AN IN-DEPTH LOOK AT A

WINNING SOCIAL MEDIA MARKETING STRATEGY

CONTENTS

01 Introduction

02 What social media platforms should you be on

03 Your social media profile

04 Discovering your brand's voice, language and tone

05 When you should post

06 Deciding what to post

07 How often to post

08 Measure social media performance

09 Time saving tips and automation

10 Case studies

11 Is my social media campaign working?

12 About the author

01

The rise of Social Media has levelled the playing field. Find out how you can compete with anyone regardless of budget

01

Getting to grips with ***yet another*** marketing channel can be daunting. There are so many business decisions to make and a limited time to make them.

The clock is ticking: Online Marketing is big business and Social Media Marketing forms a crucial part.

If your business isn't already involved then it's time to get stuck in before your business loses out to eager competition.

In this concise guide I'll show you exactly how to create a winning Social Media strategy for your business.

HOW TO:

- Increase website traffic ***and*** sales
- Find new customers you didn't know existed
- Be found by customers who didn't know ***you*** existed

01

IF NO ONE CAN FIND YOUR WEBSITE THEN WHAT'S THE POINT IN HAVING ONE?

Are you struggling to rank in Google for your keywords with established brands making it near enough impossible to do so? You're right to be worried.

Online visibility is crucial for every business and with no traffic comes a lack of sales. Fortunately for you, there's more than one way to get seen online.

Enter stage left - Social Media Marketing.

02 *Starting from scratch - what Social Media platforms should you be on?*

02

This is one of the most important decisions that should be made before anything else.

There is no need to try to master every single Social Media network. Each platform has its benefits and drawbacks that work differently for different niches.

> *"B2B COMPANIES THAT USE TWITTER ATTAIN TWICE AS MANY LEADS AS THOSE THAT DO NOT"*
>
> *Click to tweet*

First thing's first, discover where your target audiences congregate online. Find the network where users are most receptive to your brand. Exhaustive research is key.

1

ASK THIS OF YOUR DESIRED TARGET AUDIENCE:

- What sorts of content do they engage with? (visual, interactive, written, personal)
- What tone of voice will they relate to? (humour, professionalism, emotional)
- What topics will they appreciate?
- Conversely, what must you avoid when communicating with your audiences?
- Are your audience predominantly male or female?
- How old are they?
- Are they mobile users?

2

CONSIDERATIONS TO STEER YOUR SOCIAL MEDIA

- How much time can you devote to Social Media Marketing?
- What talent do you have readily available at your disposal?
- Have you got a contingency plan? (Negative PR, customer service queries)
- What types of content suit your brand, product and industry?

03

Your Social Media profile is your business' online voice

03

I certainly can't count on two hands the amount of companies I've witnessed create a social profile, only to abandon it with half-filled information and little to no posts.

Not only does this look unprofessional and lazy, you are missing your chance to gain visitors and custom from these profiles.

Social Media silence speaks volumes of a business's ethos. When your customers come across a dormant social profile they instantly think poor customer service.

CONTINUITY SHOULD BE AT THE HEART OF YOUR STRATEGY:

Each social profile should be tailored using your brand colours, text and imagery*. It's fine to use alternating imagery, but as long as your brand is consistent throughout, you're doing a good job.

03

A simple way to achieve this is to collate a brand guidelines document which outlines the various colours, image design formats and fonts to be used when displaying your brand across the web.

Don't forget to use the correct image sizes – each social network uses varying scales, which takes a while to master!

Without brand continuity, familiarity between you and your customer is lost. Your goal is to gain their engagement by making their journey as simple, enjoyable and distinctive as possible.

> "YOUR GOAL IS TO MAKE THE USER JOURNEY AS SIMPLE, ENJOYABLE AND DISTINCTIVE AS POSSIBLE."
>
> *Click to tweet*

03

SOCIAL PROOFING:

Prove what you have done in a friendly manner. Describe events you have hosted, client achievements, biggest selling product as featured in X magazine...the choice is yours. Utilise your best assets and communicate them in a way which entices your audience.

