

# Influencer Guide for *Social Media* Platforms

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## Introduction

When undertaking a business, generating leads is a top priority. It is imperative for any business to initiate by establishing its own brand goals and brand persona. Understanding your demographics, converting followers to fans, and fans to leads is a strategic and timely process.

Social media as an ever-evolving phenomenon has algorithms and trends that alter seasonally. Therefore, this carefully curated document of information aims to highlight the implications of developing tactical organic growth plans, engaging with high-value prospects, and retaining these leads through synergic practices on social media.



# 01

## Porter's Value Chain

## Porter's Value Chain

The Porter's Value Chain Analysis as seen below is utilised as a strategic management tool to depict PRMG's social media activities in the scope of attracting leads. A full picture that highlights the cost drivers and sources of differentiation can help make appropriate changes to marketing tactics when necessary.





# 02

## What is Organic Growth on Social Media?



## What is Organic Growth on Social Media?

Organic social media growth refers to the increased volume of one's social media influence (i.e. followers, likes, shares, comments, reposts, and saves) through the use of organic social media activity and without any paid promotion.

In an ever-shifting digital world, it is fundamental to track the analytics of one's social media page to achieve qualitative results.

### What are the two kinds of engaged audiences?

- Entertained by you: followers who only view and like your post
- Influenced by you: followers who are genuinely influenced by you, who make an effort to like, comment, share, and reach out to you

It is crucial to identify and track the second type of followers as these category of followers have the potential to help transform your passion into a business.

# 03

**Have you heard  
of “HVP?”**



## Have you heard of “HVP?”

**The HVP acronym stands for High-Value Prospects.**

These leads are usually interested and engaged in what you have to offer. HVPs represent the pool of followers who resonate with your online brand and invests in plausible business deals with you. These leads typically have a degree of influence on their followers, which in turn has the capacity to bring more people on board for your own brand.

Once these leads have signed up, there are several opportunities to explore creatives collaboratively. These initial collaborations with leads contribute significantly to the growth and longevity of your brand. Therefore, recognising and fostering early adopters is vital to the organic growth of your business.



# 04

## Engage with your HVP Leads

## Engage with your HVP Leads

Some reasons behind brands losing their leads are due to poor lead magnet, weak content strategy, and lack of engagement in a timely manner.

**Following is a step-by-step guide on how to engage with your HVP Leads-**

### Step 1:

Take time to recognise and identify top leads. Create a list of leads who are constantly engaging with your brand - look into likes, comments, and even DMs. Send them customised messages and exchange information on how you can benefit them with the services that you provide.

### Step 2:

Request them to participate in a 5-10 minutes call i.e., free or paid - depending upon the quality of the prospect.

### Step 3:

Take consistent efforts to continue engaging with these leads as retention of quality clients is crucial. Initial interactions must focus on building strong interpersonal relationships with clients and finding a mutual point of benefit in the bond created. This method ensures excitement and intrigue among the two parties before a pitch is made. As they say - anything suggested in a "friends capacity" instead of from a business mind has much more potential and soul in it.

### Step 4:

Layout a plan for all your services. For example, work on competitive pricing.

### Step 5:

Once you have managed to attract a few clients to kickstart their journey with your brand, work on putting it out to the public without revealing your actual services to create an element of exclusivity.

### Step 6:

Request your HVPs to generate word-of-mouth.



### Step 7:

Once a considerable level of quality and longevity has been achieved, prepare to formulate quantitative benefits i.e. agreed upon by both parties.

### Step 8:

Once the target audience has been unlocked, drive engagement with them by having powerful and empowering interactions, posting - reposting, tagging, and mentioning.

