



Freelance Article Sample

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Social Media Marketing Training Helps You Make a Plan for Success

At a social media marketing training session I recently attended, I overheard another attendee talking about the challenges she faced in attempting to tackle social media marketing. The owner of a small, home-based business based in the Toronto area, she was trying to find inexpensive ways to market her business. She had heard about this new way of promoting her company and decided to jump in with both feet. After a few months, she felt completely overwhelmed and decided that she needed training in social media marketing.

She is likely not alone. The temptation to take advantage of the virtually free marketing opportunities in social media is pretty strong, but without an effective plan, you will find yourself in the same position as that Toronto business owner.

Social Media Marketing – Why So Much Choice Can Be a Bad Thing

There are many kinds of sites that fall under the heading of “social media.” These include social networking sites like Facebook and LinkedIn, social news sites like Digg and Reddit, and social bookmarking sites like Delicious. Social media also includes the “microblogging” site, Twitter.

The key to using social media for marketing is to offer people something of value so they will want to connect and interact with your business. For most businesses, this thing of value is a blog, series of articles, or other content of interest to their core audience.

Here’s where it gets tricky, and where our Toronto business owner got tripped up – deciding which social media sites to use and what kind of content to create.

When I heard that business owner talk about her challenges, I entered the conversation to see what she had been trying. Here’s a summary of what she said:

- She started a blog but after a month or so had run out of things to talk about.
- Everytime she posted to her blog, she would add a link to the post on Digg and Delicious.
- She had also investigated Reddit and Stumble Upon and set up accounts on both sites but left them pretty much inactive.

Tiger Lily Media

Phone: 416.824.5478

www.tigerlilymedia.ca

E-mail: crystal@tigerlilymedia.ca

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- She set up a profile on Linked In, at the suggestion of a client, but promptly forgot about it and rarely used it.
- She added a personal profile to Facebook but, beyond that, had no idea how to use this profile to promote her business. She eventually found a way to create a business page, which seemed to suit her needs.
- She just recently joined Twitter and was having trouble keeping up with it and finding things to say.

After listening to her, I concluded that the main problem she was having was content-based and I reassured her that the social media marketing training course would help her.

What she needed was a comprehensive plan to get her started. She needed to focus her efforts on a few sites, and ensure she had content to share. She needed a schedule for her writing and she also needed to learn how to optimize her content to draw the traffic she wanted.

Fortunately, the social media training course we were both attending covered all of those points and more.

I spoke to her at the end of the course and she said she felt much better, and much more ready to tackle social media marketing. The training had helped her immensely.

If you own your own business and you are interested in marketing through social media, I recommend that you start with social media marketing training, so you can avoid wasting months of time and energy like our Toronto business owner did.