

SOCIAL MARKETING THAT WORKS

THE #1 MARKETING CHECKLIST

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1. Where is your target Market. Depending on the target-market you want to choose your environment.

- Facebook: Find the right Facebook group, engage there, Post Content related to your topics
- Twitter:
 - - Search: Use Search.twitter.com to find people that are likely to relate to you
 - Related Followers: Find other twittereres that might cover related or similar topics. Following their followers, mentioning or asking them questions will step by step start a conversation.

2. Engaging in a Conversation:

There are several other places where you can engage into a conversation. Help people solving their problems, for example:

- Forum: Help People that are struggling with a specific Problem in a User-Forum.
 - Search on Google Using "Search tools: yesterday/last week/ last Month" for a Forum that deals with questions related to your topic. Register in that Forum by Creating a new Profile.
 - Make sure that you involve your Firstname and the Name for your Company, in order to do branding on that specific topic. Als add a brief link to your company in your forum signature.
 - Help a person or even resolving a given issue will make this specific person and also all other people that might come back later curious in the expert that gave the specific advice
- IRC: Even IRC is still up and running. Since IRC is live and instant, it still has significant impact for burning and very pressing issues.
- Reddit is a good point for this aswell. That why even Barack Obama is discussing there:
http://www.reddit.com/r/IAmA/comments/z1c9z/i_am_barack_obama_president_of_the_united_states/

THE CHECKLIST:

MARKETING SOCIALY ON FORUMS

1. On Google.com, search for the 20 most relevant Keywords in that Fashion:
 1. "Keyword + Problem + Forum", Timeframe: last year or last month. The more recent the better.
 2. Register in that Forum. Combine your firstname-PRODUCTNAME as Username
 3. Make sure to have a nice profile, with nice image and a short claim to the product and website
 4. Help resolving the Problems, by searching the web or researching in general

MARKETING ON TWITTER

1. Set up a nice and friendly personal Profile on Twitter
 1. Follow some folks and get 200+ followers using the techniques described in the last posts
 2. Use twittersearch, driven by a Twittersoftware like Hoot-Suite, searching for typical queries like:
 1. "product broken", "product error", "product problem"

Similar strategies apply for Reddit and IRC Chats