



TOP 10 TIPS FOR YOUR BUSINESS'S SOCIAL MEDIA MARKETING STRATEGY

Key Benefits of a Social Media Plan:

- Increased Brand Awareness
- Connect with your Audience Better
- Generate more Leads
- Grow a Larger Audience
- Increased Website Traffic
- Make more Sales & Money



TIP 1 LAY OUT YOUR GOALS & OBJECTIVES

Have a solid plan and goals laid out for your business. These are imperative if you want to jumpstart your social media strategy.



TIP 2 RESEARCH & LEARN ABOUT YOUR AUDIENCE

Don't post and ghost! Connect and Engage with your audience. This is important in today's social media marketing if you want to turn a profit.



TIP 3 RUN CONTESTS TO RAMP UP YOUR CHANNELS

Creating a successful social media contest is one of the most alluring tactics you can use. It may take a few different styles to see what your audience is allured too. It will increase your online visibility, your followers, and your engagement.



TIP 4 CRAFT YOUR SOCIAL MEDIA CONTENT CAREFULLY

Every piece of content you post on social media should be carefully thought-out. If you have more than one person who is posting for your business, you may want to rethink this so that there is more purpose and focus on your channels. Each channel is different on the style you should post, here are some examples:

- **LinkedIn** – A professional network that is perfect for B2B audiences. Also includes LinkedIn Pulse, a content publishing and distribution platform.
- **Facebook** – Good for news/entertainment related content. While Facebook Pages

struggle to perform, Facebook Groups can be a great way of connecting with your ideal audience.

- **Instagram** – Perfect if your content is highly visual. Static images and short videos work incredibly well but it's not as good at driving traffic back to your blog.
- **Pinterest** – Similar to Instagram, Pinterest is highly visual. Although it's limited to static images, it can be highly effective at driving traffic back to your blog.



TIP 5 TRY NOT TO BE OBVIOUSLY 'SALESY'

So many business owners struggle with this. They tend to go either no sales tactic or too salesy. It's important to find your brand's natural voice and this is why you need to have a strategy each month so that you know when to post the 'sales' posts strategically.



TIP 6 TAKE ADVANTAGE OF VIDEO CONTENT/CREATION

Unless you've been living under a rock, you know how important marketing has become. 82% of all consumer traffic will be from video content by 2021. You don't need to be a professional or have professional equipment, organic videos of people of the business is all you need.



TIP 7 CREATE MIND-BLOWING IMAGES

High quality images in your main feed are important – BUT, we will say that the content is even more important. The image is what first captures the audience eyes, the content is what keeps them there.



TIP 8 CONNECT WITH YOUR AUDIENCE

If you're not building relationships with your audience and/or customers – your social media channels will go nowhere. Engagement is so important – we can't say it enough!



TIP 9 START A FACEBOOK GROUP

If you've thought about creating a Facebook group – now is the time. With the drastic changes occurring within social media – Facebook was hit the hardest. Facebook's algorithm changed, making Facebook pages more challenging to grow or profit from. Therefore, Facebook is refocusing on private communities hence the big strive for creating a group.



TIP 10 PROMOTION IS KEY TO YOUR ENTIRE STRATEGY

You could create the most mind-blowing, quality content on the web, but if nobody sees it, you're not going to see results. That's where promotion comes in. But make sure it's an appropriate image and you have on purpose crafted content!