



# Social Media Masters Course



# Table of Contents

<b><u>Introduction</u></b>	<b>04</b>
<a href="#"><u>Chapter 1: What Social Media Marketing is and What it Isn't</u></a>	<b>14</b>
<a href="#"><u>Chapter 2: 8 Reasons Why You Need to Do Social Media Marketing</u></a>	<b>20</b>
<a href="#"><u>Chapter 3: You Need to Modify Your Social Media Marketing Campaign Based on Your Online Business Type</u></a>	<b>31</b>
<a href="#"><u>Chapter 4: The Classic Way to Do Social Media Marketing and Why it is a Waste of Your Time</u></a>	<b>37</b>
<a href="#"><u>Chapter 5: 10 Steps to Faster and Easier Modern Social Media Marketing</u></a>	<b>43</b>
<a href="#"><u>Chapter 6: How to Do Niche Research and Targeting the Right Way</u></a>	<b>46</b>
<a href="#"><u>Chapter 7: Content Curation: Your secret Social Media Marketing Weapon</u></a>	<b>51</b>
<a href="#"><u>Chapter 8: Reverse Engineer Your Competitors' Top Content</u></a>	<b>58</b>
<a href="#"><u>Chapter 9: Fine Tune Your Payload Content</u></a>	<b>64</b>
<a href="#"><u>Chapter 10: Market Your List Right</u></a>	<b>70</b>
<a href="#"><u>Chapter 11: Unlock the Power of Repurposed Content</u></a>	<b>79</b>
<a href="#"><u>Chapter 12: Use Automatic Content Sharing</u></a>	<b>83</b>
<a href="#"><u>Chapter 13: Scale Up Your Targeting</u></a>	<b>88</b>
<a href="#"><u>Chapter 14: Sell to Your List Differently</u></a>	<b>93</b>
<a href="#"><u>Chapter 15: Reinvest Your Profits the Right Way</u></a>	<b>103</b>
<b><u>Conclusion</u></b>	<b>110</b>



A lot of marketers have all sorts of wrong ideas about social media marketing. Some think that you only need to post "viral content" to get tons of traffic overnight. They actually believe that if you are able to pump that much traffic to your target

website, a large chunk of those people will buy whatever it is that you are selling.

Maybe you're selling services, maybe you're selling an event, or maybe you are selling products from an online store, it doesn't matter. According to this idea, you just need to have a lot of traffic; courtesy of viral content on social media, and you will get the conversions you're looking for.

There is an assumption that social traffic, regardless of which platform it comes from and regardless of how you qualify that traffic, converts to sales readily.