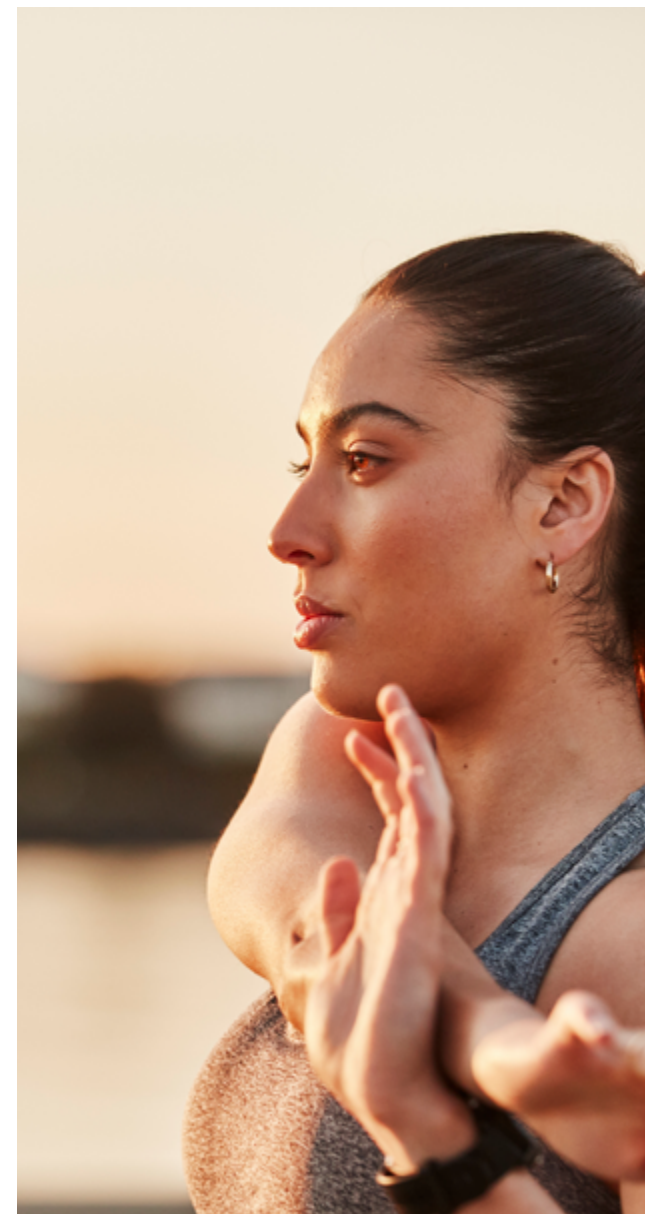
### Step 9:

Conducting market research and monitoring real-time data, analyze which city or area is attracting visits to your service in order to tailor your market strategies accordingly.

### Step 10:

Incorporate brand values and stand true to them during your interactions with clients and HVPs. In the current fast-paced Internet era, it is fundamental to post authentic content i.e. not manipulated using filters or editing apps as real content has the capacity to resonate with wider audiences and in turn reach potential leads.

*For example - Influencers starting their fitness journeys can promote their WOD's (Workout of the day) by attaching some unique selling points to them such as one that includes practicing gratitude, self-affirmations, and manifestations prior to starting the workout plan for the day. This way, your WOD has the potential to stand out in the online fitness influencer market while placing your brand in an ideal spot.*



# 05

## Organic Social Media Activities

## Organic Social Media Activities

Organic social media is the only way to truly connect with potential customers once they're followers. While paid efforts help to spread awareness of your brand, organic efforts further connect you with your audience, which can reap long-term benefits.

Companies employing lead generation strategies on social media are able to achieve better results throughout the funnel — building brand awareness and generating conversions, achieving better sales productivity, producing higher revenue growth, and creating a sense of community for advocates and followers.



Example: Image shows the usage of niche hashtags.

### Hashtag

Hashtags have been proven to be essential as they tend to increase brand value and reach. Social Media users from any part of the globe can view your post through a hashtag search. Relevant hashtags related to your image/video will increase your visibility by a large margin. You can generate high-value hashtags using Web Apps (such as: <https://all-hashtag.com/>). These services can aid you to produce hashtags that could potentially attract more people to your profile.

