



Enjoy Your Free Gift

5 Social Media Strategies for Sales

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<http://www.deborahderas.com/score>

Now, let's get started...

First to clarify, this is not a Social Media Marketing plan. This is a Social Media strategic mindset that is the prerequisite to getting on Social Media platforms for profit.

My intention is to save you wasted time and to help you position your company/brand to be profitable right from the beginning.

If you are like me you are passionate about what you do and would like to be able to make a living doing what you love. However, there is hardly anytime to stop and eat lunch much less go to bathroom and be on freaking Facebook, Twitter, Snapchat, LinkedIn, Instagram and what is this I hear about Google+, Youtube and now Periscope? Oh forget it, this is too overwhelming!

So you just throw something up on each of the platforms one or two times and wonder where is the money people claim to be making online?

Is this true? I know this is true because in my private consulting practice, I have clients that come to me with this very issue.

Think of me as your personal trainer for Social Media. You can't go to the gym once, eat one salad, and expect to have six-pack abs. The same is true for Social Media; you can't just randomly, post something, sometime, everywhere and hope for the best. This is not a marketing strategy, but a "hope to get lucky approach" which rarely works.

This booklet is a synopsis of the Guerilla Marketing Bootstrap Tactics that have landed me Fortune 500 clients, without paying for ads, by simply positioning my brand to land clients such as:

- **Twitter:** Allstate, Pinesol, Coca Cola (hosted Twitter parties for these brands).
- **Instagram:** Booked a gig with NASA Space Center in Houston.
- **Facebook:** State Farm Insurance, New York Life and Farmers Insurance. Plus, toooooo many Women's Conferences and Associations to even mention, but you can see my press kit. [Click here.](#)
- **Youtube:** Booked a \$60,000 account with Verizon from one video without anyone ever seeing me speak live.
- **Google+:** Booked a gig speaking at a university with CNN reporter Lisa Ling and was asked by Van Jones, CNN correspondent, to be on his Advisory Council through my brand and reputation online.

There are countless more opportunities that have kept me traveling the nation speaking for companies such as J.P. Morgan, General Electric, Macy's and numerous other brands. All of these travels you can find documented on my Social Media platforms. Let's CONNECT, so you can see model examples of what I am doing.

Like my **Facebook Fan page** on: www.Facebook.com/DebCDeras

Squeeze into my **Facebook Friend page** only a few spots before it reaches capacity at 5000. www.Facebook.com/DeborahDeras

Follow me on: **Twitter** [@DeborahDeras](https://twitter.com/DeborahDeras)
Instagram [@DeborahDeras](https://www.instagram.com/DeborahDeras)
Periscope [@DeborahDeras](https://www.periscope.tv/deborahderas) or
<https://www.periscope.tv/deborahderas>

For Inspirational Videos on my **Youtube channel** where I interview experts to solve your life challenges go to: <http://www.deborahderaslive.com>

Let's get started on the **Five C's** you must apply in your **Social Media Strategy** to build your brand and increase your revenue.

PRINCIPLE ONE: CLARITY

If you don't know where you are going, you are going to end up somewhere else.
- Yogi Berra

The first thing I ask new clients, small business owners, when they come to me for a one on one session is: **Who is your target audience or demographic?** Why? Because each Social Media platform has a distinct audience and if you are posting on a platform that your target market is not using than you are essentially wasting your time. If my clients say my target is, **"everyone"**. I say, "Great, now we have identified the reason why you are not making money online or offline for that matter."

Trust me, I learned the hard way. One thing we as entrepreneurs have in common is we are multi-talented. But confused customers do not BUY. Let me ask it the way that Google asked me when I took a class with them to learn how to use Google Adwords.

Who is your IDEAL customer/client? In my 1-1 sessions with my clients I give specific questions you must ask to determine your ideal client. Write 3 adjectives that describe them and write them out on a post it note. This way when you write a Social Media post you are solving the problem that ideal client has. **Confused customers** go to your competitor's website and buy from them,OUCH!!! **Principle One** in Social Media marketing success is **Clarity = Cash**. I assist my clients to formulate their Unique Selling Proposition to eliminate their competition.

