

# Social Media Guide: Expert

*How to Use Social Media Like the Pros Do*



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The background of the slide is a dark, high-contrast photograph of various plumbing components. In the upper left, two brass-colored fittings with blue and red handles are visible. Below them, a larger, more complex brass fitting is shown. In the lower right, a black plastic fitting is partially visible. The overall lighting is dramatic, highlighting the metallic textures of the brass parts.

*Notice*

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We have taken extensive measures to ensure that everything we present is, to the best of our knowledge, factually correct both according to our own experiences as professionals in the plumbing industry since 1955, and according to our knowledge and understanding of the plumbing industry since that time as well.

As with all education taken for free from the internet, proceed with caution.





*Preface*

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# Introduction

Hey, you're now ready to become an expert social media manager! Fantastic.

These points are our absolute next-level, off-the-wall approaches to social media. This is not for the faint of heart. The expert level is a lot of work but it's something only the top dawgs on social media would think of, or spend time doing.

### ***Everything Comes at a Cost***

If you aren't willing to invest money in subcontracting your social media growth (which is a fairly risky thing anyways), nor do you want to hire someone dedicated to this role entirely, you have to recognize that it's going to cost you time and effort. Nothing in life is free.

However! If you're willing to put in the time, these growth tactics are ones that Boshart Industries has personally found success with,

and are the most likely to obtain you followers that may give you their money one day.

Remember that the name of the game in social media is a qualified following. We don't care about numbers if they aren't representational of the audience you are intentionally chasing. Thankfully, these expert techniques are entirely focused on gathering the right audience.

Now that you have extended your social media knowledge to include using user generated content, knowing the benefits of video and being a trend setter, you are ready to learn even more about how to crush your social media goals.

For this guide, we have two principles for you to follow. They are:

- Find References
- Seek Out Your Competitor's Followers



*Chapter 1*

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# Find References



After spending lots of time on social media, we're sure you've come across a competitor's account once or twice (or maybe seventeen times). But instead of scrolling their account with disdain and envy, check their account out. There might be something here for you to learn.

Once you've navigated to a (successful) competitor's profile on social, let's ask ourselves these questions:

- What is the most interesting or unique thing they're doing that no other account is doing?
- If they aren't doing anything truly unique, what are they at least doing well that seems to be working for them?
- What is the thing they're doing most poorly that we could do better?
- What is their general posting strategy?

- What is their general interaction strategy?
- Do they use user generated content? Video? Are they a trend setter or innovator?
- What do their followers say in their comments?
- What does their approach to their social media say about the brand's personality?

Don't just read those questions and gloss over the answers. Go back and write down your answers for a competitor or two.

If you're not a note-taker, we'll concede. But you should substitute those notes by having a collaborative conversation with a peer who is as equally versed on social media as you are. This will allow you to talk to someone who will actually help you understand what you're seeing beyond a surface understanding.

Also, if you're taking the talk-to-a-peer approach, record a voice memo on your phone and transcribe the most important points later for reference.

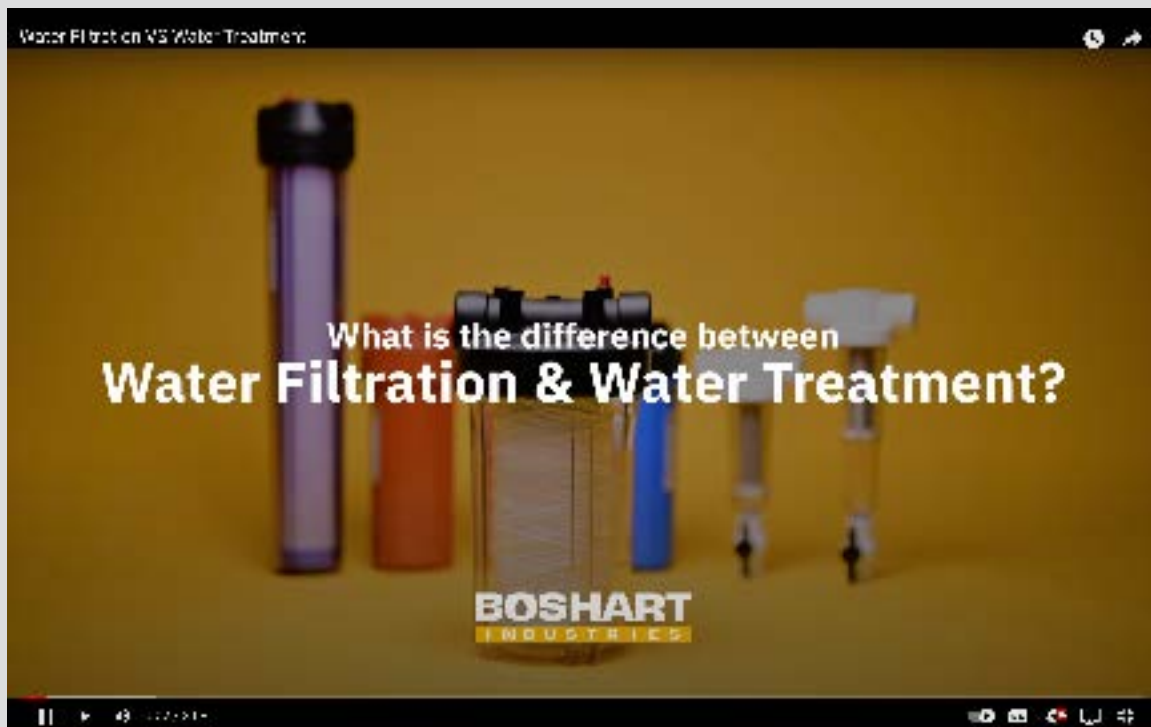
Now, with a page full of notes and answers to the aforementioned list of questions, you have the ability to reverse engineer your own strategy that uses their framework. Why reinvent the wheel? If someone else is doing something successful—in your industry, towards your customers—why wouldn't you borrow the principles and put your own spin on them?

