



SIMPLIFY YOUR SOCIAL STRATEGY

A Guide To Making Your Business Social



INTRODUCTION

As more and more people are on social media, particularly while on their phones, your business can't afford NOT to be there too. The average person spends at least 40 minutes a day on social media, and if your business isn't where your customers are, you are missing out.

You know your business needs to be on a social platform (Facebook, Twitter, Instagram, LinkedIn, SnapChat, etc.), but it's hard to determine which platform is best or what you need to do to build your online community as a piece of your overall marketing strategy.

If you are struggling to maintain your current social presence or want to build one but not sure where to start, here are four steps to get you started.

These steps will help find your audience and strategy so you can engage customers, build their trust, and turn them into fans. So let's go!

KNOW WHERE TO GO

You may think you need to be on EVERY platform under the sun. *You don't.*

If you are the one managing your social presence, being on multiple platforms can get overwhelming as you try to provide content, interact with your followers as well as stay up to date on changes that frequently happen on different platforms.

That's a lot of work, and if you have other responsibilities in your business, it can be a huge headache.

Determine what social platform your customers use

How do you narrow it down? First, know what your customers want and what problems they are trying to solve. This gives you a framework to understand who your customers are and which social network you should use to find them.

For example –

- If your customers are primarily businesses, you may find the majority of your potential customers on LinkedIn or Twitter.
- If you are a business to consumer (B2C) business, Facebook, Instagram, or Pinterest might be a better fit.
- Product-driven companies may find an Instagram or SnapChat presence allows you to visually appeal to those audiences.
- Services based companies might find Facebook more beneficial.

Facebook Audience Insights

Facebook Audience Insights can be a good place to start even if you don't have a company page established, but you have a personal profile.

It allows you put in your target audience information and see what percentage of Facebook users are on that platform, and gives you a little deeper demographic information. You may uncover a new segment group you didn't even realize you had. This is also the beginning groundwork for creating Facebook ads so you can target those audiences.

Twitter Audience Insights

Twitter Audience Insights is very similar and can provide you with analytics for your personal profile as well as a company profile. Again, this can help you uncover interests and needs of your audience so that you can reach them.

Other Audience Tools

LinkedIn, SnapChat, Pinterest, and almost every other social platform have tools to research and find your audience. They all provide analytics to help you find your audience and can even help you determine what your audience is talking about.

If you want to dive even deeper into the statistics of your audience, take a look at www.statista.com. For a small an annual subscription, you can dive deep into your audience giving you more than just social information, but other statistics which could be beneficial in marketing your business.

What platform do you like, use, or know?

To help you narrow down which platform is best for your business, consider which social platform(s) you use or understand the most. If that pairs well with where your audience is, that makes it easier to manage and maintain.

Even though you are on the same platform, learning how to utilize that platform best to build your community is essential. Each has tutorials to maximize your business on that platform, but you can also look at industry leaders who know the in's and out's and keep up with changes. Their knowledge helps you get the most out of creating a business presence.

Pick one or two platforms to use

After determining the social platform where your customers are and which one you like to use the most, you may find there are multiple options for you to choose. That's when it's time take the plunge and make a decision.

Although most of us are on multiple social platforms, for your business, stick with ONE or TWO platforms.

This allows you to provide information that your customers want, while easily being able to interact and maintain your companies social presence. As you grow, you can expand the number of social platforms you use to promote your business.

If you've done the research, then an audience is there waiting for you to build a community and give them the information they need to be successful. Knowing where to go is one thing, the next step is creating a message that reaches them.

KNOW WHERE TO GO

You've determined what platform(s) to use, but now the question is what are you going to say to build your audience, guild, and interact them?

Your customer wants and the problems they are trying to solve also plays a crucial role in your overall messaging and content strategy, helping you build an audience. You don't just want to "be" on social media providing random content, you should have a goal for each post and answer the "why" behind the content you create.

That may sound difficult, but building meaningful content isn't as hard as you think. The key is to create a plan and strategy so that you, or a team member, can execute. Here are some things to think about –

What IS NOT going to be your content?

Don't dilute your company image by posting irrelevant information customer doesn't want to see. We get that you're a startup, but how does that help your customer solve their problem? As a matter of fact, that might even keep them from working with you.

What IS going to be your content?

Determine 4-6 topics that you will stick to when you post. For example, if you have a bicycle shop, it might include the following;

- What's going on at the store
- Pictures of customers biking
- Cycling News
- Upcoming events
- Know your Bike information.

All relevant to your bike shop, but more importantly, they are relevant to the customers you are trying to reach.

