

How to Run Automated Social Media Promotions for Your WordPress site



If you are reading this Guide, you are one of those entrepreneurs who understand that **a modern business can't exist without the presence on social media.**

It is an **absolute must-have** to be successful!

Social networks became a significant part of any person's life. People spend their leisure time there, look for new friends to chat with, share news and photos.

According to [recent research](#), the number of **social media users worldwide reached 3.48 billion in 2019!**

Every day 1.58 billion people across the globe use Facebook; the "Like" button on Instagram is hit about 4.2 billion times; 500 million tweets are sent on Twitter; and more than 14 million pics are pinned on Pinterest. And these **numbers grow every year!**

It's easy to see that a huge part of your potential clients is open to communicate on social media networks. And it doesn't even matter how big your brand is. What really matters is a **robust social media strategy which can drive traffic and gain customers.**

Getting started with social media marketing, you might have lots of doubts and questions.

Luckily, we have the answers. And may SMM be with you.

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Social media marketing and why you need it



In fact, **social media platforms becomes more business-friendly** every year. There are more and more features to promote your company successfully. And people get more interested in brands' accounts: **80% of Instagram users follow at least one business**.

Lots of businesses are already interacting with their customers through social media networks, and if you are not communicating with your clients directly on Facebook, Instagram, Pinterest, and Twitter, you are definitely missing out.

Social Media Marketing (SMM) is vital when it comes to gaining quality traffic, lifting sales, improving your websites' positions on Google, raising brand awareness, promoting goods and services, gaining reputation and speaking with customers.

As an internet marketing strategy, SMM focuses on creating attractive content to bring value, draw attention and encourage users to share it on social media networks. Your public pages become a kind of **informal representation of the business** outside its official territory. These communities accumulate subscribers and post content favorable for the brand. Social networks are a **perfect channel for the e-commerce projects** promotion.

Why brands use social media marketing as a part of their promotion strategies



It's a must-have

Websites and online stores without social icons, widgets or share buttons look strange nowadays. Besides, social networks can boast of **huge numbers of users** – and it would be irrational to miss such an opportunity to **present your business to a wider public**. You should have accounts on social media sites relevant to your niche, target audience, purposes and so on. **Before opening public pages, make sure you've prepared quality avatars and covers, corresponding to your website's style and color scheme**. Or, ideally, order these from a professional designer. And certainly, don't forget descriptions and all the required info and links to your site in every account.



You keep in touch with your customers

With SMM, you keep customers informed of all the company's news and offers, so they don't lose the sight of you and share your content. This is also a great option for loyalty programs: you let your customers know about actual discounts, promos and can even publish coupon codes. That's why Internet users subscribe to websites' social accounts – they want to be the first to know about **the best deals**, so **don't hesitate to provide them with this useful information**.



You benefit from advertising on social media platforms

Commonly businesses avoid too much advertising on social media platforms and don't try to sell anything directly to their subscribers. But the experience of some successful accounts (created in support of websites) shows that **selling goods via social media platforms** is not only possible but can be **a great success**. Some niches, such as fashion, entertainment, baby care, seem to be ideal for sales via SMM channels, so why not take over this strategy?



Social accounts show that the business is alive

Even if your site has not been updated for months, its **pages on Facebook, Twitter, Instagram, and Pinterest run on regular basis prove that your venture is ok**. Make daily posts with backlinks to your site. Posts should contain a title, a caption, hashtags, a backlink to the site and a quality photo. Also, post neutral visual content relevant to your niche to make **your accounts look interesting** and attractive.



Social pages make you more visible on Google

Social media platforms are loved by search engines and are usually ranked pretty high. Besides, you get targeted traffic to your website, together with social signals which are a must-have for high search engine rankings. **One successful post can give you so**

many social signals and quality traffic that you may notice a rise in **your search engine positions** within just a few days.



You learn your clients' wishes and get feedback

Social networks give companies a great chance to become close to their target audience, to **gain loyalty** and to **communicate at ease**. **You interact with subscribers and learn their needs and opinions first hand**. Your social accounts are also a great place for **customer reviews** which is priceless when it comes to attracting new clients to your website and lowering their indecision before their first purchase from you.

In other words, along with Social Media Marketing, each entrepreneur gets a number of benefits for the business growth.

ROADMAP.

How to **start your business promotion** on social media networks



STEP 1

Create your accounts on top social networks

Create accounts/pages

Let's start from the very beginning and create accounts on various social networks.

In general, this process is rather simple on any social platform. All you need to do is make up a login and password.

