

**THE BRAND MARKETER'S  
SURVIVAL GUIDE TO**



# **SOCIAL MEDIA**

By Carlos Gil



**TIPS TO RISE ABOVE THE NOISE  
AND RECLAIM REACH IN 2019**

# THE BRAND MARKETER'S SURVIVAL GUIDE TO SOCIAL MEDIA IN 2019

Your brand today is digitally stranded in a giant ocean. The world of social media is full of noise, and trying to break through to reach your audience likely feels like a battle you can't win.

If you're frustrated by ever-changing algorithms causing your organic reach to plummet, or if you don't know which social media networks you should focus on to grow your brand, you can take some comfort in knowing that marketing executives worldwide face similar challenges. But you don't want to just take comfort. Instead, I'm going to show you how to take action to reclaim reach and relevance online.

I'm a former LinkedIn marketing executive who has also led social media for various B2C and B2B brands including Winn-Dixie, Save-A-Lot, and BMC Software. Now, I consult for enterprise companies such as Western Union, WeWork, Hertz, Kay Jewelers, and DocuSign, and in this eBook, I'll walk you through a comprehensive and systematic approach to advance your social media marketing.

## **This approach includes embracing the following principles and action items:**

1. This approach includes embracing the following principles and action items:
2. Know which social media networks are relevant for your brand and what types of content to post on each network
3. Humanize your brand, engage in storytelling and actively listen
4. Study A-list celebrities such as DJ Khaled and Kim Kardashian to learn lessons on storytelling and humanizing your brand
5. Reclaim organic engagement on Facebook and Instagram by understanding what contents gets prioritized by algorithms
6. Engage Customers and Employees as Brand Advocates
7. Build Chatbots in Mere Minutes to Automate and Optimize Customer Experience

Most importantly, remember that your job is to own potential customers' data (e.g., email addresses, phone numbers), rather than letting social networks harbor this data and sell it back to you so you can run targeted ads.

To get there, however, you have to play within the constructs of the system. You can't build a mansion on rented land, and you can't build an empire on top of Facebook's own empire. Even though social networks are free to join and to post, you're not going to grow your business without paying for it.

But don't be mad at Facebook and other social media networks. When they limit organic reach, they're not being greedy; their business model is simply built on trying to get your marketing dollars. Your job is to understand how these platforms work so that you can use strategic ad spend and create genuine engagement to collect valuable customer data and get individuals into your sales funnel.

That's how you sell on social media — not by tweeting out a link to buy your product, but by making real connections, just like you would if you were networking at a conference. Keep reading below to learn the simple secrets to social media success in 2019, and jump into genuine engagement by connecting with me on Facebook, Twitter, LinkedIn, YouTube and Instagram.



## SECTION 1:

# WHICH SOCIAL MEDIA NETWORKS ARE RELEVANT AND WHAT TYPE OF CONTENT SHOULD YOU POST?

Should you post stories on Snapchat or Instagram? Is it better to create videos for Facebook or YouTube? Is Twitter dying?

I get these types of questions all the time, and the answer is simple: **go where your customers are.** No social media network is inherently better than others; they each can provide value depending on your target audience.

To know where your customers are, start by gaining an understanding of the general statistics and demographics of major social networks.

First, know the market size. There are roughly 3 billion active social media users around the world, [add source, potentially Statista or Hootsuite] most of whom are on Facebook. Despite what you may have heard — Facebook and its nearly 2.3 billion users — is nowhere close to dead. The next largest social network is YouTube, with 1.9 billion users, followed by Instagram (owned by Facebook), which has 1 billion users. Other networks such as Twitter, LinkedIn and Snapchat are in the ballpark of 300 million active users, so the market potential is generally smaller on these platforms, but they're still large enough to make a significant impact if you can find your audience there.<sup>1</sup>

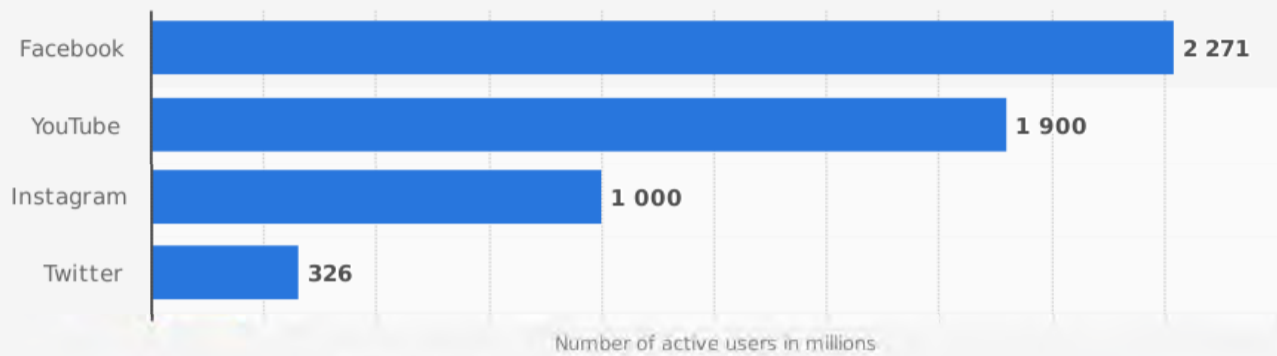
Next, consider the fact that, overall, social media skews toward a younger audience. In the US, 88% of 18- to 29-year-olds say they use any form of social media, compared with just 37% of Americans 65+. <sup>2</sup> Thus, social media might not be your primary marketing channel if you cater to an older audience, but that doesn't mean you should ignore it completely.

