

THE MARKETING FRONTIER

IMPLEMENTING
MODERN MARKETING
STRATEGIES

V6

CRAFTING
AN
ORGANIC
SOCIAL
MEDIA
STRATEGY

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PARTNERS FOR
INNOVATIVE
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WHAT IS SOCIAL MEDIA?

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Social Media is comprised of various websites and applications that are centered around bringing individuals together and creating spaces where thoughts can be shared.

According to Investopedia:

“The term social media refers to a computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities. Social media is internet-based and gives users quick electronic communication of content, such as personal information, documents, videos, and photos.”



WHAT IS SOCIAL MEDIA?

SOCIAL MEDIA PLATFORMS AND USER DEMOGRAPHICS

FACEBOOK

- 1.9 billion users
- Gen X and Millennials

LINKEDIN

- 774 million users
- Boomers, Gen X, and Millennials

INSTAGRAM

- 1 billion users
- Mostly Millennials

TWITTER

- 211 million users
- Mostly Millennials

YOUTUBE

- 315 million users
- Mostly Millennials, with strong audiences across other age and gender demographics

TIKTOK

- 1 billion users
- Gen Z mostly, then Millennials



WHAT IS SOCIAL MEDIA?

DECISION MAKERS PER PLATFORM

FACEBOOK

- 48% of B2B decision makers use Facebook for research

LINKEDIN

- 65 million users are designated as Decision Makers on LinkedIn
- Accounts for roughly 10% of users on the platform

INSTAGRAM

- 36% of B2B decision makers use Instagram to research

TWITTER

- 70 million decision makers are on Twitter
- Accounts for 1/3 of users on the platform

YOUTUBE

- 50% of B2B decision makers use YouTube for research

TIKTOK

- B2B decision makers are not largely represented on TikTok



HOW SOCIAL MEDIA IS USED BY BUSINESSES

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BUSINESS TO CONSUMER (B2C)

B2C businesses are the most common across social media and some of their campaigns are what might come to mind when one thinks about social media marketing. Their goal is mainly to reach as many people as possible in order to generate sales for their products or services.

“B2C companies utilize social media to drive traffic to their websites, generate sales and build brand reputation.” - Contentcal.com



HOW SOCIAL MEDIA IS USED BY BUSINESSES

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BUSINESS TO BUSINESS (B2B)

While similar to B2C social media marketing, the end-goal of B2B is different. Instead of trying to reach new customers across the board and influence purchases, B2B social media marketing focuses specifically on generating leads, not just awareness, from serious business prospects and decision-makers.

This is typically done through sharing educational content like white papers and ebooks, case studies of previous projects, customer testimonials, relevant news articles, and more.

While all social media channels can be used in B2B marketing, the following are the most effective:

- LinkedIn
- Twitter
- Facebook
- Instagram



WHAT IS SOCIAL MEDIA MARKETING?

WHAT IS SOCIAL MEDIA MARKETING?

Social media marketing is the ever-changing process of generating content on social media platforms in order to showcase your products, services, and achievements to your audience, as well as building that audience.

According to Hubspot:

“Social media marketing is the process of creating content for social media platforms to promote your products and/or services, build community with your target audience, and drive traffic to your business.”



BENEFITS TO SOCIAL MEDIA MARKETING

BENEFITS TO SOCIAL MEDIA MARKETING

GENERATES LEADS

Social media helps generate new leads because you are advertising to an audience that has already opted in to engaging with your brand and content.

SELL PRODUCTS AND SERVICES

Similarly to generating leads, social media makes it easier to sell your products and services to a market that is already interested in hearing from your business.

BRAND AWARENESS

Because of the vast amount of people on social media platforms, you have a great opportunity to up your brand awareness both on your social profiles and on your website.



BENEFITS TO SOCIAL MEDIA MARKETING

BENEFITS TO SOCIAL MEDIA MARKETING

CUSTOMER SERVICE

Now more than ever people take to social media to post a complaint with a business. Due to the real-time nature of these platforms, your team has the unique opportunity to respond quickly which can help repair a potentially damaged relationship.

CREATES RELATIONSHIPS

By engaging with your audience via social media, you have the opportunity to create genuine relationships with them. Once established, those individuals are more likely to be loyal to your brand.

LEARN FROM THE COMPETITION

Social media can be one of best tools to keep an eye on your competition and see what tactics are working, or not, for them and adjust your own accordingly.



DRAWBACKS TO SOCIAL MEDIA MARKETING

DRAWBACKS TO SOCIAL MEDIA MARKETING

NOT ALWAYS OPTIMIZED FOR BUSINESS

Since the main goal of social media is not business-focused, it can be a challenge for newer businesses to generate a following.

