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Maximizing Your Social Media Platforms

FOR YOUR GROWING BUSINESS



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I. Why have a Social Media Strategy?

- It helps you expand your other marketing efforts.
- It will help you build brand awareness.
- It is one of the most powerful ways to connect with your audience.
- You can use social media to attract buyers.



II. Social Media Platforms Explained



FACEBOOK

**2.45 Billion people
are using Facebook.**

**400 Million people
belong to a Facebook
Group.**



FACEBOOK

Facebook Business Page Benefits

- Facebook requires businesses to use a business page.
- Personal pages have a 5K friend limit while business pages can have millions of followers.
- Access to analytics (Insights).
- Ability to categorize company for search, add mission statement, product catalog, awards, and give customers chance to do reviews.
- The most important reason is for advertising



Youtube



500 hours of video are uploaded to YouTube every minute.

5 billion videos are watched on YouTube every single day.

Over half of YouTube users use the site to learn how to do things they've never done before.



75% of Instagram's audience is between the ages of 18-24.

90% of Instagram users follow at least one brand account.

23x is how much higher Instagram engagement is than on Facebook.

Instagram



LinkedIn



Benefits of Using LinkedIn

- Look up individuals you are meeting with.
- Find out more about a prospect.
- Build thought leadership.
- Offer value through targeted advertising.
- To network in LinkedIn groups.
- Share content with links back to your website properties.



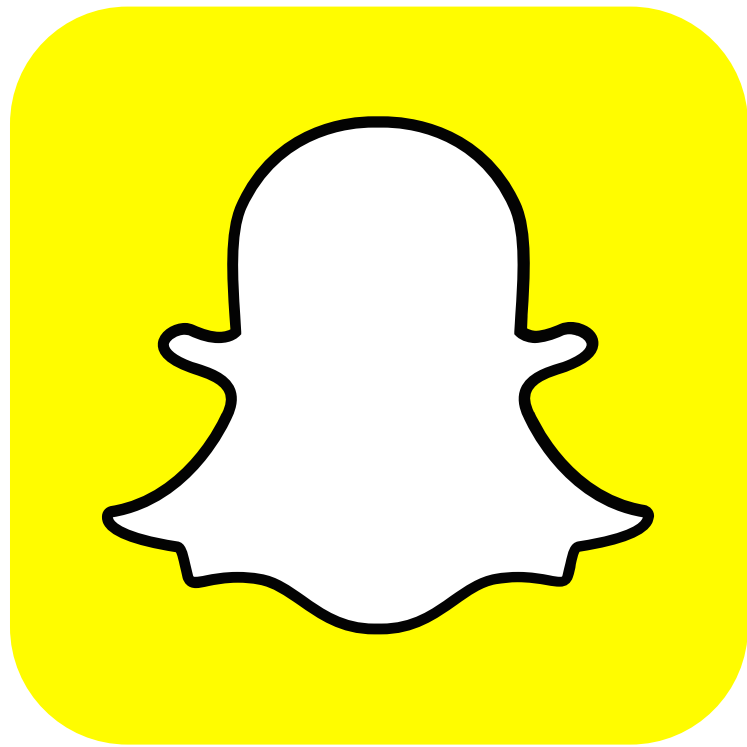
400 million users on TikTok.

52 minutes is the amount of time the average user spends on TikTok per day.

TikTok



Other Social Media Channels



III. Building the Foundation of Success: Setting Social Media Goals

Use Smart Goals

- Specific
- Measureable
- Attainable
- Relevant
- Timely

**A buyer persona
helps you
determine who
your ideal
customer is.**



BUYER PERSONA

Starter Questions

PERSONAL INFO:

- Age
- Gender
- Children
- Marital Status
- Location
- Income
- Education



PROFESSIONAL INFO:

- Job Title / Role
- Career Path
- Company / Industry
- Company Size
- Special Skills
- What is a typical day like?
- What tools do they use?
- Who is their boss?
- Do they manage others?
- How is their success measured?



VALUES AND FEARS:

- What do they value in their personal or professional life?
- What is important to them when considering a product like yours?
- What objections might they have?
- What drives their decision making process?

GOALS & CHALLENGES:

- What are their personal/career goals?
- How do they prioritize those goals?
- What challenges impact achieving these goals?
- How could you help?
- What questions do they ask when seeking solutions to these challenges?

WHERE ARE THEY?