---

<sup>1</sup> Social media user statistics are based on the number of active accounts as of January 25, 2019. The data comes from Statista via various sources including We Are Social, Hootsuite and DataReportal. <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

<sup>2</sup> Pew Research Center. "Social Media Use in 2018. March 1, 2018 <http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/>

## MOST POPULAR SOCIAL NETWORKS WORLDWIDE AS OF JANUARY 29 RANKED BY NUMBER OF ACTIVE USERS (IN MILLIONS)



**Sources**  
We Are Social; Various sources; Hootsuite;  
DataReportal  
© Statista 2019

**Additional Information:**  
Worldwide; Various sources; DataReportal; as of January 25, 2019;  
social networks and messenger/chat app/voip included

statista

Next, consider the audience breakdowns of specific networks. You'll find that Instagram, Snapchat and YouTube generally appeal to a younger crowd, whereas Facebook, Twitter and LinkedIn have a more even dispersion across generations.

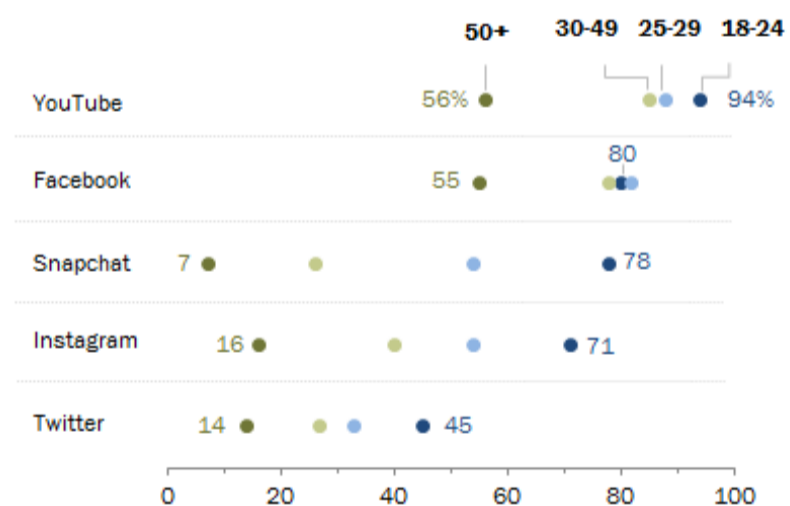
### CONTEXT IS KEY

Social media networks are not created equally. The way you create content and engage with your audience on Facebook is very different than how you do so on platforms like Snapchat or YouTube.

For example, LinkedIn is generally more valuable for B2B than B2C companies, but in either case, the content should be work-related. I recently posed a question on social media about whether you should hire for experience or potential, and I got way more engagement on LinkedIn than Facebook or Twitter.

### Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

*% of U.S. adults in each age group who say they use ...*



Source: Survey conducted Jan. 3-10, 2018.  
"Social Media Use in 2018"

PEW RESEARCH CENTER

You generally don't want to talk about work while you're on vacation, and you don't want to bring up what you had for dessert last night during a board meeting. Likewise, know what your audience expects depending on where they are within the social media universe and adjust your content accordingly.

Content format also makes a difference. Even though the 63,206-character limit on Facebook is far higher than the 280-character limit on Twitter, that doesn't mean you should post essays on Facebook. Think about how users quickly scroll through their feeds. Then create content that they can realistically engage with given the confines of the platform. Consider this general guide below, but keep in mind that content preferences and algorithms change over time, so it's important to stay tuned into what customers and competitors are posting and engaging with:

