



SOCIAL

SUCCESS



**Discover The 27 Media Marketing Principles
Successful Brands And Businesses Use To Grow An Audience,
Get More Attention, And Increase ROI From Social Media**

Team HelGar

Disclaimer

This eBook has been written for information purposes only. Every effort has been made to make this ebook as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this e-book provides information only up to the publishing date. Therefore, this ebook should be used as a guide - not as the ultimate source.

The purpose of this ebook is to educate. The author and the publisher do not warrant that the information contained in this e-book is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this ebook.

Table of Contents

Introduction.....	5
Provide Value.....	7
Don't Just Promote.....	9
Post What YOU Would Want to Read.....	10
Learn How to Create Titles That Grab Attention.....	12
Understanding the 'Value Proposition'.....	13
Always Deliver on Your Promise.....	15
Make Your Followers Feel Important.....	18
What's in a Brand?.....	20
Give Back to the Community.....	22
Be Personal (Where Appropriate).....	25
Promote Your Social Media on Your Blog.....	27
Learn to Sell the Lifestyle.....	29
Respond and Engage.....	31
Be Consistent.....	33
For More Difficult Niches.....	34
Experiment With Other Types of Content.....	37

Be Everywhere	39
Case Study: Arnie on Snapchat.....	40
Take Advantage of New Technologies	42
Create a Professional Brand	44
Logo Design Tips.....	45
Go Cross-Niche	47
Don't Try to Cater to Everyone	48
Use Advertising	50
Work With Partners and Influencers	52
Use Contests and Other Events	54
Offer Discounts	55
Understand the Psychology of Sharing	57
Make Great Quality Posts	59
Learn to Take Amazing Photos	60
Automate	62
Cultivate True Fans	63
Conclusion	64