LOWER RETURN ON INVESTMENT (ROI)

Due to the difficulty in generating an active following, there are lower returns on investment when it comes to social media marketing.

DIFFICULT TO MEASURE GOALS

Similar to a lower ROI, it can be more difficult to accurately measure your goals while marketing via social media as opposed to more traditional marketing channels.



DRAWBACKS TO SOCIAL MEDIA MARKETING

DRAWBACKS TO SOCIAL MEDIA MARKETING

CONSTANT NEED FOR ACTIVITY

Because of the nature of social media platforms, there is a need to stay engaged with your efforts. This not only means staying on top of your posting schedule and monitoring any comments that may come in, but also staying up-to-date on the current trends to avoid falling behind.

This can be time consuming for many businesses and small businesses without a dedicated social media team may not have the workforce or resources to fully commit to an engaging social media strategy.



CREATING AN ORGANIC SOCIAL MEDIA MARKETING STRATEGY

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RESEARCH YOUR TARGET AUDIENCE

“Knowing who your audience is and what they want to see on social media is key. That way you can create content that they will like, comment on, and share.” -

Hootsuite

What you will want to know:

- Age
- Location
- Job Title/Industry
- Average Income or Budget
- Interests

RESEARCH THE COMPETITION

The goal is not to copy the competition, but this insight is crucial to making sure you are providing content that is actually relevant to your industry and/or target audience

Ask yourself the following about your competitors:

- Are they already using social media?
- What appears to be working for them?
- What isn't working for them?



CREATING AN ORGANIC SOCIAL MEDIA MARKETING STRATEGY

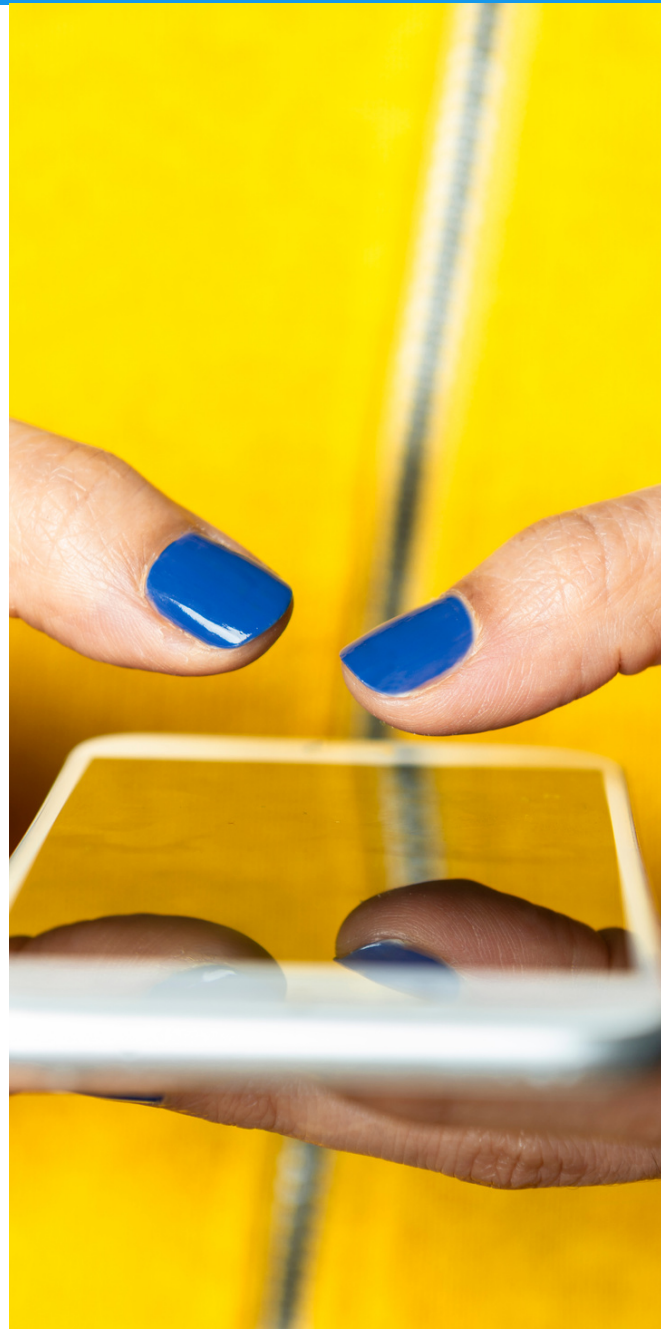
CREATING AN ORGANIC SOCIAL MEDIA MARKETING STRATEGY

NARROW DOWN SOCIAL CHANNELS YOU'LL USE

Depending on your target audience, you will want to choose the best social media channels to get their attention.

