

Social Media Strategies for Success

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About the eBook

Social Media is helping businesses reach millions of potential customers every day. Establishing a Social Media presence is important for any business of any size, but it can also be challenging. Expanding your businesses reach, increasing your community engagement, and turning those likes into actual customers relies on a continuing commitment. This FREE eBook will help business owners find out how to get their message in front of the right audience at the right time and in the right social space.

As always, if you have any questions, feel free to give the Social Media Specialists at SponsoredLinX a call on 1300 859 600 or email academy@sponsoredlinx.com.au.

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“We live in a time where social media is not only a powerful growth tool for your business but a platform allowing you to connect & build relationships with your target audience.”

Shannah Bradshaw - CEO of SponsoredLinX

Introduction

Due to the saturation people are constantly faced with through marketing and advertising, consumers are less inclined to trust brands. Rather, people will actively seek out reviews and the opinions of others, and will make judgements based on this information.

With brands and companies all claiming to be 'the best' or 'just what you're looking for' how can consumers make informed decisions based purely on the information that brands or companies provide them? People are not afraid to do a bit of digging and research to find the details they need to make a decision.

As a result, your interactions with your customers count, every time! No matter if you're having a difficult day at work, you're

stressed, or you haven't had time to launch your online strategy; ultimately your customer only cares about their experience with you. You are creating a lasting impression through every interaction, and one slip up could potentially mean not only losing business with that one customer, but with other current and potential customers.

This knock-on effect can also work the other way of course. If you are able to provide outstanding service to your customer, be it over the phone, through a super-efficient, user-friendly website, email, or face-to-face, and yes, even through your digital presence you can leave a lasting impression.

Your customer has the capability of spreading (and digitally sharing!) their positive experience with others, therefore sending likely customers in your direction.

Send the right message, at the right time in the right social space.

Brand awareness through a variety of social media channels has slowly evolved to a viable strategy for the protection of your legacy. Facebook, TikTok, Instagram and more are encouraging engagement with your target audience – what is known as ‘the winning of hearts and minds’.

Your social networks are your allies, nurture this market, provide entertainment, create competitions, and have fun. You will cultivate not only brand awareness, but brand loyalty, and this fortifies your position on a completely separate front.

Ask Questions

Through recommendations and positive reviews, building a following for your business will permit you to enhance your digital presence. Consumers will begin to notice your business name and brand, and in turn will allow you, and others to influence them to 'click' your link.

What else could be implemented in your service to guarantee customer satisfaction?

Another key opportunity you must take advantage of is with every interaction you engage in; at the conclusion, ask your customer for feedback. What could you have done to make the process simpler? What else could be implemented in your service to guarantee customer satisfaction? If you don't ask the questions, you won't get the answers you need.

What feedback are you getting from your customers? How are you responding to them?

If you do stumble across an unsatisfied customer, think about what you can do to turn this experience around. People who take the time to give feedback want to be recognised, and if they have something to complain about, they're letting you know because they want you to solve it. In terms of gaining positive reviews from your customer, this is a beautiful moment which can work in your favour. In attempting to solve your customer's dilemma, the effort you put in to your after-care solutions will enable you to solve it for them.

Social Strategies For Your Business

Working out how to improve your social media presence can be pretty difficult and time consuming. You can't just post the same old status updates and expect to become a viral hit as a brand. Your business has to stand out, especially now when the market is quite saturated and people have lower attention spans.

You need to make an impact by interacting and sharing interesting content that is engaging to your audience. You can inspire a great deal of attention by posting content that sparks the curiosity, affection, and trust of your social media followers.

As we said before, this can be difficult, especially if you are a small business with a limited budget. To do this well, you should focus on strategies that create genuine connections between your company and your audience. On that note, make sure to present them with something unique and riveting. Think about how you can inspire and motivate them to take action.

If you are having trouble working out where to start, try looking to others for inspiration. This is often the first step to setting a direction and there are plenty of examples of brands that get it right.

Using Social Media Platforms to your advantage

It's no secret that we're all glued to our social media (guilty as charged) with 4.89 billion total social media users worldwide. Leveraging these social platforms to your advantage has never been more essential to your business, brand or organisation.