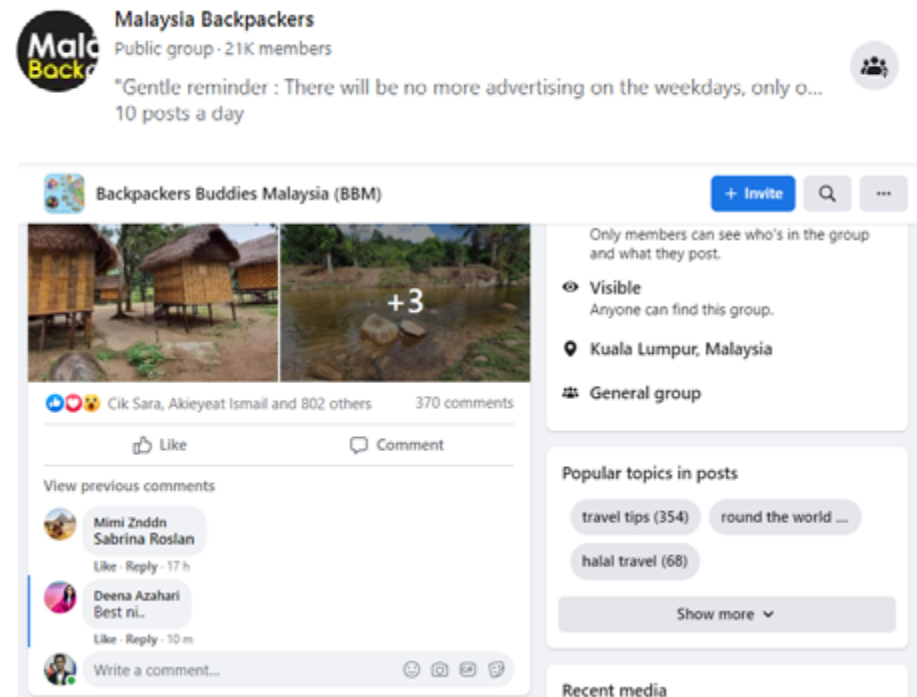


## Draw Followers from Relevant Social Media Group

It is fundamental to monitor the competitor's profile and determine their engagement levels when determining your own brand's market analytics. This strategy helps to tally your brand's success against a similar brand to plan for improvements and transformations in advance. Learning techniques like incorporating similar hashtags as your competition can increase traffic to your own page.

Additionally, it is highly recommended to find and interact with online groups that share the same category and niches as your brand in order to augment brand-client engagement. Some groups are toggled to a privacy setting that allows non-members to see the content posts, comments, and members of the group.

With these types of groups, you can analyze whether they are a highly engaged group through monitoring the number of posts per day, number of likes, and comments per post. The higher the numbers, the more engaged and impactful the group is.



Example of highly engaged Facebook group in Malaysia

## Engage (comments, likes & share) on relevant profiles

Find similar profiles and engage with their audiences by commenting on their posts, and sharing or reposting their content. This way you can plausibly attract some of their traffic to your own page.

## Engage on your own profile

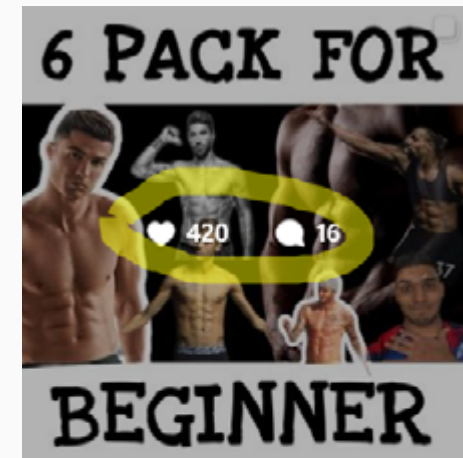
The best way to engage on your profile is by liking and replying to quality comments. Giving quality followers visibility is one way to keep the audience engaged in the idea that you are trying to convey or sell. This action typically warrants future comments and responses from the same followers potentially prompting others to start a conversation too.

## Post valuable & relatable content

Posting valuable and relatable content that resonates with your audience has immense prospective to reach wider audiences. This is usually because relatable content invites discussion in the comment section. Subsequently, people who resonate with your values, struggles, and beliefs would potentially tag their followers, family, and friends to the specific post, which ultimately leads to attracting followers from an untapped market audience.