It's also important to utilize channels that you will be able to generate great content for.

For example, don't use TikTok if you do not have the time or the team members who are good at generating short form videos. Of course, you can learn how to use a new platform, but it is not recommended to devote the majority of your resources to it until you have more of a handle on the platform and how it works.



CREATING AN ORGANIC SOCIAL MEDIA MARKETING STRATEGY

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ESTABLISH YOUR GOALS AND METRICS

SET S.M.A.R.T. GOALS

SMART goals are:

- Specific
- Measurable
- Attainable
- Relevant
- Time Sensitive

METRICS TO TRACK

Reach - Number of users who view your post

Link Clicks - Number of clicks on your content or social profile

Post Engagement - How many interactions on your post (likes, comments, shares, etc) divided by the number of impressions on your post

Sentiment - How users react to your content



CREATING AN ORGANIC SOCIAL MEDIA MARKETING STRATEGY

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GENERATE ENGAGING CONTENT

In order for your social media presence to be effective, you will need to generate engaging content for your specific audience.

Depending on your audience and the platforms you are using, this could look like:

- Educational content like white papers or ebooks
- Videos
- Compelling images that tell the story of your brand, a specific product or service, or that highlight an issue faced by your audience

LINK BACK TO YOUR CONTENT

Linking back to your content on a quality website will help to not only boost your SEO rankings, but will also ensure higher conversion rates on your calls-to-action.



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SCHEDULE YOUR POSTS

What days are the **best** to post on?

Facebook

- Tuesday – Friday

LinkedIn

- Wednesday and Thursday

Twitter

- Tuesday and Wednesday

Instagram

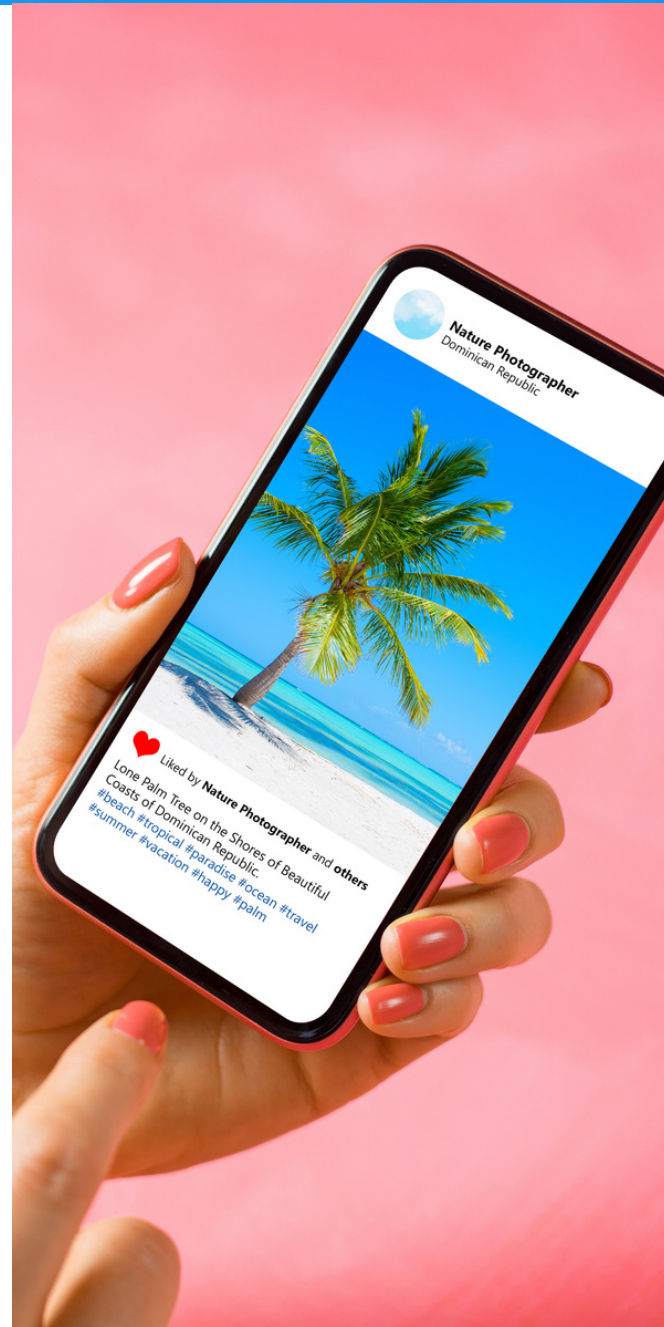
- Tuesday and Wednesday

YouTube

- Saturday

TikTok

- Thursday



CREATING AN ORGANIC SOCIAL MEDIA MARKETING STRATEGY

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SCHEDULE YOUR POSTS

What days are the **worst** to post on?