PLATFORM	PREFERRED CONTENT FORMATS	TELL ME MORE
Facebook	<p style="text-align: center;"><b>Native Video</b></p> <p style="text-align: center;"><b>Stories</b></p> <p style="text-align: center;"><b>Live Video</b></p>	<p>Facebook's algorithm currently favors native videos, meaning ones uploaded directly to Facebook. Facebook Stories and live streaming are also becoming increasingly popular, so use these to showcase your brand's personality.</p>
YouTube	<p style="text-align: center;"><b>Native Video</b></p> <p style="text-align: center;"><b>Stories</b></p> <p style="text-align: center;"><b>Live Video</b></p>	<p>YouTube is pretty straightforward: it's a video-sharing platform, and the content length can vary from a few minutes to an hour or more, depending on what your audience likes to engage with and the subject matter.</p>
Instagram	<p style="text-align: center;"><b>Native Photo</b></p> <p style="text-align: center;"><b>Native Video</b></p> <p style="text-align: center;"><b>Stories</b></p>	<p>Post photos and videos that you want to live on indefinitely to your main profile, using a few relevant hashtags and accurate location tags so that people can find your content. Post more spontaneous, behind-the-scenes, or even silly photos and videos to your Instagram Stories to give more of an inside look into your brand.</p>

PLATFORM	PREFERRED CONTENT FORMATS	TELL ME MORE
<b>Snapchat</b>	<b>Stories</b>	Unlike Facebook and Instagram, you can't post photos and videos that live on indefinitely. Anything you post to your Snapchat Story gets deleted after 24 hours.
<b>Twitter</b>	<b>Short text</b> <b>Memes</b> <b>Links with Images</b>	While you can find some success posting links to news articles or other outbound content, your first priority should be to utilize the power of actual conversation on Twitter. Respond to trending topics, customer comments, competitor posts, etc. through short written posts with relevant hashtags, and sprinkle in images such as memes
<b>LinkedIn</b>	<b>Short text</b> <b>Native blog posts</b> <b>Slideshows</b> <b>Native videos</b>	There are many different types of content you can post on LinkedIn, so it's important to study what your audience engages with. Start with short written posts that inspire engagement, e.g., asking for suggestions for improving employee experience. You can also utilize different LinkedIn features such as the ability for people to create articles within the platform; have an executive write one and then share that on your company page.

Most importantly, know that as a marketer, you can't have a one-size-fits-all strategy for managing your presence on social networks, and you can't repost the exact same content across each platform. The way people consume content differs on each network, and each site has a different algorithm that determines your reach.





## SECTION 2:

### **GAIN TRACTION BY HUMANIZING YOUR BRAND, ENGAGING IN STORYTELLING AND ACTIVELY LISTENING**

Knowing where to post and what format to use only comprises a small part of social media success. Too often, marketers assume that they can blast out their content and hope that something sticks. This approach wastes time and money, when instead you could craft content that helps forge real connections. Because rather than social media marketing being about connecting one to many, it's really about one-to-one connections.

You're not going to grow into a multi-million dollar business by putting out one post and walking away. You need to grow one connection at a time, where each genuine match then evangelizes your brand to their own connections. That's how you achieve sustainable scale, and it starts by humanizing your brand.

Let's face it: consumers are generally not going to social media to see what brands are posting. Social media users don't want to hear your sales rhetoric, because they're on social media to socialize.

So if you want to be successful using these networks, whether you're a large or small business, B2B or B2C, you have to use them the same way people use them: **Be social, be human and engage in real storytelling.**

For example, if you're on social media to market your software platform, don't shout about all the great features your solution provides. Instead, share a story about traveling to Chicago for a client meeting, post a photo of the cake you served for an employee's birthday, or share a meme about that feeling of leaving work on Friday.

Brands have three options on social media

**YOU CAN:  
ENTERTAIN  
TEACH  
OR INSPIRE**

That's not to say your content can't be serious. If teaching is a better fit for your software brand, you could provide productivity tips on LinkedIn. But if you slip back into sales-speak, you'll lose your audience. As long as you communicate like an actual human and not an amorphous corporate entity, you'll have a better chance of making a real connection on social media. That connection then leads to customers intrinsically seeking out your products and services, as well as spreading the word to friends, rather than being pushed away.

## LISTENING LEADS TO GROWTH

Forging real connections also requires active listening. Just as you won't form strong bonds in-person if you only talk about yourself, you have to hear what others say online and respond genuinely.

The most successful brands observe who's mentioning their company, their competitors, their industry and related subjects. Simply use the search functions within social media platforms to see what real customers have to say.

For example, when I ran social for Winn-Dixie, I not only kept tabs on what people were saying when they wrote #WinnDixie on Twitter or tagged themselves at a Winn-Dixie store on Instagram; I also listened to what customers were saying about competitors like Publix and Target. From there, I could engage with real people about their grocery shopping, such as by sending a direct message (DM) to dissatisfied customers of other stores with a coupon to try Winn-Dixie.

Wendy's is another great example of a brand that acts human and actively listens online. The fast-food chain shares customer content, responds in a funny way, and isn't afraid to go after competitors. For example, when IHOP changed its name to IHOB (International House of Burgers) as part of a marketing ploy, Wendy's reclaimed the conversation by teasing IHOP about the switch.



