be more creative and attention-grabbing when posting for your brand.

Promote your Pinterest page through email marketing and your blog. Promote your wonderful content across all your owned platforms. Increase your reach by embedding Pinterest Pins directly on your blog. Spice up your blog with attention-grabbing images. Also allow users to pin your blog posts to their own Pinterest profiles by including the 'Pin It' button in all of your posts. Promote your Pinterest account through email marketing. Experian Marketing Services reports that 64% of brands active on Pinterest promote their accounts via email marketing.

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Pinterest Engagement Tactics

Know what pins are popular. Improve your Pinterest marketing strategy, regularly check out the Popular page in order to find the most shared images and know who is sharing them. Create boards based on these insights and types of pins. Add similar images to your blog or website.



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Run competitions and offers. Discounts and special offers are a sure way to bring attention to your brand. People are always looking for the latest and greatest deal. Use a special offer as a call-to-action to gain more likes, pins, re-pins and purchases. Embed your call-to-action text within the image and key details about the promotion in the image description. Run contests regularly to increase interactions. Always make sure to reward winners of competitions with a discount or sample of a product. Successful Pinterest competitions usually include the winners pins or boards that the most creative.



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Pinterest Engagement Tactics

Add board contributors. Add and invite loyal fans to your boards, start empowering your core customers to amplify your brand values and draw in more business. You can add your fans as contributors to your boards by following the steps on graphic below.

Edit Board / Delicious Looking Food

Title: Delicious Looking Food

Description: Food, food and more food.

Category: Food & Drink

Who can pin? Mitt Ray (Creator)

Add another pinner [Add]

[Save Settings]

You can only add contributors to your if you follow them. This can also save your company time-while your fans are pinning you can focus more on perfecting your overall social media campaign.

Pin, re-pin, like, comment, engage. Increase your visibility by constantly pinning, re-pinning, liking and commenting on other people's posts. Always thank those who re-pin your pins.

Engage in conversation with followers through Pinterest's direct messaging feature. Message fans offering information or help with a product, offer personal thanks or offers to consistent re-pinner's and help like-minded followers connect with you and your brand through group chats.

Smart marketers use Pinterest to engage and build business right on the platform, new buttons are in beta to simply click to secure the purchase. No matter what platform you use, access your analytics to gain consumer insights from social behavior to help you understand exactly what people want and how they want to see it.

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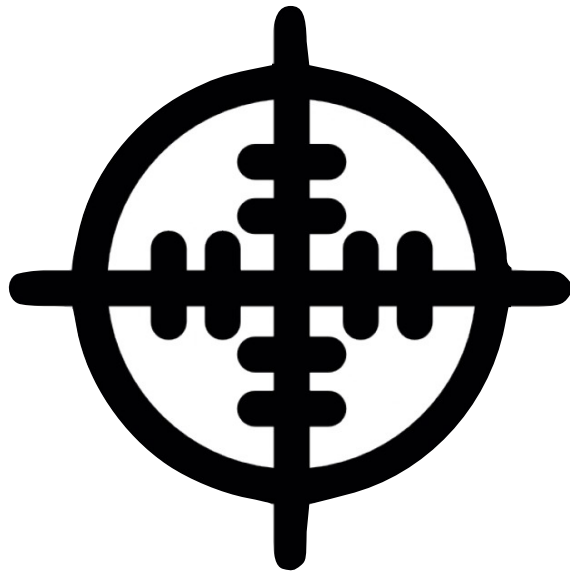
Grow Your Business with Google Plus

Use engagement tactics on Google Plus to expand your business and build loyal relationships with fans.

By Amber Smith, Marist College Intern

Google Plus is a great content marketing tool that you should most definitely take advantage of to grow your business.

Using this platform allows you to make your blog visible across the entire internet. The best thing about Google Plus may just be that bigger brands cannot overtake your content here. All Google + pages essentially look the same; however, to be successful in getting your brand noticed you must learn to optimize your content and consistently engage your audience.