Facebook

- Saturday

LinkedIn

- Saturday and Sunday

Twitter

- Sunday

Instagram

- Sunday

YouTube

- Monday

TikTok

- Sunday



CREATING AN ORGANIC SOCIAL MEDIA MARKETING STRATEGY

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SCHEDULE YOUR POSTS

How frequently should you post?

Facebook

- 1-2 times a day

LinkedIn

- 1-5 times a day

Twitter

- 1-2 times a day

Instagram

- 2-3 times a week, 1 per day

YouTube

- 2-3 times a week

TikTok

- 1-4 times a day



WHY YOU SHOULD WORK WITH AN AGENCY ON YOUR SOCIAL MEDIA STRATEGY

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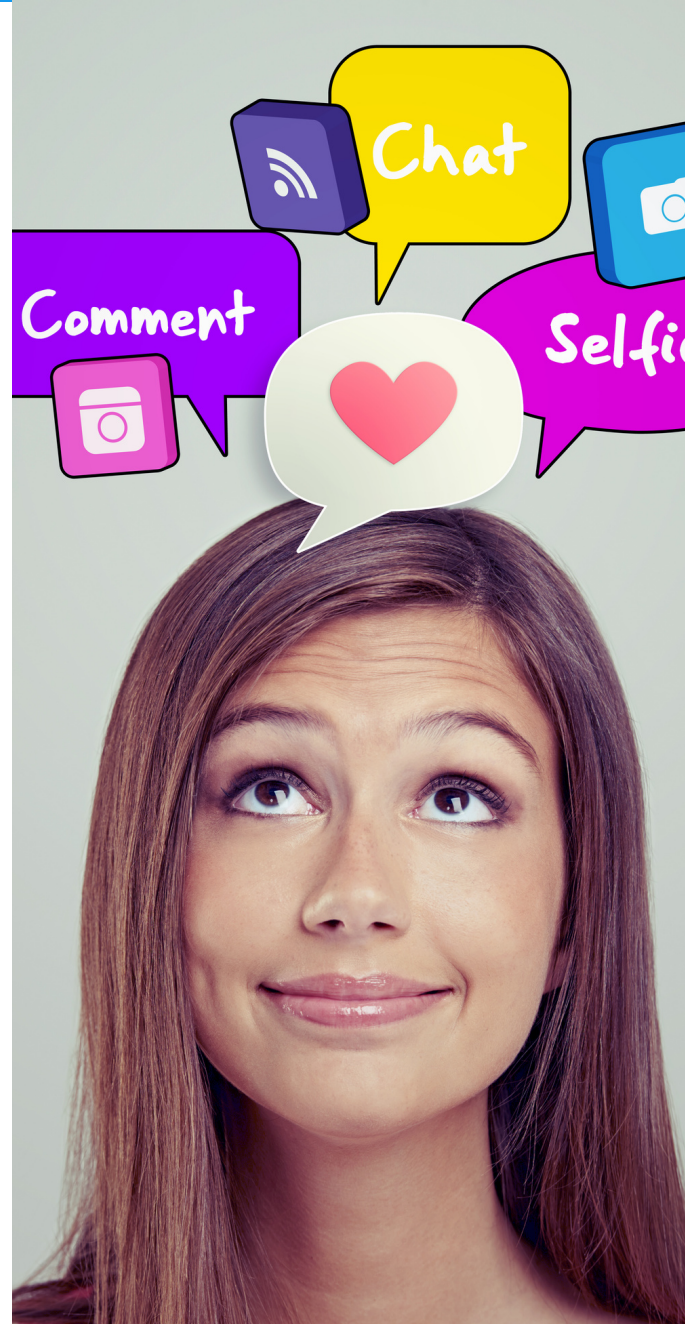
Implementing a social marketing strategy can be challenging as there are many parts to consider. This is why teaming up with an agency on your strategy can save time and increase the odds of generating solid leads.

BENEFITS OF WORKING WITH AN AGENCY

- Expertise
- Resources
- Industry Experience

EXPERTISE

An agency can offer the combined, specialized knowledge of their team, who work day in and day out with the facets of social media and can help your company work around common pitfalls.



