

Social Media Strategies for Success: Make your Business Bang

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Social Media Marketing

Social Media Marketing is:
“Putting your brand / business where the conversation
already is.”

Research, Research, Research

Fail to prepare, prepare to fail.

Identify your target audience and research which SMM platforms they are using.

Where are you users going – what are they using?
Research / Listen / Analyse

Why is your business on Social Media?

Beginning with a big-picture objective makes the goal-setting process less intimidating.

Here are some examples for reference:

- Small business: engage local followers and grow a greater community presence
- Startup: build awareness for a new product and generate leads for it
- Enterprise company: provide a timely customer service channel to boost customer loyalty

With a broad objective in mind, you can then start thinking about specific, granular goals that'll directly inspire your day-to-day social activities.

SMM overview tips

- Humans are a sociable bunch – they want to be part of a community and they love a story. Use this to support your social media and engage with potential clients.
- When writing your content – you want to think about both your audience and your business aims.
- Identify your target audience and research which SMM platforms they are using.
- Ensure your online identity matches – icons and imagery. Logos / branding elements from your website should be visible on your social media.

UK Social Media Behaviours

JAN
2020

SOCIAL MEDIA BEHAVIOURS

DETAILS OF HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA



THE UNITED KINGDOM

VISITED OR USED A SOCIAL NETWORK OR MESSAGING SERVICE IN THE PAST MONTH*



96%

ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH



80%

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA



1H 42M

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER*



6.8

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES



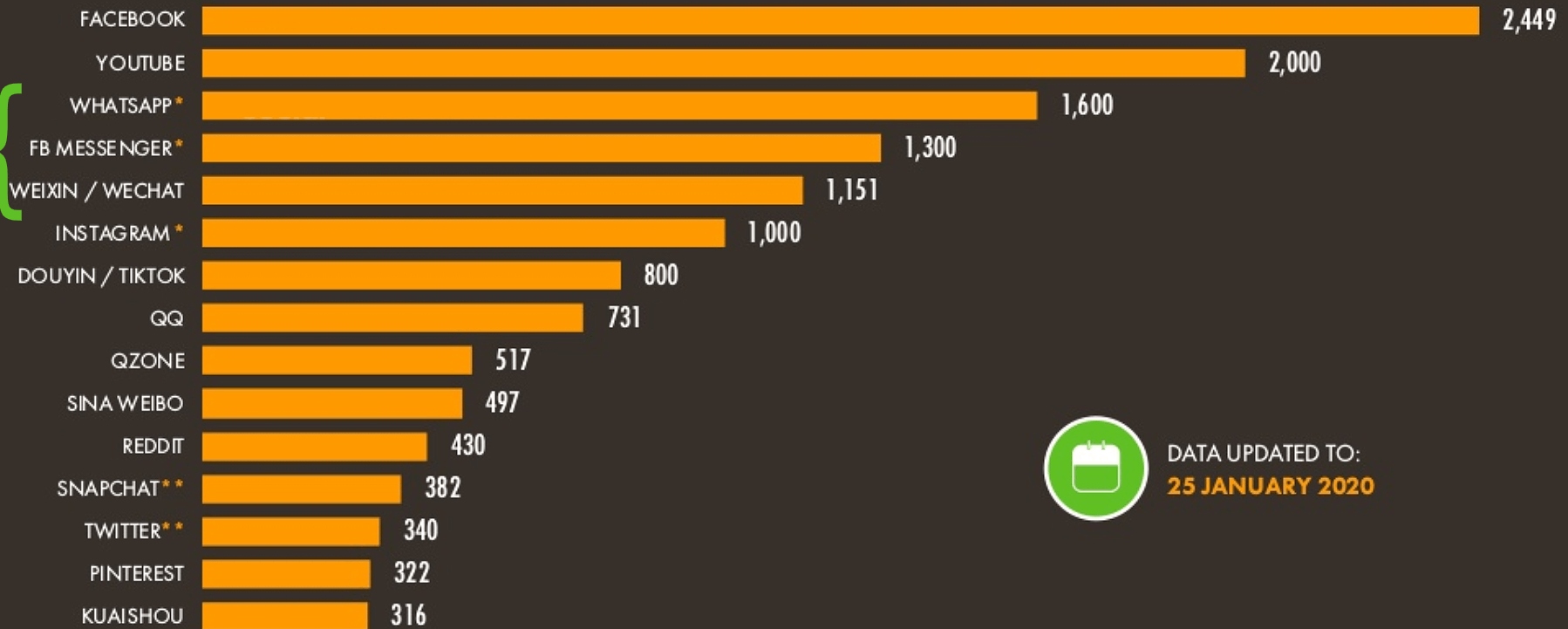
27%

Most Used Social Platforms

2020

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, ADVERTISING AUDIENCES, OR UNIQUE MONTHLY VISITORS (IN MILLIONS)

Messaging Platforms



DATA UPDATED TO:
25 JANUARY 2020

SOURCES: KEPIO'S ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS (ALL LATEST AVAILABLE DATA). NOTES: PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS. PLATFORMS IDENTIFIED BY (**) DO NOT PUBLISH MAU DATA. FIGURES FOR TWITTER AND SNAPCHAT

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Social Media Platforms

What's the difference?

Facebook

Facebook represents a huge potential market for your social media efforts, but it is becoming increasingly difficult to stand out from the crowd.

Worldwide, there are over 2.7 billion monthly active Facebook users (Facebook MAUs) which is a 13 percent increase year over year.

(Source: Statista.com as of 10/08/20)