***A little hint:** create a text file and store all the passwords there, this way you will never forget your access details.*

Creating a business account, don't use your own name as a login. It would be perfect to use the name of your store or company. **Choosing the right name for your account is very important because it will be displayed in your profile and near all the comments you will post.**

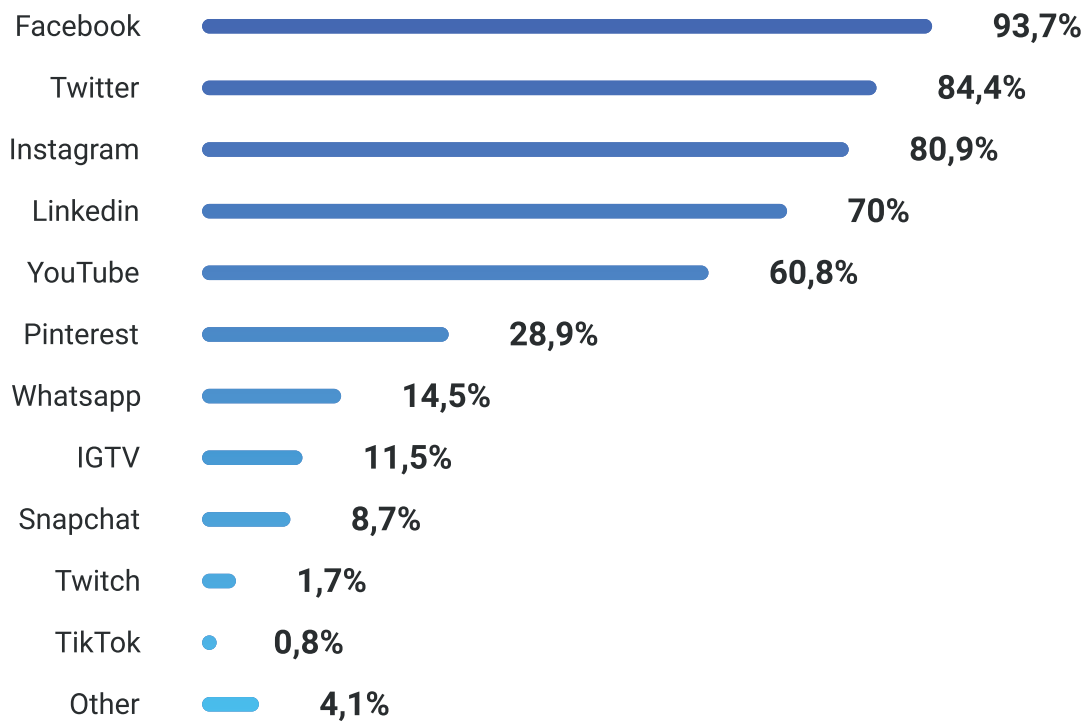
There is one more important question: what social networks you should select for your business promotion. **It is better to use more than one platform to get the maximum result and reach more people.**

But your choice should depend on several aspects:

- **Popularity of social networks.**

Study the latest research and find out what social networks are the most popular today.

Nowadays, Facebook, Twitter, Instagram, and Pinterest are the leaders, so you just can't miss these platforms.



But before creating accounts on these popular networks, take into account the second factor.

- **Your target market.**

Each social platform has its specific audience - a group of people who use this network the most.

To find out everything about social media's users, you can go to [statista.com](https://www.statista.com). The precise stats will help you make the right decision.

For example, if your potential clients are women, you absolutely should have an account on Pinterest. Why? More than half of all Pinterest users are women. It's hard to imagine a better place to communicate with them.

If your target audience is under 35, you definitely should use Instagram. 71% of 1 billion of its monthly active users are under this age.

Fill out the pro file/bio

Ok, now you have social media accounts for your business and the second step is to fill out the profiles.

Does it sound too easy and simple to dedicate a whole step to it? You could be surprised

but it's a real art to write a catchy description for your business page.

All social media platforms have their own fields to fill in and their own requirements. But each one gives you fields where **you can add a link to your website and write a few words about your business using relevant keywords**. This short description should not be overlooked. It will be **very useful for SEO and the site's ranking on Google**.

Check out these articles to get inspiration and create an awesome profile description:

- [5 Smart Instagram Bio Ideas To Turn Your Followers Into Customers](#)
- [Here's How You Can Use Twitter For Business To Attract More Customers!](#)
- [How To Use Pinterest For Business: 5 Marketing Ideas You'll Enjoy](#)

STEP 2

Post attractive content on a daily basis

Now that your social accounts are ready, it's time to create awesome content!

Social Media Marketing is all about communication, so **the best way to stay in touch with your followers/clients is posting on a daily basis**. But communication with followers is not the only reason why posting daily is a good strategy especially when you are a newcomer.

Posting every day also helps you make a lasting impression on your followers and stand out from competitors. Each time you post new content, your followers are reminded about your brand. **And when they finally decide to buy something you are offering, your company will definitely be the first one they remember.**

Also, you need to focus on the quality of the content you publish. Don't hesitate to promote your products and business on social media platforms. But remember **a golden SMM rule – only 30% of all your publications should be commercial**. The rest 70% should be interesting, useful and entertaining posts.

