

SWAY

**INCREASING YOUR SOCIAL
MEDIA INFLUENCE**



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Introduction

There is no doubt today that Social Media sites have come a long way and that they are an integral part of everyone's life, marketers and non-marketers. While you may have all the correct social media sites set up for your business are you using them to your advantage?

This ebook will cover different aspects of how you can increase your range of social media influence for your business. By making a few minor adjustments to things like your online profile and improving the quality of your content you can easily improve your influential rankings.

Are you tracking your area of influence? This is an important aspect for anyone who is trying to get known online and is one that is often overlooked. You will discover the best way to track how you are doing when it comes to social media inside this ebook along with other useful tips.

Thanks for reading and enjoy your new book!

Why Social Media Influence is Important

When social media sites first hit the scene many business owners wondered if they should start incorporating them into their business. Some savvy owners jumped on the band wagon immediately, and those that waited and saw these results soon changed their minds.

Today most businesses incorporate at least one type of social media site into their business. With the most common being Facebook and Twitter. LinkedIn was mainly used by corporate businesses though this has now changed as well with small business owners using this site more often. Google+ is also becoming more well known and it is acknowledged that this is one that you should start using if you haven't yet.

The reason that using social media sites is important is that it is a tool for exposing your business to a much larger audience. There is no cost associated to create accounts and all it takes is your time and effort to maintain them and make them work for you.

As a business owner you should view social sites as a marketing vessel that you can control to a certain extent. If you use your accounts wisely you can increase customer awareness for your products, build a brand and become known as a top producer or expert in your field.

The whole purpose of social media sites is for allowing people to share their thoughts and their likes and dislikes. You can use this to your advantage if you know how. Some simple steps are to always share other people's content and post engaging content on your own pages so people can connect with you. It is so important to come across as approachable and friendly and not just be out to get what you want.

The following sections of this ebook will show you how you can increase your influence across all of your social media sites.

Increasing Your Influence on Your Social Sites

The first step to increasing your influence on social media sites is really simple, start using them on a regular basis. The idea here is to start posting your own content as well as sharing items that you like. These items can all be related to your business in some way without being overly promotional. It doesn't hurt to share content from those sites that you consider to be your competition. Actually if you do post comments for example on Facebook your business name will show up on their fan page. This gets your company exposure to potential customers.

You don't always have to come up with new content each day. You can share news worthy items by using an RSS reader. You simply check this each morning and share or post about anything you think your followers would be interested in.

People on social media sites love sharing images and photos and again these don't have to be your own. If your business can be show cased by using photos then there is no harm in sharing them. Give your fans a look inside your business!

When other users see that you consistently share stories and images from others they are more likely to do two things:

1. Take notice when you do post something
2. Share, Like, Re-tweet or Re-pin your content

These are the actions that you want them to take. If you have a blog that you post to regularly you can easily set this up to show your posts on your Facebook, Google+ and Twitter accounts. Just use scheduling software such as Hootsuite or you can do this directly from inside your Facebook fan page by using the scheduler button.