*Example of valuable and relatable content that invite discussion*



## Run campaign

Running contests or campaigns is another strategic method to attract wider traction to your page. The mission or objective of the campaign should be relevant to your market category in order to pull in the right audience to participate.

Display step-by-step instructions on how to win the contest in your caption so your followers can start partaking and engaging with your brand.

For example, it can look something similar to as follows:

1. Must Follow (@yoursocialmediaaccount)
2. Must use specific # (use a # that will draw people only to your account)
3. Must tag 3 of their friends who don't follow the page in the comment section

Organizing giveaway challenges and competitions are an effective way to interact with your audience as well as for attracting new audiences.



*Here is an example of a contest/giveaway that could potentially reach a lot of people.*

## Post content consistently at the right time

Monitoring the stats of each post enables strategically estimating the optimal time of engagement. Viewing posts that received maximum engagement on your social media platform and tracking the time it was posted will provide a calculated method for your social media plan in the future whilst keeping your audience in mind.

As a beginner, you can fundamentally refer to social media analytics websites that provide suggestions on what is the most suitable time to post on different social media platforms each day. Websites such as [SproutSocial](https://sproutsocial.com) can be quite beneficial for this purpose.

If the suggestion given by the website does not work for your audience, you can perform your own experiments by estimating levels of engagement rates achieved by each post that you uploaded at different times.

