

# **Designing Content for Social Media Marketing**

## **Meaning**

The truth is that content is what compels people to form relationships, interact, form mutually beneficial partnerships, and buy from each other and sell to each other. That is exactly why your content must be everything that you need it to be and then some.

Social media networks support multiple content formats and there has been rapid growth in the use of interactive formats, for example, carousel ads on Facebook. This flexibility of format (text, image, multi-image, video, carousel etc.) gives marketers the ability to experiment with different types of content to gauge how best to attract and engage social users.

All these social media marketing efforts are wasted without proper and effective social media engagement. The reason behind this may lie in your lack of a social engagement strategy or you may also lack really engaging content. Your existing content may not be easy or convenient for engagement that your targeted customers may not even bother.

If people are the heartbeat of social media, content is the blood. It's your content that people see and respond to, and that communicates your values and messages.

## **Advantages of Social Media Marketing**

### **1. Increased Brand Awareness**

Social media is one of the most cost-efficient digital marketing methods used to syndicate content and increase your business' visibility. Implementing a social media strategy will greatly increase your brand recognition since you will be engaging with a broad audience of consumers. To get started, create social media profiles for your business and begin interacting with others. Get employees, business partners, and sponsors to "like" and "share" your page. Simply having people interact with your content will increase brand awareness and begin building your reputation as a business. Each post that is shared will be introduced to a new network of individuals, which can lead them to becoming potential customers, and the more people who know about your business, the better. By investing only a few hours per week, over 91% of

marketers claimed that their social marketing efforts greatly increased their exposure. There is no doubt that by simply having a social media page your brand will benefit, and with regular use it can generate a wide audience for your business.

## **2. Improved Search Engine Rankings**

Although posting on social media might get your business some site traffic, more effort than that is required to see significant success. Search engine optimization is very important for achieving higher page rankings and obtaining traffic to your business website. While social media doesn't directly increase search engine rankings, Social Media Examiner states that more than 58% of marketers who have been using social media for one year or longer still see improved search engine rankings. Being able to rank in the top positions for your keywords will revolutionize your traffic and continue to generate positive results for your business. Let's face it, everyone uses Google to find information, and they likely won't navigate past page 1 because their answer normally is on the first page of results. If your business website isn't ranked towards the top of search engine results, you should probably adjust your search engine optimization strategy. To give yourself the best chance of ranking better through social media, create high quality content that integrates your targeted keywords. Content such as blogs, infographics, case studies, business information, and employee photos will make your business's social media profile intriguing and credible. Once you begin posting quality content, you'll begin to build a social media community where followers will "like" and "share" your content. Most importantly, it gives you more opportunities to get in front of industry influencers who will write about your business and provide links back - which will help to directly increase search engine rankings.

## **3. Better Customer Satisfaction**

Social media is a networking and communication platform. Creating a voice for your company through these platforms is important in humanizing your company. Customers appreciate knowing that when they post comments on your pages, they will receive a personalized response rather than an automated message. Being able to acknowledge each comment shows that you are attentive of your visitors' needs and aim to provide the best experience.

Every customer interaction on your business's social media accounts is an opportunity to publicly demonstrate your compassion for your customers. Whether an individual has a question or a complaint, social media allows you to address the matter using interpersonal dialogue. A brand devoted to customer satisfaction that takes the time to compose personal messages will inherently be viewed in a positive light, even if responding to a customer complaint.

#### **4. Improved Brand Loyalty**

One of the main goals of almost all businesses is developing a loyal customer base. Considering that customer satisfaction and brand loyalty typically go hand in hand, it is important to regularly engage with consumers and begin developing a bond with them. Social media is not just limited to introducing your brand's products and promotional campaigns. Customers see these platforms as a service channel where they can communicate directly with the business. The millennial generation is known for being the most brand loyal customers of all. Born between the early 1980's and the early 2000's, millennials are the largest generation in US history -- and will soon completely consume the market. Studies show that this segment of customers is 62% more loyal to brands that directly engage with them on social media. Since these technology natives require communication with their brands, businesses must implement social media marketing to get the attention of their most influential consumers.

#### **5. Cost-Effective**

Social media marketing is possibly the most cost-efficient part of an advertising strategy. Signing up and creating a profile is free for almost all social networking platforms, and any paid promotions you decide to invest in are a relatively low cost compared to other marketing tactics. Being cost-effective is such an advantage because you can see a greater return on investment and retain a bigger budget for other marketing and business expenses. If you decide to use paid advertising on social media, always start small to see what you should expect. As you become more comfortable, fine tune your strategy and try increasing your budget. Just by spending a small amount of time and money you can significantly increase your conversion rates and eventually get return on investment on the money you initially invested.

## **6. More Brand Authority**

Customer satisfaction and brand loyalty both play a part in making your business more authoritative, but it all comes down to communication. When consumers see your company posting on social media, especially replying to customers and posting original content, it makes you appear more credible. Regularly interacting with customers demonstrates that your business cares about customer satisfaction, and is available to answer any questions that they might have. Satisfied customers are eager to spread the word about a great product or service and they usually turn to social media to express their opinion. Having customers mention your business on social media will advertise your business, and show new visitors your value and brand authority. Once you obtain a few satisfied customers who are vocal about their positive purchase experience, you can let the advertising be done for you by actual customers who enjoyed your product or service.

## **7. Thought Leadership**

Posting insightful and well-written content on your social media is a great way to become an expert and leader in your field. There is no one way to become a thought leader - it requires work that can be supported by online networking tools. To establish yourself as an expert, be sure to utilize social media platforms and build your presence. Be communicative, connect with your audience, share content, and promote your authority. When your social media campaign is aligned with other marketing efforts, your skills will be highlighted and followers will look up to you. Being able to directly connect with your customers creates a relationship that they will value, allowing you to become a notable influencer in your field.