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RESOURCES

When working with an established agency, you gain access to the industry-specific resources that agency has access to.

INDUSTRY EXPERIENCE

Along the same lines as resources, an established agency not only has experience creating campaigns for themselves and other clients, but can also apply that experience to new projects.



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IMPORTANCE OF CHOOSING THE RIGHT AGENCY

DON'T LOSE CREDIBILITY BY TRYING TO DO IT WITH LIMITED TIME OR BY CHOOSING THE WRONG AGENCY

Implementing these strategies yourself or choosing an agency to help develop and implement your marketing strategy can be vital to your campaign's success.

POTENTIAL PITFALLS

- Low follow-through & loss of leads
- Lack of quality
- Damaged Reputation

LOW FOLLOW-THROUGH & LOSS OF LEADS

Responsiveness is vital to a company's success. If you don't have the time after the program is launched or if you are working with an agency that does not put emphasis on timely follow-through, it could damage your reputation and cause leads to seek out other solutions with your competition.

For social media, timeliness is vital as real-time engagement can help or hurt your brand's reputation.



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POTENTIAL PITFALLS, CONT.

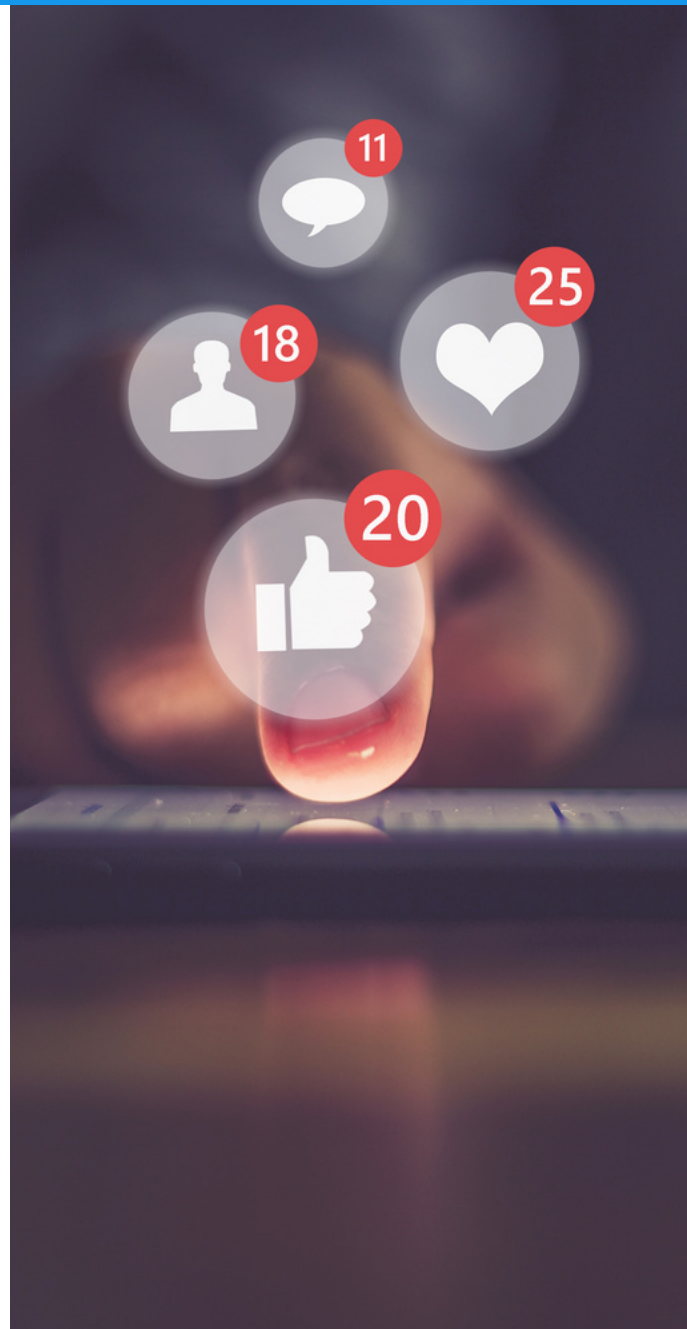
LACK OF QUALITY

Finding the time and people to implement your strategy the right way is critical and working with an agency that performs poorly will cause your business to lose market standing and authority.

In social media in particular, you want to work with an agency that has a finger on the pulse of the audience you are targeting. Without this, your brand and marketing will not be as effective as it could be.

DAMAGED REPUTATION

Ultimately trying to do it yourself without enough availability or working with the wrong agency can hurt your company's reputation which will make it harder to earn new business moving forward.



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