

many companies just don't take the time to learn the platform's native ways before throwing content on it. Those who do, however, see results. And the ones who really dig deep to understand the subtleties and nuances of the platform that aren't obvious to the more casual user? They truly shine. 29-30 that's why we must learn from best Instagram should be easy and eye-catching

Content is king, but context is God. You can put out good content, but if it ignores the context of the platform on which it appears, it can still fall flat. Most marketers are oblivious to context because marketers are on social media to sell stuff. Consumers, however, are not. They are there for value. That value can take many forms. 30-31 doesn't matter whether it has to do with brand

Social networking sites light up people's dopamine pathways and the pleasure centers of their brain. Your content must do the same, and it will if it looks the same, sounds the same, and provides the same value and emotional benefits people are seeking when they come to the platform in the first place. In other words, it will if it is native. 31-32

This book will show you how to create the kind of shareable, relevant, value-driven content that ensures consumers always pay attention to your story, no matter where they go, and then that they pass on your content, creating the word of mouth critical to actually making the sale. Ultimately, that's the real reason to do any of this—because social media sells shit. 18

Now, if you truly understand how marketing works today, you know there is no individual six-month campaign; there's only the 365-day campaign, during which you produce new content daily. Now, if you know what you're doing, you scour the Internet daily, searching for references to your product or service so you can jump in on the conversation, or scrambling at a moment's notice to respond to a 2:47 P.M. complaint via Twitter. To do social media right is harder and requires more time and effort than most people realize. It shows in the low frequency of their posts, the inferior quality of their content, the lack of ingenuity with which they approach each new medium even as it gains in popularity. A smart entrepreneur or open-minded brand manager, however, will head over to a new platform. "How can I do better?" 20

I can't believe how many marketers will dismiss the media habits of five million people. Ignoring platforms that have gained critical mass is a great way to look slow and out-of-touch. Do not cling to nostalgia. Do not put your principles above the reality of the market. Do not be a snob. (more focus on Yelp) description and photos missing. 21 You cannot win big in social media if you're going to be afraid of emerging technology. Check also trends

A great marketing story is one that sells stuff. It creates an emotion that makes consumers want to do what you ask them to do. Native content amps up your story's power. It is crafted to mimic everything that makes a platform attractive and valuable to a consumer—the aesthetics, the design, and the tone. It also offers the same value as the other content that people come to the platform to consume. 23

A story is at its best when it's not intrusive, when it brings value to a platform's consumers, and when it fits in as a natural step along the customer's path to making a purchase. The perfect story is spun from your intimate knowledge of your history, your competition's history, and increasingly, what you see going on in the world and what you discover your consumers want to talk about. Whatever story you tell, you must remain true to your brand. 24

Social media storytelling is as sweet a science as boxing, requiring constant experimentation and hours of observation. Successful online content marketers pay especially close attention to variables

such as environmental fluctuations and demographic shifts. At what times do we see the highest level of response? What happens when we use slang? How does the same image work with different taglines? Did it make a difference to add a hashtag? 25-26

Similarly, each platform is unique, and requires a unique formula. What works on Facebook won't necessarily work on Twitter. Stories told through pictures on Instagram don't resonate the same way 27

No matter where you go to meet your customer, however, you had better show up with a knockout story, and some killer content with which to tell it. 28