- How do they get information?
- How do they communicate?
- What media do they consume?
- Do they belong to any associations?
- What social media do they use?
- Do they attend events or conferences?
- Where do they spend their days?
- Do they have relevant hobbies?

NEGATIVE INFO:

- Are there customers you don't want?
 - Too difficult?
 - Too expensive to support?
 - Not enough budget?
 - Wrong industry?



KEY PERFORMANCE INDICATOR(KPI)

A quantifiable measure used to evaluate the success of an organization, employee, or project in meeting objectives for performance.



VANITY METRIC

A surface-level metric: numbers or statistics that look great on paper but don't correlate to business success.



KPIs: Reach

- **Follower count:** how many individuals follow your social channels.
- **Impressions:** how often your content is viewed.
- **Mentions:** how many times your brand is mentioned across social channels.
- **Share of voice:** how many people are talking about your brand vs. the competition.

KPIs: Engagement

- Likes or favorites: an indication that your viewers appreciate the content.
- Comments: direct engagement with your content.
- Sharing and retweets: a demonstration that your audience cares enough about your content to let others know about it.
- Ratings and reviews: a demonstration of strong engagement and opinion.
- Inbound website links: An indication that your content is interesting enough to click through to your site.

KPIs: Return on Investment

- **Direct sales revenue**
- **Lead conversions**
- **Support costs per customer**
- **Lifetime value**

KPIs: Retention and Loyalty

- Reviews and ratings
- Issues resolved
- Service-level agreement
- Time to resolution
- Customer Satisfaction
- Sentiment

IV. Developing Your Social Media Content Strategy

**Content:
the backbone
of your social
strategy**

Having great content will help you:

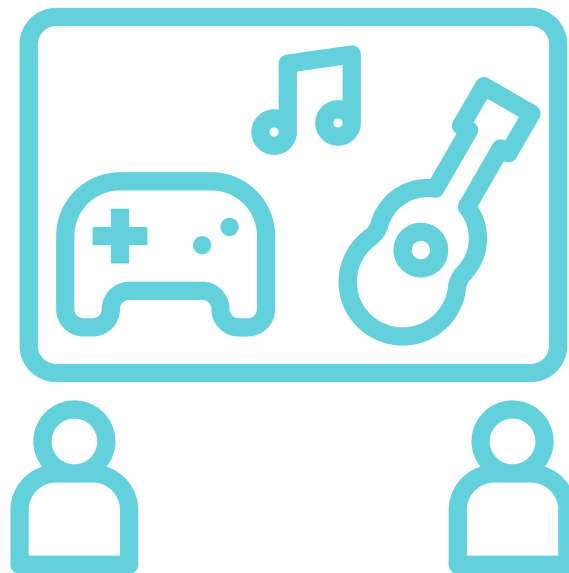
- 1. Extend your reach**
- 2. Deepen engagement for your brand**
- 3. Build more loyalty**
- 4. Drive more sales**

There are three main reasons why people use social media.

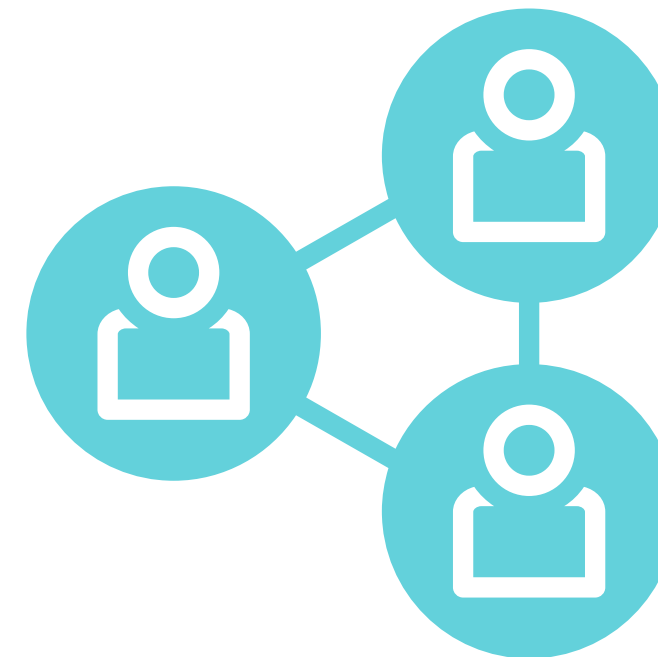
They want to be:



INFORMED

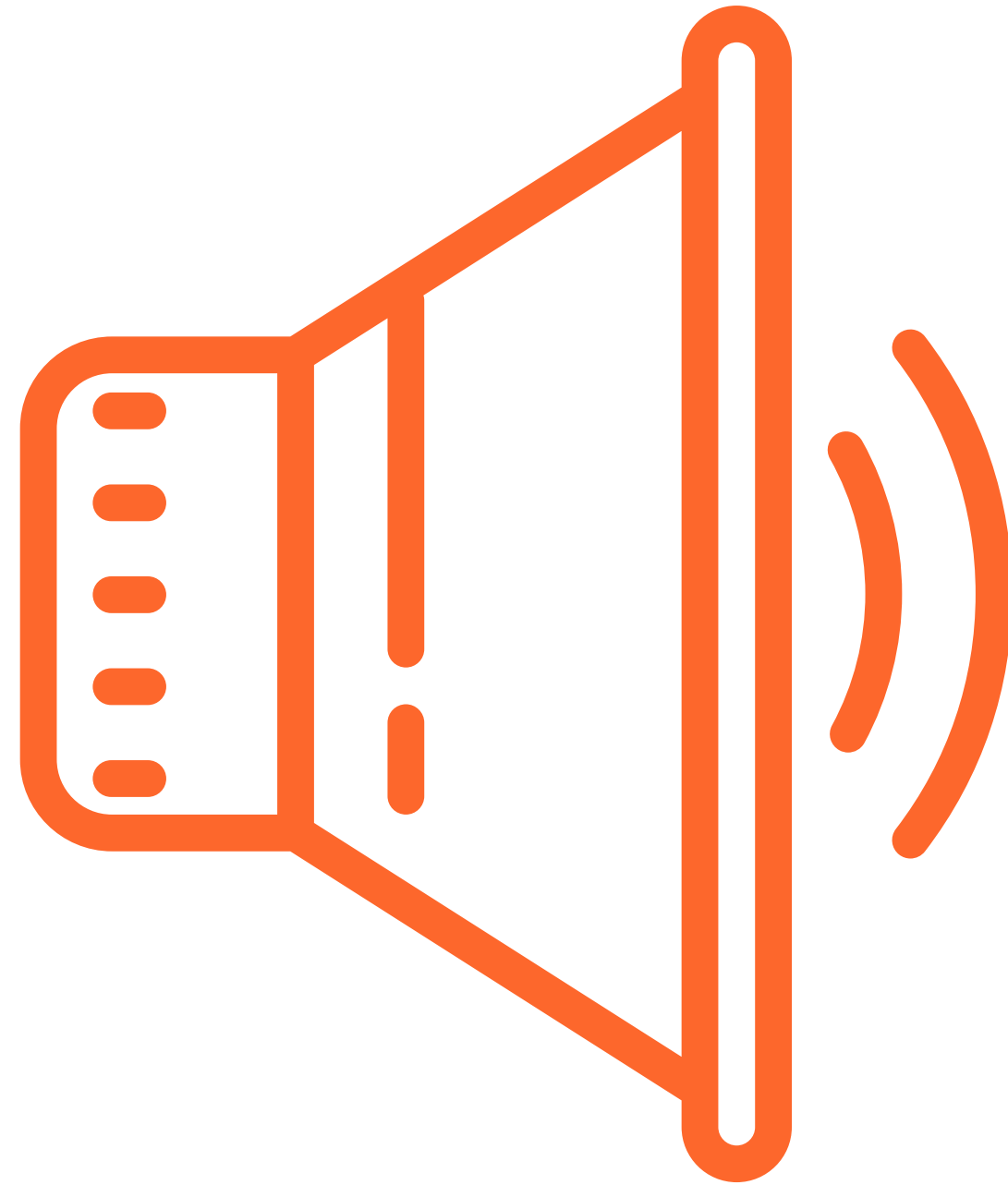


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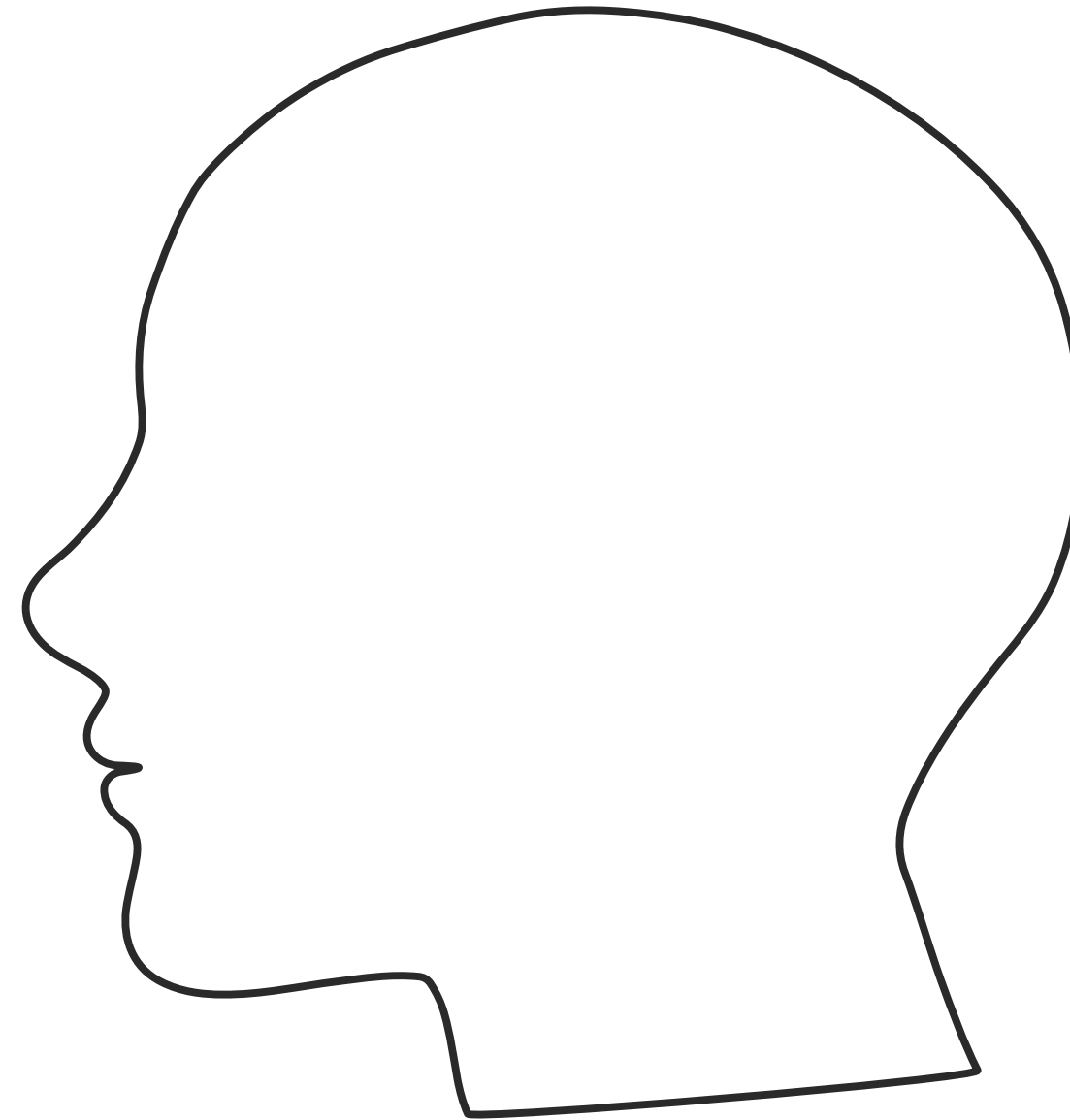


CONNECTED

**tone and
voice
turn
your
business
into a
brand.**



**Humanizing
your brand is
no longer just
an option;
it's a
necessity.**



VOICE

**The distinct
and steady
personality
and style of
your brand.**





tone

A subset of VOICE, it refers to the moods and attitudes of specific content pieces, which can change depending on the channel, the situation, and the audience.

