



## Expanding your social networks

*Social Media marketing is an important piece of all content marketing plans nowadays. While you participate in social media networks, you never know who can give you business. It always helps though to be helpful and to propagate your thought leadership in your key strength areas. Expanding your social reach ensures that you give more people an opportunity to know about your capabilities. What can you do to expand your social media networks consciously?*



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*Marketing Xpertise... Delivered*

Participating in social media is like attending a cocktail reception

With your thoughts, contributions and engagements you are continuously building a following/subscription mechanism

For you to be able to leverage social media, you need to spend consistent efforts to build connections/followers

You might also want to read [Planning for a content dashboard](#) This is where you can plan for the content calendar that can then be leveraged using your social networks



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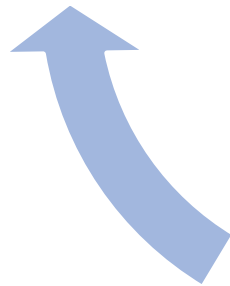
# The mantra to succeed in social media



Track & Analyze



Build your network



Listen,  
contribute  
and  
engage



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# Building your network – Linked IN

## **Add people that you know**

Add people that you already know across your previous employments, education

## **Participate in Groups**

Contribute to discussions on groups, forums. Build dialog with other contributors. Expand lists

## **Answer questions**

Contribute to Q&A, expand your connections



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# Listen, contribute & engage – Linked IN

Listen to what people are discussing



Participate in polls, Respond to the relevant status updates made by your connections

Be nice, if you like something tell the other person and share it with your connections

Contribute with your experience, advice, be helpful

Engage – This is not a broadcast, this is a conversation



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# Track & Analyze - Linked IN

What contributions are getting you responses

Which groups are lively and good to participate in

What sort of status updates gets you responses

Find your sweet spot



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# Building your network – Twitter

Add people that you already know across your previous employments, education

Search on titles, search on in-text (profile descriptions)

Search with hashtags (e.g #Marketing)

Follow people with a huge following, Follow followers of people with a huge following

Follow people that follow you



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# Listen, contribute & engage – Twitter

Listen to your twitter feed



If you like something let the other person know and also Retweet the same

Do engage the other person. This is not a broadcast. You are working with real people

Make sure that you twit on topics that your followers will find interesting

Don't be a spammer and do excessive self promotion

Follow the rules of the game & be useful



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# Track & Analyze – Twitter

Track your propagations with simple unique URLs Find out what is being liked by your followers.



What gets people to jump into the conversation

Unfollow people that do not follow you

You might also want to read [Analyzing your marketing campaigns effectively](#) This is where we provide you tips to track and manage the campaigns that you launch across multiple channels



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## More info at

[A Simple Framework for Building Your Social Media Marketing Team](#)

[Are you socially shy](#) – by [Vishal Mehta](#) & Radha Giri

[4 activities to help you improve your results with Twitter](#) – by [Brenda Stoltz](#)



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# About Xenia Consulting

Xenia Consulting is a marketing services company focusing on helping companies manage demand generation in a unique way, that combines strategic content marketing programs & digital marketing enablement.



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