



7 TIPS FOR SUCCESSFUL SOCIAL MEDIA MARKETING



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In January 2020 it was recorded that 18 million Australians are social media users, that's roughly 31 percent of the Australian population. I'm no mathematician but by looking at those numbers it's crystal clear to me that it's crucial for all businesses to be active on social media.

Aside from the fact that social media gives you the ability to engage with your current consumer 24/7 365 days a year, it also gives you the opportunity to reach out to a whole new audience and the best part? It's totally free! (Well, unless you decide to boost posts, create sponsored ads and so on, in which case it's not free, but that's another topic for another time.) This e-book is all about helping you understand the basics of marketing your business on social media, without the overwhelm.

So here it goes, my top tips for building your brand and growing your audience.

1. Always have a plan

While it's tempting to dive off the deep end and start posting content on your social media without having a plan, you really shouldn't do it, and it's simple to see why. Have you ever stumbled upon a business's Facebook page and it's chock-a-block with low quality images, poorly crafted captions and messy punctuation? It's tragic, it's unprofessional and it deters potential consumers. Instead, take the time to plan ahead. Think about your goals and what you hope to achieve, that way you will have a clear way of measuring your results.

Here are some things to consider:

GOALS AND OBJECTIVES

Your goals need to be four things - specific, measurable, attainable, relevant and timely. For example, maybe your goal is to engage with real people and convert them into actual sales, or maybe you're more interested in racking up your follower count, either way, once you know what your goals are you're able to tailor your content specially.

RESEARCH

it never hurt to research the competition. Have a look at what they're doing, what you think has worked well and what you think hasn't. This will really help you understand what you should be aiming for and what you should be staying away from. Who said we only have to learn from our own mistakes?

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ADUIT

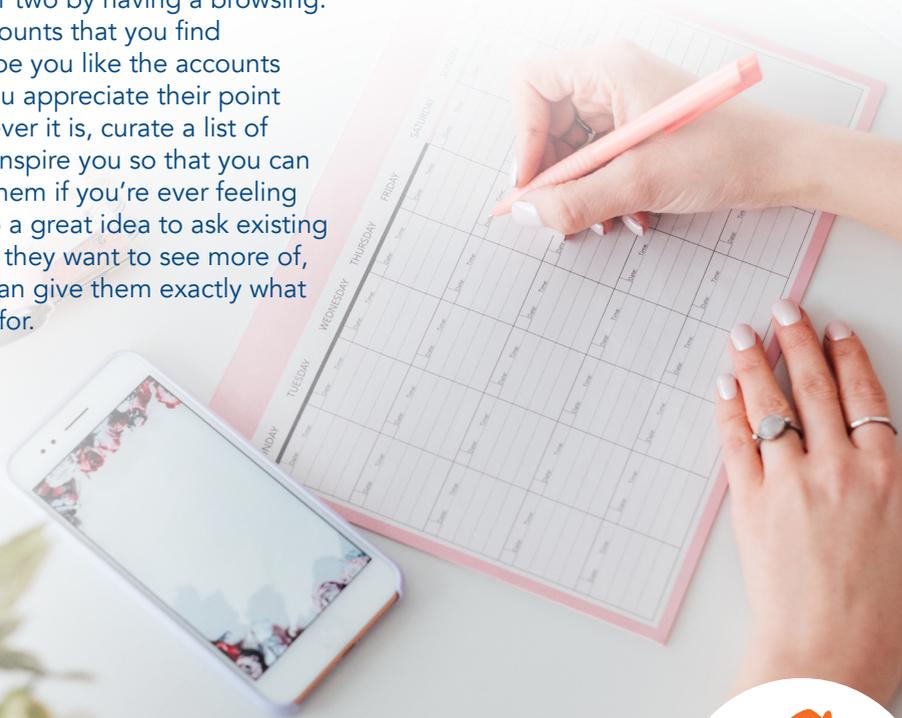
If you're already using social media but haven't taken the time to create a plan, now is a great time to have a look at what you've been doing and evaluate your efforts. It's crucial to keep track of what's working for your audience and what's not, that way you'll know what to post more of and what to exclude.

FIND YOUR INSPIRATION

There are literally millions of businesses using social media, so you can always learn a thing or two by having a browsing. Find some accounts that you find inspiring, maybe you like the accounts aesthetic or you appreciate their point of view. Whatever it is, curate a list of accounts that inspire you so that you can look back on them if you're ever feeling 'stuck'. It's also a great idea to ask existing followers what they want to see more of, that way you can give them exactly what they're asking for.

CONTENT CALENDARS

I cannot stress this last point enough! Having a content calendar will save you tonnes of time, it will also save you the stress of trying to figure out what to post. Something that a lot of new accounts struggle with is finding the perfect balance of what to post, personally I like to stick to the 80-20 rule. 80 percent of your posts should focus on educating, informing and entertaining your audience, the other 20 percent should focus on the sale.