PRINCIPLE TWO: CREATIVITY

An essential element of creativity is not being afraid to fail. - Edwin Land

Many of the small business clients I see in my consulting practice are not succeeding in Social Media for two reasons:

- 1. Analysis paralysis.** They are so scared to fail that they don't even get in the social media game. These are my perfectionists who won't Periscope because they need to be perfect, not realizing it is the authenticity that builds trust which converts to sales.

2. They are **using their left brain** which is great for linear, problem solving but really bad at being creative, innovative, and spectacular. When they create content from the left brain domain, they subsequently put things out that no one is interested in so they get no engagement and then they get discouraged and blame the platform rather than the approach.

Steve Jobs, Tim Ferriss (4 hour work week), Russell Simmons, (billionaire mogul) attribute their creativity to meditation. [Click here](#) to download a meditation MP3 I created to open up your creative juices. Steve Jobs also took long walks, which aligns the left and right hemispheres of your brain.

Any exercise where you are crossing your right and left side of the body will help. In the book the Power of Full Engagement, authors Tony Schwartz and Jim Loehr recommend doing sit ups every 90 minutes to stimulate creativity. [Click here](#) for this book and my entire collection of recommended reading.

Some of my favorite Apple APPS that I recommend to my clients to improve their **CREATIVITY** factor of their posts include for the iPhone: **Instavid, Wordswag (only iPhone), Funimate (only iPhone), InstaQuote**. See Playstore for Android equivalents if available.

PRINCIPLE THREE: COLLABORATION

My company is called, Synergy Unlimited. One of the reasons I came up with that name is because in reading the classic book, Think and Grow Rich by Napoleon Hill, it mentioned that the success of these millionaires of the day: Rockefeller, Vanderbilt, Ford, Carnegie during the time of the Great Depression was leveraging the Power of Synergy. They were not just using their own contacts and resources they were tapping into each other's networks and collaborating because they knew the power of Synergy led to quantum results.

Buckminster Fuller coined the term Synergy, which means the whole is greater than the sum of the parts. $1 + 1$ does not equal 2, but is infinite. Simply stated, we are better together. There is power in numbers and you could achieve twice as much in half the time. Instead of building your followers one at a time, you can leverage your strategic alliances following and build each other up for mutual benefit.

The key factor for SYNERGY to work is WIN-WIN. I like to add an extra WIN in all my agreements just for good measure. So when I deliver a fantastic Social Media marketing workshop: My audience wins by receiving great value, their clients win because they can

deliver a better product or service, the economic development department wins and my business wins because I get new referrals.

How does this work in Social Media Marketing? Identify people who have the same target market that you do. Go back to CLARITY to determine your exact demographic. Find a company that works with these same people but solves a different problem so you are not competing with each other. This way you as a yoga teacher can mention their yoga clothes or organic cold pressed juice and you build your Social Media at the speed of light.

PRINCIPLE FOUR: COMMUNITY

The fourth principle with being successful to go from posting to profits is to create a tribe so that you have loyal followers that become your brand ambassadors and go beyond just liking, they SHARE and buy ALL of your products, services, and/or donate to your cause.

How do you create a loyal tribe like APPLE, TOYOTA or CLOROX? It is basic psychology. You get your followers to like, trust, and respect you to see that you care just as much about social good as you do a profit. **Verizon** does this by supporting STEM projects that help young people get funds to go into Science Technology and Engineering fields. **Apple** does this by being innovative and giving people products that solve the challenges that their fanatics have like: a) how to take a better selfie, b) how to talk on the phone and text, and c) how to edit pics like a pro.

How do they know? They listen to their customers.

How do you create a community? You involve them. You ask them questions. You engage them. You listen to what they say they want and you implement their feedback. Think of Social Media like a party-- no one wants to hang out with someone who just talks about themselves incessantly and never says, "How is your day?" The same with your Social Media platforms. In my consulting work I give my clients a Social Media Calendar with day by day suggestions for posts which include engaging questions to get the conversation started.

