

**CRE-8**

# Social Media Marketing





## WHAT IS SMM?

Social media marketing (SMM) is defined as the business activity on social media platforms which contributes to achieving marketing objectives like greater brand awareness, increased website traffic and improved customer acquisition. Those activities are typically in some form of content such as text, image or video and are including community engagement and paid ads. At the heart of successful content is the audience engagement and desire to share it. When your audience decide to share your content, they become your channel of distribution.



# SMM BENEFITS

- **Being easily discovered** – When you are posting valuable content to a number of social media channels that is specifically tailored to your target audience, you are naturally making it easier to be discovered by new potential prospects.
- **Having valuable conversations with customers** – SMM gives you the opportunity to provide personal customer support whilst allowing you to informally gain better knowledge of your audience.
- **Recruitment opportunities** – SMM makes it very easy to showcase your company culture and the people behind the business which not only increases customer engagement and loyalty, but also helps when it comes to hiring the right fit and talents for your company.
- **Building a community** – No matter what size your business is, SMM can help you connect with your target audience and other relevant businesses.



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# Social Media Networks Ranked by Number of Active Users per Month





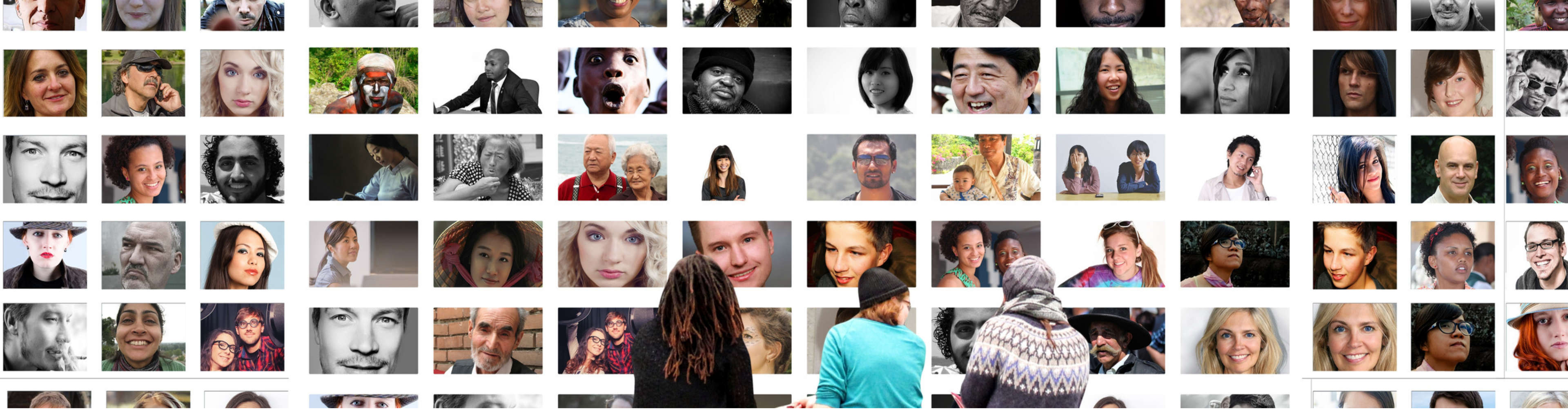


# HOW TO CREATE A SM STRATEGY?

## SET YOUR OBJECTIVES

You can't plan which channels you will use or what type of content you will need to create before you have determined clear business objectives. In other words what do you want your SMM to achieve? Setting up these targets in advance will save you time and resource and ensure that you are producing valuable content and helping you to establish the right KPI metrics to track your success.





## OUTLINE YOUR TARGET AUDIENCE

Equally crucial to determine why you are using SMM is the need to clarify who you are trying to reach. You should take enough time to clearly outline your audience demographics and go into as much detail as possible: age, gender, location, hobbies, interests, where they spend time online, what type of content is most engaging them, what other brands they like – the list goes on and on. Highlighting those characteristics will help you to develop accurate personas that will ensure that you are using the right social media channels to reach your target audience and also that you are distributing valuable content to best reach your objectives.





# RESEARCH YOUR COMPETITION

Researching and analysing your competitors' SMM is crucial part of your strategy. After all, their audience is part of your target audience. Spend some time to research:

- **Which social media platform are they are most active on?**
- **What type of content are they publishing?**
- **What is their average engagement rate?**
- **Which hashtags are they utilising?**
- **What brand tone are they using?**
- **What kind of conversation they have with the audience?**
- **What is the call to action they promote?**

Taking time to analyse their SMM activities will give you insights on what platforms are best for your desired audience and goals, as well as helping you understand your target audience's behaviour on social media.



# SET BRAND GUIDELINES

Brand guidelines should cover the details of brand activity on social media and should be clear and accessible to everyone who is involved in your SMM strategy. Highlighting these details early on in your SMM strategy will ensure that everyone is on the same page leading to creation of a consistent and recognisable brand presence on social media.

