

How to Convert Fans and Followers into Customers (<http://learn.infusionsoft.com/resources/guides/how-to-convert-fans-and-followers-into-customers/>)

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How to Convert Fans and Followers into Customers

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Learn how to build a social media marketing strategy for your small business

Infusionsoft Brand Journalist, Andrea Parker, shares valuable information on creating a social media marketing strategy and how to implement that strategy to create unique social campaigns that convert. In this ebook you'll learn:

- ✓ Four simple ways you can create an irresistible social promo
- ✓ The #1 reason why people will like your Facebook page—and the #1 reason they will unlike your page
- ✓ The first five things you should do on Twitter now
- ✓ Why mimicking a big brand's social strategy just won't work for small business

Turning likes into revenue


Social media marketing has become huge. It has become a dominating part of digital marketers' budgets and a crucial part of small and mid-sized business's marketing strategies. In fact, approximately 86% of marketers are actively using Facebook to promote their businesses.

The barriers to entry are tiny; any business can easily create their own Facebook page and Twitter account in a matter of about 3-4 minutes. With the introduction of affordable social media marketing tools, creating an attractively designed presence on Facebook and Twitter is easier than it's ever been. The tricky part for businesses everywhere is creating a following that is actually meaningful in both size and relevance.

A couple hundred Twitter followers and a few hundred fans on Facebook aren't going to produce much revenue, regardless of how "targeted" they are. You need to reach a significant number of people on Facebook in order to get anywhere, then, when you actually reach them, you need to look legit or you're toast. You must have a solid strategy in place once you have those fans or you may as well not have them in the first place.

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