Engage your Audience on Google Plus with:

Bold Headline

Persuasive Sub Headline

Compelling Content

Specific Call-to-Action

Eye-Catching Image

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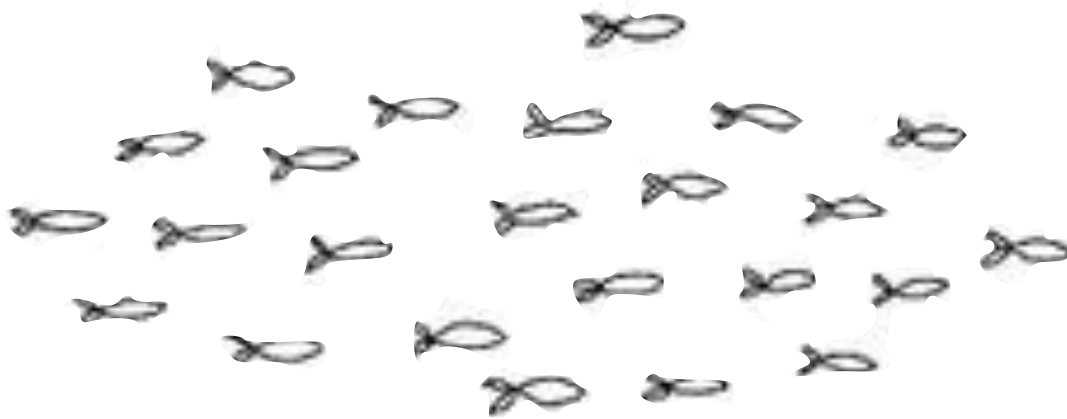
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Google +



Communities on Google Plus are where you can post your influential brand content.

Communities can either be public or private. Public communities can be open to anyone or you may select the “ask to join” setting. Posts in private communities can only be seen by members of that community. Keep in mind that you cannot change the public vs. private setting once content is posted.

Communities are free!

This means you can have as many communities as you’d like and post as much content as you see sufficient for aiding in the success of your business. You can also utilize communities to help you spread the word about your brand through other members. If you are fortunate enough to be able to find even a few people who are passionate about your brand you can have them share your content and write comments about your services. Putting the power in the hands of your fans will create an enormous sense of trust and loyalty to your brand.

Once your fans have established this brand trust and loyalty they will be passionate about your products and services and likely share them with many others.

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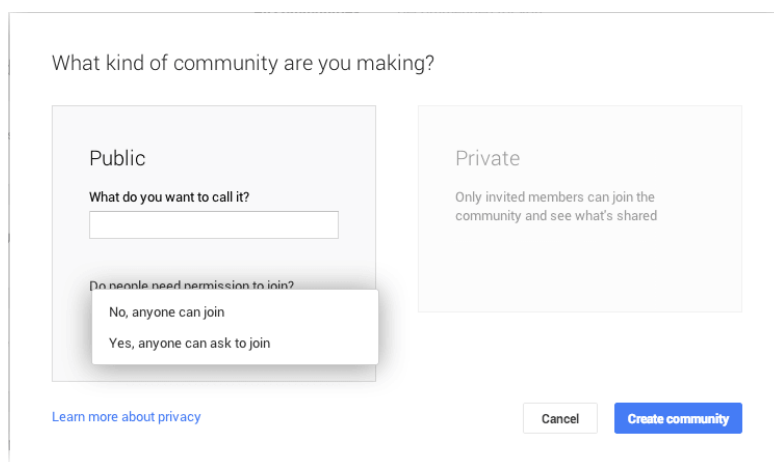
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Google +

Public content from Google Plus communities gets indexed by Google.

Through this indexing, people can find your community and posts in Google Search and Google Plus's search function. When you build your community you should always support the other members. The best approach to engage people is to initiate conversations. When you share your content with community members, they will most likely engage with you. Every Google Plus post has its own URL, just copy the link to share with anyone. Turning on the "ask to join" feature for public communities is a great way to find the people who will be most interested in your brand and are likely to engage with you.

A screenshot of the Google Plus 'Create community' dialog box. The title is 'What kind of community are you making?'. There are two main options: 'Public' and 'Private'. The 'Public' option is selected and has a sub-dialog box open asking 'What do you want to call it?' with a text input field. Below this, it asks 'Do people need permission to join?' with two radio buttons: 'No, anyone can join' (selected) and 'Yes, anyone can ask to join'. The 'Private' option has the text 'Only invited members can join the community and see what's shared'. At the bottom, there is a 'Learn more about privacy' link, a 'Cancel' button, and a 'Create community' button.

Google+ notifications are always on for people in a given community.

All content you or any other community member post will appear in the notification area of everyone in that community. Manage your content to ensure it's relevant. This is all so very important when engaging in a community through sharing and interaction. You will know instantly if your content is engaging or un-interesting as you will lose followers or get shares and comments if it's interesting. A great way to generate a following and gain trust is to pay close attention to Google Plus notifications, interact and listen to what is being said, the context of the conversations and what the crowd thinks is important.

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Google +

Use private communities to create awesome content.

Create a private community. You can invite people individually or invite a group of people you want to see your content before the world of Google does. You can drop any posts or ideas into that community, members can give you immediate feedback. You may also want to utilize a **Google Hangout**, truly a great tool to harness the wisdom of the crowd.