You can ask a fair question: where can you find several hours per day to create a number of posts on several social networks every day?

The simplest way to reduce the worktime and efforts you spend on SMM – automate all these actions. We suggest using Social Rabbit, a great WordPress plugin for promotion on social networks. [To learn more about it, check the second part of the guide or just keep on reading.](#)

The success of your SMM campaign depends directly on the number of your followers. The more subscribers you have, the more potential buyers will know about your brand.

So, **give customers a reason to follow you.**

Here are the most common motives why people can be interested in your business account:

- They want to stay informed about your sales and hot deals
- Your content is engrossing
- You provide great customer service on social media networks

How else can you achieve success on social media platforms?

STEP 3

Communicate with your followers

One of **the worst mistakes you can do** is **ignore or remove messages and comments from your followers**.

Even if they are negative, you should answer and try to solve their problem. Read these articles to learn more about online communications and complaints management:

- [How To Handle Customer Complaints In Dropshipping Business](#)
- [Haters And Trolls: How To Deal With Online Criticism](#)
- [Want To Boost Your Store Sales? Pay Attention To Your Online Business Reputation](#)

STEP 4

Promote your social accounts

When your social accounts are ready and content is posted regularly, you need to show these pages to as many potential customers as possible - to get more followers and skyrocket your sales.

So, what can you do to promote your social media accounts and start getting income?

There are several highly effective channels you should consider. Each of them will help not only increase the number of followers but also get profit from the social traffic. Of course, every business is unique and you should select the ones that suit you best.

Tell your current clients about your social accounts

At first, pay attention to the warmest audience you have – your current clients. They will be glad to follow you and stay in touch. For you, it means more followers, wider reach and higher level of engagement. So why not just invite them to subscribe to your social profiles?

If you have an email list and send newsletters, the best way to inform your customers is to add social buttons or links to your emails. It's easy and does not require any coding skills.

Don't forget to add information and social buttons to your website footer and the 'Contact Us' page.

With minimum effort, you will get a good outcome.

Benefit from video marketing

Video creates an emotional connection between your brand and clients. That's why this

content type is so popular now, and all posts with videos get wider reach and a high engagement level. A modern business account just can't do without video content!

What can your videos be about? Start with your existing clients' reviews or tell your followers about products/services you offer. This type of video can be shot by yourself, or you can order it from a freelancer, for example, at [fiverr.com](https://www.fiverr.com).

Of course, there are several tips you shouldn't forget when posting videos on your social account:

- Make sure the name of your video contains keywords relevant to your business
- Write a catchy description and add keywords to it as well

If you feel you need more help in video marketing, read this tutorial: [How To Create Product Videos For Marketing And Get \\$400 Per Week Easily](#)

Provide social-only discounts

What's one of the most common reasons why people follow businesses accounts? They want to know about the latest arrivals, hot deals and sales!

The simplest way to encourage people to follow you is provide them with social-only discounts. Just offer coupon codes in your posts.

Experiment around and create flash sales on Instagram Stories or Offers on Facebook. People like sales and they don't want to miss out on a good deal. So, you won't only get more followers but also increase your profit!

