

```
<!-- wp:paragraph -->
<p>If you landed on this page, that means that your website is up and running.
<strong>Congratulations mate!</strong> Welcome to the world wide web, this big place,
where we all can work together. </p>
<!-- /wp:paragraph -->
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<!-- wp:paragraph -->
<p><br>At <a rel="noreferrer noopener" aria-label="@fribba.com (opens in a new tab)"
href="https://fribba.com/" target="_blank">Fribba</a>, we want to help you guys, sharing our
knowledge, by simplify the whole process of building a WordPress website, bringing to you,
the latest and finest details about anything you need to know, from purchasing your domain
name and hosting to installing, customizing, writing posts, ideas on what to write about,
keywords research, monetizing your blog and so on.</p>
<!-- /wp:paragraph -->
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<!-- wp:paragraph -->
<p><br>This article is for you too, for those who don't have a WordPress website by now.
Looking for some precious <strong>insights </strong>about how to build a WordPress
website? Again, you are in the right place.</p>
<!-- /wp:paragraph -->
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<!-- wp:quote -->
<blockquote class="wp-block-quote"><p>Don't have a clue about building a WordPress
website? <strong style="font-size: inherit;">Would you like to learn?</strong></p><p>Then
check this stunning article, where you will learn <a
href="https://fribba.com/ultimate-beginners-guide-create-a-wordpress-website-in-15-easy-ste
ps/" target="_blank" rel="noreferrer noopener" aria-label="how to create a WordPress
website in 15 steps (opens in a new tab)">how to create a WordPress website in 15
steps</a>. Awesome!</p></blockquote>
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<!-- wp:heading -->
<h2>What we will discuss in this article?</h2>
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<ol><li><strong>Social Media</strong></li><li><strong>Content</strong>
<strong>Upgrade</strong></li><li><strong>Email Lists</strong> (email subscriber)</li></ol>
<!-- /wp:list --></div></div>
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<!-- /wp:group -->

<!-- wp:paragraph -->

<p>In order to sell products, or just to be ranked on search engines, people have to know that you are on the market, regardless of your targeted niche. </p>

<!-- /wp:paragraph -->

<!-- wp:paragraph -->

<p>Aside from that, one thing's certain, you will just need to make a big fuss, so people can hear you, read your blogs, or even buying your products. </p>

<!-- /wp:paragraph -->

<!-- wp:paragraph -->

<p>Without any further ado, let's explore in more depth the main topics of this article. </p>

<!-- /wp:paragraph -->

<!-- wp:heading {"className":"attention"} -->

<h2 class="attention">1. Social Media</h2>

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<figure class="wp-block-image size-large"></figure>

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<!-- wp:heading {"level":3} -->

<h3>What is Social Media?</h3>

<!-- /wp:heading -->

<!-- wp:paragraph -->

<p>An online community created by users, where they can share ideas, pieces of information, personal messages, all kinds of content (videos, images, Gifs) and so on. Incredible, isn't?</p>

<!-- /wp:paragraph -->

<!-- wp:paragraph -->

<p>Social media is also used, in business, to market products, promote brands and connect with your existing and new customers.</p>

<!-- /wp:paragraph -->

<!-- wp:paragraph -->

<p>By using Google Analytics, you can view, track and collect precious data, such as user behavior, traffic source, average time spent on a page, etc. These data are combined into reports, which you can use to perform an in-depth analysis to better understand your clients.</p>

<!-- /wp:paragraph -->

<!-- wp:heading {"level":3} -->

<h3>What are the PROS and CONS of Social Media?</h3>

<!-- /wp:heading -->

<!-- wp:paragraph -->

<p>Who would have thought that there were CONS? Let's face it, every good thing has its bad parts.</p>

<!-- /wp:paragraph -->

<!-- wp:paragraph -->

<p>And because we are talking about businesses, I made a list to see for yourself the PROS and CONS of Social Media.</p>

<!-- /wp:paragraph -->

<!-- wp:paragraph -->

<p>Here we go:</p>

<!-- /wp:paragraph -->

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<!-- wp:heading {"level":4,"customTextColor":"#d8ab37","className":"attention2"} -->

<h4 class="has-text-color attention2" style="color:#d8ab37">PROS</h4>

<!-- /wp:heading -->

<!-- wp:list -->

You can create organic content;It's an easy way to attract your audience;It enhances business associations;It gives you better exposure to your business, which can lead to more traffic, ergo more visitors;It helps people across the globe to communicate and stay connected with each other, which means that it more likely to start a business even for those with tight-budget;It's a way to earn extra bucks;It gives you the opportunity to promote your business easily, in a cost-effective manner;It's a great source of information and entertainment also;It can create brand awareness;Using relevant content will grab the attention of potential customers;The costs to maintain social media are minimal.

