

EVERGREEN INTERNET PROFITS



GUIDE 5:

How To Establish An Online Social
Presence And Identity

How To Establish An Online Social Presence And Identity

Establishing an online social presence and identity is important nowadays. Gone are the days when your business can go about its merry ways in the offline world. Even if you don't cater to the online crowd – people will still search for your brand or business on Google.

If they don't find you online, they'll look for your competitor who's probably already got an online presence. It doesn't matter if you're 10x or 100x better than your competitors. If people don't find you online, then you might as well not exist.

Having your very own website is important. But more and more people are turning to social media to seek out their favorite brands. If people want to complain about something, they don't go to the company's Contact Us page to write a lengthy complaint email.

Instead, they go to social media and rant their displeasure or disappointment, and basically tell the whole world just how bad a service provider you are. You can see just how much you'd lose if you're not on social media – you can't see or answer those complaints.

People will bury you online without you even knowing it. But you'll likely notice those dwindling revenues on your books, and you won't know why.

Now, if you have social media, and you're actively monitoring it, then you'd be able to answer their concerns, put their minds at ease, offer a return or

whatever, and essentially show the world that you provide great customer service.

You can use negative feedback to your advantage by being courteous and showing your professionalism.

What Exactly Is Social Media Presence And Why Is It Important?

Having accounts on various social media platforms doesn't mean you've got a social media presence. To make your social media presence matter, you need to be active by posting valuable content regularly and engaging with your audience.

When I say valuable content, I mean content that's relevant to your brand.

This includes thoughtful posts, comments, updates, and even useful links from competing brands.

You have to show your followers that you are there, that you are in fact present. When they send you a message, reply to them promptly, especially if they post it on your timeline or somewhere other people can see the question, too.

Whether you like it or not, you'll be judged by the timeliness and relevance of your response. Having a solid social media presence allows you to establish yourself as an influencer. If you've got a good reputation, people

are more apt to follow what you say. When you recommend something, people trust your recommendation.

Because of this, you'd need to be careful with your recommendations. You have to vet products you recommend, don't just think of the money or the commissions you'll make.

When you see social media "influencers" peddling everything from all walks of life, you'd know they're in it for the money. I'm positive you wouldn't want to follow such an account lest you want to get random sales pitches for anything and everything under the sun.

Try to recommend only products that are actually related to your brand and your products. Choose products that resonate with you personally, your brand, and your audience. If you're in the pets niche, you wouldn't want to recommend products that are totally unrelated to your pets. That would only cause people to unfollow you.

As an influencer, it's your name and your brand on the line. One wrong move could cost you your social media presence and can literally ruin your brand overnight.

However, if you do the influencer thing correctly, it could mean another stream of income for your business, especially if you typically get good conversion rates from your followers.

Providing good value is always essential to any business. If people know you're not going to be selling them random items and are instead recommending useful products, you're going to have them by the palm of your hand, and they'll buy whatever you recommend!

How To Establish Your Social Media Presence And Identity

Creating social media accounts is easy. But establishing your identity and your presence won't happen overnight. It's going to be a full-time job trying to establish a solid presence on social media.

You can probably manage one platform on your own. But if you want wider reach and being active on two, three, or even more social platforms, then using scheduling tools or hiring a social media manager may be your best course of action.

Here are a few tips to get you off to a good start with your social media presence:

Have a goal for your social media presence

There are lots of reasons why brands should have a social media presence. For instance, you can use it to educate and inform potential customers about your brand. You can use it as an avenue for customer service or technical support.

You can even use it to generate leads for your business. Or if you prefer, you can use your social media accounts to be a central location for you to do business with both your potential and existing customers.

Identify the most important social media channels for your brand

There are far too many social media websites nowadays. The biggest ones are Facebook, Instagram, Twitter, Snapchat, and Reddit. Depending on the

nature of your business and your niche, some social channels may be more preferable than others.

Do your research and find out where you can reach most of your target audience. If the majority of your audience is on Facebook, then be active on Facebook. If most of them are on Pinterest, then make your presence known on Pinterest, and so on.

If you're selling an evergreen product or service that caters to professionals or businesses, then consider having an active presence on LinkedIn.

Identifying the right platforms is important as it's simply not cost-effective to be on channels where you'll see very little return on your investment. So, make sure you do your homework before you create those social media accounts.

