

Social Media is for more than networking



Social Media is by far one of the most popular and fastest growing networking tools for online businesses. When used in a strategic manner, it can help boost your reputation, bring you key connections, and explode your business.

There are many ways you can use social media portals to your advantage. And, as with any other form of online communication (promotional and educational emails and newsletters to your list, etc.), you must be professional at every turn. Be careful not to over-promote yourself. People who are following you will be turned off if all they ever see from you is information about what you offer.

The rule of thumb is to provide a mix of valuable information, tips, tools, or techniques of interest, links to what you're reading or what you think would be interesting information your target market would like to know about, and to marry that with product, service, or program announcements. So, for instance, if you have an upcoming free teleclass, paid teleseminar or webinar series, or you're going to be holding a live event, you can intersperse tweets and posts about these with value-added material.

When putting together your announcement copy, be sure it's succinct and to the point (well, you sort of have to on Twitter, as you only have 140 characters to use, plus you need to leave room for the all-important link). From there, you can add your own flavour by jazzing it up, making it fun and lighthearted or whatever feels right to you.

With many of the social media tools like blogs and Twitter, you can have your VA load your tweets (using [socialloomph](#) – used to be TweetLater) and posts for later delivery. This is a great way to get information out that is both time-effective and cost-effective. As well, if you don't have the time to write your tweets and posts, have a copywriter do it for you (at MCA, we have the technical and writing experts to assist) to help leverage your time.

If you're new to the social media scene, you may feel a little overwhelmed at first, trying to navigate the many systems or decide which are best for you. So unless you have the time to investigate this crucial part of your overall marketing strategy, it's best to hire people who do.

Diving into the social media scene is a must for coaches, speakers, authors, and Internet marketers. If you don't, not only will you lose out on opportunities to connect with the movers and shakers in your field, and continue expanding your target market reach, but you'll also be leaving money on the table – one thing any Internet-based business owner can not afford to do.