As many as 100 people can chat and bounce ideas off each other in real time. Collaborate with colleagues via Google Hangout Video, to get from fresh ideas to make your project the absolute best. In order to keep your posts organized divide them into two categories: Archived and discussion. After the conversation has ended, post your work to a thread and archive it for safe keeping so that you can access it anytime.

Be in control of your community. Take steps to preserve a great thread, once the stream has ended, simply 'disable comments', so that visitors can still access the thread, but are no longer permitted to interact. You are in charge of what content is allowed and re-shared. Do you want to keep your content within the community or are you ready to share it in Googleland? In addition to re-sharing you may also pin posts. Pinning is a great way to draw attention to content.

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Google +

Evaluate your content.

Use public community ripples to analyze your content. What is its reach and impact? Analyze your content and identify important influencers and interact with them to energize and extend the reach of your message with influencers who have thousands of followers. Continue to build on these relationships by inviting these people into your community to maximize brand engagement and content sharing.

Posting to existing communities can help your visibility, reach and impact.

Most existing communities are niche-driven and targeted well.

Publishing on the appropriate existing community means you are sending your content out to a slue of community members that are already invested in your content. If posting on these existing communities results in engagement, foster those relationships. Add those people into circles, answer comments and always make the experience about them. Pave the way for search engine optimization and successful posts and campaigns in the future. Everyone wants to feel important and knowledgeable, use that to your advantage. Be sure to check the community guidelines before posting in an existing community.

Get to know community moderators.

Practice proper Google Plus etiquette to build a meaningful of relationship with a community moderator before posting there. Form alliances with influencers who you can work on joint-projects together. Consider sponsorships for influential and highly credible members and communities. Proper relationship-building bring your brand to a new community of potential fans. Keep a list of your connections and continue to nurture relationships.

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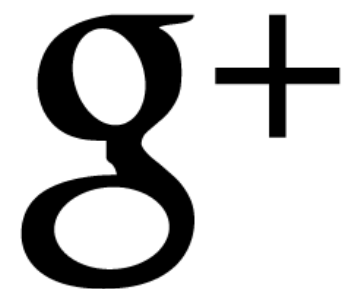
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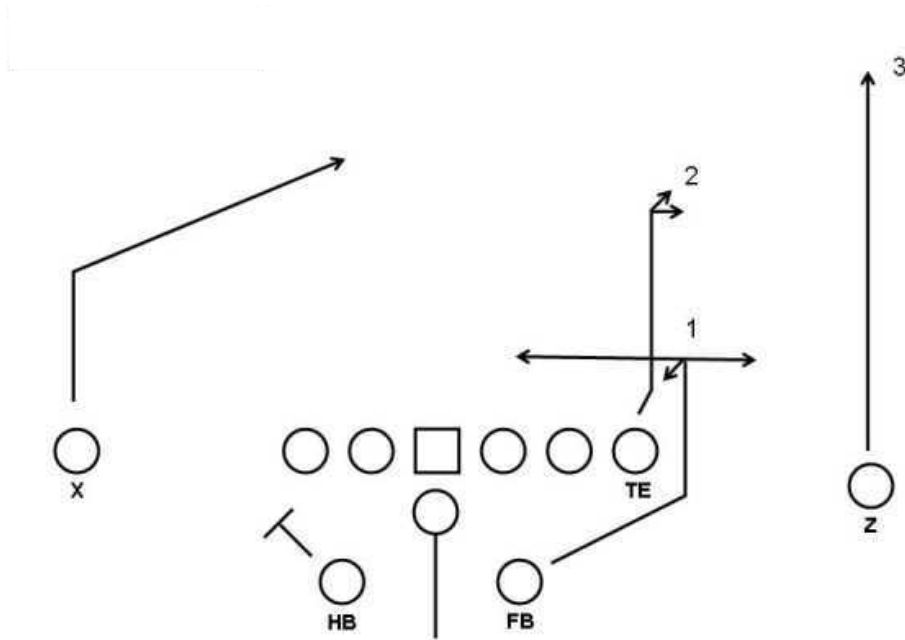
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More Engagement Tactics

- Link your Google Plus page to your blog's home page.
- Write informational posts and include various links.
- Make sure all content is shareable and engaging.
- Add the Google Plus badge to your website and all blog posts.
- Offer Live Video Chat with Hangouts and Hangouts on Air.
- Use tags to reach out to brands and relevant people-tag them!
- Always use hashtags! They make your posts visible in searches.
- Make your text stand out-use different colors, fonts, and formatting.
- Use Circles to manage and organize your networks and connections.
- Encourage your fans to share their wants and needs with you, so you can tailor your content to them.
- Pick a theme hashtag for your posts-this should appeal to a large audience-even people outside your network.
- Use Ripples (a Google Plus feature that identify people who shared a public post, as well as their audience) to build relationships with influencers.