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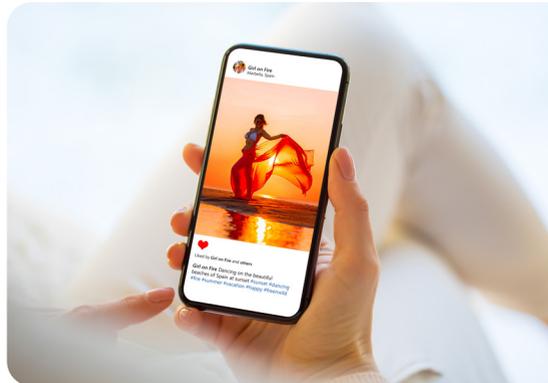


This is what a content calendar should look like:

MON	TUES	WED	THURS	FRI	SAT	SUN
1 WA Day	2 World Eating Disorder Day	3	4 HBD Mum - one of reasons I've always pursued my heart	5	6 Fun quote	7
8 Writing tip	9	10 Current project	11	12 My office buddies	13	14
15 Monday motivation	16	17	18 Let go of what no longer serves you	19	20	21 International Day of Yoga
22 The importance of keeping things positive in our media	23	24	25 Business affirmation	26	27 Business update	28
29 Business affirmation	30 World Social media day	1 MPEA Applications now open	2	3	4 Plastic Free July - tips to reduce your waste	5

2. Decide on what platforms are right for you

Don't cut yourself short, make sure you know where your audience is 'hanging out.' For example, if you own a dance studio, chances are your audience ranges from young teens to grandparents, so it's important that you cover all of your demographics. Don't assume that you're only targeting parents and that they're only on Facebook.



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Take a look at the statistics below to help you decide which social media platforms are right for you and your business. Remember that these demographics are just an overview.

3. Understand and expand your audience

One of the greatest things about using social media for your business is that it gives you the ability to really get to know and understand your audience.

Find out what's important to them and adjust your marketing accordingly, the further you dig the better.

For example, say you have an online business that sells sustainable produce and you start out creating targeted ads using obvious keywords like 'sustainable' and 'healthy'. But down the track, from analysing your audience, you realise that your audience is also interested in 'finances'. This fact will help you create new marketing campaigns, like why buying your produce will help your audience save money.

You'll find that by doing this, not only are you appealing to your current audience, but you will also appeal to others which means increasing your audience.

Facebook

MONTHLY ACTIVE USERS	AGE*	GENDER**	TOP COUNTRY***
2.44 billion	25-29	75 % Women 63 % Men	India

YouTube

MONTHLY ACTIVE USERS	AGE*	GENDER**	TOP COUNTRY***
2 billion	15-25	68 % Women 78 % Men	U.S.

Instagram

MONTHLY ACTIVE USERS	AGE*	GENDER**	TOP COUNTRY***
1 billion	18-24	43 % Women 31 % Men	U.S.

*largest cohort among US adults

**among US adults

***based on total number of users

****Snapchat does not publish MAU data



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4. Build relationships

If you're using your social media platforms in the right way you should find that people are engaging with your content, this is important if you want to build relationships and make sales without seeming desperate.

Research has shown that 40% of consumers on social networks research new brands and products prior to deciding if they should make a purchase, one thing people always look for is brands engagement, so when someone engages with your content make sure you engage back. This will help you build trust and a loyal following, social platforms love this so your content will rise in the algorithm which means more exposure!

5. Get visual

FUN FACT

90% of information that is transmitted to the human brain is visual, online content that includes visual content gets 94% more viewers. Why am I telling you this? ... I'm telling you this to highlight the fact that you need to be posting visual content on your socials. While Instagram, Pinterest and Snapchat require that you do, others like Facebook, LinkedIn and Twitter give you an option, though I like to think that there is no option. If you're going to bother posting, then you need to include a visual, it's that simple.

Some businesses have trouble trying to decide what sorts of visuals to post, my advice:

- Try to use as much original content as possible
- Always make sure to edit your photos
- Think about ways you can highlight your company's culture
- Think outside the box
- Include your staff
- Show your audience what goes on behind the scenes

STILL HAVING TROUBLE GETTING CONTENT TO POST?

There are tonnes of websites which offer stock images that you can use for free or for a small cost.

6. Quality over quantity

With so many options out there it's no wonder why so many businesses struggle with overwhelm when it comes to social media marketing. Remember that you do not need to do it all.

Pick your key platforms wisely and focus your time and energy on getting them right instead of trying to do them all.

This also applies to what you're posting. There is no need to post every day, try to post valuable content at least three times per week. Focus more of your time on connecting with your audience and building quality relationships that will convert into sales down the track.

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7. Schedule your content

If you struggle to find time to post your content and engage with your audience, a great time saving tool is to schedule your content in bulk, ahead of time. This is super easy if you already have a content plan (as mentioned earlier in this e-book).

Personally, I dedicate my Monday's to content scheduling, I get it done in a couple of hours and know that I have quality content going out throughout the week without having to think about it.

Once you've got your social media marketing plan in place and are actively doing all the things outlined in this document, remember to take the time every month to track your results. This will help you understand what's working and what's not, what to spend more time on and what to get rid of.

While it can seem overwhelming at first, social media is a free, accessible tool that can help take your business to new heights. All it takes is persistence and focus.

DO YOU NEED HELP WITH SOCIAL MEDIA MARKETING FOR YOUR BUSINESS?

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