



Social Media

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Social Media Marketing Trends++

Creating compelling content for social media marketing purposes is not only the most effective tactic used, it is also the most difficult tactic to execute. What types of content are marketers using, and how are they using them to achieve objectives?

<http://research.ascend2.com/social-media-marketing-trends/>

2017 Social Media Planning template & Checklist++

2017 is going to be a monumental year. We created a social media planning template and checklist to keep you organized. The template is an editable Excel file. There is a checklist to complete as you fill out the template. *Promotion and campaign overview to share with stakeholders, weekly social media content plan template, budget and creative resources request sheet, weekly goal tracking template with Excel formulas.*

<https://get.simplymeasured.com/2016-12-12-Exclusive-Planning-Template.html#sm.00000sp5rmon1f0gtde174xrrlks0>

The Social Marketer's Gut Check Guide++

How well are you proceeding toward your plan, and how can you go beyond feeling to knowing? If you can't answer these questions right away, it's time for a gut check. In this guide we will cover how to gut check your own performance, your competitors, your creativity, and more. *Track your progress to your goals (weekly, monthly, yearly), run a competitive analysis to see how you're measuring up, use listening to discover your audiences' identities and find new audiences.*

<https://get.simplymeasured.com/2017-02-22-Social-Gut-Check.html#sm.000104dnt517vfv0dqcluxckerom4>



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The ROI Refresh Guide++

Return on investment: It should be simple. Social marketers are being asked to map activities on social back to more traditional business goals. This guide explains how social marketers across all major verticals should be thinking about ROI in 2017. *Define what social ROI means for your brand, create a solid measurement plan fits into your strategy, impact the bottom line with key optimizations.*

<https://get.simplymeasured.com/2017-02-13-ROI-Refresh.html#sm.000104dnt517vfv0dqcluxckerom4>

The Ultimate Guide to Facebook Analytics++

Everything you need to know about Facebook analytics is here. In this guide, learn how to build a successful Facebook campaign, use channel insights to produce content that performs the way you want it to, and leverage the latest network developments. *The definitions of each major metric, and why they are important; how to brainstorm, structure, and leverage your next campaign; what you should be measuring with social analytics.*

<https://get.simplymeasured.com/2017-05-08-Guide-to-Facebook-Analytics.html#sm.00000sp5rmon1fogtde174xrrlks0>

10 Social Marketing Lessons from Forbes' Most Valuable Brands++

You can stop Googling now. Everything you need to know about Facebook analytics is here. In this guide, learn how to build a successful Facebook campaign, use channel insights to produce content that performs the way you want it to, and leverage the latest network developments. Ten key lessons from top brands — backed by data; how to develop and share content that performs; how brands construct successful accounts and campaigns across multiple social channels.

<https://get.simplymeasured.com/2017-05-01-social-marketing-lessons.html#sm.00000sp5rmon1fogtde174xrrlks0>





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The State of Social Marketing++

The annual State of Social Report is a solid resource which is designed to help you successfully incorporate social media in your marketing strategy. The report covers data from our studies and surveys, in addition to other sources, to identify how marketers can fully harness and leverage the power of social media. *How the biggest social networks are evolving; which key trends in the social that you need to pay attention to; where social marketers struggle and where they thrive; which platforms your audience uses the most, and why; how to inform and modify your social marketing plan.*

<https://get.simplymeasured.com/2017-07-12-State-of-Social.html#sm.00000sp5rmon1fogtde174xrllks0>

How to Legally Use Images for Your Social Media Marketing++

Five steps to make sure you use images legally in Social Media.

<https://www.socialmediaexaminer.com/how-to-legally-use-images-in-social-media-marketing/>

Social Media Marketing Industry Marketing Report++

How marketers are using social media to grow their businesses...wondering how your peers are using social media? In the 9th annual social media study (49 pages, 77 charts) of 5,700+ marketers, you'll discover which social networks marketers plan on using more (hint: it's not what you think), how much time they spend on social media and much more.

<https://www.socialmediaexaminer.com/>

19 Facebook Marketing Predictions for 2017 From Pros++

A useful reference tool for any business using Facebook. Case studies and useful information to maximize your use of Facebook to follow the customer journey.

<https://www.socialmediaexaminer.com/>





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How to Create Videos Without Appearing on Camera++

Do you want to market your business with video? Are you unsure about appearing on camera? You can easily create compelling and budget-friendly videos while staying comfortably off-screen. In this article, you'll discover how to gather and combine video assets to tell your story, all without getting in front of a camera.

<https://www.socialmediaexaminer.com/how-to-create-social-media-marketing-videos-without-appearing-on-camera/>

LinkedIn Changes: What Marketers Need to Know++

How to learn to navigate and use LinkedIn and where to use it effectively for your business.

<https://www.socialmediaexaminer.com/linkedin-changes-what-marketers-need-to-know/>

Facebook for Business: The Ultimate Facebook Marketing Guide++

If you're new to Facebook business options or want to add something new to your current Facebook marketing plan, this is for you. You'll find articles and resources to help beginner, intermediate, and advanced marketers use Facebook pages, profiles, groups, ads, Live video, analysis, contests, and more for business.

<https://www.socialmediaexaminer.com/facebook-for-business-ultimate-facebook-marketing-guide/>

Small Businesses Crowd Facebook**

Small-business owners are often constrained by limits on resources as they balance different needs competing for a slice of finite budgets. But new research from business and marketing services provider G2 Crowd found that despite potential financial restrictions, marketing remains a priority for these decisionmakers.

