

# Strategic Social Profit Plan

When it comes to succeeding online, there are a few elements you have to master. Traffic is an important part of that equation. Since most people don't have immediate access to funds for unlimited paid ads, they have to rely on organic, free traffic generation instead.

There are two ways to do that – by learning how to optimize your website for search engine results pages (SERPs) and by knowing how to leverage social networking sites and apps to your advantage.

Social sites are never a place where you want to build your entire business. You still want to own your own digital real estate in the event a platform shuts you down without notice.

But they can be used strategically to build your brand, engage with your audience to foster loyalty, and drive traffic directly to your offers or those you're promoting as an affiliate.

Below, there are 11 different tasks you can implement in an effort to wield the power of social media. You don't want to spread yourself too thin, but you can easily tap into several top platforms and see a significant increase in your conversions.

## Target the Top 3 Sites and Apps for Your Audience

The first thing you want to do when formulating a strategic social profit plan is to consider your options. You need to list all the main social networking sites and apps you want to investigate, and then go to each one to see if it would help your business.

Ideally, you will be looking for social media platforms that have three different media formats - text, images, and video. There are even audio social platforms, such as Clubhouse, if you feel that will work well in your niche.

Because it takes a lot of content to maintain profiles on a wide variety of social media platforms, you want to stick with the top three choices initially. Later, you can repurpose content or even outsource it to a virtual assistant who can help you expand on other networks.

Start by analyzing platforms that do well with text first period which might include Facebook and Twitter. Look at image-heavy platforms like Instagram and Pinterest next. Then ranch out and see if your niche is prevalent on video platforms such as YouTube, TikTok, and Snapchat.

You can do a quick and easy search for your niche keywords to see if there are many accounts and end users discussing the topic. If so, this is not a sign that it is too

saturated for you to dominate in, but rather a good sign that it's a popular topic on that network.

## **Gather Profit-Pulling Keywords and Hashtags**

Part of your social networking strategy will be to investigate the measures other marketers are using to get found on these platforms by the target audience you are going to pursue.

This is relatively easy to do. For example, if you go to Instagram, you can click on the search bar and type in a niche word of your choosing. Then, click on the tags section and you will see the various hashtags people are using, along with the number of posts that are using that particular hashtag.

For example, if you type in the word *weddings* on Instagram and go to Tags, you will see hashtags such as #weddingseason, #weddingstyle, #weddinginspo, #weddingshoes, #weddingstationary, #weddingsofinstagram, and more.

Some social sites are not known for using specific hashtags, but they do have keywords in the text that is used in the post. Facebook is a good example of this, although some people do use hashtags on this platform.

One good way to gather hashtags and keywords on social media platforms is to look at the top performing-posts when searching for certain phrases from your niche. You will be able to see what other keywords and hashtags the marketer is using in addition to the one that you searched for and you can add those to your list.

You can also simply use a keyword tool to help you brainstorm words and phrases that will attract the right people to your social media posts. You don't want to simply use random keywords that you feel are performing well on the platform, even though they are irrelevant to your niche.

Even if they are somewhat related to your niche, if it's not specifically about what you are discussing in your post, the user will be frustrated that they spent time reading or watching your content because it had that hashtag, but none of the content was about that topic.

For example, if you are creating a video on YouTube about email marketing, but you know another marketing topic like blogging is also popular, you don't want to use the keyword or hashtag *blogging* if your content is not about that subject matter.

Being precise with the words and phrases you are targeting will help you bring the right people to your content, getting them to engage and follow through on your call to action better than if you are casting a wide net and trying to get everyone to your content.

## **Work on a Branded Profile and Presence**

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Now that you have chosen your top three social networking platforms, and done some research about how your target audience is looking for information there, you need to begin work on branding your own profile and presence on each one.

Ideally, you want to register your brand name the same across all platforms. That way, you are recognizable on many different sites and apps when people go looking for your content there.

Make sure you order or create graphics that work across the different media platforms. For example, if you are using Facebook and YouTube, you want your headers and graphics to be the same, simply resized to fit each one.

It's a good idea to sit and think about how you want to be branded with your content. Branding can mean different things to different people. For example, your business name will be part of your brand.

However, another part of your branding is in the way that you present yourself to your target audience. This will have more to do with your personality and teaching mechanisms than anything else.

For example, you might be the type of niche leader who believes in kicking people's butts into gear in an unapologetic manner. This is similar to how a drill Sergeant works, and many people respond well to it.

Or, you might be a very nurturing and caring niche leader who coddles your followers and hopes to move them along toward their goals with a reassuring tone and inspirational content.

