

# **SOCIAL MEDIA MARKETING WORKBOOK 2023**

**JASON McDONALD**

**JASON McDONALD** is a teacher, corporate trainer, and social media consultant. He teaches social media marketing classes at Stanford University's Continuing Studies department, where he is an Adjunct Professor. He also appears as an expert witness on Internet marketing in court. His consulting company, JM Internet Group, works with selected companies to optimize their online marketing. He previously worked as a corporate trainer, as a social media trainer, and as a senior editor for an engineering publication. Jason McDonald is a graduate of the University of California, Berkeley and Harvard University.

The author's website is at: [www.JasonMcDonald.org](http://www.JasonMcDonald.org).

ISBN 978-1-77687-098-1

**SUMMARIES.COM helps the little guy (entrepreneurs, business owners, and self-employed professionals) get the same learning advantages as the big guys who spend \$200,000 and two years to get MBAs. We turn business books into just-in-time learning tools for businesspeople. Read less, do more. [www.summaries.com](http://www.summaries.com)**

**MAIN IDEA**

The best way to view social media marketing (SMM) is it's a party with a purpose, and you're the party organizer. You've got to make sure you throw great virtual parties, because social media users want to have fun first and foremost.



The art and science of throwing great parties on social media is you have to focus on three things to be successful:

1. *Send out great invitations to your party* – by doing smart promotions. SMM requires having a great promotion strategy.
  2. *Provide your guests with food and entertainment* – SMM requires having a great content marketing strategy so you generate enough content that people will want to stay at your party.
  3. *Look after hosting duties and ongoing management* – SMM requires that you provide good behind-the-scenes management to keep things running smoothly, and also to deal with rude guests or party gatecrashers.
- Do these three things well and you can throw a great 24/7 online party that either builds your brand or generates direct sales. SMM is all about throwing a party with a purpose. Don't think and grow rich – party on and grow rich.



**1. Build your content pipeline & marketing machine first . . . . . Page 2**

If social media marketing is about throwing great parties, then content is the food and entertainment. To excel at SMM, you need to create and maintain a content marketing machine. You need to fill the social media pipeline with ongoing great content to keep the party fizzing along.

**2. Learn how to send out platform specific invites. . . . . Pages 3 - 6**

Learn where your customers are currently congregating, and use the social media platform that will reach them to invite them to your party. More than likely, the most effective social media platform for you will be one of the big eight:



1	FACEBOOK (ORGANIC)	5	INSTAGRAM
2	FACEBOOK (ADS)	6	YOUTUBE
3	LINKEDIN	7	TIKTOK
4	TWITTER	8	PINTREST

**3. Run a great party and then follow up by email. . . . . Pages 7 - 8**

Getting followers on social media is one thing, but getting people to give you their real e-mail address is another level. The people who do that are those most likely to become your superfans, to be your micro-influencers, and to buy your stuff in the future. Send awesome email follow-ups that are intimate and valuable. Build your email list – it will be your most valuable digital asset.