**How do you develop your
tone and voice?**



**Think about
your
brand
personality.**

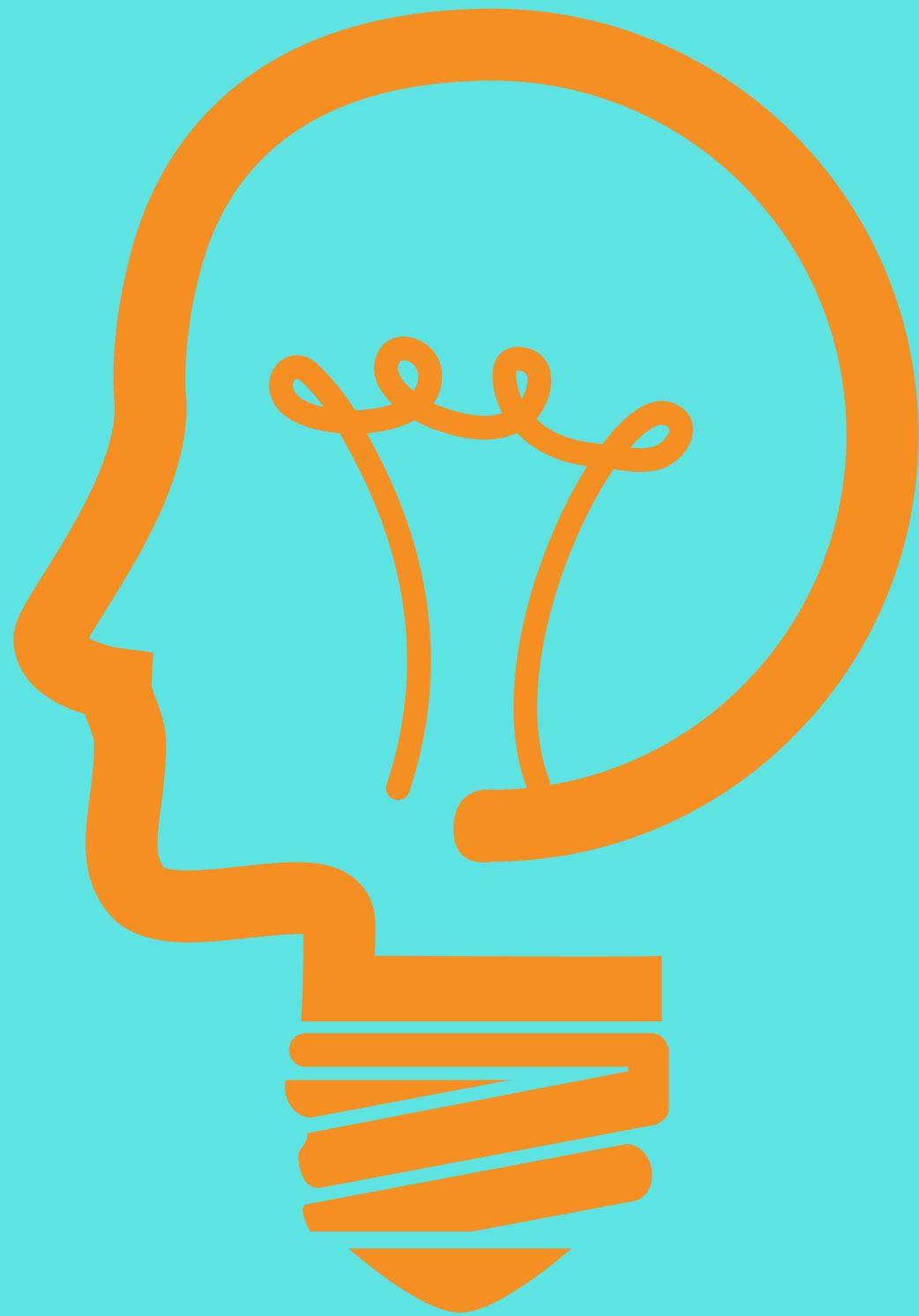
Ask Yourself These Questions:

1. What is the purpose of this content?
2. Who am I writing to?
3. How do they feel?
4. What do they want to understand?
5. Therefore, what kind of tone should I use?



Basic Kinds of Social Media Contents:

- 1. Visual Images**
- 2. Animated GIFs**
- 3. Live Videos**
- 4. Short-Form Videos**
- 5. Stories**
- 6. Polls, Surveys and Quizzes**
- 7. Influencer Content**
- 8. User- Generated Content**



Conclusion

Every social platform audience is different— test to see what works best with your audience

But remember that at the end of the day, metrics like reach and engagement should be strategic and aimed at helping you hit your business goals. How is your social media presence driving brand awareness? How is it improving traffic to your website? How is it helping move your leads through the buyer's journey?.