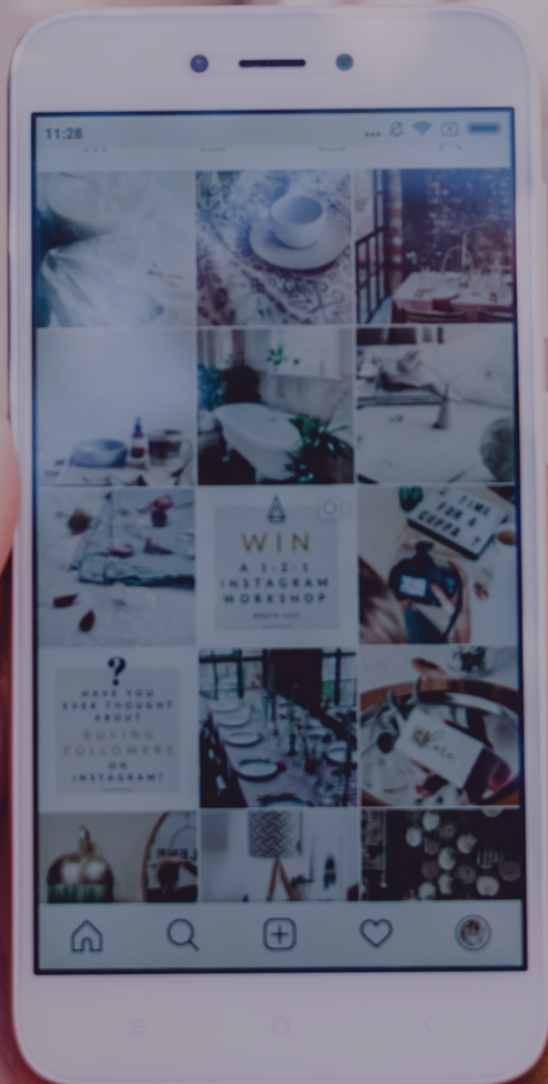


TIPS FOR SUCCESSFUL SOCIAL MEDIA MARKETING



The purpose of a business page is to promote a business, product or service or to represent a public figure, celebrity or band. Facebook marketing can be cost-effective but it requires a lot of time, effort and a few passionate communicators to maintain a dialogue with your audience. Without putting in the effort, your page will show your real interest in your audience. Don't expect to get thousands of fans to your Facebook page within your first month, but set a realistic goal and try to make progress towards it every day.



Tip #1 : Stand Out & Build your Brand:

There is a lot of competition out there and you need to set yourself apart. A strong brand strategy separates you from the competition by highlighting what you do differently and what you can bring to others that will make their lives easier, healthier and happier. Think of branding as though your company or organization were a living, breathing person. Imagine this person explaining who they are, why they're valuable, and what they specifically have to offer.

You need to have a logo, font selection, and choice of color and a cohesive story to tell your prospect clients.

The objectives that a good brand will achieve include:

- Clearly deliver a message.
- Confirm your credibility in the marketplace.
- Emotionally connect your target prospects with your product or service.
- Motivate buyers to make a purchase or sign up for your service.
- Create the magic bullet of user loyalty.



Tip #2 : Be Visual

Humans are visual individuals. Spend some time looking at Facebook advertisements, videos or emails that catch you attention. You will see that they have 2 things: a photo about the service, or product and a few well-placed words to catch you attention. You will need to invest in stock photos, learn how to use different programs to achieve the perfect image that compliments your brand, and use catchy phrases that speaks to your audience. This takes time and effort. You can also hire a graphic designer with knowledge in social media marketing, or a hire a marketing agency.

Tip #3 : Know Your Audience

An engaging social media presence isn't just about how often you post but also about what you post. Without a strategy and a specific audience to target, your social media efforts will not receive the attention they deserve.