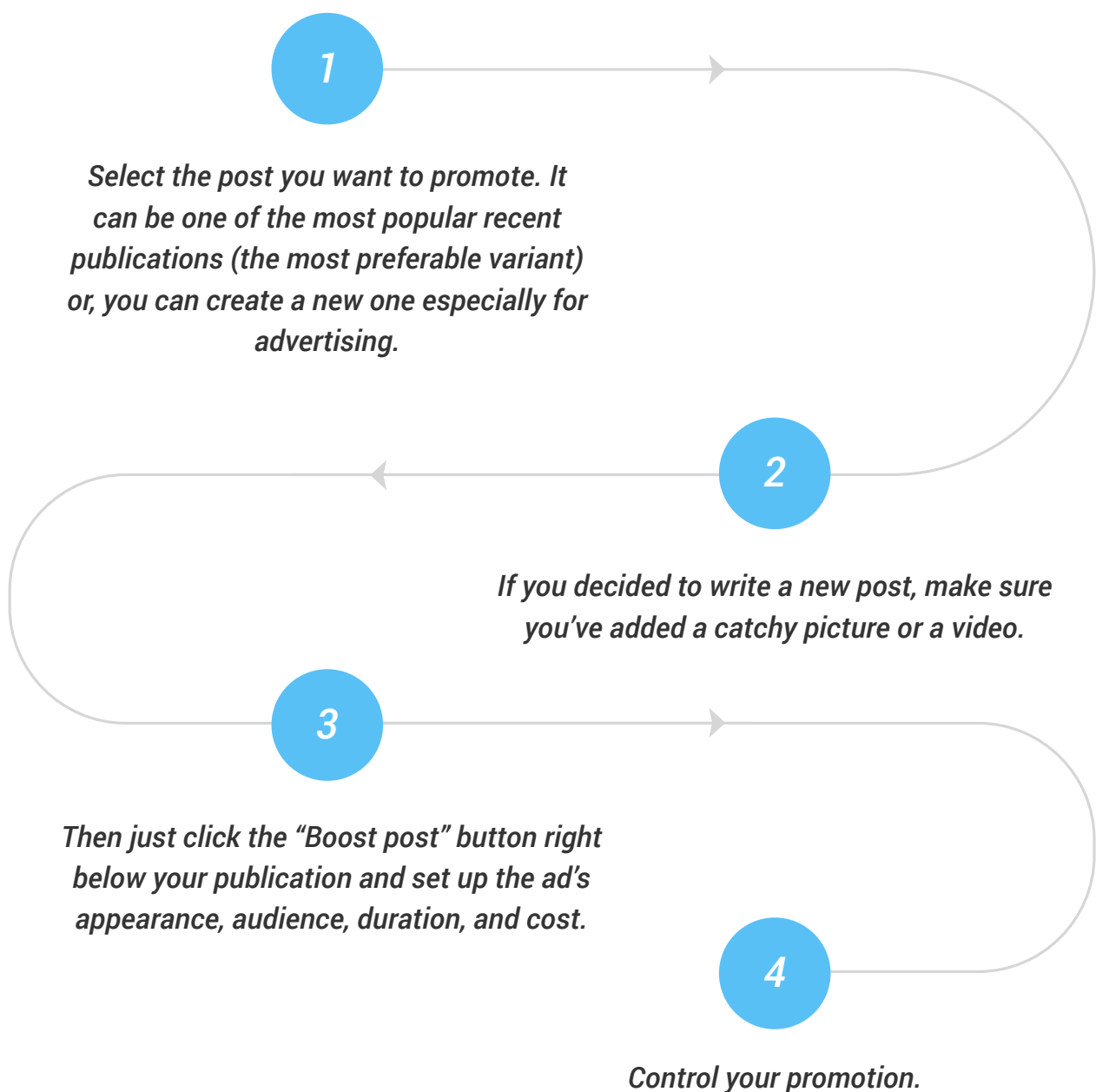
Create Facebook Ads

There are many paid ways to promote your site and account on social media networks, Facebook Ads being one of the most effective ones. After all, Facebook is the most

popular network with the biggest audience, so it's a brilliant place to find new clients and followers.

There are different ways to promote your business with Facebook Ads. But first of all, you need to define the goal you want to achieve: get more website visitors, increase the number of followers, boost your posts' reach, etc.

Depending on your goal, you can easily set up a Facebook campaign and select a suitable target audience based on different criteria such as location, age, interests, and so on.



If you want to get more followers and increase your reach, the best type of Facebook Ads will be the post boosting. Stick to this plan to make a successful boost:

We'd also recommend reading these articles about Facebook Ads:

- [9 Must-Know Facebook Ads Tips To Skyrocket Your Sales](#)
- [5 Must-Take Steps To Get The Most Of E-Commerce Facebook Ads](#)
- [How We Use Facebook Ad Optimization To Make The Most Efficient Campaigns \[9 Examples\]](#)

Collaborate with influencers – Shoutouts

When you have a new profile which needs a promotion, shoutouts and cross-promotion are just a blessing. This is one of the most recent but very effective channels to promote your social account and brand as well.

You've probably seen someone else's shoutouts and cross-promotion. Just remember how you were scrolling your news feed or Stories and saw popular bloggers recommending products, companies or other social accounts to their followers.

These posts didn't look like ads, right? It was more like friendly advice.

This way Shoutouts work and help brands (or other bloggers) get more followers, increase sales and gain more loyalty from potential clients.

When you decide to collaborate with an influencer, make sure that:

- His/her target audience is relevant to your business
- The blogger is really popular: check out the number of followers, likes and comments on the latest publications
- He/she publishes quality content. Does it resonate with your business?

If everything's ok, you can ask for a shoutout. But you should know that not all bloggers agree to place a shoutout. Some of them won't even answer you. And it shouldn't make you upset. The more bloggers you message, the more chances you have to find someone to cooperate. If you care about your time, automate this process. We'll talk about it further.

Don't forget to discuss these details before the payment:

- Each blogger has their own price. If it's too expensive for you, feel free to offer your terms.
- Ask about the placement format. Will it be a feed post or a story? It is really important to understand how the blogger will promote you and provide your contact information.
- Time and duration. It is no secret that there is a good and bad timing of posting on social media platforms. That's why it is vital to discuss the time of promotion.
- After the payment, you need to give all the information you want to be in the ad. Here you can breath out and wait for the floods of new followers.

Run contests and giveaways or take part in them

Who doesn't like gifts? Almost nobody!

That's why contests and giveaways have become such a popular way to get more followers. Simply speaking, when people take part in giveaways they have a chance to get presents for doing certain actions (*like, comment, follow*) for a company.