Wendy's also knows that not every post has to be a sales pitch. For example, after this past Valentine's Day, Wendy's had some fun with #SinglesAwarenessDay by posting on Twitter asking fans to share three things about themselves so that Wendy's could write new dating profile bios for them. The post generated thousands of engagements, including thousands of direct responses, and the fast-food giant wrapped up the day by joking about sharing a "2 for \$10" deal with a date at Wendy's. This type of marketing creates real connections, generates positive brand awareness and gently nudges customers toward making a purchase.





## SECTION 3:

### **WHAT CAN A-LIST CELEBRITIES SUCH AS DJ KHALED AND KIM KARDASHIAN TEACH YOU ABOUT STORYTELLING AND HUMANIZING YOUR BRAND?**

Celebrities such as DJ Khaled, Kim Kardashian and Kylie Jenner may not seem relatable to your brand, but their path to social media success is one that any marketer follow.

While fame helps, it's hardly the only factor. On social media, these celebrities rise above other stars because they're human and great storytellers. DJ Khaled isn't the best-looking person in the world or the most musically talented, but he's popular because he's real and he's entertaining. From showing what he's eating for breakfast to hanging out with his family to relaxing in a jacuzzi, DJ Khaled has built a following by letting people into his life and telling the story of who he is on and off the clock.

Likewise, the Kardashian/Jenner family consistently opens up their lives to fans. Even if their lives are more glamorous than most, their transparency makes audiences feel like they can connect with them, similar to how you might relate to and enjoy seeing a friend's vacation photos on social media.

At your own brand, you're not a Kardashian/Jenner or DJ Khaled, but you're someone people in your community can relate with. Be real and share stories of the people that bring your brand to life.

## 10 STEPS TO TELLING A PERFECT STORY

Specifically, you can follow these **10 Steps to Telling the Perfect Story**, while keeping in mind that there needs to be an underlying current of authenticity:

- 1. Determine your objective.** Why are you looking to share stories? Is it to help your HR team entice people to join your company, educate viewers about an industry-wide challenge, take your customers behind the scenes of a product launch, etc.?
- 2. Focus on three primary reasons why people go on social:** to teach, entertain or inspire. Not every brand can entertain, so focus on what works for your company. Just don't think you only have to sell.
- 3. Pick your platform,** e.g., Instagram or Snapchat (or both).
- 4. Identify your storyteller(s).** Look within your organization to find someone who enjoys sharing stories and can convey the brand narrative. These don't have to be employees; customers can be the greatest brand evangelists, and social media gives you the opportunity to listen to and find them.
- 5. Storyboard your content.** Plan it out with your internal marketing team, agency or whoever you think can help you spell out what you want to convey.
- 6. Keep content concise:** You're always competing for your audience's attention, so don't make it harder on yourself by creating long-form content that no one sticks around to finish. Instead, keep content concise, such as limiting Instagram Stories or Snapchat Stories to under 2 minutes, but ideally 30 seconds-1 minute.
- 7. Create excitement on other social media channels.** Let your communities on other networks know what you've created elsewhere. This strategy differs from cross-posting, which I recommend avoiding because the content format or subject might not be relevant for that platform. Instead, simply let audiences know where to find different types of content that you create, rather than alienating them with content blasts that aren't platform-specific.
- 8. Ask your community to share with a friend.** Engage with your community through content they'll actually enjoy, and then ask them to spread the word. If they like your storytelling, they'll be more likely to share it, which ultimately helps you expand your reach.
- 9. Don't go for the sale right away.** Being human means not going for the quick, hard sell. Wait until the very end of a post to gently nudge people toward a sale; if it's too soon, it increases the chances they'll drop off before the content ends.
- 10. Wait for the end for the call to action.** For the same reasons why you want to wait to go for the sale, wait for the end for other calls to action such as to follow you on another channel or to stay tuned for an upcoming event.





## SECTION 4:

# HOW TO RECLAIM ORGANIC ENGAGEMENT ON FACEBOOK AND INSTAGRAM (FOR FREE)

Typically, Facebook only shows your posts to about 1% of those who follow your page, so you need to accept the fact that engaging in paid advertising is a virtual necessity to get the most out of Facebook. Still, that doesn't mean that organic engagement is dead and can't be a part of your multi-faceted marketing strategy. To reclaim organic reach, start by understanding how Facebook's algorithm works.

### **Types of content Facebook prefers**

1.) Short-Form Native Videos: Facebook is competing head-on with YouTube in the race to be the go-to platform for digital video content, so the first type of content Facebook prefers is short-form native videos. Native means the video is uploaded directly to Facebook and plays within Facebook's newsfeed rather than linking out to another site.