### Instagram Global Engagement

sproutsocial

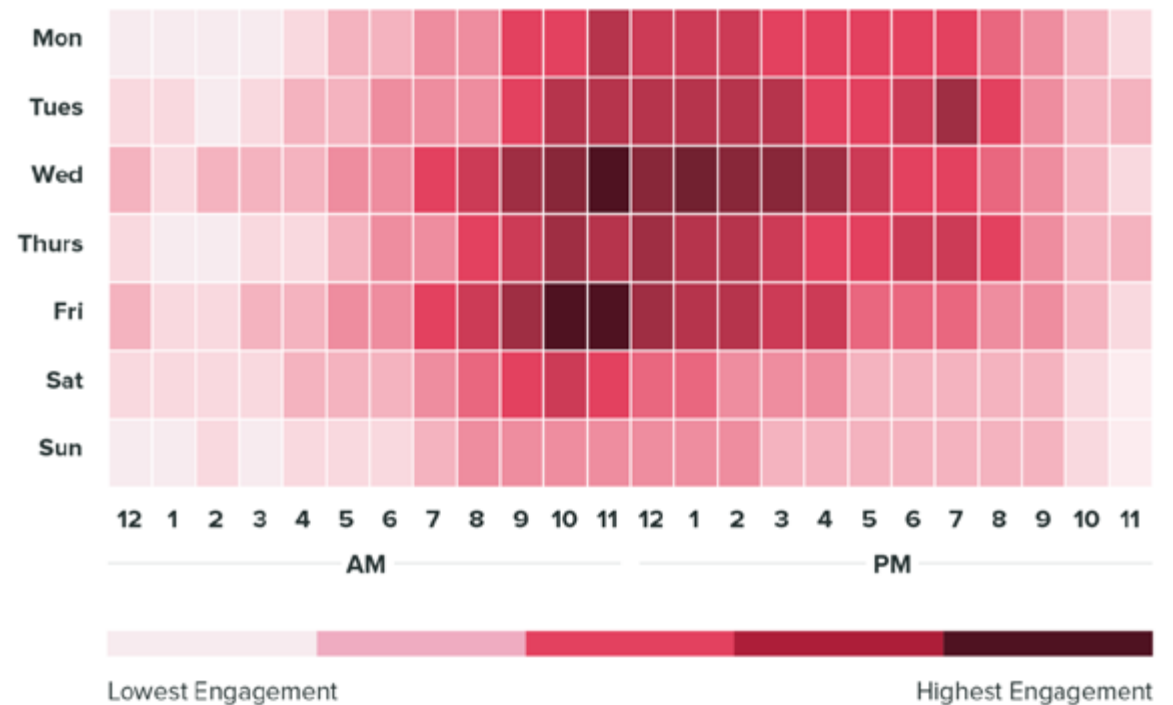
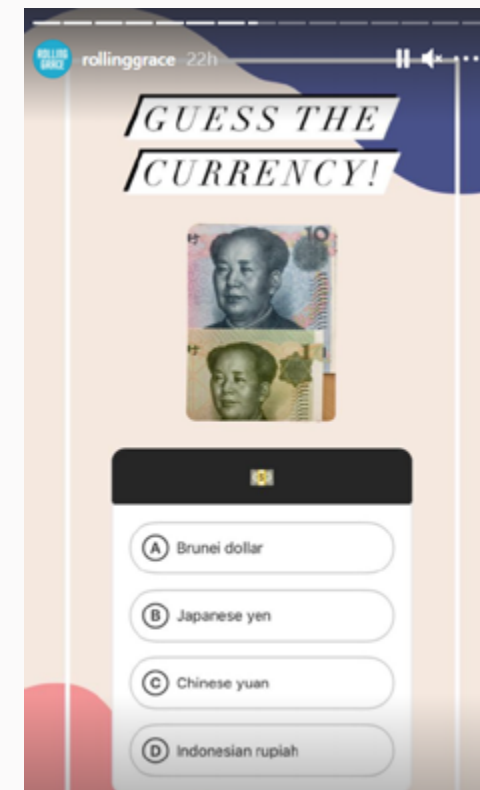
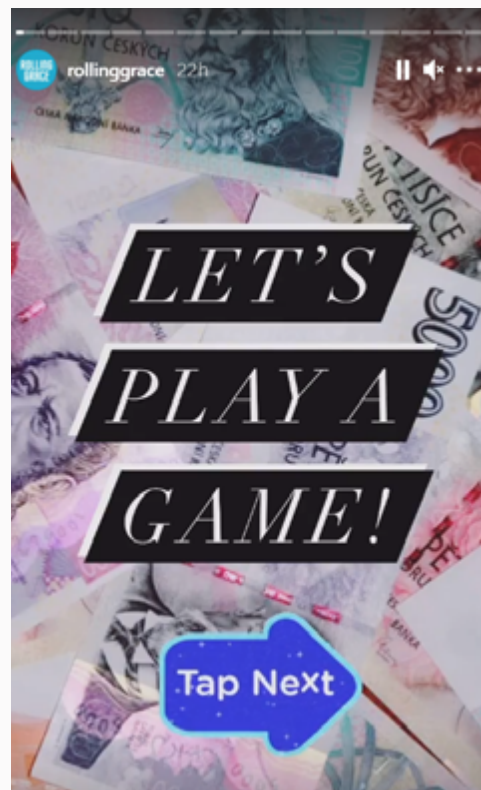
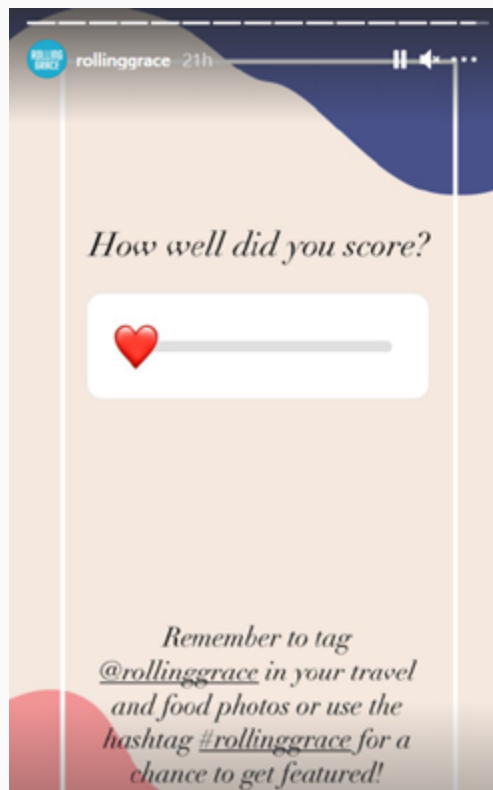


Image: Analytics on Instagram Global Engagement as posted in Socialsprout.com.