Follow these three crucial steps to get the most out of your social media:

01. Post Times

The time of day that you post your content is more critical than ever. Each page's audience is unique; there are no 'golden times' to post which will work for all pages as your audience is unique to you. Testing and analysis should be conducted to determine the time of day that your audience are most active on different social media platforms. This ensures you have the best chance of increased engagement with your posts, which will lead to a greater reach.

02. Post Types

There are certain things algorithms look for on different social media platforms when determining how many people see your posts. Currently algorithms are pushing more video and carousel type content to the feed. Content that has a high level of engagement (saves, comments and shares) will shoot up the rankings. Your weekly content should contain a good mix of news, engagement posts, soft-sell promotional posts, educational/informative posts and interactive posts.

03. Consistency

Social Media regardless of the social platform will reward accounts that consistently post quality content. You need to ensure that there is structure around the scheduling of your posts, and that you are putting up content at the right time.

Coming up with the content is the easy part! Making it reach as many people as possible organically is the tricky part! It is important you put time into ensuring your content is working for you. Don't just post to post, make sure there is a reason behind it.

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should focus on strategies that create genuine connections between your company and your audience. On that note, make sure to present them with a mixture of content that can; answer their problem, something enjoyable, and showcase your expertise in your industry.

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Turning Social Into Sales

So you've built some great social media accounts, you have captive audiences, growing numbers of engagement, and achieving great results in client interaction.

Now how do you take this amazing work and turn it into a lead generation tool?

There is no 'one size fits all' strategy that can be implemented to achieve leads and sales; however there are some basic actions you can take to start generating new enquiries. It is important to ensure all your activities are designed to drive traffic to your website, capture leads or create sales.

Services

- 01** Create weekly Call To Action posts/ ads targeting demographics, likes and interests that would relate to your service (i.e if you are a Chiropractor or Physiotherapist, target people who like sports, parents, manual labour workers etc).
- 02** Ensure your content provides some great tips and educational articles, and finish each post with a call to action
- 03** Ensure you are using client testimonials in a subtle way to demonstrate the results that can be achieved
- 04** Have a great landing page for your paid activities. This should include information on your service and contact information including a contact form.

eCommerce Shops

- 01** Include your social links as clickable icons on your ecommerce site.
- 02** Install Meta's* Conversion Pixels, and Google analytics goals & funnels to allow you to measure results
- 03** Identify your target demographic for each social platform
- 04** Create weekly Call To Action posts/ ads to drive traffic directly to your shop, ensuring you are targeting your demographics likes and interests
- 05** Offer specials, competitions and run flash sales on alternating social platforms

* Meta is the company Mark Zuckerberg built. It is made up of Facebook, Instagram, WhatsApp, Threads and the Horizon Metaverse

Utilise Traditional Marketing Tools

Marketing used to be a simple affair. Businesses had limited options when it came to promoting their goods and services – namely print, radio and television.

The introduction of the internet and its ever-growing popularity has opened up a whole host of new opportunities for businesses to reach their target audiences.

The great news is that the fundamental skills required to execute the more traditional marketing campaigns are mirrored in the digital arena.

Here are 5 well-known strategies you can start applying to your online campaigns today:

01. Marketing Mix

The 4 P's of marketing have been around since the 1960's and are still applicable today:

Product

Certain products and services suit online purchase but all businesses can benefit from showcasing their offerings online. Say you work as a real estate agent-your product delivered online might be a free eBook about your industry! The result is an increased status and greater lead generation.

Price

A simple Google search is all it takes for consumers to access price comparison information. With this in mind, you should ensure that you know your main competitors price points and position yourself accordingly.

Promotion

Digital marketing offers you the opportunity to promote your goods/services in a trackable, highly targeted and cost effective way. Make sure you explore all the options available including Google Ads and Meta advertising.

Place

Consider how customers can access your offerings. Do you have a website? Have you split tested this to find your best sales conversion rate? Have you optimised this with heat tracking technology to see exactly where customers are clicking? If your customers are searching on their smartphones, ensure your website is mobile optimised.

02. Transactional vs Relationship Marketing

A transactional marketing campaign is all about a one-time sale often with the goal of maximising profit and then moving onto the next customer (e.g. Real Estate). The internet has changed transactional marketing, however because the customer now has the ability to rate, review and affect future sales for the business, word of mouth is no longer limited to inner circles of friends, but can extend right around the world. For this reason, even if it appears that you will never deal with that client again, it pays to ensure their satisfaction with a follow up call or email after the transaction.