Facebook

98.3% of users access Facebook via a mobile device

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As of July 2020 Facebook stats show the gender ratio has changed with more males using the platform than females:

Facebook users are 43.6% female and 56.4% male.

Age demographics show 18 – 44 as the most engaged age groupings

Facebook & business

Facebook is quickly becoming a “pay to play” environment - what do we mean by that and how can we combat that.

Facebook & business

Dealing with Declining Organic Reach

- Be very selective about what you post
- Encourage fans to engage with your posts – as simple as “like and share”
- Use a calendar to ensure that you have a variety of content to post and build in planning time to ensure quality of posts.

Facebook & strategy

Know your story

What is your unique voice? Are you a local volunteer organization or a global foundation? How can you bring your story to life in a compelling, authentic, and personal way?

Know your audience

Who are your customers? How will they want to connect with you? What content will be important to them?

Know your goals

What kind of relationship do you want to have with the people who connect to your Page? How much time are you willing to spend updating your Page? Defining and prioritizing your goals will help you create your Page posting strategy.

Facebook & posting

Find your own voice

Speak in the first person / build an online personality / share candid stories and updates

Create a conversation

Ask a question in your status update / respond to people who comment on your posts / re-post your supporters updates if appropriate

Offer a rich experience / share exclusive content

Use a range of content - visuals are more compelling than text / Share links to news / celebrate milestones / post backstage pictures (behind the scenes) / give your followers an exclusive feel – they know more because they're friends with you.

Instagram

Share your life/ business through pictures / series of pictures / video – **connect through imagery. Tell a story** visually.

Who uses ?

- Main age group: 18-24 (30%) **32-34 year olds** (35%)
- Platform users: **56.3%** female and 43.7% are male.
- **70%** of shopping enthusiasts use Instagram for product discovery.
- Posts with at least one hashtag average **12.6% more engagement.**
- Users Engage More on Weekdays with **Tuesday** and **Thursday** showing most engagement.

Instagram & business

Why do companies use it?

- Show the brand / visual exposure / editing tool for photos /
- One of fastest expanding platforms – doubled active monthly users in last year. **1 billion+ monthly active users.** (25/01/2020)
- Excellent engagement opportunities
- Integration – cross platform possibilities (bought by Facebook)

Advertising

- 2.4 more times likely to have users click an Advert on Instagram than any other platform – emotional responses to effective images.