SEARCHABILITY:

Remember to include your industry keywords and phrases common to those searching for your services – this is important for when your audience searches either on Google or inside the social platforms themselves.

LANGUAGE:

When creating your social profiles, leave out sales jargon, self-selling and ego. These traits are an instant turn off.

PERSONALITY:

Nobody wants to talk to a robot. That's boring. It's important to own a distinguished voice and tone for your brand.

04 *Discovering your brand's voice, language and tone*

04 Distinguish between voice and tone.

1 THE TONE OF THIS GUIDE CAN BE DESCRIBED AS:

- Light-hearted
- Humorous
- Friendly
- Non-technical

2 THE VOICE OF THIS GUIDE CAN BE DESCRIBED AS:

- Educative
- Digestible
- Trustworthy
- Influential

04

Remember:

Voice is your written personality, style and point of view. It's depicted by the formality (or lack of), emotion, humour and even with the introduction of slang.

Tone relates to the delivery of your message and is a part of your voice. Where voice remains tight to your brand style and target audience, tone changes greatly with the type of message you convey. Tone sets the mood.

> *"VOICE IS YOUR MISSION STATEMENT; TONE IS THE APPLICATION OF YOUR MISSION."*
>
> *Click to tweet*

So, that's the ***tone*** and ***voice*** covered in a few bullets. What's yours?

05 *Deciding when you should post – cast assumptions to one side*

05

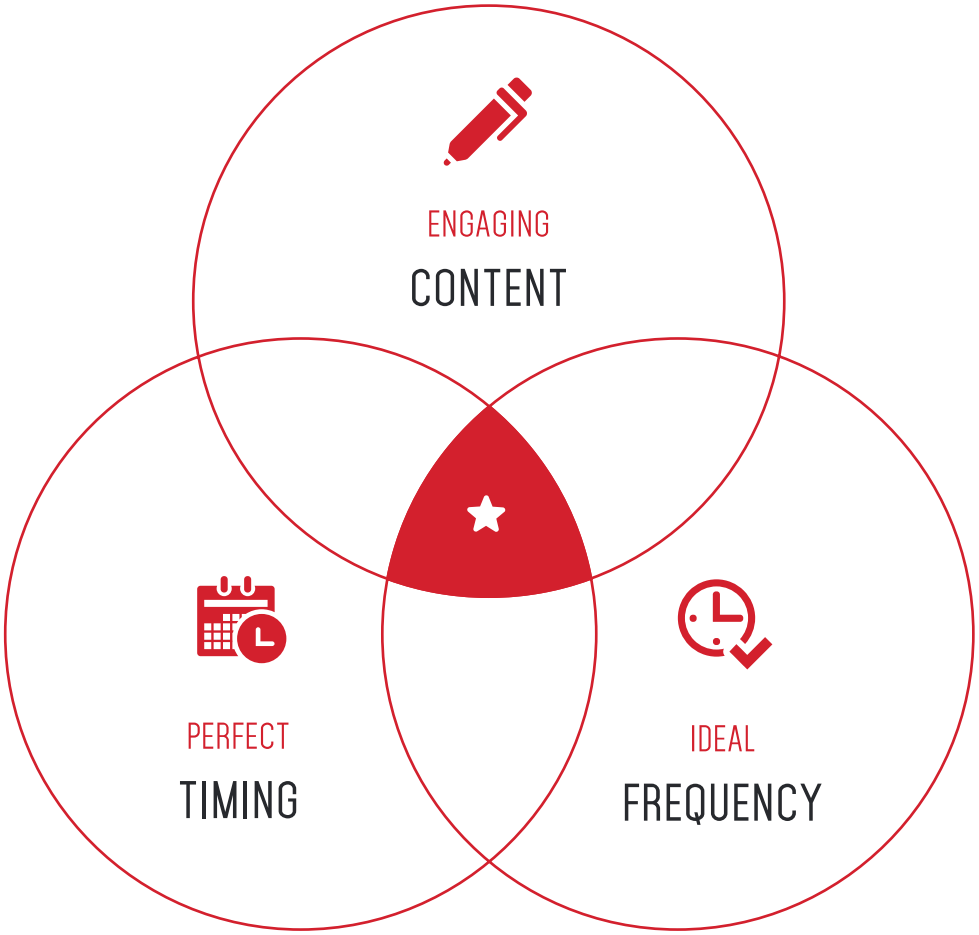
There is a wealth of statistical analysis that can be found across the web which discusses this matter in detail. I'm going to keep it simple.

