

#1 STEAL OF THE YEAR

THE #1 WAY TO GET TO 10000 FANS FAST

EXPLODE YOUR FOLLOWERS GAME PLAN



DIGBO

PAUL BOOTH

INTRODUCTION

‘Keep It Simple’

Social Media can be overwhelming I know. That’s why I’m about to hit you with some simple trick, tips and obvious tactics to get more attention across all social media. The stuff I used to build a 7 figure brand organically.

I want to remind you of the most important aspects of social media:

“It’s called social media....So be social”

Be social, don’t be spammy and add value everyday for your audience to suck up!

SOCIAL MEDIA GAME PLAN

GAME PLAN #1

‘Just Say Thank You’

With all the social media management tools and apps available today we are becoming mechanical and formal.

STOP!

‘Say thank you’ when someone follows or comments on your page/feed. I don’t mean crappy auto-generated responses...Real interaction.

When someone takes time to share your content with their friends or chooses to retweet your posts simply say ‘Thank you’

DO NOT ignore this! Laziness doesn't build brands.

SOCIAL MEDIA GAME PLAN

GAME PLAN #1

‘Just Say Thank You’

Now you have said **Thank you** go through their page (tweets, Facebook, blog posts. Instagram) and find something that is an ‘in’ to communicate with them.

Comment on their posts, even share if it’s worth it. It doesn’t harm to stroke their ego a little.

When you do these simple tasks you have a very high chance of getting an engaged follower, who will go out of their way to share your content, and then potentially you will **convert them into a customer.**

SOCIAL MEDIA GAME PLAN

GAME PLAN #2

‘Understand Your Niche’

As a **BRAND** you need to understand the pain points, problems and wants of your niche and then provide services/products that help them resolve those problems.

Whatever social platforms you use (Facebook, Twitter, Instagram etc etc) you have to share content relevant to your niche. You also have to ask your fans/followers questions that you know will hit their problems head on.

Example:

See how Ted lost 10lbs before holiday without even dieting? Here’s the 3 things he did [blog link]

SOCIAL MEDIA GAME PLAN

GAME PLAN #3

‘Don’t Disappear At Weekends’

Most **BRANDS** switch off at weekends just like most businesses. But think about it... When do most people have free time to be on social media? **Yes, weekends...**

Important: People will not respond to promotional posts at weekends.

You need to get your personal on at weekends. Post funny, interesting, enjoyable and valuable content. Even better share information about local events and news.

***Always be checking your analytics

BE HUMAN!

SOCIAL MEDIA GAME PLAN

GAME PLAN #4

‘Branding’

It is not a trick this is a **‘Must Do’**.

All your social media channels need to be consistent! That means the same logos, the same bio’s, the same imagery and the same message.

Look at some of the best brands in the World; Nike, Apple, Adidas....

...Their branding has a uniform theme across all platforms.

Pro tip: If the dog doesn’t like the dog food the branding is irrelevant.

SOCIAL MEDIA GAME PLAN

GAME PLAN #5

‘Know Your Fans’

Your followers/fans are integral to your brand growth.

They buy your product or service; they recommend it to their friends and bring you more business and once they feel that you as a brand, genuinely care about them, they will become your marketers.

So make a point of getting to know more about your most engaged followers. Comment on their posts, ask for their opinion.

Basically treat them like your best friends.

SOCIAL MEDIA GAME PLAN

GAME PLAN #6

'Facebook Live'

Facebook Live is a great place to share your short videos.

Keep these videos short and to the point. Too many fanny about talking nonsense because they feel they have to. Connect, give value and be your brand.

Most people switch off after 10 seconds [think about that stat]

You can also do all this from your smartphone...**Win Win!**

SOCIAL MEDIA GAME PLAN

GAME PLAN #6

‘Facebook Live’

Pro Tip: Once posted save and re-use on other social media platforms and email.

What to post?

- Short clips from the gym/workouts/transformation's/funnies.. [if fitness niche]
- Sneak Peeks
- Product Demos
- Product reviews
- Behind the scenes
- Interviews

Keep it light hearted so it gets shared!

SOCIAL MEDIA GAME PLAN

GAME PLAN #6 [NEW]

‘Social Stories’

Spend more time posting real life or behind the scenes inside your brand and personal social media stories.

Right now [early 2019] Facebook [who also own instagram] are favouring stories.

PLUS people engage and trust people.
Become the brand of the people.

ENGAGE!!!

SOCIAL MEDIA GAME PLAN

GAME PLAN #7

'Film Your Customers'

Nothing up-sells you product and services better than video testimonials. If you don't use YouTube it doesn't matter we have already talked about an easier option - 'Facebook Live' or Your facebook brand page.

Film your customers using your products and generally talking up your products/services. **This will directly enhance your conversion rate and leads.**

Using your smart phone you can share those videos on Twitter and Facebook, even better tag your customers in the video. This will instantly increase your organic reach..