Establish your identity across social media and web platforms

As you've learned in the previous guide, branding is important for your business. Having a social media presence is obviously very important for your branding efforts.

To establish your social media and web identity, you need to be consistent with your brand colors, your logos, images, and even the tone or language used in your content.

You should project a single and consistent brand for your business so no matter where people find you, they'd recognize your brand anywhere. They shouldn't feel any disconnect as it could turn them off.

For instance, if you're selling a child-friendly product on your website, but on social media you're making controversial posts about kids, then people will be confused about what exactly your brand does.

Presenting a uniform front across your web properties, including social ones, is important to build the perfect identity you want to convey to your audience.

Publish timely and relevant content

Without content, your social media presence will amount to nothing. If you want to gain a sizeable following and you want to be respected by your peers, then you need to publish not just timely, but relevant content as well.

Posting cat memes are great on your personal news feed, but on your brand's social accounts, you have to ask yourself first if cat memes will provide value to your followers.

If you're selling cat-related products, then cat memes could work, but if you're in an entirely different industry, your followers may abandon you. Unless, of course, you find a way to make a cat meme relevant to what your brand is about!

If you have an active blog, don't forget to share it on your social media channels too. That way, your followers know you've published a new post, and they're not missing out on anything valuable.

Don't be afraid to ask them to share your content. Asking nicely may give you organic shares for free.

Don't just post text content – use other media too

Don't hesitate to use visually appealing images to accompany your text posts. Texts are great for conveying information, but as the saying goes, a picture paints a thousand words.

And with ever decreasing attention spans and instant gratification, many people would rather look at an image or watch a video than read lengthy articles.

It's a fact too that images and videos get shared more than text. So, if you want to maximize your organic reach on social media – that is, you're not paying for ads – then use attractive images and videos to grab people's attention.

Don't hesitate to share other people's content

There's no problem sharing other people's content if it adds value to your users. You can even send these third-party sites a direct message or tag them in your post to let them know you've shared their awesome content.

They might even thank you by returning the favor and sharing one of your posts with their followers! It's a win-win situation for the both of you, so don't be afraid to share valuable content even if that content belongs to a direct competitor.

I'm sure if you were in the same situation and a competitor reached out to you to let you know they've shared your content, then chances are you would reciprocate their action, too.

Create a community

Creating a community on social media simply means getting people involved and engaged with your brand. This is why groups and forums work so well. It's because we like to belong to a group of similar-minded people.

When you post something, ask your followers to comment and let their thoughts be known. Ask for their opinion and tell them you'd value their input. Start a discussion on relevant topics, tag people if you need to get the ball rolling.

And don't leave anyone hanging – if anyone asks a question, be there and answer as soon as you can. Don't wait for someone else to chime in. Let people see you're active and engaged with your community.

Being an active part of the community ensures you've truly got a social media presence. You're helping build your business' visibility online by leaving digital footprints on social media.

And if you post valuable content and write smart responses to community discussions, then you'll be seen as an authority figure and thought leader by anyone who follows you on social media.

Pay for ads if you need to

You're not going to get much organic traction when you first start out on social media. In fact, even if you post every day, not too many people will see your updates. If you want to get maximum reach, consider advertising on social media.

Most social media platforms allow you to advertise without breaking the bank. For instance, you can get video views or link clicks on Facebook Ads for mere cents. And with Facebook's superb audience targeting tools, you can reach billions of people in the world!

Paying for adverts is one of the quickest ways to establish your social presence and identity.

If you've got the budget for it, do it just to get a head start. When you begin getting a good number of organic shares on social media, you can stop paying for ads and just focus on growing your traffic organically by providing value to your users.

Are You Ready To Start Building Your Social Media Presence?

Becoming a social media influencer will take a lot of hard work and the road to success isn't always going to be smooth. You'll have rough patches here and there, but if you have a solid plan for establishing your social media presence, then you'd know what pitfalls to avoid.

Being a successful social media influencer is a huge responsibility to your followers. Remember that social media is where people hang out to connect with their family, friends, and acquaintances. It's where people go to unwind after a long day at work.

Don't stress them up by bombarding them with things they didn't sign up for.

Your followers chose to follow you because of your brand and what you bring to the table. They were drawn to you because you offered them something of value.

Continue what you started and give them value often. If you do this, you'll soon find yourself as someone that people look up to, respect and admire. At this point, you'd have firmly established your online identity and social presence.