The most successful giveaways are those where the fans have to do very little to enter: like several of your photos, share your post or comment it.

If you are a complete newcomer in giveaways or contests, we'd recommend sticking to this plan

What's your goal?

Think of what you want to get from this giveaway: more likes, followers or sales.

What's the prize?

It should be something really valuable for your target audience so that they will be eager to take part. If you want to present your products, the best idea will be picking up bestsellers.

How long will it last?

The duration can be different: from several hours (like a flash sale) for several weeks. It depends on your goal.

What should followers do to take part?

You can use the most common way and ask your followers to comment or like some of your publications or make up creative terms. Just remember that conditions for entering your contest or giveaway should be easy.

Your own giveaway or contest is very exciting! It is a great opportunity to get floods of new followers. But to succeed, you have to promote your contest or look for business partners and sponsors.

If you are not ready to put so much effort into promotion, the easiest way to benefit from giveaways is to take part in someone else's giveaway as a sponsor.

Now you know the most effective channels for the smooth promotion of your social media accounts and your brand.

Even if you have first-rated pages with juicy content, it doesn't mean people will subscribe to them, like and comment on your posts: at first, they need to know that you exist. Social Media Marketing is an amazing way to spread the word about your business and the more serious you treat it, the better results you have.

To sum up all the steps, you need to:

- **Create** your business accounts on social media networks relevant to your niche, target audience, purposes.
- **Prepare** quality avatars and covers corresponding to your website style and color scheme.
- **Provide** useful information, discounts and promos via your social accounts.
- **Don't hesitate** to sell and promote your products on social media networks.
- **Make** daily posts with backlinks to your site and neutral visual content relevant to your niche.
- **Communicate** with subscribers to learn their needs and opinions.
- **Promote** your pages in different ways to get more followers.

All these steps are vital for your SMM but many of them can be automated. [This way you will](#) save tons of your time for more essential tasks.

Pros and cons of social media marketing



Generally speaking, Social Media Marketing influences many business areas. Let's list once again its five main benefits. With this smart promotion channel you:

1 Increase brand awareness

Social media platforms allow presenting your business to a broad audience. Simply having people interact with your content, you increase your brand awareness and build your reputation as a company.

2 Get a constant flood of quality traffic

Without social media marketing, it's much harder to reach someone outside your current clients circle. Any social account is like a gateway to your website, and every new piece of content is an opportunity to get a new customer.

3 Improve search engine optimization

Let's face it: people usually don't look through the search results past the very first Google page. So if you want to reach more potential clients, you need to lift your ranking on search engines. What do social platforms have to do with SEO? Once you start posting quality content, you get quality backlinks and social signals - both aspects are noticed and approved by Google.

4 Boost your customers' satisfaction

Social media networks gives you an opportunity to humanize your company and make it closer to the clients. Customers appreciate the opportunity of contacting you on social media and getting a personal response. It is hard to overestimate the significance of this 'live support' for gaining loyalty.

5 Lift your sales

No matter what you sell – social media platforms will help you succeed. Nowadays, social networks are one of the main sources where people look for products and services.

More and more clients prefer using social media networks to buy things. It would be silly to ignore this channel.

BUT...

- Have you ever faced the problem of **having no time for SMM**? When you are a beginning entrepreneur you have no time on almost anything.
- Have you ever **hired other people** for doing this important job but got **disappointed by the results** and the cost of their work?
- Or, maybe, you haven't **even tried SMM** because of the **lack of time or money**?
- Have you ever **suspended or abandoned these activities** at all – in favor of more urgent issues?
- Have your accounts, as a result, **turned into neglected areas** doing your business nothing but harm?

How to avoid these cons and benefit from SMM?