The best time for you to post is...

Whenever your audience is most likely to see your content and engage with it.

Each industry and company within it is different; there is never a 'one-size-fits-all' approach. It's a good idea to begin researching your competition to see how active they are and when their audience is most likely to interact.

DECIDING WHEN TO POST ON SOCIAL MEDIA



05

There are some powerful tools available for such analysis. **Followerwonk** is a great starting point and will give you a bigger picture of what your competition is up to. You do however, have to pay to receive all the features but it's a good starting point.

For a more advanced and in-depth look at each social platform, **SimplyMeasured** offers a wide reaching suite of tools that go in to great detail. These tools are arguably for the more advanced use and carry a higher price tag.

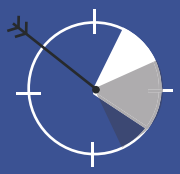
Extensive research is crucial when deciding what time to place your content and optimal times vary greatly across industries and sectors, even individual accounts.

This poses a problem: if you're in the process of building your own audience you have a lack of data.

Therefore industry statistics can give you a good starting point to begin with - below is a good rule of thumb to get you started:

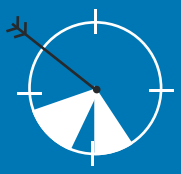
TWITTER

1 - 3PM
WEEKDAYS



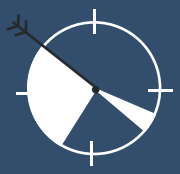
FACEBOOK

1 - 4PM AND 2 - 5PM
WEEKDAYS



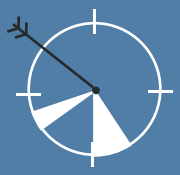
LINKEDIN

7-8:30AM AND 5-6PM TUESDAY,
WEDNESDAY, AND THURSDAY



TUMBLR

7-10PM WEEKDAYS AND
4PM ON FRIDAYS



INSTAGRAM

5-6PM WEEKDAYS AND 8PM ON
MONDAYS, BEST ENGAGEMENT AT 6PM

GOOGLE +

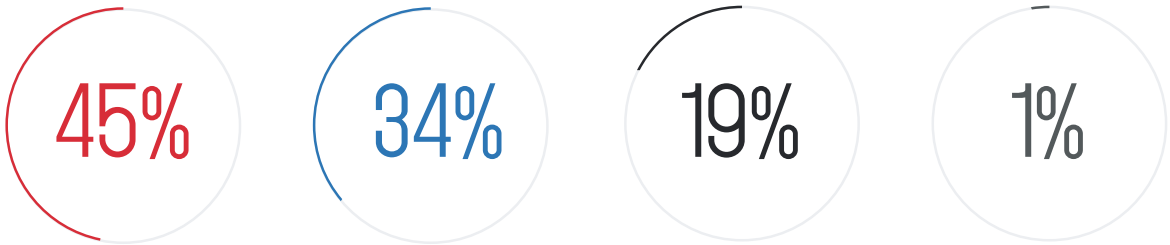
9-11AM WEEKDAYS

PINTEREST

2-4PM AND 8-11PM,
WEEKENDS BEING THE BEST

06 *Deciding what to post – variety is the spice of life*

WHICH ONE OF THOSE ACTIVITIES WILL MOST LIKELY RESULT IN YOU UNFOLLOWING A BRAND ON SOCIAL MEDIA?