This will help maintain your reputation and brand image online. Relationship marketing on the other hand is all about building trust and rapport with your customers with the view of creating ongoing business. Thankfully, the internet makes this easier than ever. Keep your products or services at the forefront of customers minds with well-timed email campaigns and engage in real-time via social media

Building this personal connection will hopefully turn your clients into brand advocates who will start promoting your products themselves!

03. Unique Selling Point (USP)

To remain sustainably competitive every business needs USP(s). These are what differentiates you from your competitors and adds value to your goods or services. It might be fast shipping, same day quotes, premium quality, low prices or customisable designs. It is important that you identify your USP and then convey this to your target audience across all available channels.

Marketing is all about delivering a key message of value and this principle transcends to all platforms. Remember that just like a print advertisement, an online advert offers limited space and sits amongst your competitors. It is vital to stand out and make your message clear and concise!

04. A Clear Call-To-Action (CTA)

Always ensure that your CTA is simple and easily identifiable. It may take the form of your business phone number, email address, enquiry form or a combination of all three. It is recommended that businesses place a CTA on every single page of their website so consumers follow the path of conversion. Google Ads even offers advertisers the opportunity to place a variety of CTAs in their adverts via ad extensions – another tool businesses can use to stand out from their competition.

05. Consumer Involvement

Keep in mind that the more ‘involved’ a customer is in a product or service the more time they will spend in the research phase of the buyers’ cycle. This will ultimately come down to how significant the purchase is to the consumer’s life. Take for example someone buying a new car, a costly purchase and something that will most likely affect the customer for the next 10 years. They are likely to spend weeks evaluating options, shopping around for the best price and asking friends for advice.

Remember your customers ‘involvement’ level for your product or service. It may not be as significant as that of a car, but your audience may need some form of education to aid the decision to buy. You just have to identify the appropriate level of education and the most suitable method of delivery. Simple ways to do this are blog articles and eNewsletters – both proven to alleviate consumer concerns and boost confidence in the path to purchase.

By implementing these 5 traditional marketing principles into your digital strategy, your campaigns will get off to a great start.

Let's Get Visual

The further along, we have to find even more ways to interact with customers digitally. Social media platforms are great for gaining insights into how customers interact with brands & products, now more than ever. These insights often lead to new and exciting ways of engaging with customers and getting them to interact with new products & promotions.

One of the best ways to engage with customers at the moment is through video content. So, naturally, this leads to the big question of are you utilising video to interact and engage with new and existing customers? If you are, then great, that's the

first step! If not, that's okay too. It just means that it's time for you to start! As they say, a picture tells a thousand words and video can explain a whole lot more! In fact, people are willing to spend an average of 2.7 minutes watching a video online as opposed to the few seconds they will spend evaluating a website.

This basically means that there has never been a better time to set up a company YouTube or TikTok account, to then start using video content as part of your digital strategies on the rest of your social platforms.

Organic Social VS PPC

Although businesses are starting to come around to the benefits of social media, there have been quite a few casualties due to a lack of understanding where the PPC (pay-per-click) part of it is concerned.

While organic growth and engagement is fantastic and should be encouraged wherever possible, if you're starting from scratch then you really do need to rely on PPC to get you started. The initial growth period on Facebook in particular can be quite slow and you need to utilise these tools to get things moving. Once you get into the rhythm of this, you'll find that things will start to snowball and require less and less PPC once you reach a certain point.

It's not just fresh starters who can benefit from social media PPC. However big your audience, it's hard to beat knowing exactly how many people you are likely to reach (a feature of promoted posts on social media) or being able to target demographics in inventive and unique ways which can't be achieved with an organic post.

If you have an especially important message to communicate to a particular crowd, boost it! You can target demographics such as age, gender, location and much more. You can utilise even more advanced targeting when you create specific ads in different platforms ads manager.

You may have also noticed a push from social media organisations to increase their revenue from businesses. Meta have tightened their

newsfeed algorithm reducing the organic reach of your posts (i.e. the number of your 'likers' who actually see your posts). They are looking at reducing this organic reach to 1-2% of your audience...ouch! This means up to 99% of your hard-earned likers and followers may not see your posts at all. You've invested time and money in growing your page, so what do you do to counteract this? To answer this question, it is important to understand their motives behind this.