You always want to make sure that your content is branded in a way that makes your audience feel comfortable and inspired to act on the advice that you give them. This should stay the same even if you are sharing a link from someone else or cultivating content from other niche leaders.

If you are a very kind and nurturing leader, it might throw your audience off if you are suddenly providing links to other people's content where they are yelling and cursing at the listener.

In order to succeed and profit from social platforms, you need to have a heavy presence on each one. You want to strategically plan the content that you share so that you are addressing the pain points of your target audience.

This means you will need to show empathy for their situation and guide them with tips and advice as well as solid action steps they can implement to change the course of their life and achieve their goals.

## **Find and Follow Other Top Accounts in Your Niche**

The next step you want to carry out in your quest to profit from your social media efforts is to pinpoint other accounts in your niche that are succeeding on the various social media platforms.

There are many different reasons you will be identifying these accounts. First and foremost, you want to learn from them. We will talk about spying in a later segment, but this is a strategy that, if used ethically, can benefit you a lot.

Secondly, you want to follow these other accounts in an effort to engage with them and network with them for future cross-promotions and joint venture opportunities. In the world of online marketing, competitors don't shun each other, but rather work together to boost each other's profit potential.

You also want to be able to engage with them in their content so that their own audience will be able to see your engagement and follow your profile as well. This is not a strategy where you go to their content and ask people to follow you.

Instead, you engage with them in a genuine manner that helps promote their account and solidify their status as a niche leader. The fact that others in the comments section can notice your engagement and then follow you, too, is a byproduct of your ability to share good information and support the original content creator.

In order to find the right people, you want to use the keywords and hashtags that you originally brainstormed and seek out the content that you feel is created for an audience similar to your own.

If you find a content creator who has content in the same niche, but not quite the same audience, you might want to avoid participating heavily in their content threads. If they are the type of niche leader who acts like a drill Sergeant, and someone from their comments section goes to your account, which is nurturing and calm, they might troll you instead of support you.

## **Plan 1-3 Posts Per Day, Per Platform**

Whenever you are utilizing social media as a traffic-generating and income-producing tool, you have to be consistent with your efforts. This is not the kind of strategy where you pop in whenever you feel like it and expect to get a good response.

People who are using social networking to their advantage work on their presence daily, because they know if they're not stepping up, someone else is going to – and they don't want to lose out to the competition.

With most platforms, a good rule of thumb is to post at least daily, preferably three times per day. This can be a mix of short, engaging content pieces – they don't have to be lengthy posts or big video mixes you created.

A good way to be strategic with this is to spend one day a week planning the content you'll be releasing. You can plan your topics as well as the media format you'll be using. On some platforms, you may only have one choice – but on others, you might be choosing between text, video, images, or audio.

Make sure you know the exact time of day when your audience is most active. You don't want to post at 3 o'clock in the morning if they're most active at 4 PM, because by the time they see your content, it will be buried in their feed.

## **Engage with Your Audience**

Brands that have a hands-on, interactive approach with their audience do better than sterile, silent ones who never engage with their followers. Whether you answer questions, acknowledge someone's comment, or address a customer service issue, it will be appreciated and recognized by others.

As your brand grows over time, you may or may not have the time to respond to each and every person who comments on your TikTok or YouTube video but do as much as you can early on, and later you can outsource this to a virtual assistant if you find that it helps.

One good way to show others you're responsive is to create response content. Instead of merely responding to the comment, create a separate post and reference the comment to create a new piece of content.

For example, let's say you're on TikTok and someone has a question about how to do something. Do a video response that showcases their question and answers it. It's an easy way to get additional content ideas.

Many people will be lurking in the comments looking for answers to questions they have, but they'll be too shy or introverted to speak up and ask anything publicly. By sharing questions others have posed, along with your answers, you're providing help to everyone in your audience.

## **Repurpose Your Content Across Other Platforms**

While we are focused on the top three social media networks for your niche topic, you don't want to neglect the potential of using other platforms. However, you also don't want to get bogged down into having to create too much original content across the board.

A better solution is to take the content from your top three platforms and repurpose it to be used on other social networking sites and apps. You can do this in a couple of different ways.

First, you can simply take the original content and share it or upload it on another platform as is. For example, you can take a snippet from a YouTube video that you created and upload it to your TikTok account.

Or, you can take an Instagram image and upload it to Pinterest or vice versa. You can even take those images and videos and share them on Facebook along with a brief bit of text explaining what the post is about.

But there's another way that you can repurpose your content, too. You can take the original media format and turn it into different types of content. For example, if you originally created a video for YouTube, you can extract the audio and upload it as a podcast episode on Anchor.fm.