- TOO MUCH SELF PROMOTION - 45%
- AUTOMATED MESSAGING - 34%
- POOR USAGE OF #HASHTAGS - 19%
- OTHER - 1%

06

It has to be said – multi-dimensional content gains the most impressions and shares on Social Media. Think attractive imagery, high-quality, snappy video and audio snippets.

Take a look for yourself. Log in to Facebook or Twitter and count how many of the more popular posts include this type of content on your news feed. People love visuals; they will far outweigh text-only posts.

A 2014 study of more than 1.2 million Facebook posts revealed that 75% of the updates were photos.

So what? I hear you ask.

More shares means more impressions.

More impressions leads to more engagement and interaction.

These interactions manifest into traffic to your website, increased brand awareness and more conversions.

Here's some stats for you:

FACEBOOK PHOTO POSTS:

- Receive **53%** more likes
- **104%** more comments
- **84%** more click-through on links

TWITTER POSTS WITH:

- Photos average a 35% boost in retweets
- Videos get a 28% boost
- Quotes get a 19% boost in retweets
- Numbers receive a 17% bump in retweets
- Hashtags receive a 16% boost

MOST POPULAR FACEBOOK POST TYPES

PHOTO - 75%

LINK - 10%

STATUS - 6%

ALBUM - 4%

VIDEO - 4%

OTHER - 1%

FACEBOOK PHOTO POSTS RECEIVE:

53%

MORE LIKES

104%

MORE COMMENTS

84%

MORE CLICKS

MOST RETWEETED POST TYPES

PHOTO URL - 35%

VIDEO URL - 28%

QUOTE - 19%

DIGIT - 17%

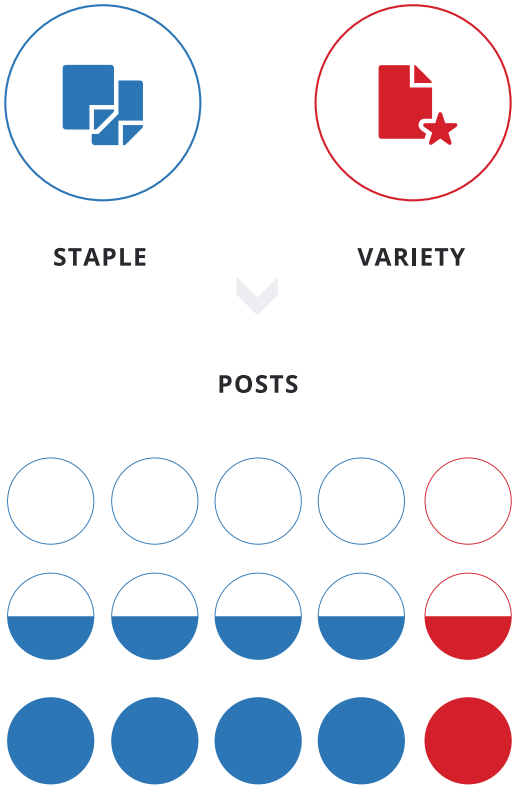
HASHTAG - 16%

Most retweeted post types - Click to tweet

06

The topics of your posts shouldn't be rigid. Purely promotional content will have an adverse effect and merely put the audience off whilst purely topical news stories that are irrelevant to your product, service or industry will eventually confuse the audience.

Mix it up. After all, variety is the spice of life. Check out this simple posting plan for example:



Click to tweet

06

This outlines an effective posting strategy whereby 'Staple' content (which includes your core offering) is posted to a ratio of 5:1, in relation to content which is a little extraordinary and 'out there'.

