

WHAT MAKES A GOOD SOCIAL MEDIA MARKETING STRATEGY?

Just being on social media doesn't cut it anymore, businesses must now carefully think about their approach to leverage these platforms to the maximum. Whether you are using social media to drive online traffic, engage customers or close sales. Here are our top social media marketing tips for businesses to optimise audience engagement.

1. Have a structured plan

Having a social media marketing strategy is the key to turning your vision into reality. Create a content theme to provide your audience with a coherent experience regardless of channel and prepare a plan to deliver a series of engaging articles or pieces of content. Make a list of all your primary events, features and campaigns including upcoming special days. These are all opportunities to communicate about your organisation or brand.

2. Choose quality over quantity

Often businesses unconsciously prioritise frequency of posting over engagement with their audience, however this can do more harm than good. A well-thought-out quality piece of engaging content is far more valuable and resonates with your audience than simply reposting or liking content. By researching and planning your social media presence and aligning it with your metrics and goals this will not only appeal directly to your target audience, but will also ensure that you meet your communication objectives.

3. Choose your platforms wisely

Similar to above, focusing on the platforms that are preferred by your targeted demographic is crucial. Whilst it may not be necessary to be on all social media platforms, it is important to create an impact on those that you are present on and ensure regular posting. Depending on demographic, country or culture, your target audience will all have different social media preferences.

4. Humanise your brand

Brand stories are not ads or sales pitches, they help your audience connect with your brand. The stories you tell represent your culture and values that you stand for. Consider showing your audience the humans behind your brand, introduce your people, and what goes on behind the scenes. This could be an employee birthday, a key business milestone or bring your dog to work day! Once you've selected your story, ensure that everyone in your company likes, shares, or comments to maximise its impact.

5. Optimise your post frequency

We often get asked by clients how frequently should they be posting and what time of day? Also, what type of content should they be posting? The truth is that there is no one answer to every situation, each business needs to experiment to optimise their posting times and frequency. Your answer lies in trying different approaches, analysing results and reflecting on what works for you and what does not – trial and error is key!