That last part is a really important nuance: put your own spin on things. No one likes a copycat, and you can quickly run into intellectual property debates with a competitor if you fly too close to the sun.

You still want your brand to be you, so understand what a competitor is going well, adopt what you can, and stay true to yourself.

While, on the surface, you might be able to come up with a couple quick answers to this list of questions, you might be impressed what you uncover with a deeper conversation.

Click below to watch





Chapter 2

# Seek Out Your Competitor's Followers

Being a little devious on social media can benefit you and your account. And by devious, we don't mean devious like putting itching powder in your brother's gym shorts. So, how do you be a little devious on Social Media?

What we're talking about is attracting the active followers of your competitors once you've gotten a good foundation of a social media account and want to see it grow. But because you can't tell the algorithm "Hey, show my posts to THOSE people specifically", you've got to put yourself in front of them.

How do you do that?

Quick note: This technique works particularly well on Instagram where you can interact as your brand. This isn't to say it's impossible on other platforms like LinkedIn or Facebook, but you might need to modify the approach just a little bit.

**Step 1:** Navigate to a successful competitor's social media page. Find a relevant post they've made that got a lot of interactions, or was interesting and aligns with your brand.

**Step 2:** Click to see who reacted, commented and liked it.

**Step 3:** Go on their profile, like 6 of their photos, comment on one other posts, then finally, follow them. Make absolute sure to do it in that order. And make sure that your comment isn't just an emoji or generic comment. Specifically identify something in the post that lets them know you read that specific post and are responding to them specifically.

**Step 4:** Go back to that original competitor's post, go down to the next account in the list, rinse and repeat.



**Step 5:** For best results, do this to approximately 50 accounts a day for as many days in a row as you can. Vary what competitor's you're poaching from.

Here's the string of events that takes place when that user signs into their account next:

**Step 1:** They see a small quantity of likes, comments, and follows (who doesn't love feeling popular?)

**Step 2:** They see that they're all from the same account (your brand)

**Step 3:** They click on your account to see who you are (if for no other reason to make sure you aren't a robot)

**Step 4:** They see content on your social media page that intrigues them and delights them

**Step 5:** They feel a personal connection to your brand because you've already liked, commented, and followed them.

Step 6: For probably 40% of the people you do this to, they will follow you back.

Bazinga! 20 new followers per day. And not just any followers: legit, living, breathing, active-on-social-media, qualified followers.

You might be wondering “Does this really work?”

Boshart has been using this strategy intermittently for a number of weeks. We spend one hour every day, liking, commenting and then following accounts on Instagram. There was a time where, in one week, we gained 100 of those golden followers. This is our biggest, no-nonsense, legit growth tactic.

The biggest drawback to this technique is time. Yes, an hour every day is a lot of time when you are busy with other important jobs. So how important is a social media following to you?

We firmly believe that making the time to employ this technique will benefit you, your account and your business in a positive way. Maybe not immediately, but certainly in the long run.



*Postface*

# Summary

Following these two techniques can take you from an intermediate social media user to an expert. Greatness doesn't just happen to most social media accounts: you have to earn it. This is our most prized-technique to help you work smarter and not just harder.

All in all, social media is a fickle thing. Some posts will get no attention when you thought they'd skyrocket, and other posts go viral when you hardly gave them a second thought.

There is an element of social media that is unpredictable. However, the tricks and techniques we've covered in all of these guides will hopefully, if nothing else, get you into a

mental framework to think about social media differently than you have in the past.

To succeed on social media, you can't have a passive approach. It involves active activity (ha!), and you won't get anywhere if you don't want it badly enough.

So: what kind of social media manager are you? How badly do you want to see your account grow?

This Expert guide is our most expansive teaching on the topic. You have everything you need. What are you waiting for?



*Postface*

**For More Info**



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