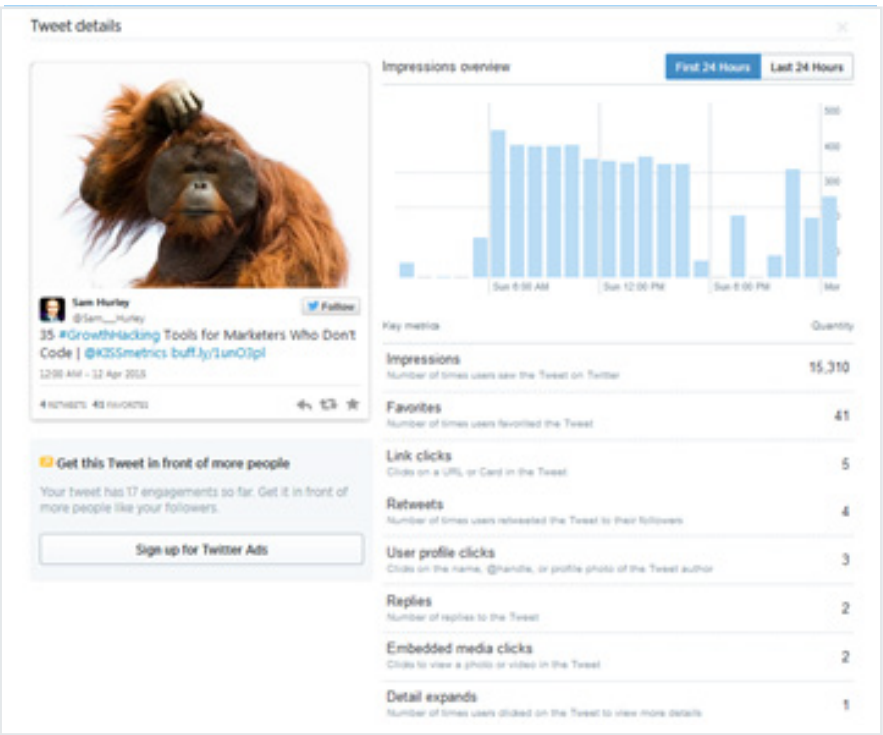
It's a proven technique – but remember, every brand has a different audience. What works for one, may not work for another. Find your sweet spot by conducting a little experimentation.

A great, free way to carry out some split test analysis is by using Twitter Analytics. This handy offering from Twitter themselves gives you a complete rundown of your top performing tweets measured by impressions, engagements and engagement rate amongst many other metrics.

Remember to alter your content depending on the social network in question. Pinterest users are seeking dazzling, colourful imagery. Facebook users may want the same, in conjunction with a more emotional proposition in the form of textual storytelling.

It's acceptable to post the same, topical content across all platforms, as long as it is tailored for each.

06



Bear in mind the culture and common usage of every social network you become a part of. Are you conforming to the expected use or going against the grain? In this instance, conforming will work best. If you go against the numbers you won't get noticed by the numbers who count.

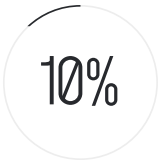
Check out this Social Media content ideas model, you may find it useful for your own campaigns:

CURATION

- Current news and events
- Share influencers' content
- Collect, analyse and compare hot industry topics
- Request contributions from respected figures and leverage

CREATION

- Spins on topical news subjects + add controversy (carefully)
- Attractive custom imagery and video (Vine)
- Micro-sites deploying link-worthy content
- Create content pieces for larger websites in parallel with Social Media schedule



PROMOTION

- Inject human element into promotion
- How can the promo provide assistance and aid the reader?
- Additional spins and extras take the focus away from self-promotion, i.e. Check out our new blog, better your *service here* (...& win a cake)

COMMUNITY

- Memorable acts for followers – personalise an image, personalise a product (for fun)
- Launch customer-centric competitions
- Launch fun, simplistic tools and gamify
- Deploy surveys

07 *Deciding how often to post – Don't spam your audience!*

07

Think about each social network and how often the user generated content is distributed. Think pace, content type and user culture.