<!-- /wp:list -->

<!-- wp:heading {"level":4,"customTextColor":"#b73d55","className":"attention2"} -->

<h4 class="has-text-color attention2" style="color:#b73d55">CONS</h4>

<!-- /wp:heading -->

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<!-- wp:list -->
<ul><li>Time-consuming, especially in the beginning, when you don't have enough content
on your website. You can easily be caught in the middle (creating your content and
promoting it);</li><li>Your ideas can be stolen;</li><li>A misinformed customer can ruin your
day and your brand, with a nasty review;</li><li>Wrong marketing campaigns. It can happen
and you can end up chasing away your potential clients;</li><li>Losing your privacy. There's
the possibility that hackers find a "loop" in the security of the website;</li><li>Decreases
face-to-face communication skills, at some level;</li><li>You have to wait to see results.
Don't wait for a miracle, make it happen instead.</li></ul>
<!-- /wp:list -->
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<!-- wp:paragraph -->
<p>Social Media has grown <strong>tremendously </strong>in the last few years. An in
addition to the PROS and CONS, I want to share with you also some useful
<strong>stats</strong>.</p>
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class="blocks-gallery-item"><figure><figcaption
class="blocks-gallery-item__caption"> Hehe, I couldn't say it better myself :) .
</figcaption></figure></li></ul></figure>
<!-- /wp:gallery -->
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<!-- wp:paragraph -->
<p>I'm going to stick my neck out there when I'm saying that you can turn even the CONS in
your favor.</p>
<!-- /wp:paragraph -->
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<!-- wp:paragraph -->
<p>You just need to do a little research and pay attention to the PROS and CONS listed
above. It will worth it. (Especially on how to "double" secure your website. There's no such
thing as being too(ooo) paranoic).</p>
<!-- /wp:paragraph -->
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<!-- wp:paragraph -->
<p>Enough chit-chat. Let's continue.</p>
<!-- /wp:paragraph -->
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<!-- wp:heading {"level":3} -->
<h3>What platforms are used in Social Media?</h3>
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<!-- /wp:heading -->

<!-- wp:paragraph -->

<p>Who doesn't love funny videos with dorky dogs? Without these platforms, you wouldn't be able to see them. What I'm going to say in the next section, is no secret for anyone. Or is it?</p>

<!-- /wp:paragraph -->

<!-- wp:paragraph -->

<p>To prove it, here are the most commonly used platforms:</p>

<!-- /wp:paragraph -->

<!-- wp:paragraph -->

<p>Facebook - is an American online social media and social networking service. You can post text, photos, and multimedia which is shared with any other users that have agreed to be your "buddy", or, with a different privacy setting, with any reader. </p>

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<!-- wp:paragraph {"align":"center","customTextColor":"#0071a1"} -->

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Fun(tastic) Stats about

Facebook: </p>

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<p> Did you know that:</p>

<!-- /wp:paragraph -->

<!-- wp:list -->

If your Facebook ads contain images, then they will be between 75% and 90% more effective?96% of Facebook users access it on mobile?93% of social media advertisers use Facebook ads on a regular basis?

<!-- /wp:list --></div></div>

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<!-- wp:paragraph -->

<p>Twitter - is

an American microblogging and social networking service on which users post and interact with messages known as "tweets". Tweets were originally restricted to 140 characters, but on November 7, 2017, this limit was doubled to 280 for all languages except Chinese, Japanese, and Korean. I wonder why :) .</p>

<!-- /wp:paragraph -->

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<!-- wp:paragraph {"align":"center","customTextColor":"#1da1f2"} -->
<p style="color:#1da1f2" class="has-text-color has-text-align-center">
<strong><em>Fun(tastic) Stats</em></strong> about <em><strong>Twitter</strong></em>:
</p>
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<div class="wp-block-group has-very-light-gray-background-color has-background"><div
class="wp-block-group__inner-container"><!-- wp:paragraph -->
<p> <strong>Did you know that</strong>:</p>
<!-- /wp:paragraph -->
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<!-- wp:list -->
<ul><li><strong>9%</strong> more people are now using Twitter on a daily
basis?</li><li><strong>326 million </strong>people use Twitter every month?</li><li>Link
clicks account for <strong>92%</strong> of all user interaction with
tweets?</li><li><strong>53%</strong> of users say they bought a product they first saw on
Twitter?</li></ul>
<!-- /wp:list --></div></div>
<!-- /wp:group -->
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<!-- wp:paragraph -->
<p><strong>LinkedIn</strong> - is an American&nbsp;business&nbsp;and
employment-oriented service that operates via&nbsp;websites&nbsp;and&nbsp;mobile
apps, mainly used for&nbsp;professional networking, including employers
posting&nbsp;jobs&nbsp;and job seekers posting their&nbsp;CVs.&nbsp;</p>
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<!-- wp:paragraph {"align":"center","customTextColor":"#0077b5"} -->
<p style="color:#0077b5" class="has-text-color has-text-align-center">
<strong><em>Fun(tastic) Stats</em></strong> about <strong>LinkedIn</strong>: </p>
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class="wp-block-group__inner-container"><!-- wp:paragraph -->
<p> <strong>Did you know that</strong>:</p>
<!-- /wp:paragraph -->
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<!-- wp:list -->
<ul><li>There are over <strong>530 million</strong> user profiles on
LinkedIn?</li><li><strong>80%</strong> of social media B2B leads come from
LinkedIn?</li><li>Over <strong>46%</strong> of all social media traffic to company websites
comes from LinkedIn?</li></ul>
<!-- /wp:list --></div></div>
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<!-- /wp:group -->

<!-- wp:paragraph -->

<p>Instagram- is an American photo and video-sharing social networking service owned by Facebook, Inc. The app allows users to upload photos and videos to the service, which can be edited with various filters. An account's posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations, and view trending content. Users can like photos and follow other users to add their content to a feed. </p><!-- /wp:paragraph -->

<!-- wp:paragraph {"align":"center","customTextColor":"#dc5e8f"} -->

<p style="color:#dc5e8f" class="has-text-color has-text-align-center">Fun(tastic) Stats about Instagram: </p><!-- /wp:paragraph -->

<!-- wp:group {"backgroundColor":"very-light-gray"} -->

<div class="wp-block-group has-very-light-gray-background-color has-background"><div class="wp-block-group__inner-container"><!-- wp:paragraph -->

<p> Did you know that:</p>

<!-- /wp:paragraph -->

<!-- wp:list -->

Instagram has 1 billion monthly active users, and 500 million of them use it daily? 59% of Instagram users are under the age of 30?Videos get 21.2% more interactions compared to images and 18.6% more interactions compared to carousels?