<https://www.emarketer.com/Article/Small-Businesses-Crowd-Facebook-Twitter-Marketing/1016499>





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Small Business Plan Increase in Social Media Budgets**

More than half of US small-business owners anticipate increasing their social media budgets in 2017, according to a recent study. When Infusionsoft asked SMBs about marketing channels where they expect to increase spending, 56% planned to up their social media budget, while a third planned to dedicate more resources to digital advertising and search engine optimization (SEO). One in four said they would increase their budget for email marketing.

<https://www.emarketer.com/Article/US-SMBs-Plan-Increase-Social-Media-Budgets-2017/1015164>

Grow Your Instagram++

This report will help you grow your business on Instagram by giving you the tools you need to get more followers, boost engagement, and most importantly, turn followers into sales.

<https://shanebarker.com/blog/grow-your-instagram-account/>

Facebook Survival Kit++

How to use images; management tools; image resources; authorship; reporting tips for success.

<https://blog.hubspot.com/blog/tabid/6307/bid/24422/the-ultimate-facebook-marketing-cheat-sheet.aspx>

5 Facebook Trends++

Looking to stay ahead of the curve on Facebook? From artificial intelligence and talking chat robots, to business exclusive Facebook accounts and virtual reality, this marketing guide is filled with the latest on Facebook that will help you stay on top of the game in 2017.

<https://sproutsocial.com/insights/facebook-trends/>





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How to Make Facebook Work for Your Business++

Social media has changed the way businesses interact with their customers, but growing your Facebook reach and fan base can be tough. Many business owners don't know how to stand out or really make Facebook work for them. *Nine case studies of real small businesses gaining customers from Facebook; how you can adopt their strategies for your own Facebook business page; how to build a highly engaged audience; how to turn followers into customers; how to optimize your posts for increased visibility.*

<https://thrivehive.com/how-to-make-facebook-work-for-your-business/>

Getting Started with Instagram++

A fast-growing social media platform, Instagram can be an efficient marketing tool for small business owners. Instagram can help to increase brand awareness, reach new customers, and boost business sales. We created this guide to help you get started marketing your small business on Instagram. You'll learn how to grow your following, increase your influence, gain brand recognition, and more. *This guide will teach you how to: set up your Instagram business profile, build and grow an audience of potential customers, promote your business's products and services, generate customer engagement through giveaways and more!*

<https://thrivehive.com/free-instagram-ebook/>

Hashtag Marketing++

This eBook will help you understand how hashtags work and teach you how to use them for your small business. *With this guide you will learn: how hashtags work, which hashtags to use, how to create a custom hashtag for your business, tips and best practices for hashtag marketing.*

<https://thrivehive.com/hashtag-marketing-ebook/>





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Your Pocket Guide to Social Media 2017++

Social media is a fun and inexpensive way to spread the word about your business, but most small business owners will agree that marketing on social media is time-consuming. With so many different channels, it's hard to keep up and even harder to get people to see and engage with your posts. Isn't there a cheat sheet to show you exactly what to post on each social media site? *This Social Media Pocket Guide includes: social media glossary, checklist to create well-optimized posts, tips to generate leads and get new customers on each platform.*

<https://thrivehive.com/sm-pocket-guide-se/>

A Marketer's Guide to Social's Big 8++

Do you know how to find your customers among the 2.79 billion people using social media today? If you're like most marketers, you could be ignoring your best opportunities. Take Instagram, for example. The photo-sharing platform is the third most popular, and half its users follow brands. Don't miss the vital opportunity to connect with your audience on the networks they favor.

<https://neilpatel.com/blog/marketers-guide-to-instagram/>

2017 Social Media Planning Template & Checklist++

A Social Media planning template and checklist to get you organized- in an excel editable format. Promotion and Campaign overview; weekly content plan; budget and creative resources request sheet; weekly goals template with formulas.

<https://sproutsocial.com/demo/#sm.00000sp5rmon1foqtde174xrrlks0>





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The Complete Guide to Social Media for B2B Marketers++

The back-to-basics and breaking down best-practices for each of the most popular platforms to help B2B marketers connect with their target audience. Which key metrics to track; when to post; types of content; how to support prospects; and secret to using video content to drive engagement.

<https://www.pardot.com/whitepapers/complete-guide-social-media-b2b-marketers/>

Everything You Need to Know About Social Media Monitoring**

Social media monitoring offers you the opportunity to make the most of social media—or, at the very least, give your company the chance to respond to customers. You can tune into conversations happening online to see what people are saying about you, your products, your competition—anything.

<https://www.salesforce.com/products/marketing-cloud/best-practices/social-media-monitoring/>

The B2B Social Media Guide to Best Practices++

Information on the nuance between different social channels and the appropriate treatment for each; setting up a social media strategy and establishing a structure for posting; how to engage in social listening with prospects and customers; tools to help you stay organized and consistent.

<https://www.pardot.com/whitepapers/b2b-social-media-guide-best-practices/>

Facebook for Business: The Ultimate Facebook Marketing Guide**

If you are new to Facebook business options, here are the articles and resources to help the beginner, intermediate, and advanced marketers.

<https://www.socialmediaexaminer.com/facebook-marketing-ultimate-guide-facebook-business/>





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Marketing Channels Used by US Small Business Owners/Managers**

Small-business owners are often constrained by limits on resources. This report shows how they planned to prioritize investments in marketing and advertising, with social media emerging as popular channels.

<https://www.emarketer.com/Articles/Print.aspx?R=1016499>

A Study Show the Best Times of Day to Post to Social Media**

Research suggests that profit payoffs can be enhanced by at least 8% simply by posting content when the audience is most naturally receptive to it.

<https://hbr.org/2018/09/a-study-shows-the-best-times-of-day-to-post-to-social-media>