These numbers will differ depending on your target audience, their habits and your offerings. But use it as a good guideline:

HOW OFTEN TO POST ON SOCIAL MEDIA?

10 X WEEK	5 X DAY	1 X DAY	4 X DAY	20 X DAY

Click to tweet

08 *How can you measure Social Media performance?*

08

Measurement is only effective when you are measuring the right things.

What are your wider business objectives? It's essential that your approach on Social Media indirectly aligns with these goals. Your data should echo this.

Be sure to analyse your Social Media Marketing campaign right from the start. If you are thinking of jumping straight in without the proper planning required, you are merely shooting from the hip.

GOOGLE ANALYTICS

To quantify your success on Social Media, it's helpful to visualise the data in Google Analytics.

The top 3 metrics to judge your performance should be:

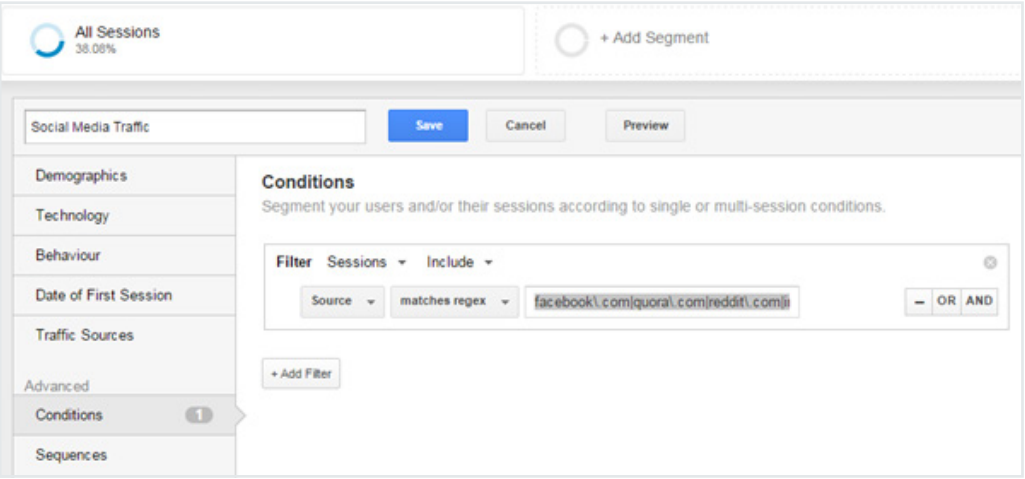
- Visits from Social Media
- Conversions
- Assisted conversions

08

You can set up custom URLs with Google's URL Builder, which enables you to track the visits to each individual page from each corresponding Social Media post. Very handy!

Another nice addition to Google Analytics (which you can implement yourself) is a custom segment which splits the data, enabling you to view traffic from each Social Media channel in most navigation windows.

Below is the regex if you wish to use it for your accounts. :)



Copy this into the highlighted field:

facebook\.com|quora\.com|reddit\.com|imgur\.com|tapiture\.com|disqus\.com|9gag\.com|tumblr\.com|plus\.google|stumbleupon\.com|twitter\.com|linkedin|del\.icio\.us|delicious\.com|technorati|digg\.com|hootsuite|stumbleupon|myspace|bit\.ly|tr\.im|tinyurl|ow\.ly|reddit|m\.facebook\.com|youtube|flickr|pinterest\.com|^t\.co$|tweetdeck

08

SPROUT SOCIAL

This is a quick, user-friendly tool which provides easy-on-the-eye PDF reports for Facebook and Twitter. Give it a go!

SUMALL

Sumall shows you your best performing content, your audience profile and their engagement. It's all packaged in a very simple yet attractive interface.

