

Making Money By Social Media Management



SOCIAL MEDIA MANAGEMENT

UNDERSTAND YOUR
DEMOGRAPHIC
MARKET AND MAKE
MONEY

Making Money By Managing Social Media

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Chapter 1 Introduction

Social media is not just hugely popular—its monetary potential also varies widely depending on who uses it. Companies will pay enormous salaries for social media consultants and lawyers, who ensure that their web presence brings in publicity benefits and doesn't damage their reputation. Individuals use social networks to share information across a group of friends, and don't care about publicity.

In between those extremes, there are people who are trying to promote themselves, and will pay a little for any help they can get. These are your potential clients. Don't think of representing Microsoft, Google, or Amazon. Think of an indie artist or game developer who needs a little boost on the web. You don't have to be an expert consultant. You just must know how to run a social media account, put a little effort into building your client's online persona, and automate a few things.

With so many people now connected in the world due to social media, there is enormous potential for businesses to connect with their audience on a deeper level than ever before. As we embrace this shift towards a more connected world, many traditional businesses and start-ups are seeking new ways to get involved on social media and engage their audience. This can be incredibly difficult for businesses who have operated using an outdated model of marketing as they can find it challenging to understand how social media works as well as the best ways to connect with the people they serve.

Fortunately, social media managers are now filling this gap and offering their services to assist these businesses in developing their image on social media. The advantage of this type of business is that you don't need a wealth of experience since most of your clients will have very little knowledge or skill in social media as it is and you are still able to provide them with an incredibly valuable service.

Once you land your first clients, you are able to grow their social media presence overtime and improve both their engagement and traffic to external links whether that be their landing page, website or an email opt-in. If you understand how to grow your own social media page and enjoy doing it, managing social media might be an exciting new career for you which is predicted to grow dramatically over the next few years.

Throughout this eBook, we will explore how to create social media accounts for your clients, and use techniques which will allow their social media pages to flourish. From there, you will be able to collect more clients and build your own social media management agency.

Creating Accounts

If your client is only on one social media site, ask them if they are interested in joining more. Sign up for as many as you think you have time to manage, but try to limit yourself to as many as they are willing to manage on their own after your services end. Be sure to have a mix of brief content (like Twitter and Instagram) and longer content (like a Wordpress blog).

Chapter 2 Creating Content on Social Media

You will want to create content for your client's page, profile, or feed. Start by learning to make your own social media presence before offering one to other clients. It's a good idea to stick to major sites on which you can cross-post content. For example, you can embed a Twitter feed or YouTube video on Facebook. You will still need to create original content for each site, but cross-posting will save some time.

Outsourcing

You have the option to produce written content on your own, but it is time-consuming. More common is outsourcing. You can pay people to ghostwrite a post, or pay them for photos, artwork, or logos.

Share-Alike Content

If you do not have the money to spend on outsourcing, there is a free option. Post share-alike content. Use the search function at search.CreativeCommons.org to find content that you can reuse. It provides web pages, images, and videos that you can legally reuse in full. All you have to do is attribute the creator. However, it's a good idea to write a little original content. Basically, writing can be padded with quoted text or embedded media. Your client's 500 word blog posts can be padded almost infinitely in this way.

Reviewing Free Items

Consider reviewing things related to your client's social media presence. You can get products for free, and review them in writing or in a video. Often, you will not be paid to review, but the cost of your purchase will be covered. If your client is an aspiring writer, make use of sites like Goodreads to sign up for free advanced reading copies of books in exchange for your review. Amazon offers the same thing--just search the web for sites that offer free Amazon products in return for reviews.

Visit other forums that are relevant to your client's blog topic. Often, retailers will be looking for people to review their product, book, or game, and will give you a free item as long as you review it. If you are asked to pay money up front, and told that you will be issued a refund, be careful. Find other people who have worked with that retailer, and look up their reputation off-site.

You can often resell the product afterward. The product was probably given to you for free on the condition that it is not for resale. This means you cannot sell the item online or as a retailer, but selling it privately at a garage sale or to a friend is probably permissible.