A big mistake that brands make is they treat Facebook like YouTube and post long videos. Yet Facebook viewers only watch an auto-play video for less than 17 seconds. As people are swiping, they're only stopping for what stands out, and even then you only have a short time in which to engage your audience.

2) Live Video: Facebook is becoming a multimedia platform that includes live streaming, so its algorithm also shows preference to this type of content rather than a video that takes someone away from Facebook. Live video may seem complicated, but all you need is a smartphone to simply record what makes your brand human.



Whether you're a B2B or B2C company, or even an individual trying to grow your personal brand, live video can be utilized by anyone to give an inside look into what you're all about. Think of the lessons from DJ Khaled and the Kardashians/Jenners and apply those to your Facebook Live video content.

3.) Posts That Ignite Conversation: Since Facebook's goal is to keep people on the platform so they can ultimately deliver more ads, its algorithm prioritizes posts that get people to engage. If a post generates a lot of comments and shares, Facebook will be more likely to show that content.

Yet it's important to remember that even if posts with a lot of likes, comments and shares get shown more often, that's not necessarily true engagement that helps your brand. Real engagement requires real conversations. So if you manage a social media account, for example, anytime someone comments on your post, promptly comment back. Too often, brands view social as an opportunity to sell, not as an opportunity to actually engage in two-way conversations.

### **Types of content Facebook does not like:**

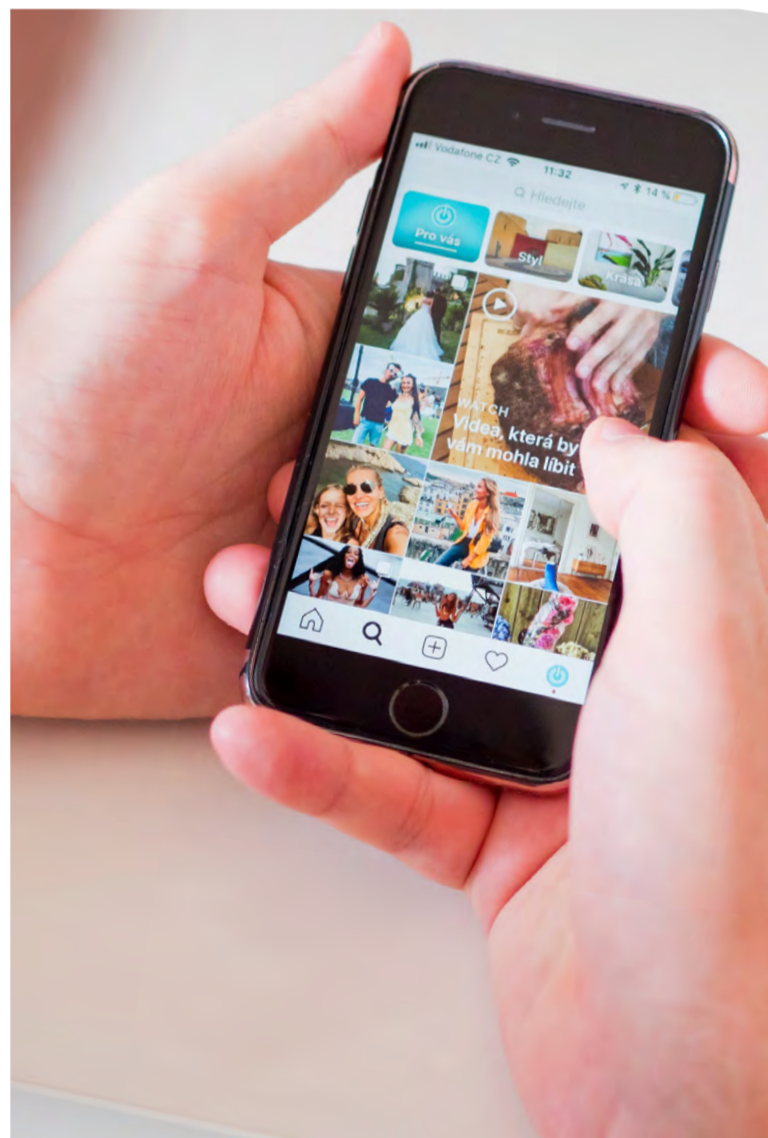
To have organic reach on Facebook, it's also important to avoid pitfalls that cause your post to not be shown at all or to have very little reach.

- 1) **Overly Promotional Posts.** If a post is overly salesy, as in it looks exactly like an ad, Facebook will not prioritize your post and could even cancel it. Their incentive is to get you to buy ads, not use their platform for free. Similarly, Facebook does not like fake news, click-bait or anything that overly incentivizes someone to leave Facebook and go to a third-party site, because again, that goes against their goals.
- 2) **Long-Form Text:** Facebook is not a blogging platform and users don't want to read long posts. Since Facebook wants to keep its users engaged, the algorithm pushes down posts that include more than a few sentences of text.
- 3) **Excessively Tagging Others:** Even though you have the ability to tag lots of people and pages in posts, don't tag more than a handful. If you tag 50 people in one post, Facebook might think your post is spam, especially if someone untags themselves from that post.