SIMPLYMEASURED

Mentioned earlier in the guide, SimplyMeasured is an in-depth and feature rich social measuring and analytics tool. Prices are on the higher side but the complexity and detail offered is second-to-none.

SHARE TALLY

A free tool to measure how many times a page has been shared on Social Media. It's accurate and fast, just type in your page URL and hit enter to see the numbers.

08

> *"MEASUREMENT IS ONLY EFFECTIVE WHEN YOU ARE MEASURING THE RIGHT THINGS."*
>
> *Click to tweet*

There is of course, an array of paid-for tools such as **Brandwatch**, **SocialBro** and **Sysomos** which you can think about when things really get off the ground. Be warned, they are pricey!

09 *Time saving tips & a little friendly automation*

09

Successfully managing social media accounts requires a great deal of expertise, experience, research, time and creative energy. Social Media is easy to do, but increasingly complex to master.

When it's not always possible to sit in front of one account all day, posting, interacting, answering customer questions and researching your audience, you need to be clever with your time.

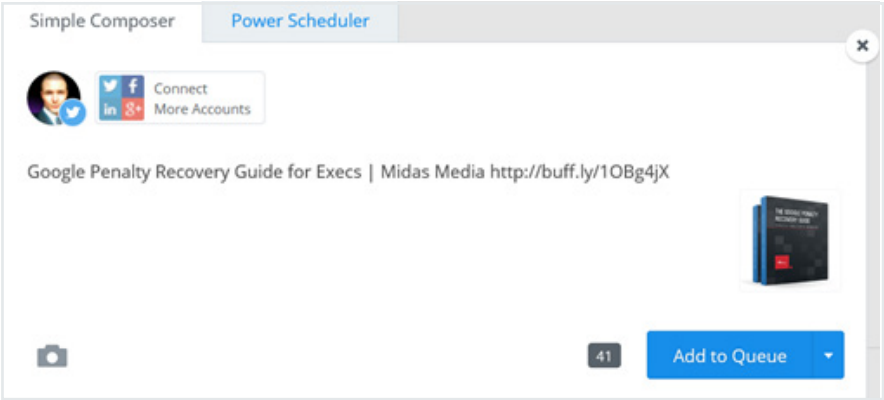
There is a plethora of great social media tools out there which will aid your marketing. Not only do these tools offer a handy way to view multiple social media accounts at one time, allowing you to view messages and feeds, many offer the option of post scheduling and reporting.

TOP TOOLS FOR SOCIAL MEDIA SCHEDULING INCLUDE:

- **BUFFER**
- **HOOTSUITE**
- **SPROUT SOCIAL**
- **EDGAR**

09

Have a play with some of these and decide which is best for you. I personally recommend Buffer as primary choice. It's the all-in-one solution which allows sharing to the top social sites with the click of your mouse.



They offer a browser add-on, so every time you see something you like on the web, just hit share! Nice. It also includes extremely easy image sharing – no messing about resizing or editing.

10

See what we've done for many great clients

10

Your work is never complete. Social Media moves at an incredible rate and it's your job to stay ahead of the curve. Of course, you could always let us do all the hard work for you!

We never work with anyone unless we know that we can offer them a great return on their investment. That's why every client we have is a happy one.

The content of this guide is just a glimpse of what we have done for our clients.

ENQUIRIES SHOT THROUGH THE ROOF

WITH A SURGE IN ENGAGEMENT DRIVEN BY SOCIAL MEDIA

INDUSTRY: AUTOMOTIVE
AUDIENCE: B2C
SERVICE: SOCIAL MEDIA MANAGEMENT

PROJECT GOALS

- INCREASE SOCIAL MEDIA PRESENCE
- GENERATE SALES ENQUIRIES
- SHIFT TRADITIONALISED PERCEPTION OF THE BRAND

THE RESULTS: 1250% RETURN ON INVESTMENT

	Pre-launch	*Campaign Completion*
COMBINED FOLLOWING ACROSS 5 OF THE TOP SOCIAL MEDIA NETWORKS:	58,000	335,000
SALES ENQUIRIES:	*Pre-launch Quarterly* 864	*Campaign Completion Quarterly* 2,650
BRAND PERCEPTION – SURVEY RESULTS:	*Pre-launch* 32% POSITIVE	*Campaign Completion* 74% POSITIVE