One dilemma you might face is this: sometimes you will be asked to review things that you will not be able to experience first hand. If your client has a food blog, someone may pay you to review their restaurant, which you can't visit.

This is an ethical choice for you and your client. You may believe that reviewing a restaurant without visiting it is lying. On the other hand, you may be able to judge the quality of a restaurant by seeing photographs and reading about it--and you may be able to write a review just as accurately as you could by visiting it. You will have to approach this with your client delicately. Don't propose it if you think your client would end your contract.

Bots

One way to generate content is to make a bot. Bots are given a bad name, thanks to the presence of incoherent, nonsensical spambots. But they are generally acceptable on most social network sites, and are only as good or bad as what goes into them: bots remix a few samples of text. They respond and reach out to potential contacts on your behalf, so you don't have to manually deal with every single interaction.

You do not need to know how to program or code, but you may need to copy code and embed it in a web page. Here are a few to try:

Labnol.org and Digital Inspiration provide Twitter chatbots. You will need a Google account, as the bots' dialogue is stored in a Google Spreadsheet. Log in with Google in order to select which dialogue snippets you want to use.

ChattyPeople is a **Facebook** tool that responds to your visitors automatically. Chatfuel is a very easy tool that lets you make a Facebook bot without coding. You simply click on hyperlinks to add to the bot's inventory of responses. **Smooch, MEOKAY, FlowXO, and BotKit** similarly handle incoming messages on various sites.

API.ai is another tool. You can provide the bot with dialogue, but it also learns on its own and responds to contextual information.

Chapter 3 Where to Find Clients

Start Small

Now that you've built your own presence, you know how to provide one for your clients. Your own profiles should resemble what you can provide to your clients, so that you have a finished product that shows them what you can do. If you don't have anything to post online, consider building a social media presence for a friend or family member, or simply make one for a placeholder company. Then move on to clients who pay.

Job Boards

There are sites that specifically post requests for social media managers, but these are not always your best choice. Paid Social Media Jobs costs money to join, but has a marketplace for small social media management jobs. However, their marketplace is somewhat inactive. Upwork and other freelancing sites also have social media jobs, but these are fairly competitive, large scale, and probably not best for the beginning social media manager.

Instead, look for work on forums. Visit [reddit.com/r/signupsforpay](https://www.reddit.com/r/signupsforpay). These jobs are very short, take seconds to complete, and pay under a dollar. Do a few, then browse the post history of the user who paid you. If you find anything about their interests or social networks, privately message them. Show an interest in their work and web presence, and offer your services in promoting their social media presence. Let them name a price, and negotiate from there.

Repeat this process on other forums. Even if a forum does not allow soliciting, this is mainly to stop mass spamming, and nobody will look badly upon a private message as long as it shows that you took the time to find out about their interests.

Cold Calling with Email

After you gain experience with individual clients on web forums, you may want to try to work with small companies. While you will not want to approach large companies, if you see a smaller company that interests you, you can usually find their contact information. Target small companies, namely ones that do not have several offices or branches.

Once you choose a company, don't send an email to their public email address. Find an actual person with a name to contact. Here's what to do:

Step 1. First visit the company website. Find the names of several prominent people. If they have a public email address, compose a "cold call" email that pitches your services. If you find a full name without an email address, proceed to step 3. If you find only first names, like "Bob – Owner," proceed to step 2.

Step 2. If you're confident enough, simply call the business number. Make your pitch, keep the conversation going, and someone's last name will come up eventually. Take down any full names that you hear, and proceed to step 3.

Alternately, an automated switchboard may list names and departments. Do not leave a phone message, as these are often ignored. If you get a last name from the switchboard, proceed to step 3.

Step 3. Find an email address based on what you've learned. LinkedIn provides the full email addresses of professionals, but requires you to pay for a subscription.

Instead, visit a site that lists email patterns, like EmailsFor Corporations, CEO Emails, Toofr, Distilled.net, or Data.com Connect. Usually, everyone in a company will have their address in a certain format, based on their first and last names. So Director Bob Q. Smith may be bobsmith, robert.smith, smith.robert, rsmith, or rqsmith, or many others.