Instagram - development

Where it's going

Since being bought by Facebook there has been a lot of changes :

- business accounts & analytics (business accounts only)
- view products (requires Facebook account)
- Product tagging allowed in posts
- Instagram Stories now allow for product tagging

Instagram - #HashTags

You can use up to 30 hashtags

There are ways to check out which are most popular through sites such as: **ritetag.com** or **hashtagify.me/hashtag**

Hashtags numbers do appear in Instagram as you type in your #, however if you choose to click on then it defaults (currently) to lowercase, and CamelCase is more accessible for screen readers.

Twitter

Twitter is 13 years old, making it one of the grand-daddies of the social networking family.

The platform's **326 million monthly active users*** send more than **500 million Tweets every day**.

On average, around **6,000 tweets** are tweeted every second

More importantly for marketers, Twitter users are **actively discovering and interacting with businesses** through the social network.

Twitter

The biggest secret behind getting your tweet noticed is to post it several times, ensuring it's exposed to different audiences and users throughout the day. The logic of this is that tweets have the shortest life spans of any social media update - different studies claim varying numbers, but none suggests that an average tweet is likely to get any attention after 30 minutes of its publication:

[Wiselytics](#) found that the average life of a tweet is 24 minutes.

[Moz](#) found that the number is around 18 minutes.

This means that your followers will only see the tweet if they're online and viewing their feeds exactly at the time of you posting, or **within 30 minutes** after. This is a very small segment of your following.

Twitter & business

The most important thing to know about Twitter location demographics is that 79 percent of accounts are based outside the United States—perhaps not surprising given that Twitter supports more than 40 languages.

This is the Social Media Platform for International reach!

37 percent of internet users aged 18 to 29 use Twitter. That rate basically holds steady until users hit age 50. Then, things again take a deep dive: only 13 percent of those aged 50 to 64 use Twitter.

YouTube

Allows billions of people to **watch and share** originally created videos.

Provides a forum for people to connect, inform and inspire others across the globe and acts as a distribution platform for original content creators and advertisers (large & small)

Easy to use – you could look up specific videos or topics.

79% of Internet Users have a YouTube account

62% of YouTube users are Males.

35+ & 55+ age groups are fastest growing YouTube demographics.

Millennials prefer YouTube two-to-one over traditional television.

YouTube is responsible for 37% of ALL mobile internet traffic.

YouTube demographics

Demographics

Who looks at your videos – difficult to be certain (don't need an account to use YouTube so hard to ascertain)

Account wise – this is the home of the male user.

Terminology

Subscribe – liking their page / video

Playlist – a list of videos that you like

Channel – your profile (house content, display branding, etc)

YouTube - sharing

Sharing YOUTUBE videos

Ensure people can find you

Leverage your other platforms

- Email list

- Blog

- Website

- Social media platforms

YouTube provides you with the ability to share / embed your video. This is great for websites. You can put your video on YouTube and then embed it into your website increasing your spread.

YouTube & SEO

Due to Google Universal Search; videos, images, news, books and local searches are blended together in Google's search results.

Videos are appearing more often in Google's search results. This shows Google considers video to be as important as text-only pages.

You can take advantage of this by writing high-quality articles on your site & creating complementary videos in YouTube. This builds backlinks to your site, so you'll be found on Google more often.

By utilising YouTube as part of your marketing strategy for your business, you're also increasing the authority of your website. The more authoritative your website is in Google's eyes, the higher all your pages will rank in the search results.

PINTEREST

A digital **community** where a user or business can post / manage / upload / save **images & videos** as “**pins**” through collections known as “**boards**”.

Courtesy of wikipedia

Curating Content

71% of the user base are female

40% of new signups are male

85% of Pinnerers say Pinterest is where they start new projects

89% of Pinnerers use Pinterest for purchase inspriation

PINTEREST & Business

Why do companies use it?