PRINCIPLE FIVE: CONSISTENCY

Why can't I just eat one salad and lose 20 lbs? Just like you can't do one post a week and expect an extra 20k in sales a month.

When you post on a consistent basis you build brand recognition. People go to your social media platform which, if you set it up correctly, will lead them to be directed to your website because you have the answer to that problem that they want to solve.

Your customers begin to develop TRUST, knowing that they can rely on you to give them that answer that they are looking for. I recommend posting consistently at the same general times each day. This way you can review, measure, and evaluate what is working and what is not working.

There are certain platforms, like Twitter, that it are recommended for posting multiple times a day; whereas there are other sites like Instagram or Facebook, where people can get annoyed by always seeing you in their feed. This is why it is important to have clarity on your demographic so you pick the correct platforms. In our initial client session, I help you to decide the three platforms to drive traffic to your website. To schedule a session [click here](#). I have found in my own Social Media marketing that it is not the time I post, but the quality of the content that gets the most engagement. Post on a regular basis content that benefits your community. For Twitter you can literally post each hour by setting up posts in an automated program www.hootsuite.com or <https://buffer.com/>. I don't recommend using them for Facebook or Instagram, owned by the same company, because you get penalized for non organic (natural) posting. So only use these for Twitter. HOT TIPS: If you are looking for great content, use the app, **Feed.ly** (green and white color logo). Think of your social media posting like a TV show-- you won't get loyal followers if the show is on a different time each week because people won't know when to tune it. **Be consistent.**

There are many more principles that I wanted to incorporate into this booklet, but then it would be a full book and I know that YOU as a busy entrepreneur hardly have a chance to eat three meals a day, much less take the time to read a whole book.

I do, however, want to mention a few more bonus strategies briefly that are essential to your success.

COURSE CORRECT to test to see what works. Every internet marketer knows the power of A/B testing to see which title, headline or name converts into a sale faster and easier. How to sell oranges or 5 tips for oranges that sell.

If you don't test you are just guessing and when you guess sometimes you hit, and sometimes you miss. When you course correct, you are researching Google Keywords (I can teach you how to do this in our 1-1 sessions). Test some titles, evaluate and see what results in a conversion, and then you will be sure to hit because you measured it with data and not guesswork.

COURAGE. It also takes courage to put your content out on Social Media. I know many small business owners that create youtube videos but don't publish or write content but never share. As small business owners we are doing so much and wearing so many hats, that getting naked with our soul and publishing our content takes guts. But what is the saying? No guts, no glory. Part of what makes a successful entrepreneur is the willingness to take risks. No risk, no reward. So just do it. The worst that can happen is it flops and that is feedback for you to course correct. There is no such thing as failure, only feedback.

If you followed all of the above: Clarity, Consistency, Creativity, Community, Collaboration, Course Correct, and Courage you will really be positioned to have the final C which is, of course, CASH.

After practicing what I preached, I cashed in on these major corporate clients that ALL came to me via Social Media.

From Twitter: Allstate, Coca Cola, Periscope Summit Speaker

From Instagram: NASA Houston Space Center & Pinesol

From Youtube: Verizon Wireless campaign with Eva Longoria- 60k

From Facebook: New York Life, State Farm and countless Women's conferences totally over 100k over a period of a few years. Results may vary, but it only works if you implement the steps that I shared.

I believe in the Power of Synergy, so we are better together. In working with me as your coach & marketing consultant we will turn likes into leads, curiosity into customers, and shares into sales.

How does that sound?

Good, or really freakin AWESOMESAUCE!!

Let me know what tools were the most helpful to you and how you implemented them to get results and comment on my wall, Periscope or Youtube. I would like to hear from you. Wishing you success with ease and grace.

Facebook: www.facebook.com/DeborahDeras

Periscope: <https://www.periscope.tv/deborahderas>

Youtube: www.deborahderaslive.com