Some people will state it is so they can increase revenue through page and post boosting. Meta will state it is to improve the user experience, and to reduce the amount of low quality content in news feeds. The truth is, they are both correct. If users feel every time they log on they are bombarded with advertising, then they will

use the service less, which of course nobody wants. Also, Meta is a business, not a charity, and it is not unreasonable to expect businesses to pay for advertising.

As a business on Meta and other social media platforms you will need to re-evaluate how you spend your advertising budget to account for changing algorithms. A combination of strategies, such as weekly call-to-action posts boosted through Ads Manager will ensure critical promotional posts are still reaching the masses. Consistent engagement posts are more critical than ever.

Managed correctly, small businesses have a great opportunity to capitalise on the fact there will be less competition in Meta news feeds, leading to greater exposure for your brand.

Social Media Don'ts!

Social Media can be quite cut throat when it comes to exposure and standing out. Quite often this can be the case for small businesses who don't have the time or money to employ someone to look their company's social media accounts. In saying that, just because a company is larger and may even have a social media 'expert' doesn't necessarily mean they are better at social media engagement.

There is one social media mistake that big and small companies alike make when posting status updates.

"What is this fatal mistake?" You may ask.



Broadcast messages.

These are status updates that are all about a product you sell or your company. It doesn't speak or engage with your followers; it broadcasts, very loudly, at Them!

They also come off lifeless and generalised. These posts are not clever or interactive or even remotely interesting to your customers.

Marketing via social media is an entirely different beast to traditional promotion tactics, which usually only have a conversion rate of about 2%! You can see why customers wouldn't want to engage with you after that.

The Dark Side of Social Media

Regardless of how sophisticated Google's search algorithms get there will always be people trying to manipulate the system. Black Hat social media has been around for a long time and may never go away.

With the growing importance of social media, it was inevitable that Black Hat social media would become a thing. But what effect, if any, can it have on your SEO efforts?

The term 'Black Hat' refers to something that is outside the guidelines or rules of a particular system. Where Black Hat Search Engine Optimisation (SEO) refers to the manipulation of search engines like Google, Black Hat social media refers to the manipulation of social media platforms like Facebook, YouTube and Instagram.

You're probably aware of many of these practices even if you haven't heard them bundled together under the Black Hat moniker. Things like buying Facebook likes, Instagram followers, or YouTube subscribers. It also includes bots that post spammy links, fake social media profiles and fake reviews on social media platforms.


All of these things can land you in hot water with the social media platform in question and it's becoming easier and easier for people to report you for it. If that's not reason enough to avoid these practices, they can also have a negative impact on your SEO efforts.

Social media's impact on Google rankings is a hotly debated subject but most experts agree that it does have an impact, even if it's a small one. As social media grows in importance this impact is

likely to grow and as search engines become more sophisticated the chances of getting caught doing something wrong also increases. The benefits to be gained from Black Hat social media don't come close to the risk of receiving a penalty from Google (not to mention the social media platform's own actions against you).

But SEO isn't just about ranking highly. That's the main goal of course but it's also important to think about what comes next – a quality website and a recognisable brand that turns traffic into conversions. Getting involved in dodgy social media practices means that you run the risk of being caught and could destroy your brand's reputation.

As you've probably seen in media coverage over the last few years one misstep on social media can create a lot of fallout from users who are not as forgiving as they might be face to face. Black Hat social media could potentially hurt your search engine rankings; get your social media accounts shut down or even hurt your reputation and directly lose your business. It just isn't worth it.



A solid social media strategy is an essential element of every marketing campaign. As new social media organisations pop up, and established ones continue to reinvent themselves, it is clear that no social media strategy should remain static.

Constant testing and analysing will help you work out the best plan for your business. Build your audience, get to know them, engage them with great content, and convert them into sales.

Take control of your social media, and make your businesses presence known!

Creating a strong social media strategy means thinking about different platforms, your brand's unique voice, and the important metrics for you. It's a key first step to getting real benefits from social media. But don't worry, your journey doesn't stop there! We're here to help as you move on to the next steps.

Make sure to check out our other useful resources here or watch our informative webinars with plenty of marketing tips here.

For all your digital marketing needs including expert advice on social media strategies contact us to get started!

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