



Says

What have we heard them say?
What can we imagine them saying?

According to Statista, impressions on advertisements have gone up 20% each year for several years in a row.

That data shows that the competition for attention on social media is fiercer than ever.

Despite this, the click-through rate of advertisements has decreased each year since 2018.



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

We've compiled a list of social media advertising tips to help you master your social media strategy

Another important aspect of setting goals is determining a timeline for them. That's where a social media calendar comes in.

Posting new content regularly keeps your audience engaged and improves your organic reach.



Persona's name
Team 12

Social media entices many small business owners with the dream of the next big viral campaig

These days, nearly every business is on social media, and it isn't hard to spot an ad on all social media platforms within a few seconds

The reality is organic traffic on social media is tricky to earn, and going viral is next to impossible to predict.

Determine a posting schedule, and stick to it.

A useful social media advertising tip is to use a social media automation tool like SocialPilot to schedule your posts ahead of time.

Gather Data
Today's social media trends rely on being relatable.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?