

# How to Start a Social Media Campaign

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Do you want to participate in the [social media revolution](#) You should. What better way to market your product or service than to engage in the network with the capability of reaching 500 million Internet dwellers at the touch of a button?

Use these steps to begin your social media marketing campaign.

## Step 1 – Perfect Your Website

There are certain things your website MUST have. It must be easy to navigate - organization is key for retaining visitors. You need an e-commerce page where people can order your product or service safely and quickly. Most importantly however, your copy must be informative, and be filled with keywords to help your search engine optimization.

Try not to use too many flash players, as search engines do not rank them very high.

## Step 2 – Choose Your Channel

While there are literally thousands of different social media networks you have the option to join, choose the ones where you feel you will actually dedicate time to. [Facebook](#), [Twitter](#), and LinkedIn are the most recommended. As for blogging, join multiple blog networks like [Wordpress](#), [LiveJournal](#), and [Blogger](#). Publish your post to all three blogging platforms.

## Step 3 – Make Friends and Play Nice

If you come crashing into social media with a great sales pitch, you may make a few conversions but it is more likely that you are isolated almost immediately. There are thousands of spammers out there that use social media as well, try not to sell directly through social media, but begin by networking with people and building relationships first, the sales will come.

## Step 4 – A Little Goes a Long Way

Try to dedicate an hour or more per day to your social media marketing efforts. It is extremely important to continuously join and participate in different discussions, respond to comments on your blog post, and simply

be a part of the mass conversation that we all know is taking place.

Social media is a great way to [drive traffic to your website](#). However, in order to begin your [social media marketing](#) campaign, you must have a solid website, join effective social media channels, think of it as networking with PEOPLE instead of CUSTOMERS, and participate at least once a day.

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