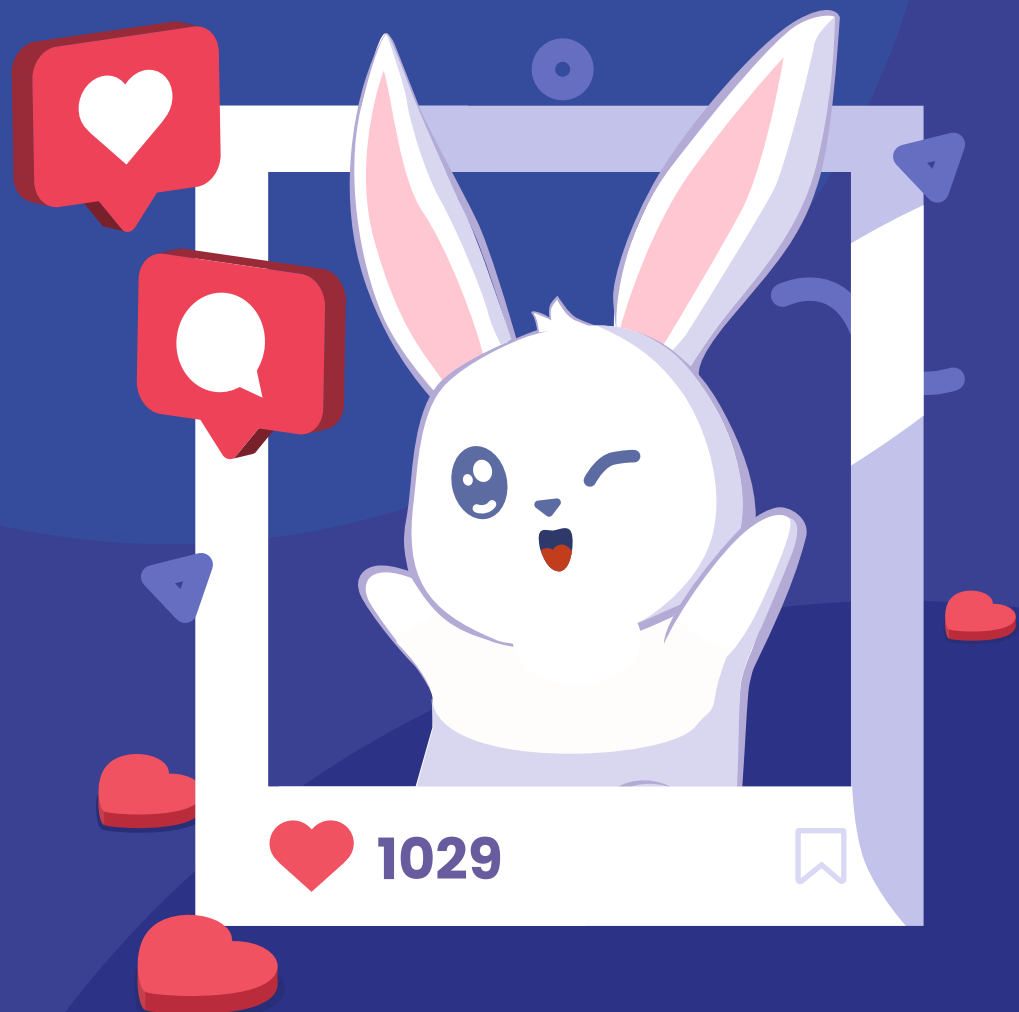
Meet **SOCIAL RABBIT** – a brand new plugin created especially for WordPress sites and their effective auto-promotion on top social media networks:

- **Facebook**
- **Instagram**
- **Twitter**
- **Pinterest**

How much do you pay to your **SMM experts**? Or, how much time do you spend promoting your business on social media platforms by yourself? Forget it.

Only **a couple of hours and \$69** (*one-time payment with no monthly fees*) – and your social accounts, traffic and conversions will exceed your boldest expectations. We would not believe in such results if we haven't seen them ourselves.

What are the unique benefits of Social Rabbit?



1. It gives stable quality traffic from social media platforms
2. It provides smart "human-like" posting
3. It boosts your social accounts by driving attention to your business
4. Its easy one-time setup takes just a few minutes
5. It requires no management at all, saving you up to 40 hours per week
6. You get free lifelong app updates and support
7. It is suitable for any WordPress or WooCommerce site or blog

Integrates with 4 top social networks:



Facebook



Twitter



Instagram



Pinterest

100+

sales from social media

1,000+%

conversion growth

2 B+

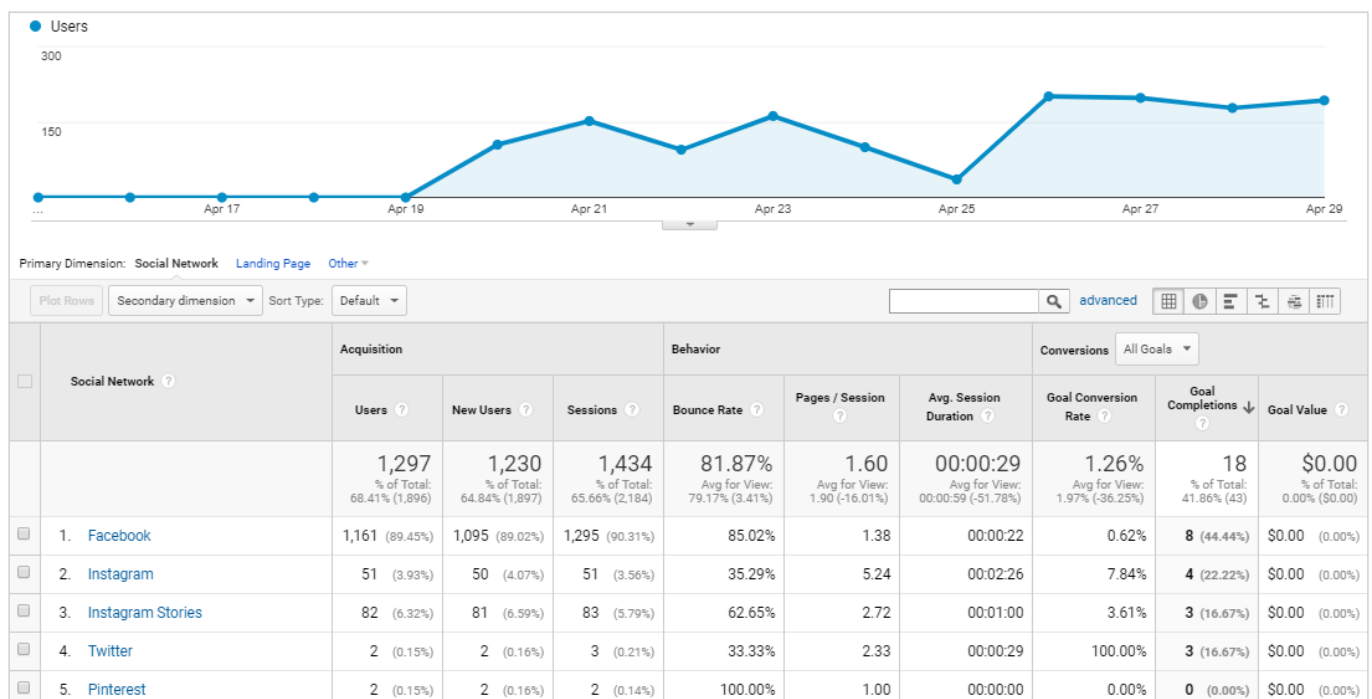
potential audience coverage

3

times higher ranking

70%

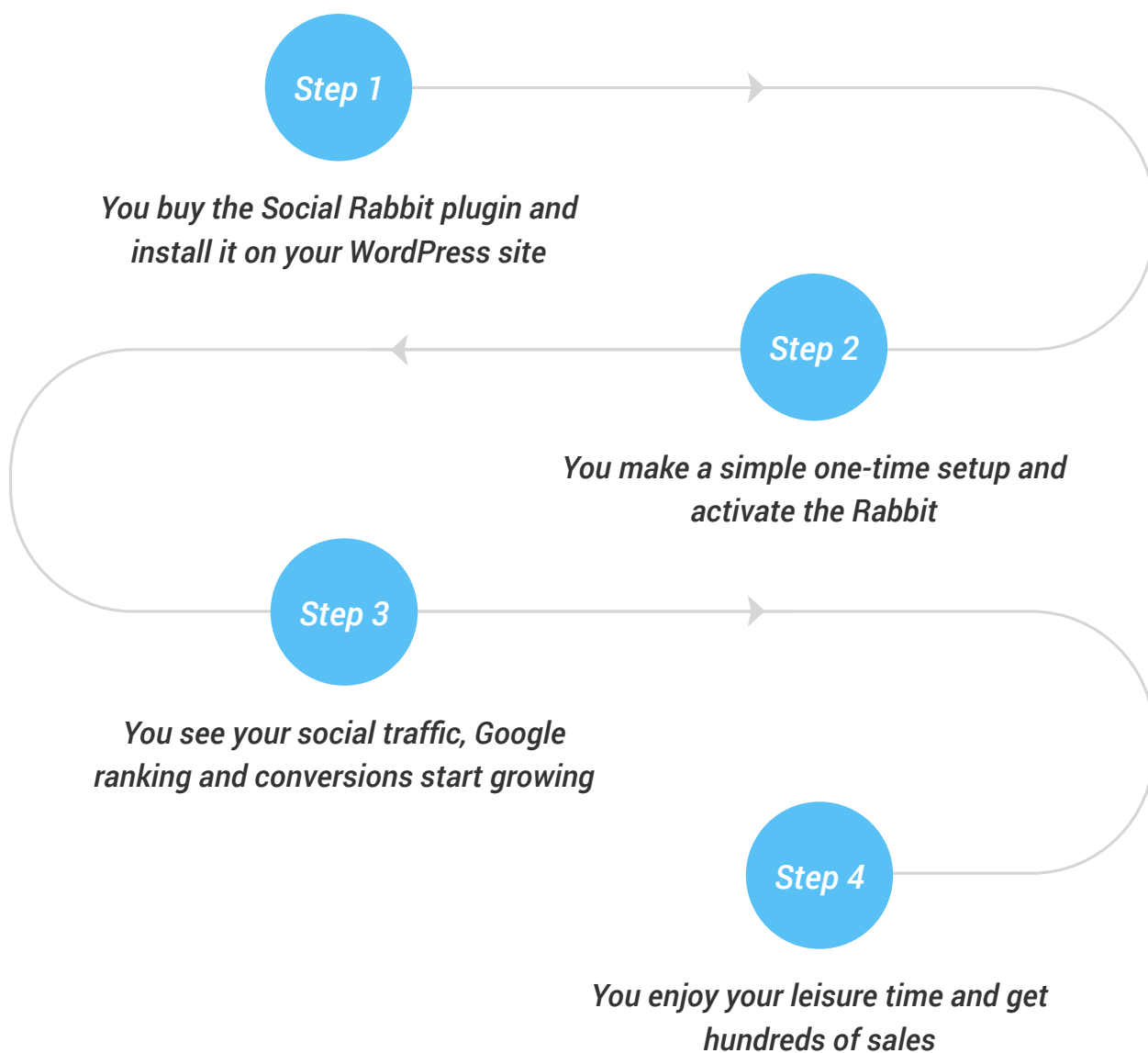
reduction in work time



It looks and sounds great, doesn't it?

Get a 1,000% Bump in Conversions for Your Website with Social Rabbit!

How it works



Social Rabbit runs all the social media activities automatically. All you need to do is choose the desired settings and that's it! You will get a 100% autopilot promotion. Actually, Social Rabbit replaces a whole experienced SMM team!

What social rabbit does that the others don't

Creates engaging posts with the pictures, photos and videos you've chosen before

Finds the most relevant posts across social networks and reposts them to your accounts

Publishes articles from your blog on social networks

Posts products from your online store and grows your sales

Increases your posts' reach with hashtags and the Mutual Promotion tool

Likes, comments and follows other users' posts which are close to your niche



Searches shoutout partners. The Rabbit finds Instagram pages related to your business and automatically sends their owners an offer template you've created

If you have read the whole Guide, now you understand how helpful this tool is. Look at all its features – it does almost everything for successful business promotion on social media platforms.

Do you need to post commercial and entertaining content?

It is not a problem for the Social Rabbit. The plugin has three types of posters for this purpose.

Have you decided to try collaboration with other business accounts?

Social Rabbit will find the relevant ones on Instagram and send them your offer, just set up the Shoutout tool.

What about getting more likes and followers?

And again, just activate the Promoter tools for Instagram and enjoy the endless flood of new clients/followers. It can even repost content relevant to your niche using keywords you have selected.

In other words, Social Rabbit will guide you through all the SMM activities we've described above!

What you need to use Social Rabbit



Social Rabbit is a WordPress plugin. To start using it, you don't need any extra tools, only a WP site with PHP 7.1, 7.2 or 7.3 version.

To launch your WordPress site you need to:



Get your domain name

A domain name is the address of your site and it will represent your business forever. If you still don't have a domain, it's better to avoid long names (*2-3 words will be perfect*) and using digits or a hyphen.



Select a hosting provider