You can also take the video and have a transcript created automatically from it that you then share on social media sites like Facebook, where you can post longer bits of text. Or, you can immediately paste it into your blog and then share the link to that blog post on other social media sites.

You can take text content that you have created and turn that into a slide presentation and create a screen capture video from that. Think of all the different ways you can turn content from your social networking profiles into a different media format to be used on other sites that you may not want to spend time creating unique content for.

## **Analyze Your Results for Duplication and Elimination**

Part of developing an effective social media strategy that is profitable for you will require you to periodically analyze the results of your efforts. You don't want to be spinning your wheels, unknowingly churning out content that is not boosting your brand and converting well for you.

Set a schedule, whether it's weekly, biweekly, or monthly, to go over every piece of content that you have created during that time period and see what the results were. You should be looking for overall engagement, which includes likes, shares, and comments.

You also want to be tracking your links to see which products people purchased from you, and from which piece of content or platform. You may be able to spot patterns based on the keywords and hashtags that you used or the images and color patterns that drew their attention.

Once you have some data to analyze, your goal is to see what type of content you need to duplicate, and which you need to abandon. It may be that your audience responds

well to 60-second videos on TikTok, but they abandon your longer YouTube videos 1-2 minutes in.

That would tell you that short-form video content is more effective in reaching and engaging your target audience. Or, you may find that on TikTok, your 3 minutes videos perform better than the 15-second ones.

If you see this pattern developing, you might try to extend it even longer and test the results. Do more of what works and less of what doesn't. But before you give anything up completely, see if there are ways to tweak it for improvement and better conversions.

Keep in mind also that just because something doesn't work on one platform doesn't mean it's a complete failure. You might be able to use it on another social networking site or app and get a great response.

## **Spy on the Competition**

We talked earlier about finding and following other top accounts. That was primarily for engagement with other niche leaders for future collaborations that can be mutually beneficial.

You also want to spy in a way that helps you reverse engineer what they're doing so that you can apply the same strategies to your own efforts. You never want to become a cookie-cutter replica of what anyone else is doing.

But it's beneficial to watch for certain data that can help you target your audience. You can bet others will be watching your account when it takes off to see how you're doing things, too.

There's no need to reinvent the wheel at every turn. It's good business to learn methods of marketing from other leaders as long as you take it as a lesson, learn from it, and use it in a way that's unique to your brand.

While you won't have hard data about how many views or what demographic is watching or reading their content, you can look for things like the number of likes and shares or the types and volume of comments they're getting.

You can see if something they do creates backlash or goes viral for being done right. Make a note about the topic, style, and length of the content piece. That way you're getting the bones of the information without ripping it off and basically stealing content topics from others.

## **Leverage Trends Early On**



Trends go a long way in helping people effectively utilize social networking sites to turn a profit. They can increase views and shares, get people buzzing about what you're doing, and ultimately, help boost conversions.

Different sites have different trends that emerge. For example, on TikTok, you'll see sounds being used as trends. If you can find a way to use the sound (whether it's music or a voiceover), it can help you get more traction with your content.

You might spot other trends, too. For example, self-published authors use flip-page videos on the site, and some creators do skits that resonate with viewers. You might see a trend having to do with live content that you can use, too.

## **Monetize in Every Way Possible**

Whenever you first start out on a new social networking platform that you haven't yet immersed yourself in for business, you need to learn all of the ways people are earning there.

Keep your eyes open when viewing competitors' content to look for monetization methods. For example, on Instagram, you might see more users implementing link stickers on their content, or the Swipe Up feature to take viewers to their website offers.

On TikTok, you might see people using Linktree instead of one single link in their bio so that they can promote multiple items. Or, you might see them using Live streams to enjoy gifts and direct cash payments through Venmo or Cash App.

Sometimes, the monetization strategy will be hidden because they're simply enjoying part of the creator funds, like on YouTube. You have to learn what's allowed and what's not in terms of promotions.

Every platform is unique in its rules. Some allow ample promotion (like YouTube), while others limit it to one link in your profile. Sometimes, such as on Facebook, certain promotions will be allowed, but they may block links to a specific website or platform.

You always want to have a strategy for how you will monetize your social networking content. Even if it's simply to drive traffic to your lead magnet page so you can build your list, you'll know that it's for future monetization using a follow-up or broadcast series where you promote your offers or someone else's as an affiliate.

Social media platforms are always evolving and new ones are being released every year. If you hear of a new one you feel sounds promising, get on it early to stake claim to your brand name profile and test the waters to see if it's a traffic and income-generating machine for you.