### **CRACKING THE CODE ON INSTAGRAM**

On Instagram, the content format matters less than the content quality, and the same engagement rules for Facebook generally apply to Instagram. Focus on creating content that others will want to interact with, which thereby drives up the chance that Instagram will show the post to a larger audience.

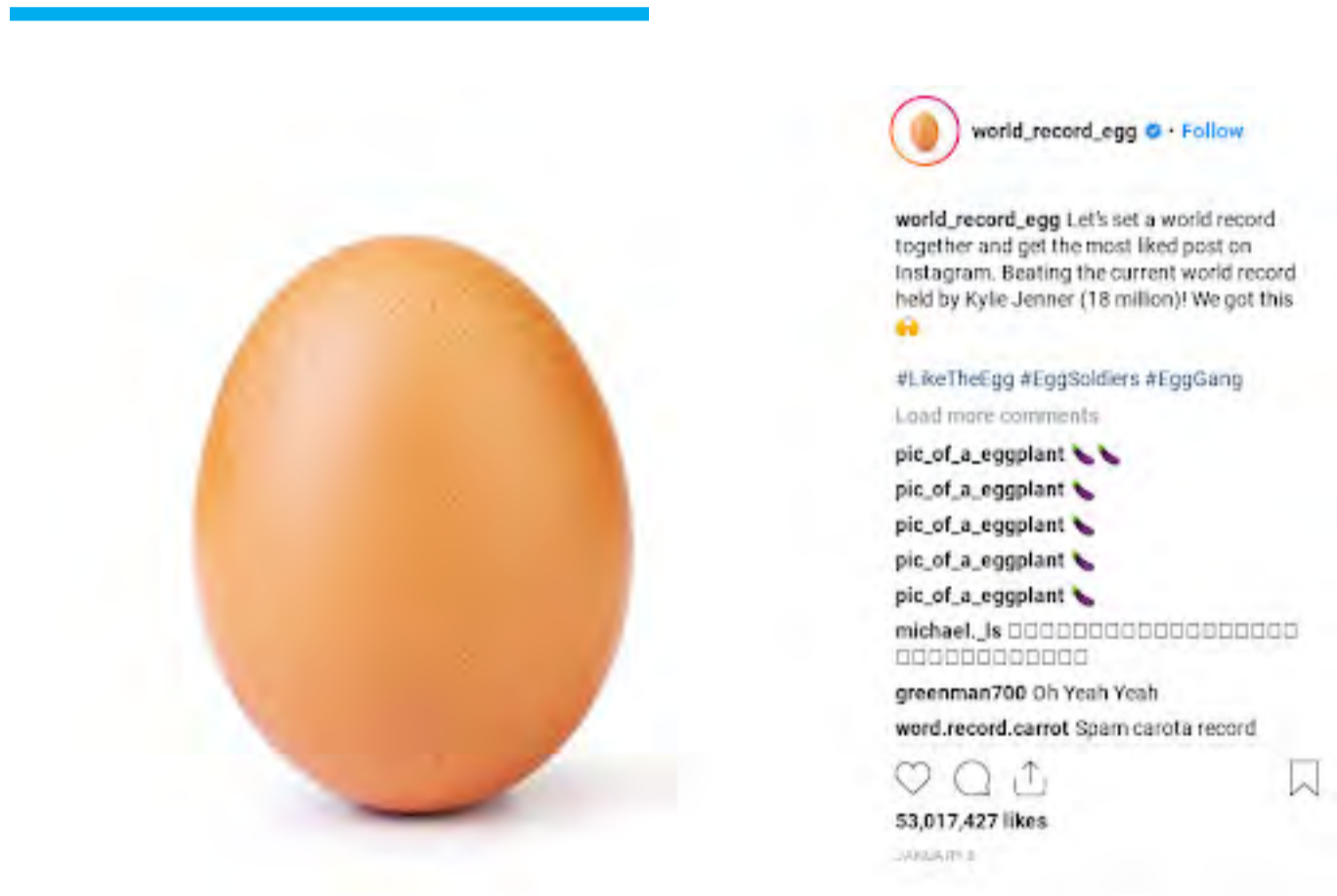
You generally don't want to talk about work while you're on vacation, and you don't want to bring up what you had for dessert last night during a board meeting. Likewise, know what your audience expects depending on where they are within the social media universe and adjust your content accordingly.



