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**STEPS
TO
SOCIAL
MEDIA
SUCCESS**

For brands today, social media is the fast-moving frontline in the battle for consumer engagement. It can be tough, and even when you do everything right, results won't happen overnight. But fear not. As a passionate and professional social media partner for every platform, we are here to share the 7 steps to social media success.



Set smart goals

Whatever your brand's aim on social, to be successful you need SMART goals - Specific, Measurable, Achievable, Relevant, and Time-bound. Here's a quick example:

Increase followers on Facebook by 500 in Q1 to expand the reach of our upcoming Q2 social campaign.

This goal has a numerical target, making it Specific and Measurable, it seems Achievable, and growing 'followers' ahead of a Q2 campaign makes it Relevant. Finally, with its Q2 deadline, the goal is clearly Time-bound.

Step 1

1



Smart goals like this one make it easier to see progress, stay-the-course and achieve success on social.

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Great sets its own summit



Know your audience

With goals in place, you need to decide who the target audience is that is best going to help you achieve them. Here are some things to consider regarding audience:

- **Target audience:** Decide who the best audience is for the goals you have set - this may be based on age, location, gender, interests etc.
- **Current audience:** Most social platforms offer free analytic tools to identify audience demographics, use them. Find out if your current audience matches your target.
- **Paid campaigns:** When you pay to promote a post, you can tailor the audience who sees that post. Match the audience to your target to reach more relevant people.

Step 2

2

Knowing your audience will help you **maximise** return on investment on social.

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Great has razor sharp focus

Create killer content

Whether you pay to reach your audience or not, your content needs to make them sit up and pay attention, or better yet, engage with you. Here are some ways to do it:

- **Style:** Eye-catching content is essential to stop speed-scrolling and deliver your message. Video is king right now, don't shy away from it.
- **Tone:** Consider both your audience and the platform. You could be speaking to the same person on both Facebook and LinkedIn, but most effective tones for these platforms are worlds apart.
- **Relatability:** Create all content with your audience front of mind, as if it is just you and them in a room. How would you relate to them? A/B Testing is essential to learning what makes your audience tick. Constantly test your tone-of-voice, visuals and call-to-action, honing your content strategy to get the best results for your brand.

Step 3

3

Get it right consistently and eventually users will actively seek out your content.

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Great looks beyond boundaries



Peek over the fence

While you need to be yourself, it doesn't hurt to take a look at what others are doing. Be careful though, just because someone else is doing it doesn't mean it is right, or right for you. Here are some things to consider:

- **Engagement:** What content on their page is getting the best response?
- **Audience:** Does your audience overlap theirs? Would similar content work for you?
- **Consistency:** Are their post timings, style, tone etc. regular and reliable?
- **Gaps:** What are they not doing or saying that you could fill the void on?

Step 4

4



Benchmarking not only lets you learn from others, but will highlight **progress** in how you stack up against them over time.

Speak when spoken to

Engaging your audience to the level of creating a consumer-brand conversation is the holy grail of social marketing. It's hard to find and easy to lose, so look after it when you have it. Here are some key things to focus on:

- **Be responsive:** People expect brands on social media to be sociable! So, when someone gets in touch, respond. Even a quick 'like' will sometimes do.
- **Be quick:** The faster your response the better, but 24hrs is a good red-line.
- **Listen:** Avoid generic 'tinned' responses. Pay attention to a person's comments and respond with relevance and a personal touch.

Step 5

5

People want to be heard on social media. Make them feel listened to and you'll have customers for life.

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Great is quick off the mark



Track and adapt

Remember those goals we set back in step one, how are they going? Well, unless you track them, you'll have no idea. Here's how:

- **Metrics:** Most social platforms come with free analytical tools to track your progress. Keep a regular eye on metrics that are key to your goals.
- **Review content:** Which posts are getting the best (and worst) engagement levels? Drop any dead wood going forward and try out some new material.
- **Review timing:** Using the results from your A/B testing continually evaluate your content to understand what gets you the best (and worst) engagement levels. Understand what gets the attention of your audience. Is it video content, photography, graphics or text? It might differ depending on the call-to-action - it's important to understand this.

Step 6

6



Taking time to do this will help maximise return on investment on the way to hitting your goals.



Spend to succeed

Speaking of investment, don't be afraid to invest in 'promoted-posts' and adverts to get better results on social. Here are a few ways you can use them:

- **Reach new people:** Get your post in front of new eyes in a bid to grow your followers or find new leads.
- **Reach existing followers:** Wait, what? Yes, sorry to say, but social platforms are savvy. Even if you have 10million followers, only a fraction of them see your unpaid posts.
- **Target specific groups:** Paid posts allow you to reach specific users based on their interests, location, demographics etc. Sharpening the focus of your campaigns.



Step 7

7

Commit to investing long-term while sticking to a budget and you'll see success.

Done right, there is almost nothing that beats social media for return on investment. It's a bit like drilling for oil. You can invest a lot of time and money before the floodgates open, but when they do, your brand wins big.

If you'd like the support of a social marketing partner that knows what drill to use and where to point it, get in touch with Denvir.