<!-- /wp:list --></div></div>

<!-- /wp:group -->

<!-- wp:paragraph -->

<p>YouTube - is an American video-sharing platform. Allows users to upload, view, rate, share, add to playlists, report, comment on videos, and subscribe to other users. It offers a wide variety of user-generated and corporate media videos. Available content includes video clips, TV show clips, music videos, short and documentary films, audio recordings, movie trailers, live streams, and other content such as video blogging, short original videos, and educational videos. </p>

<!-- /wp:paragraph -->

<!-- wp:paragraph {"align":"center","textColor":"vivid-red"} -->
<p class="has-text-color has-text-align-center has-vivid-red-color"> Fun(tastic) Stats about YouTube: </p>
<!-- /wp:paragraph -->

<!-- wp:group {"backgroundColor":"very-light-gray"} -->
<div class="wp-block-group has-very-light-gray-background-color has-background"><div class="wp-block-group__inner-container"><!-- wp:paragraph -->
<p> Did you know that:</p>
<!-- /wp:paragraph -->

<!-- wp:list -->
YouTube is the preferred form of social media marketing worldwide and that 83% of all consumers prefer it?54% of all people want marketers to put out more video content, and this is an excellent place to begin?Most of YouTube's user base is male (55% men to 45% women)?
<!-- /wp:list --></div></div>
<!-- /wp:group -->

<!-- wp:separator {"color":"vivid-purple","className":"is-style-default"} -->
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<!-- /wp:separator -->

<!-- wp:paragraph {"align":"center"} -->
<p class="has-text-align-center">Well, how about that? </p>
<!-- /wp:paragraph -->

<!-- wp:paragraph -->
<p>Although the statistics say that you should use social media as a part of your strategy marketing, there is still a question that pops in my mind and that question is "What platform suits my business?"
The answer is that you can't tell at first sight. You have to see it for yourself, and another thing, because it is a time-consuming process (using social media, promote your brand/blog), prepare a "clever" strategy marketing and stick to it. </p>
<!-- /wp:paragraph -->

<!-- wp:heading {"className":"attention"} -->
<h2 class="attention">2. Upgrade Content</h2>
<!-- /wp:heading -->

<!-- wp:image {"id":505,"sizeSlug":"large"} -->

<figure class="wp-block-image size-large"></figure>
<!-- /wp:image -->

<!-- wp:heading {"level":3} -->
<h3>What in the world is Content Upgrade?</h3>
<!-- /wp:heading -->

<!-- wp:paragraph -->
<p>It is a simple process of turning your blog posts into a free, bonus
content that people can get their hands on it. Although this is a win-win situation, to
get access to a specific content upgrade, your visitors (probably future customers) have to
subscribe to your email.</p>
<!-- /wp:paragraph -->

<!-- wp:paragraph -->
<p>The content upgrade makes a blog post more powerful and valuable
for building an email list, along with the fact that you can boost your email
conversion rate.</p>
<!-- /wp:paragraph -->

<!-- wp:paragraph -->
<p>Do you use the ability of content upgrade?

Cause if you don't and I'm supporting you to do it, you may be left behind.</p>
<!-- /wp:paragraph -->

<!-- wp:quote {"className":"is-style-default"} -->
<blockquote class="wp-block-quote is-style-default"><p>Do you use the ability
of content upgrade?
Cause if you don't and I'm supporting you to do it, you
may be left behind.</p></blockquote>
<!-- /wp:quote -->

<!-- wp:paragraph -->
<p>I bet you're questioning yourself on how hard can it be to create a
content upgrade that works. May I comfort you when I say that it isn't so difficult to
create?
Don't believe me? Let's jump into this list with content
upgrade ideas and examples.</p>
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<!-- wp:heading {"className":"attention"} -->
<h2 class="attention">3. Email lists</h2>
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