## TAKE RISKS AND HAVE FUN

To generate genuine engagement which expands your organic reach, you need to create content that people want to respond to and share with their own networks. In addition to brands like Wendy's that do a stellar job of community management, other brands have found success by being unique, entertaining, and frankly, taking a risk on being unusual.

For example, a simple picture of an egg on Instagram, @world\_record\_egg, recently set the record for the most likes on Instagram with over 53 million and counting. The post is literally just a picture of an egg with a caption that speaks to beating what was then the record of 18 million likes on a post, held by Kylie Jenner.



Since then, @world\_record\_egg parlayed its success into a short video on Instagram talking about mental health and directing viewers to an online directory of mental health resources.

It's hard to say exactly what caused this success, but the mix of humor, going against the grain, and being real arguably all helped turn a picture of an egg into what could become a powerful brand.

At your own company, take a risk by sharing content that's fun and unique. It may not perfectly fit your corporate image, but a standard salesy post will get little to no organic reach, so it's worth trying something new.





## SECTION 5:

### **ENGAGE CUSTOMERS AND EMPLOYEES AS BRAND ADVOCATES**

From active listening, you can go one step further by engaging customers and employees as brand advocates. If you pay attention to who's enthusiastically talking about your products, you can find real people who can add even more of a human element to your brand and expand your reach.

For example, if you run social media for a restaurant, there's likely plenty of people already posting photos and stories of your food on Instagram, checking-in on Foursquare and Yelp, etc. If someone shares great reviews about your brand, you can repurpose that information into new content, whether it's by retweeting them or asking them if you can use their review in other marketing materials.

Reach out to these individuals, such as through DMs or by commenting on their posts, to connect with you further, e.g., through email. You can then ask them to share more content from your brand or create new, original content such as by hosting a private dinner for select customers and encouraging them to create Instagram and Snapchat Stories about the experience.

This strategy is essentially a form of influencer marketing but without the million-dollar fees that major influencers rake in. Every single person is influential within their own circles, and you can tap into new networks by engaging people who already love your brand and want to spread the word.

These initiatives don't have to cost you much, if any, money. Just be sure to follow applicable rules regarding ad transparency — if you're paying someone to post about your brand or providing them with something for free, they should disclose that information.

If your brand has enough cache, you might also find success by creating a unique challenge or creating buzz around product launches. Starbucks' annual release of its Pumpkin Spice Latte, for instance, prompts multitudes of social media users to share content about Starbucks on their own accord.





NickZ  
@nickz

Follow

No matter what the weather is from this point on, it is now officially #fall. #PSL #Starbucks @TheRealPSL



8:57 AM - 6 Sep 2016

45 Retweets 207 Likes



Similarly, you can active your own employees to spread the word to their own networks. This strategy can be particularly powerful for B2B brands that otherwise struggle to humanize their brands. Yet by empowering real individuals within your company to evangelize your brand, you put real faces to your company name.

I've worked with several brands like Western Union to build employee advocacy programs, and I find that the most successful ones get buy-in from each of their key stakeholders.

For example, if you want HR departments to get on board, you need to explain to the Chief HR Officer why employee advocacy can strengthen employee culture and help employees build their personal brands to advance their careers. Likewise, you need to explain to the Head of Sales why getting salespeople to share content leads to more eyes on the company, which leads to more sales.

Your job as a marketer is take every silo, make social media marketing relevant to that group, and provide each silo with content that's easy to share.

**From there, you can build a larger community based on real people advocating for your brand.**



## SECTION 6:

# **BUILD CHATBOTS IN MERE MINUTES TO AUTOMATE AND OPTIMIZE CUSTOMER EXPERIENCE**

Using a chatbot on social media may seem counterintuitive to being human. However, strategically using chatbots to automate rote tasks and respond quickly to customers can ultimately help you create more genuine connections.

For example, if your brand gets hundreds or even thousands of questions per day in your DMs, you would need a large social media team to get back to everyone right away. But with limited staff, you can utilize a chatbot to automatically respond with a message along the lines of “Thanks for reaching out. Someone from our team will get back to you within the next 24 hours.” From there, you can respond genuinely when your team has the time, but at least that customer doesn’t feel ignored while they’re waiting for a response.

Even if using a bot feels inauthentic, the reality is that nearly every major influencer and big brand uses some form of automation and/or a virtual assistant to engage on social media. If you don’t do the same, you’re playing from behind. More importantly, bots free up time to come up with more creative responses to customer queries, rather than having to manually respond to the same types of requests over and over.

Fortunately, tools such as ManyChat and ChatFuel make it easy to create chatbots in just a few minutes, without needing any coding knowledge. These platforms allow you to set up Facebook Messenger bots so that you can automatically respond to FAQs, welcome new followers and more.

To get started, I recommend first thinking about what function you want the bot to perform. From there, simply play around with a few different ones to get a feel of whether they work for you or not.