11 *A recap - Your next step*

A RECAP - YOUR NEXT STEP

- Prioritise Social Media Marketing
- Allocate a budget
- Invest time and resources
- Define your social policy
- Decide when and what to post
- Inject creativity into your campaigns
- Don't be afraid to try new approaches
- Listen to your audience, it can be a goldmine of information
- Engage with any potential conversation
- Introduce a human touch to your brand
- Always measure everything you do

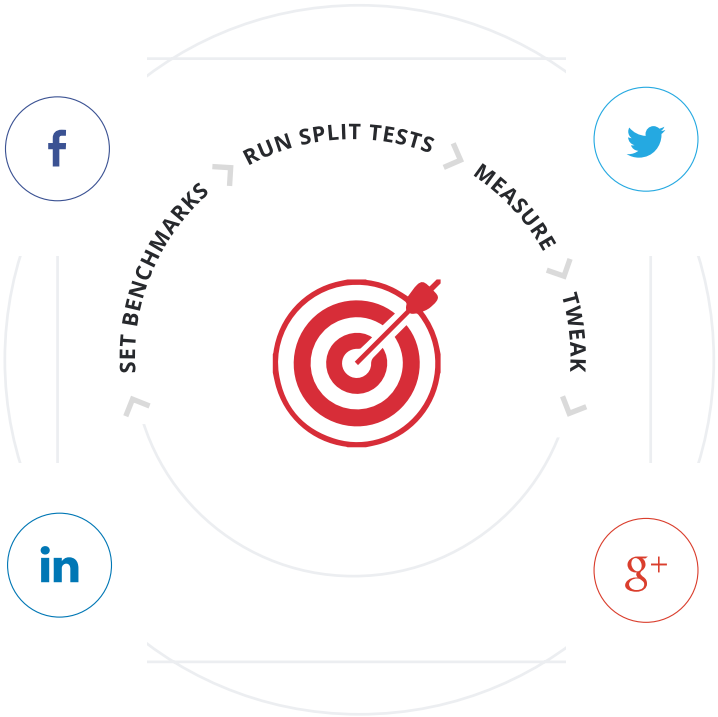
Social Media fills the instant gratification gap that no other marketing method can offer.

Assisted with paid and organic search optimisation, Social Media Marketing should be a key pillar in every valuable digital marketing campaign.

> *"SOCIAL MEDIA IS EASY TO DO, BUT INCREASINGLY COMPLEX TO MASTER"*
>
> *Click to tweet*

12 *Is my social media campaign working?*

Is my social media strategy working? - Click to tweet



LET US DO THE HEAVY LIFTING

- Are you time strapped?
- Are you up-to-date with the latest Social Media marketing tactics?
- Do you want to focus on what really works, not guesswork and experimentation?
- Are you looking for a competitive advantage?

We are your competitive advantage.

WHAT YOU GET

- A team of Digital Marketing experts working on your social strategy
- An actionable plan that tackles issues and opportunities
- A detailed ready-to-go Social Media strategy
- Saving you time and money
- All delivered in 30 days

SERIOUS ABOUT SOCIAL MEDIA MARKETING?

START THE BALL ROLLING

ABOUT THE AUTHOR

SAM HURLEY

HEAD OF SEARCH

Part of the new breed, Sam is a modern search marketer whom balances exhaustive technical intricacies of SEO with deep knowledge and experience of broader Digital Marketing.

Out of work hours, Sam can mostly be found applying in-depth critical analysis to the latest film releases and convincing the general public that the Birmingham accent is practically the Queens English.