

# SOCIAL MEDIA MARKETING *BOOST*



100 Social Media Marketing Tips  
To Boost Your Following, Gain Authority  
And Increase Engagement On All Platforms

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You would have to have been living under a rock not to have heard about the "New Media" or "Social Media" and how many businesses are using this platform to market their products and services online. Here are 100 of the most important concepts to grasp to make sure this platform works for you and your business?

Just so we are on the same page, here is my definition of Social Media. Social Media is any online platform where people can have conversations and create relationships with other people. Social Media Marketing is when you leverage those relationships to market your products and service.

1. Connection - The social networks are built around this concept, so it is very important you get this first for success. You begin by connecting with your friends, family, and people in your target market. Then you connect with their friends and family. Before you know it, just a few connections become many.

2. Conversation - One of the most important things to remember on the social networks is you cannot begin with the end (sales). It's like going to a cocktail party. Would you go to a party, meet someone new and right away launch into a sales presentation? Of course not. You would first get to know each other this is what social media allow you to do online. You begin with a