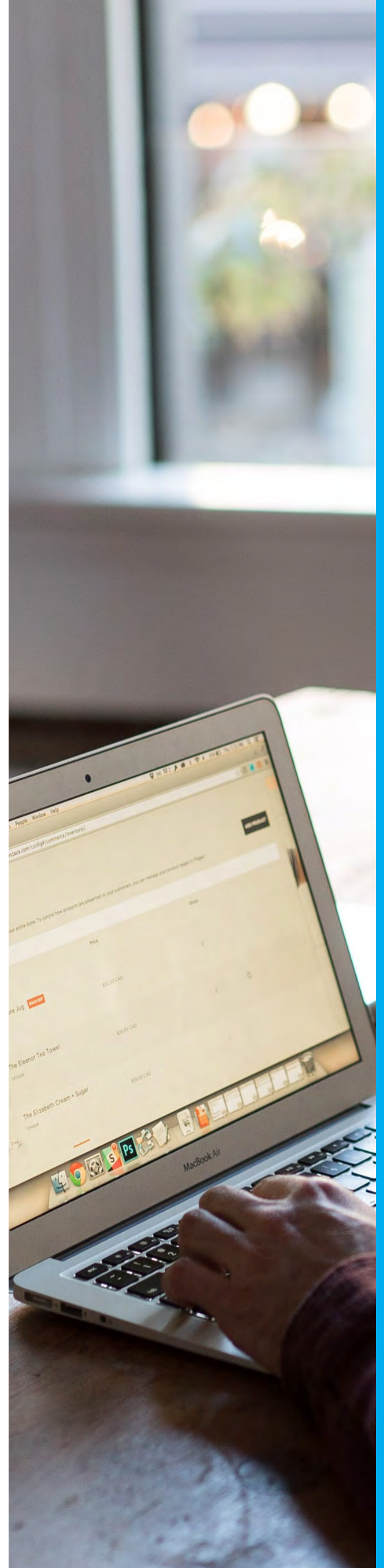
Bots can’t replace human interaction, but they can save you time so that you can direct more resources toward engagement.

## BONUS SECTION

### FIND TOOLS TO TAKE YOUR SOCIAL MEDIA MARKETING TO THE NEXT LEVEL

In addition to bots, there's a whole ecosystem of social media tools in areas ranging from design to social listening. Some of my favorite social media tools include:

- 1. Canva:** Canva is a simple design tool that allows you to create all sorts of graphics that you can customize for each social network. Canva operates on a freemium basis, so you can use many of the features for free, but you may want to pay for more depending on your graphics needs.
- 2. Adobe Spark:** Adobe Spark is also a freemium design tool, similar to Canva, but it's arguably more comprehensive than Canva. In addition creating graphics, you can also use it to create videos to use on social media.
- 3. Buffer:** Buffer serves primarily as a freemium social media scheduling tool, where you can load posts in advance and automatically publish them on your selected time and date. Since you want to be human, you don't want to only use scheduled posts. However, it can be a good addition to your social media toolbox, as scheduling posts can save time and keep you organized, such as if you have a planned product launch announcement or even just a video that you're planning to release on a particular day. Buffer also has a variety of design and analytics capabilities that you can take advantage of.
- 4. Hootsuite:** Like Canva vs. Adobe Spark, Buffer also has competitors such as Hootsuite that allow you to schedule posts and analyze your social media traffic. Poke around these platforms' websites and take advantage of free trials to see which one is best for your brand.
- 5. Sprout Social:** Sprout Social is a comprehensive social media marketing tool that's similar to Hootsuite and Buffer but is much more feature-rich, such as with social listening capabilities that help you keep track of what customers are talking about across social media. Unlike the tools listed above, Sprout Social does not offer a free version of its platform other than a free trial.
- 6. Mailchimp:** While not technically a social media tool, Mailchimp or other email marketing platforms should also be a part of your social media marketing strategy. As I said in the beginning of this ebook, your job as a marketer is to capture customers' data. Once you create connections on social media and start to collect their email addresses, use platforms like Mailchimp as a low-cost customer relationship management (CRM) tool. You can segment your customers into different lists from which you can then send out engaging emails to keep the conversations going off social media.





# ABOVE ALL, BE SOCIAL

While these tools can help you elevate your content and engage with your audience, the most important key to success in social media in 2019 and beyond is to always remain true to the purpose of social networks. Be social, be real, and you'll be able to make waves in this digital ocean.

## LET'S KEEP THE CONVERSATION GOING:

Connect with me on:

YOUTUBE  
INSTAGRAM

LINKEDIN

FACEBOOK  
TWITTER

or contact me at [carlos@gilmedia.co](mailto:carlos@gilmedia.co) if you want to discuss more off social media.