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Google +

Follow the 6:1 Ratio

Write six professional posts, then one life-style post for your brand, product or service. Post, post, post! Begin the week with posts offering professional advice, promoting your most recent article and post twice a day. On, say, Thursday morning, offer a discount on the service or product you have been garnering reach and impact for. Promote the discount in a way that offers a solution to a client need. Become a trusted brand and resource, not an endless sales pitch nuisance.



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YouTube

Market your YouTube videos for the best ROI



The YouTube Nation

YouTube has more than 1 billion users

Hundreds of millions of hours daily generating billions of views

The number of hours watching is up each month is up 50%
year on year

300 hours of video every minute

60% of a creator's views come from outside their home country

YouTube is localized in 75 countries and available in 61
languages

40 % of YouTube views are from mobile devices

Mobile revenue on YouTube is up over 100% year on year

How does YOUR BRAND get noticed?

Video Content Marketing: Use It

Video content marketing is VISUAL. It is efficient and can be
VERY EFFECTIVE.

Social media users are ten times more likely to engage with
video over text.

A study of Interbrand's 2012 Best Global Brands showed
that over 50% of these top brand videos had fewer than 1,000
views. This points to the problem of focusing most energy on
the production of brand videos INSTEAD of the marketing of
them.

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YouTube

When creating YouTube videos Re-Think the context of the message.

- 1) Make your content compelling and unique. Produce original, diverse content-varied video lengths and niche topics.
- 2) People tune out when you BS them, adjust the tone and create engaging and resourceful content.

When marketing your YouTube videos, follow these tips:

- 1) Integrate your YouTube and web content by embedding videos on your website. 61 of the Top 100 brands share their YouTube content on their websites. Be sure to be consistent across the platforms of your owned media. Take advantage of the fact that YouTube is already formatted to fit all devices.
- 2) Share your YouTube videos on your social networking sights. Don't forget to reply to comments and thank people for shares.
- 3) Utilize your YouTube video manager to transcribe you video or a summary of your website-this will help search engines to index your content. You should also use this to add video tags to your content. Don't forget to add descriptions to your video content-mention people who are in the video and summarize what the content is about.
- 4) Engage on YouTube. We sometimes forget YouTube is just as much of a social network as all others. Be sure to interact with your subscribers and all others who engage with your content. This should be done always, but especially during a marketing campaign.
- 5) During a campaign or any other time you believe your channel will receive many views you should feature playlists of your best videos. This will allow viewers ti see all of your work in addition to what originally caught their eye; increasing the chances of viewers becoming subscribers.

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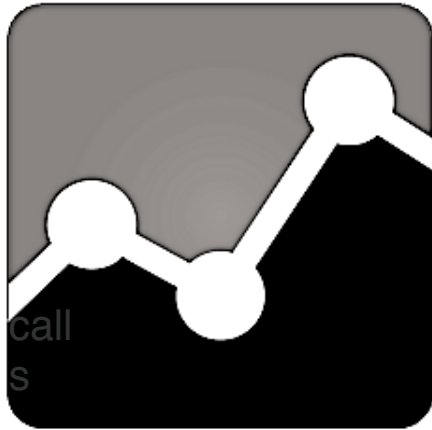


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YouTube



Google Analytics

Make your YouTube page easy to discover using these tools:

Annotations. Create annotations that your viewers to action through subscribing and commenting. Annotations are the best way for viewers to learn about your channel. This tool will also be a great help

when collaborating with other YouTube Channels.

Cross-promotion tool. Take the best from all of your channels and put them in one place. This also allows you to create multi-channel sections of pages you own or like. Multi-channel sections will allow you to connect these channels to your main channel.

YouTube TrueView. Create Youtube ads which have the potential to result in 10 times the click-throughs than traditional **Adwords**. The trick? Experiment with this tool's targeting options to see what works for your brand and video. Never forget to include a call to action in your YouTube ads.

Pixability Online Video Grader. Create interesting content, engage with your audience, give your fans a reason to return to your page. Use this tool to measure your YouTube channel's :

- Website score
- Search engine score
- YouTube score
- Social media score

Fan Finder- create a channel ad including your five best videos. At no cost to you this ad will be run across YouTube in order to connect you with new subscribers.

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