## Ask questions and conduct polls in real-time

Posing questions to your audience and conducting polls is an efficient way for both brand and its followers to know what each other cares about more directly and in turn, strengthen your relationship with them. As the content creator, you have

the liberty to decide how personable these questions and polls should be since they play a significant role in influencing the quality of your interactions between your brand and your followers, as well as your future page impressions and reach.



06

# Alternate Social Media Growth Methods: Paid Promotion



## Alternate Social Media Growth Methods: Paid Promotion

The best way to grow your brand is through organic online activities, however, an influencer can also avail paid promotion/ads to boost their reach once in a while. Almost all social media platforms out there run sponsored posts and paid advertisements.

Though this can promise your posts will receive a high-value of return in terms of reach, this form of engagement is temporary and limited only to the post that you boosted or sponsored.



07

# Analyse Social Media Strategies

## Analyse Social Media Strategies

### Step 1:

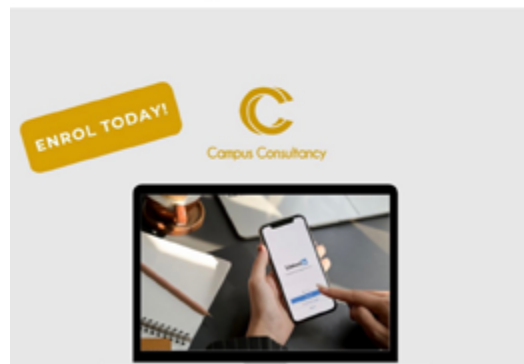
Create an Ad, once you have managed to gain leads for your business. Make the Ad accessible, aesthetic, and professional. Add a Call-to-Action at the end of your Ad caption to elicit a response.

**Consultancy** "Stand out with confidence on LinkedIn" course.

This course will not only optimize your profile for your next career step, but it will also help you build stronger relationships, create genuine connections, AND you will learn how to create content that helps build your personal brand to stand out in the LinkedIn community.

It includes a community, support chat and lifetime access for \$49.50.

If you'd like to join, it's live now so you can enrol anytime! Message me for details and with any questions you have 😊



### Step 2:

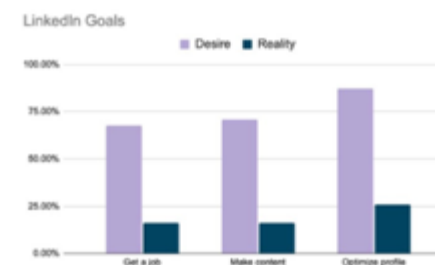
Next stage requires conducting a fully detailed analysis of the outcome of your promoted post. Measuring advertising effectiveness helps in finding out the ineffectual advertisement methods and advertising campaigns. It facilitates timely adjustments in advertising to make advertising consumer-oriented and result-oriented. Subsequently, waste of money in faulty advertising can be avoided.

## Stand out with confidence on LinkedIn:

Optimize a professional profile, build real relationships and create compelling content.

"Why should I be on LinkedIn? How do I stand out? What are the actual steps to take?"

**Do you want to feel like a pro using LinkedIn?** We studied over 500 data points on LinkedIn users which showed that despite 70-90% of users wanting to feel confident using LinkedIn to get a job, make content, optimize their and build relationships, less than 25% of users were getting the results they wanted. **That's where this course comes in.**



### This course will help you:

1. Optimize your LinkedIn profile so you are ready to use 1-step apply for jobs
2. Connect with relevant people, and create meaningful relationships
3. Create a range of engaging, relevant content, increasing your visibility and establishing your subject matter interest and expertise
4. Establishing healthy and sustainable LinkedIn habits to use time effectively
5. Practice the skills in a supportive community moderated by Josh Farr who has specifically coached 3300+ students on LinkedIn, Personal Branding and Networking skills

Using these proven strategies, driving leads even with a small budget is plausible. Social media lead generation is part of every marketer's strategy.

For marketers ready to move beyond brand awareness and engagement, social media lead generation is a good next step. Collecting leads on social media will help find people interested in PRMG. More importantly, these leads will help keep in touch with potential customers—whether it is to make a special offer or share updates.



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