If you cannot find a template on any of those sites, try variations. The email format will usually be some mixture of punctuation, initials, first names, and last names. Capitalization does not matter. Try a few potentially correct email addresses by testing them at QuickEmailVerification.com.

Step 4. Compose a polite and non-urgent email message to inform the company of your services. Tell them what you know about their company, and the social media services you can provide. If you are ignored, you may want to try again after a week or so. Try emailing other addresses in that company, and asking them to forward your message to the owner or manager. If all else fails, move on to another company.

Chapter 4 Analytics

The client you are managing has niche interests that you should represent on social media, but you also want to be relevant to popular things. Use analytics sites like Google Trends, Keyhole.co, TweetReach, and Buzzsumo to find out what's popular on other profiles. Obviously the knowledge provided by these sites is nothing without action. Use them on your own work to see if the content you thought would increase your client's popularity actually did or not.

Views and Followers

Content is important on blogs. But on social networks, exchanging follows, favorites, or views, is at least as important as--if not more important than--content. People do not become popular by witty tweets and viral media alone. You want to gain followers and subscribers, to receive comments and replies, to get shared or retweeted, and to get "liked", or gain whatever measure of popularity a particular social network uses.

The most direct way to gain followers is to simply approach other users and interact with them. This will take time, though: most interactions will lead nowhere, and you will not gain followers with each interaction.

You can provide non-monetary incentives or "calls to action" if your client has something to offer. If they are an amateur artist or musician, you can run a draw that asks users to follow your client, and your client can award a commissioned work to someone who subscribes to their account.

You can get automated subscribers, but it is a somewhat sketchy practice. Tweepie helps you find users who will follow you in exchange for following them. Ytpals is a free service that provides YouTube subscribers for your account. You shouldn't rely on these exclusively, since, on one hand, you want followers that will actively view and share your content. On the other hand, if the site ranks you by the number of accounts that follow you, it will be hard to compete without using these services.

Backlinking

If you are managing a blog for your client, the equivalent to gaining followers is called backlinking. Approach other sites with content similar to yours, show an interest in their work, and offer to post a link to their site in return for them linking to your site. The more that people link to your blog, the higher your blog will rank in search results.

WealthyAffiliate is one tool that can help you automate this process. It costs about \$50, but provides web hosting, instructions, and community support. This is a community of people that actively exchange links, and you are allowed to pay small amounts or offer rewards to encourage them to link to your blog.

Advertising

Benefit from your use of popular or viral media by posting ads around it. Doing so will complement the money that your client is paying you.

Interstitial ads are ads that earn you money when you post a link to popular content. Before your visitor sees the content that you linked, they will see an ad that you will be paid for. These are useful for social networks, where you cannot post banner ads. Some social networks may ban these, so make sure it is allowed. Get these ads from sites like **Adfly, LinkShrink, Shorte.st, Link.TL, Ouo.io, LinkBucks, Adyou.me, Fas.li, Uskip.me, and Spaste.**

These will only earn you a few cents per click, and you have to earn a minimum payout that is usually between \$50 and \$100. It won't be worthwhile if you're managing just one client, but if you have several clients, a few clicks on each client's Twitter or Facebook feed can add up quickly.

Embedded ads are banner ads, and may earn you money even if nobody clicks on them. These are good if you have a blog and total control over every element of the page. Ad services that you can sign up for include: **Google AdSense, Amazon Associates, Yllix, Adversal, Chitika, PopCash, Infolinks, Propeller Ads and Media.net.**

Afterword

As you can see, it's not that difficult to manage a social media account on behalf of a client. It simply involves finding clients, then creating content and exposing it to other people online.

Don't be afraid to take advantage of services like bots and outsourcing, but be sure that these practices are approved of by your client. Also, make sure to protect your client's personal and financial information--try to avoid working with an existing social media account that already has your client's information tied to it. Instead, make a new account for the client under a business name or other alias.

Negotiate a price that you think is reasonable, and set out what your client expects from you. You don't need to be precise, but make sure not to make outlandish promises. People don't really care about the numbers game, and explaining how everything works will go a long way.