Active monthly users: 335 million + in 2019 (4th quarter)

Conversion to spend

Pinterest isn't a platform that only rewards great photos. 89% of US Pinners use Pinterest for inspiration in their path to purchase. And it's not just inspiration that consumers are looking for. 47% of Pinners log onto the site specifically to shop, making it nearly four times more effective at generating sales than other social platforms.

2018 introduced Product Pins: letting brands upload full catalogs of shoppable items and include pricing info, availability, product title, description and links that lead directly to the checkout page on the retailer's site.

PINTEREST & Promotion

Promoted Pins

“Promoted pins” are Pinterest Adverts – to promote a “pin” it must be already on your boards, public, it can be your own or a “re-pin”.

Video Pins

Pinterest recently announced promoted video pins, these pins show an animated GIF which lead you to the full video when you click on them.

Pinner do use the platform as a search and discovery engine.

Its 200 million monthly active users perform 2 BILLION searches a month and 97% of searches on Pinterest are unbranded – meaning the searcher isn’t looking for a particular brand and may be open to discovering YOURS.

PINTEREST Trends

If you're looking for inspiration, check out **Pinterest Trends** (in beta), a new tool helping businesses tap into emerging trends to make better strategic decisions.

<https://trends.pinterest.com/>

<https://www.pinterest100.com/>

Lots of helpful visuals – why are we not surprised!

<https://business.pinterest.com/en-gb/>

Brand continuity across platforms

Ensure that you have a consistent logo, colour palette, bio, boilerplate and handle.

Whichever you choose, the most important thing is to ensure your profiles have a common thread that people will recognise as your brand.





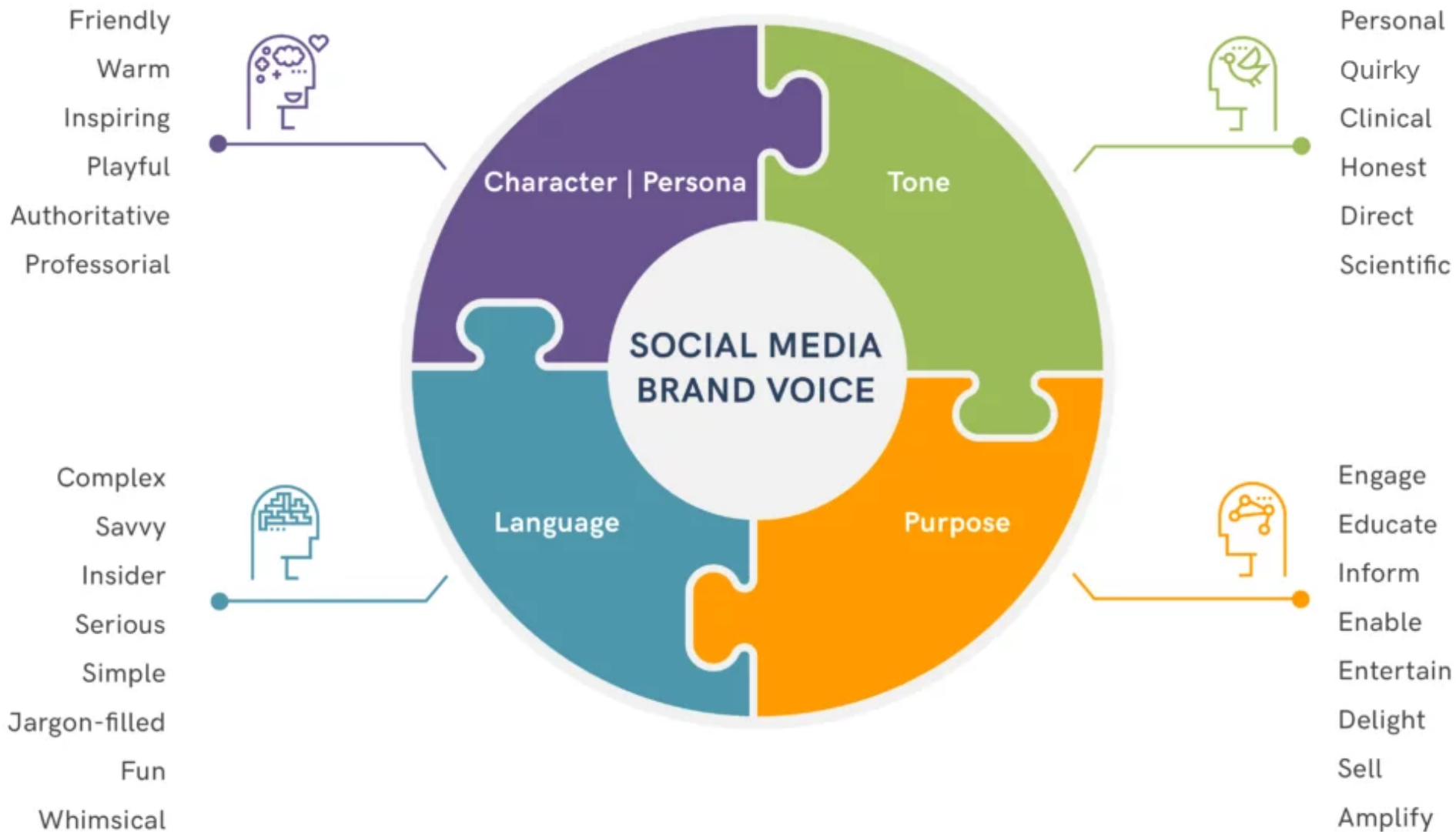
What to post?