Talking about your trip to Europe might be ok if you talk about a biking adventure, but not if it's about eating gelato in Italy and visiting wineries in France. That doesn't do anything for your bike shop's brand.

Leave the personal posts on your personal page – not your business page.

Does this mean you can't post personal topics on your companies social media?

Not necessarily. Again, it depends on what your company does and goals for your social presence.

For many entrepreneurs, part of their brand is being authentic and telling others about their personal journey as they build their business. In that case, it does make sense to incorporate that journey into the 4-5 topics they share.

Remember customers want to know you understand their needs and you want to provide them the solutions to the problems they have.

Clearly communicating that through your social posts, you create a community that knows you ("I like what they offer."), likes you ("They give me helpful information"), and trusts you ("If I need to buy X, I trust them.").

MANAGE YOUR POSTS

You've picked the social platform and decided which 4-6 subjects to focus on; now it's time to determine the post frequency.

There are those out there that say you should be posting every day or multiple times a day, but it's not about the QUANTITY of your posts, it's about the QUALITY. Create content for your community that is valuable to them. This might be content created and posted every day for your business. It might also be a once a week thing. You need to make sure that when you post, it's something that your customers want to hear and learn.

Don't get me wrong, the frequency is important, and you need to provide information consistently to build trust with your audience. There is a fine line between posting to post, and posting to provide valuable information to your audience when they need it. Only you can determine what that line looks like. Before you create and publish something just ask, "Is this helpful to my community?" If the answer is "No.," but you feel you need to do something spend time creating valuable content they want. That builds trust with your community, and they will thank you for it.

More than just how often you post, you also need to check back in with your community. Posting is one thing, but to build the "Know, Like and Trust" part of the relationship, you also need to provide your community with the information they want and interact with them. You need to "like" and reply when they post something, ask questions and make them feel you are present, not just some robot posting content.

When you interact with your social community it helps you –

- Get to know your followers
- Allow followers to know you.
- Understand what they REALLY want.
- Test new ideas or products with people who already trust you.

Do you have to spend hours a day on social media to do all of this? No, not necessarily, but you do need to have a strategy. Here is an example of a schedule you can follow.

6a: Social Post

9a: Check in to see who's commented & "like" / reply

12:45p: Check back in and reply when needed

6p: Check one more time and reply

Is this a hard and fast schedule? Nope, but setting up a strategic time to go in and check on things will take between 5-10 minutes of your day and allow you to build that trust.

As you grow, you may need to add employees to help you monitor and interact with your customers more frequently. Checking in with your community several times a day will be just fine if you are just getting started.

MEASURE & ADJUST

This part of managing your social presence often gets overlooked. The measure means looking at how many people view, comment or in some other way engage with your content and then comparing it with your overall goal for that social platform. The results let you know if you need to adjust your strategy to reach your goals.

Don't get discouraged

You may be discouraged to see that you have 800 views and only 5 “likes” but that tells you people are SEEING what you are posting, they just don't feel the need to interact.

You can try adjusting the type of content you post, to see if you get the results you want. You can also add content such as a live Q&A session or another video that might grab more attention and get your followers to interact. Sharing articles and asking questions to see how people respond is another strategy you could use.

Testing different types of post allow you to see what's working and what may not be so you can make adjustments.

When you post matters

The time of day you post also affects your social interaction with your community. If you are posting every day by 8 am, and the analytics are showing little engagement you need to change the time. Try posting at different times of day and see when YOUR audience is on the social platform and wanting to interact.

The great thing now is that several social platforms allow you to schedule posts so you can create them whenever you want but have them published at the right time giving you more flexibility and an easy way to test different times.

Measure, adjust and measure again

The more you measure and adjust, the better your reach will be, and you will begin to gain the trust of customers. It can be a little time to consume, but it's worth it.

Find Your Audience

Create messages they want

Deliver it consistently and interact with them

Measure and adjust as you needed

This overview lays the foundation for creating a social presence for your business. Each of these sections can be expanded to help you target your audience and help you develop that community for your company or brand.

You can make it as complicated as you want to, but to start out, just keep it simple. Remember the goal is to create a community and build the “know, like and trust” in a way that is manageable for you to maintain.

As your business grows, you can increase the complexity, expanding your community and provide even more for them. If your audience is on social media, and they are, then you can't miss the opportunity to reach them. Building a social presence doesn't have to be hard or complicated.

Using these steps, you're on your way to building a social media presence for your company and adding a vital tool to your overall marketing strategy.

Not sure if your message is clear?

Book a free 30min consultation and we'll help you discover what's missing in your message.

[BOOK MY CALL](#)