SOCIAL MEDIA GAME PLAN

GAME PLAN #8

‘Get Them To Share’

The game plans up to now have been building to this point:

Getting your fans/followers/customers to share your post!

The simple art of asking and posting great material will get your post in more peoples feeds.

Offer incentives...Free downloads, free samples of products, free courses etc etc. And in return they share something for you!

Don't be shy to ask family and friends also!

GAME PLAN #9

'Infographics'

An infographic is simply using an image to convey your message...Sounds so simple right?

For Example:

A before and after image is better than saying “lose 10lbs in 5 weeks”. The simple use of an image tells the story!

What do they say? “A picture paints a 1000 words”

Create great infographics with [Canva.com](https://www.canva.com)

GAME PLAN #10

‘Hashtags’

If you haven't heard of hastagging then you must have been In a cave for the last 5 years.

Hash tags simply allow people to track/ search trends and conversations. By adding hastags to your post you are enabling people to find you. Hastags need to be relevant to your product and service, plus the context of your message

Just Google ‘**Best hashtags for XXXXX**’ to get your ideal hashtags.

Or download TAG O’MATIC [*pro tip*]

DO NOT post without adding at least one hashtag!

GAME PLAN #11

‘What’s Trending’

Simply see what hashtags are trending and work them into your posts. This simple trick will get more exposure to your tweets and will put your brand/business in front of new eyes.

Head to hashtagify.me popular and you’ll find trending hashtags on their homepage.

Now you simply find hashtags that are aligned to your niche and add them to your content.

Pro tip: Once in a while add trending hashtags that are slightly outside of your niche. This can bring new leads and sales into your business.

SOCIAL MEDIA GAME PLAN

GAME PLAN #12

‘Instagram Hashtags’

Using Instagram? Did you know you can use up to 30 hashtags? You do now!

So the plan here is to create a list of niche related hashtags in a ready available place so that you can simply add them to every post you make.

DO NOT tag them to you post! Create a post on Instagram and then comment on that post with your 30 hashtags.

Pro Tip: 3-7 days later delete that comment full of hashtags.

GAME PLAN #13

‘Facebook Tricks 1’

So this trick is relevant if you have a Facebook page. If you haven't got a Facebook page create one...

LIKE and **SHARE** your Facebook page posts via your Facebook personal profile.

Ask your friends and family to do the same. You have to trick the Facebook ‘Algorithms’ into thinking it's popular so that it improves your pages organic reach.

As discussed before, posts need to be social and fun to be shared! **So be human....**

SOCIAL MEDIA GAME PLAN

GAME PLAN #13

‘Facebook Tricks 2’

Facebook Ads:

Facebook Ads cost so this is an area that you can lose money if you don't know what you are doing.

Until you are growing a email list, have a great auto responder and have exhausted all FREE marketing channels you should avoid this.

BOOST POSTS \$1 dollar a time to see what bites - Always be learning

This isn't a game plan, but a warning!

SOCIAL MEDIA GAME PLAN

GAME PLAN #14

‘Twitter Tricks 1 ’

Go to the search bar in Twitter and look for your target market. Type in words that are niche specific ‘Hikers’ ‘car lovers’ and then click the advanced search button and search your local area.

CHECK THEIR FOLLOWERS AND FOLLOW RELEVANT PEOPLE

If they follow you back...make a few comments on their posts and spark conversations.

Another trick at this stage is to say hi by message... nothing spammy! Just strike up a conversation.

SOCIAL MEDIA GAME PLAN

GAME PLAN #14

‘Twitter Tricks 2 ’

Set out 70% of your tweets In this order:

Title text - link - closing text - 3 hashtags

Example:

50 Fat loss tricks that celebrities keep a secret www.slimjim.com Available to read 24 hours only #slimjim #success #fatloss

Pro tip: Always add 3 hashtags to your tweets.

SOCIAL MEDIA GAME PLAN

GAME PLAN #14

‘Twitter Tricks 3 ’

Post tweets when your audience is more active!

How?

Simple - Got to www.tweriod.com and you'll be able to see when your followers are online. Now simply post at these times for maximum engagement. *[This is key if you have an international audience]*

Additionally post to your geo location best times. Research suggests we are most active on social media between 12-1pm and 8-9pm.

GAME PLAN #14

‘Twitter Tricks 4 ’

Be the go to brand by answering questions on Twitter.

Jump in on conversations by searching relevant Hashtags in your niche. It’s quite easy to find conversations with the right hashtags.

Make it a DAILY habit to search relevant Hashtags and see if anyone has asked any questions related to the niche. When you find one ANSWER IT!

Social Media Game Plan

FINAL THOUGHTS

‘The End, Get Working’

Social media is about being interesting, personable and **SOCIAL**.

Don't look spammy!

Stop using platforms that post for you... It looks robotic.

Share your blogs, photos, videos, thoughts, funnies and testimonials.

Enjoy!

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