Here are the main elements you need to consider including in your brand guidelines:

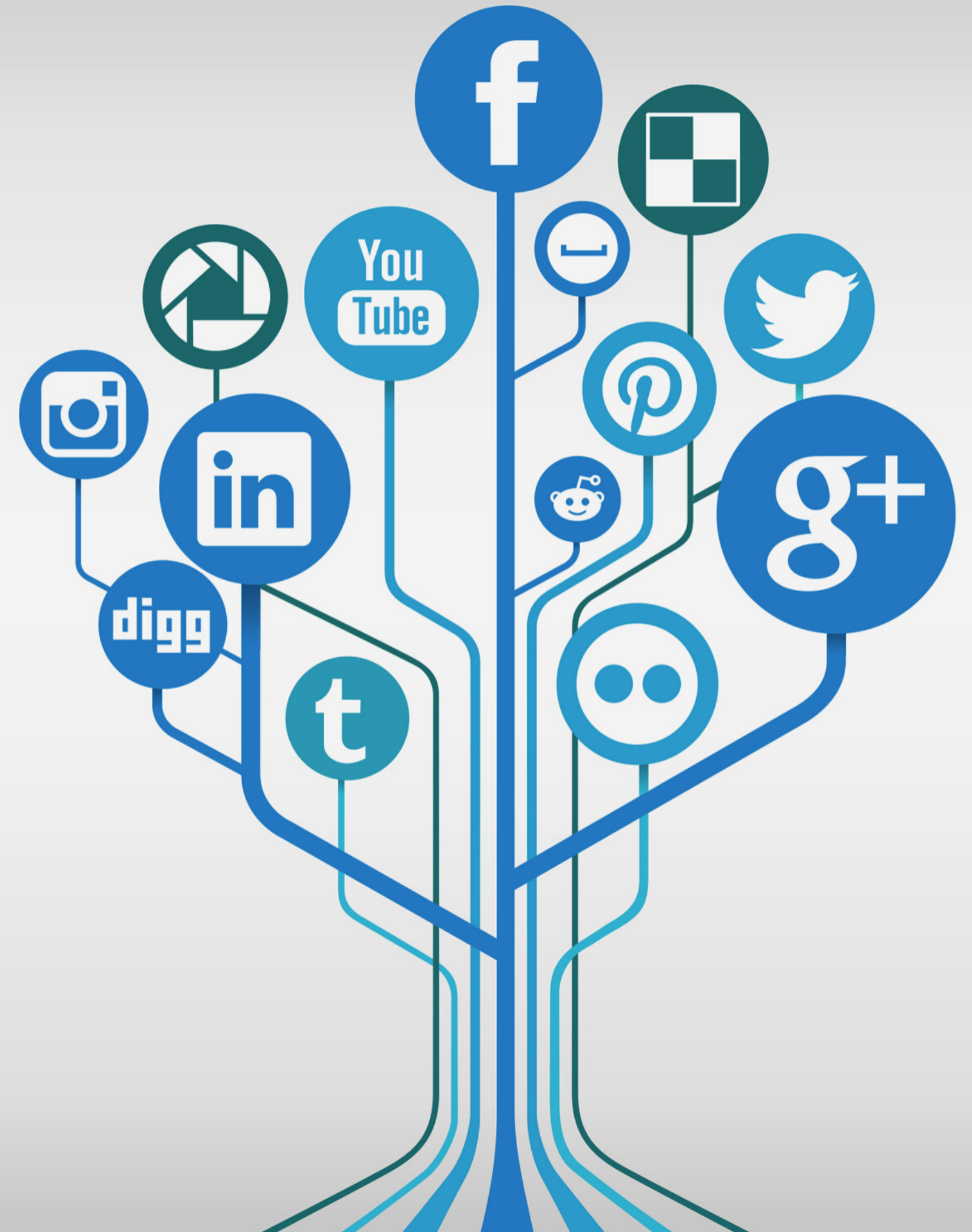
- **Brand voice** – What tone/language you will use on each platform?
- **Use of emoji** – How formally/informally would you like to be perceived?
- **Use of hashtags** – Which hashtags are relevant and useful for your brand on different social channels?
- **Communication rules** when interacting with audience – Who is responsible for replying on comments and messages? Do you reply personally or as a brand?
- **Banned words and topics** – Is there anything that you want your brand never to talk about or be associated with?



# PRIORITISE SOCIAL MEDIA CHANNELS

All businesses can benefit from different social media channels in multiple ways.

However, that doesn't mean you should be trying to be highly active on all of them. Instead, prioritise those that are the most effective for your objectives and audience and focus on creating different kinds of content to maximise results and stay consistent.







## PLAN YOUR CONTENT

Deciding what type of content will perform the best for your objectives on each social media involves creative thinking. It might vary depending on resources, however, it generally involves weighing up photos, videos, graphics, articles, livestreams, podcasts and stories. It might be hard to decide where to start, but you should try outlining what your target audience wants to see and will best respond to and therefore adjust your content accordingly.



# START A CONTENT CALENDAR

If you are not sufficiently planning your content publishing, you might find yourself posting sporadically while neglecting certain social channels. The best way to avoid that and stay consistent is by using a SMM, so you can plan ahead for big events or milestones, brand announcements, product launches, brand competitions or relevant social media holidays.





## **SCHEDULE SOCIAL MEDIA CONTENT**

Scheduling your social media content will not only save you hours of time, but it will also generally enhance your SMM. Using an automated management and scheduling tool for your social media content will allow you to improve the efficiency in advance, keep everything in one place while freeing up more time to allocate for content creation and other creative aspects of your SMM.

## **TRACK AND MEASURE**

Last but definitely not least! One of the most important stages of SMM is tracking your KPIs linked to your objectives for each social channel and measuring their overall success. With business social media accounts, you have access to insights such as reach, impressions, engagement as well as demographic information about your target audience including age, gender and locations. You should keep a close eye on those insights and continuously try to optimise all activities to maximise their results and overall effectiveness.





# GET IN TOUCH

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