

DIGITAL BOOST

power up your business

SOCIAL MEDIA STRATEGY GUIDE

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INTRODUCTION

Social media marketing has matured over the last decade to become an integral part of the marketing mix for both large and small businesses. It can have a significant and measurable impact on your bottom line and – when done well – can be a powerful marketing tool. Whether you are trying to reach a local audience or launching a brand nationwide, social media marketing should be considered as part of your marketing activity.

In this guide we will take you through the steps needed to build a social marketing strategy that is appropriate to your audience and achieves your business goals.

SECTION 1

WHERE ARE YOU NOW?

The first step in creating a successful and robust social media strategy is to assess your existing social media efforts and that of your competitors.

ASSESSING YOUR SOCIAL PRESENCE

To assess your presence you must look at the size of your existing audience (if you have one) and how engaged that audience is. Start by asking the following questions:

- ✓ Which platforms are you on?
- ✓ How many followers do you have?
- ✓ How engaged are your users?
- ✓ How active are you?
- ✓ What type of content works well?
- ✓ How many leads has this content generated?

WHICH PLATFORMS ARE YOU ON?

Where do you have a company profile? Facebook, Twitter, Instagram, LinkedIn

HOW MANY FOLLOWERS DO YOU HAVE ON EACH?

Overall, how many people follow your Twitter account, like your Facebook page?

HOW ENGAGED ARE YOUR FOLLOWERS?

Look at your last few posts on each platform and see how many people liked it, commented, retweeted, etc.