There are literally tens of thousands of companies that provide hosting services for the WordPress sites owners. You can select the most suitable one.

Hosting providers listed below offer one-click WordPress platform installation, reasonably priced plans and responsive customer service.



Annual plans starting
at **\$3.96 per month**



Plans starting
at **\$5 per month**



Plans starting
at **\$4 per month**



Install WordPress

WordPress is a free and open-source content management system (CMS) that you should install on your web server (hosting).

To start the installation process, download WordPress from its official [Download Page](#). There are two ways to install WordPress – quick or manual installation.

Simply follow the instructions below to install WordPress using your chosen method:

- [WordPress Quick Installation with HostGator](#)
- [WordPress Manual Installation](#)

If you are still hesitating to get this plugin as your new perfect SMM specialist, just check these success stories by our clients:



Otto

I run my stores as a one-man-company from home. I've been into dropshipping for over a year by now and love being my own boss. I use Social Rabbit which helps me promote my business automatically. I have been using it from the beginning and I can recommend it if one wants to save time.



Alex

The major part of my social traffic was attracted owing to a special tool for webstores' promotion in social networks (Social Rabbit) and to my own online activities. I had no SMM experience before. I didn't even have a Facebook account!...



Victoria

I use Social Rabbit all the time. It proves to be really useful: my store analysis shows that these automatically created posts actually generate sales! And what's most important for me, the Rabbit saves tons of my time



Martin

My first sale was in August 2016 with my first e-commerce store. I believe the traffic came from social media platforms. I'm still using Social Rabbit for auto-posting. It can give decent traffic to your site if the niche and content is right.

Also, you can read about our own experiment! Look at this example of a store's Instagram account managed by Social Rabbit.

Social Rabbit uses all types of content from your **WordPress site** and turns it into attractive and human-like posts. And what's even better, the Rabbit does it **without your constant control**.

Make Your SMM Flourish - Hire Social Rabbit!

If you are ready to start a hassle-free auto-promotion of your WordPress site via social media platforms today, get Social Rabbit with a
15% discount!

USE COUPON CODE

SMM15

AT CHECKOUT*

GET SOCIAL RABBIT

**Find «Have a coupon?» block on the checkout page, click «Redeem it here,» enter the code and click the «Apply» button.*