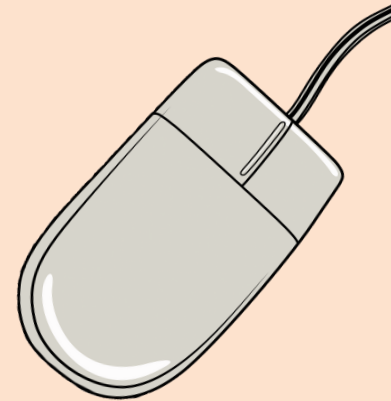




WHAT IS SOCIAL MEDIA MARKETING?

Social media marketing can be defined simply as the use of social media platforms to promote a product or service. As a marketing tactic it's unique, in that it encourages user-generated content (e.g. online comments and product reviews), also known as 'earned media', rather than relying solely on marketer-prepared copy.



GETTING TO KNOW YOUR IDEAL CUSTOMER

The key to making any marketing campaign successful is understanding who your ideal customer is by creating a buyer persona. A buyer persona is a semi-fictional character that represents your ideal customer and is based on market research and real data about your existing customers. Once you understand your buyers' needs, objectives, interests and what keeps them up at night, you can use this to guide your marketing messaging.



POST SHARE-WORTHY CONTENT

Driving engagement with your audience on social media is all about sharing content that they find useful or interesting – from blog posts to whitepapers to videos to helpful guides. The more shareable the content, the more coverage it will get. And the more coverage your posts get, the more they will drive visitors to your website and raise your brand profile.

Whether it's content you've created yourself or someone else's you're sharing, think before you post: "would the audience I'm trying to reach find it useful or interesting?" If the answer is no, don't waste your time, they're unlikely to read it themselves let alone share it with others.



SIX REASONS YOU SHOULD BE TAKING SOCIAL MEDIA MARKETING SERIOUSLY



BRAND AWARENESS

Brand awareness is critical if you want to grow your business. It makes sense that the more people are aware of your brand, the more of your product or service you'll sell.



AUDIENCE REACH

The likes of Facebook, LinkedIn and Twitter attract hundreds of millions of users worldwide, who spend literally billions of hours of engagement every month. Making social media one of the easiest and fastest ways of getting your business in front of a massive group of potential customers.

COST-EFFECTIVE

Social media can be significantly cheaper than traditional advertising methods. Of course, technically there's no 'free' option, it takes someone's time to post on social platforms.



ENGAGE WITH CUSTOMERS

Communicating and engaging with customers is one of the best ways to win their attention and get your brand message across to them. Customers don't want to feel like they're being sold to, even when they are.



BRAND LOYALTY

Brand loyalty and customer satisfaction both play a major role in business success, but it all comes down to communication.

STATS

Quality data can be the key to making a winning business case; without it, you could be basing decisions on assumptions and instinct. Measurement of useful data helps support the decision to take action.

CONSISTENT VISUAL IDENTITY



We suggest you edit our template text to match your tone of voice and personalise your message. Make sure your colours, fonts and visual style align with your website and other marketing material. Ensure your logo is clear and recognisable on your posts! Remember that most social use takes place on mobile. Images must be crisp and good quality on all devices.

DEVELOP A BRAND VOICE!

Social media is fundamentally a communications channel, your brand 'voice' is key. Businesses tend to use generic 'marketing' copywriting which doesn't tend to be engaging. So, how do you want people to perceive your brand?

Things to consider:

- ✓ What are your values?
- ✓ Why was the business founded?
- ✓ How formal/ informal are you when you talk to your customers in the office, on the phone or via email?



ENGAGING TOPICS

What stops you from scrolling on social media?

To stand out we need to ensure that our content speaks to our audience and adds value to their experience. Try not to be purely promotional, aim to add value and help your customers and prospects.



Things to consider:

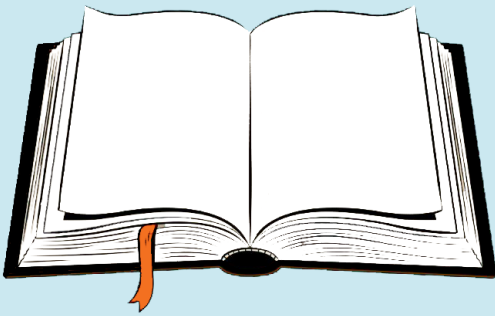
- ✓ What is different about your business?
- ✓ How can you solve problems and help?
- ✓ What products/ services do you want to focus on?

THERE ARE MANY OPPORTUNITIES FOR A BUSINESS USING SOCIAL:

- ✓ Engaging with current and potential customers
- ✓ Reaching new audience demographics
- ✓ Building brand awareness in the local area
- ✓ Driving website traffic
- ✓ Generating online conversions
- ✓ Building your email database
- ✓ Helping people get to know your business & its values



DON'T FORGET!



Add your branded brochures to your posts as downloadable links.

Tip: On LinkedIn, you can "add a document". This will create mini pages on your post, that your audience can flick through like a magazine.



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