Match your business objectives

Making sure marketing activities align with business goals seems obvious enough. But, overarching strategy and departmental plans for many companies end up getting made independently.

Social Media can get the work out there quickly, but it takes time to develop an engaged and motivated audience.

Brand Voice Matrix



Posting Content: How often?

“If you post too infrequently, your audience will forget that you exist and you will quickly fade into the deep dark recesses of their minds. However, if you are posting too often, you will become a complete nuisance and they will dread seeing your posts overcrowding their feed.”

Neil Patel

Finding the right balance for your business is linked to your audience and their needs / uses of social media accounts.

So, how often to post on social media?

As often as you can consistently post quality content.

Recommended posting frequency

Facebook:

- Optimal > 1 per day
- SME > 3 times per week
- Minimum > 1 a week
- Maximum > 2 per day

[Hubspot](#) found that pages under 10,000 fans experienced a 50% drop in engagement per post if they posted more than once per day.

When your audience is online will determine **when** you should post. Be sure to check your Facebook Insights.

Instagram:

- Optimal > 1-2 times a day
- SME > 3 times per week
- Minimum > 1 a week
- Maximum > 3 times a day

Avoid sharing a bunch of posts in quick succession or disappearing for weeks at a time.

Recommended posting frequency

Pinterest:

- Optimal > 5 fresh pins per day
- SME > 1-2 times per day
- Minimum > 3 per week
- Maximum > 25-30 per day

In 2019 Pinterest decided to give preference to NEW Pins so 'fresh' pins are the way to go rather than re-pinning.

Twitter:

- Optimal > 15 - 25 per day
- SME > 3-6 times per day
- Minimum > 1 a day
- Maximum > 30 per day (I kind of feel this is extreme)

Disappearing from Twitter for weeks or months – you'll lose followers. Find the right pattern / frequency / cadence for your business and capacity: [some thoughts from Twitter](#).

Recommended posting frequency

LinkedIn:

- Optimal > 1 per day
- SME > 2 times per week
- Minimum > 1 per week
- Maximum > 1 per day

Post in the mornings is recommended and using a third-party platform (such as [MissingLettr](#)) recirculates blog posts and keeps them in front of connections – in case they were missed or time to read was short.

