



Modern Marketing 101

Our previous Modern Marketing 101 installments are linked below. We encourage you to print, save, and add these articles and resources to your social-media marketing manual

- ❑ Bob Van Rossum of [Business 2 Community](#) considers four reasons why you may want to keep your business' social-media marketing in-house.
- ❑ [Adweek](#) enumerates five social-media advertising mistakes that are easy to commit, along with suggestions for avoiding them.
- ❑ [DMN](#) outlines six social-media strategies for increasing your exposure reach during the summer.
- ❑ HubSpot offers [the Ultimate Guide to Instagram Marketing](#).
- ❑ Jayson DeMers of *Forbes* delineates [seven hard truths](#) about social-media marketing.
- ❑ [IGV](#) lists four reasons why your business should seek video endorsements for your products.
- ❑ This [Forbes article](#) explores 13 content-marketing strategies to choose from, along with advice from entrepreneurs and business leaders who have been successful in differentiating their brands by creating unique and exciting content.
- ❑ [This article from Entrepreneur](#) provides several thought-provoking pointers on how to collect data from your customers without being creepy, along with tips on how to make privacy policies less invasive.
- ❑ [PCMag](#) explains how you can have online charisma without crossing any lines.
- ❑ [In an interview with Forbes](#), Elena Hansen of SWIM Social recounts how she has effectively pushed her voice to the top of the pack.
- ❑ A Clutch.co [survey](#) asks small businesses how they are using social media in 2018.
- ❑ Here's another great guide to a popular social-media platform: "[Snapchat Usage and Advertising: A Marketer's Guide to Maximizing Returns from Snapchat](#)."
- ❑ *Forbes* magazine gives an [overview](#) of digital marketing trends in 2018.
- ❑ Finally, here's an article about Facebook marketing strategies and another about the mystifying world of hashtags: "[Effective Facebook Marketing Strategies for 2018](#)" by The Balance and "[How To Use Hashtags On Every Social Media Network](#)" by Sprout Social.