If you're a yoga instructor, your energy is best spent sharing information and tips that build value and trust with women who are into health, wellness and want to live a stress-free life; basically almost every woman. Or, if you are trying to market a product for wellness, think about your audience's and demographic and make your content, copy, and images speak to them.

Tip #4 : Engage With Your Community

Focusing on community is the key to ensuring that your content has reach and engagement. It offers the opportunity to positively influence how a potential customer perceives your product or service. Be sure to network with other businesses and other Facebook pages to help promote your class or product. Respond to comments rapidly and create stories that get people excited to participate. Leverage local events and topics trending within your community.

Tip #5 : Post Relevant Content Regularly

Posting consistently is more important than posting frequently. For example, if you decide you'll post twice a day on Facebook, you know you need to create or curate content to fill that schedule. Your audience will know that they can visit your page at any given time and expect two fresh posts every 24 hours.

Content quality is more important than content quantity (and social media networks are letting us know with all the changes). If you post poor quality content, you're more likely to lose fans and followers.

Without having an objective for social media, you won't know if your posts are successful or not.

Engage with your audience. Posting content is one half of a conversation. You need to be available to join in the discussion when people respond to your posts.

Tip #6 : Create Cool Content

Experiment with creating shareable graphics throughout the post that people can use on Twitter, Facebook or LinkedIn. You can also create a series of Instagram Stories to help promote the post. Or you might try creating a short video for Facebook summarizing the post (or even a more in-depth YouTube video!)

Every piece of content you create should have at least 2-3 other pieces of shareable content to accompany it. That way if the link doesn't resonate then the video might. Or if the video falls short, maybe it makes for good Instagram Stories.

You don't always have to post things you create; maybe sharing a relevant video or image you find on the internet could help your clients become interested in you and your business.

Tip #7 : Boost Organic Content To A Targeted Audience

What's great about social media for businesses is that you don't have to be an expert in order to see success with advertising.

Organic social media posting (traditional posting) is the perfect testing ground for paid ads and boosted posts. In other words, you're using organic reach to determine what posts you should put money behind.

You can create an audience that is most likely to also enjoy that post. That could be a "Look-Alike Audience" that is similar to your website visitors. Or maybe it's an audience who has shown interest in your competitors. It also could be an audience based on demographics like location, age, or mobile device type.

Tip #8 : Use Hashtags

Hashtags are such a prominent part of culture today that it's rare to find anyone who doesn't know what they are. Yet even as most people have come to know what they are, many people still don't understand how to use hashtags.

The hashtag is likely the most popular means of categorizing content on social media. It makes your own content discoverable and allows you to find relevant content from other people and businesses. The hashtag also allows you to connect with and engage other social media users based on a common theme or interest.

Knowing how to use hashtags is fundamental to your success on social media. Here are a few best practices to help you achieve that success.

- Be specific when using hashtags. The more specific you can get with your ha

- For example, if your business sells baby products. Instead of using #parents—resulting in parents of children of all ages—opt for #newmom. The hashtag #newmom is specific to mothers of newborns - your target customer.
- Also take the time to discover the most popular and most relevant hashtags on a specific subject for each network. This extra time you invest will pay off in engagement down the road.
- Brand hashtags don't have to (read: shouldn't) mention your brand name, but should represent your brand and what you stand for. For example, Destination British Columbia created the hashtag #exploreBC. The tourism company uses it to share scenic photos of the Canadian province taken by their employees and the community.
- In general, if you're creating a branded hashtag you should try to keep it short and sweet. Even though "#AvocadoToastLovers" might target a very specific audience, no one will use the hashtag because they just don't want to type in that many characters.
- You want people to naturally search for your tag. Hashtags are supposed to make things easier to find and engage with, but long, complicated hashtags can actually be more arduous.
- Don't have more hashtags than words.

So there you have it! Of course there are a million tips out there to help you be successful in marketing, and the list goes on and on. If you need a more strategic approach to marketing you can contact us. We provide graphic design and social media marketing services to help your business become more successful.