YouTube:

There isn't a set answer for this one – roughly once a week is good. This video from [Amy Landino](#) [will set us straight – apologies for her attitude – but it's real.](#)

Recommended posting frequency

What we've learnt is that there are a variety of factors that will affect your business Posting Frequency / Pattern / Cadence

- Your audience
- Quality of content
- Capacity of business / organisation (time and resources)

start from a safe place > get acquainted with the process > **find your flow** > build your audience > grow & evolve from there



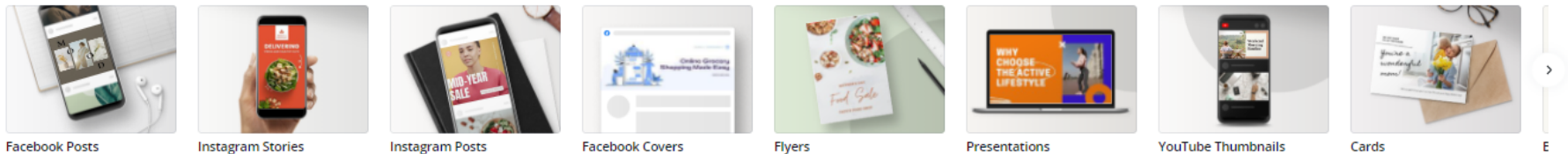
More tips to stand out

Look and feel

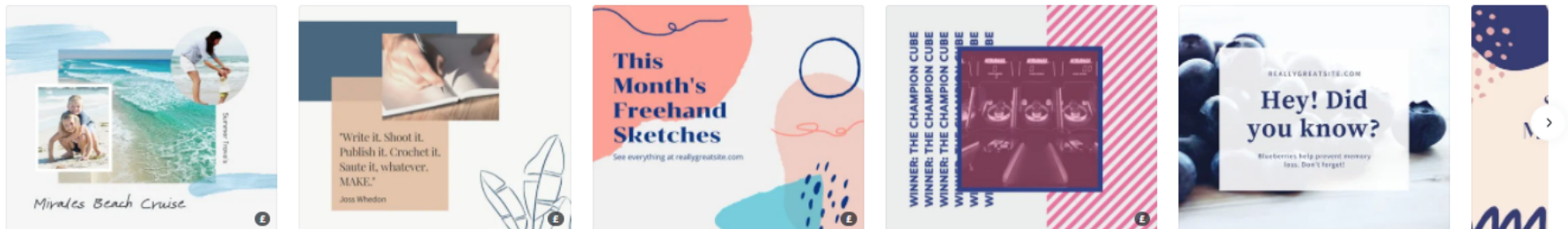
Not a graphic designer? Use tools like Canva for correct sizing and easy design of posts.



Browse by category



Facebook Posts



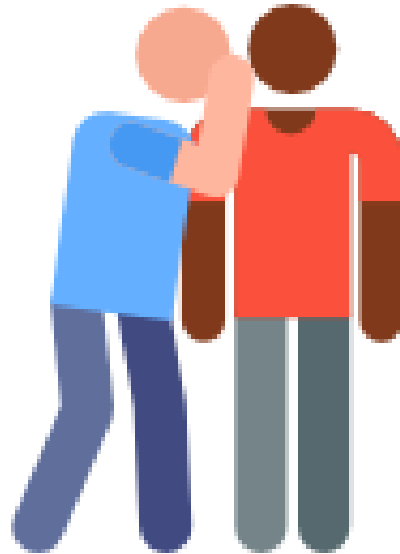
Be personable

We already mentioned about humans being sociable.

- Your prospective customers want to get to know you.
- Use social media to show your personality – or the personality of your business.
- Use pictures / videos of you or your staff



This is Karl wearing a Christmas jumper. Social media loved Karl's outfit.



Trade secret...

Photoshop – for free

Photopea (photopea.com) is a FREE editing software similar to Photoshop CC with just as much power.

