

Social Media Marketing:

- **Social media marketing (SMM)** is a form of Internet **marketing** that utilizes **social networking** websites as a **marketing** tool. The goal of SMM is to produce content that users will share with their **social network** to help a company increase brand exposure and broaden customer reach.

Social Media:

- Social media is an umbrella term
That defines various activities that integrate technology, social interactions and the construction of words, pictures, video, audio.
- Social media refers to online tools and services which allow an exchange of ideas, information, videos, pictures, and graphics — just about anything you can name.
- Social media also allows easy sharing and distribution of existing content to others so that professional work can be shared through networks.

Types of Social Media:

- Social Networks
- Bookmarking sites & Social News
- Multimedia Sharing
- Blog
- Micro blogging
- Ecommerce site
- Discussion forums
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Social networks:

A social network site is a social media site that allows users to connect and share with people who have similar interests and backgrounds. Facebook is the most popular example of a social network website.

Bookmarking sites & Social News:

- BookMarking sites allow users to save and organize links to any number of online resources and websites. A great feature of these services is the ability for the user to “tag” links, which makes them easier to search, and invariably, share with their followers.
- Social News site allows its users to post news links and other items to outside articles. Users then vote on said items, and the items with the highest number of votes are most prominently displayed
- <http://digg.com/>
- <http://www.pinterest.com/>
- <http://www.reddit.com/>
- <https://delicious.com/>

Blog:

- A BLOG refers to a public webpage which is published by either an individual or a group of individuals. BLOGS are used to comment on all sorts of topics, depending on the interests of the blogger (author). Originally, blogs were the work of a single author, or in some cases several authors.
- Most popular are blogger and wordpress

Microblogging:

- These are just what they sound like, sites that allow the users to submit short written entries, which can include links to product and service sites, as well as links to other social media sites. These are then posted on the ‘walls’ of everyone who has subscribed to that user’s account. The most commonly used microblogging website is Twitter and Tumblr.

Ecommerce site :

- **A big trend emerging across all types of social media is the ability to view and purchase desired goods with a click of a button. e-commerce elements have been adopted by many networks whose primary functionalities place them in different categories, such as Pinterest, Twitter, and Facebook.**
- **Amazon and flipkart**

Discussion forums:

A meeting or medium where ideas and views on a particular issue can be exchanged.

<http://www.flickr.com/help/forum>

<http://www.sba.gov/community>

<http://www.forums.mysql.com>

<http://www.bbpress.org/forums>

<http://www.addthis.com/forum>

Social Media Marketing Goals :-

1. Develop Brand Awareness

Here are some KPIs(Key Performance Indicator) to help track and report on the success of this objective:

- **Mentions:** the number of times the brand comes up in social media conversation and the number of times these conversations are shared.
- **Impressions:** the number of potential views that a message has.
- **Reach:** the number of people who have received viewed a publication.
- **Social Sessions:** the number of site visits, blog post views, etc.

- **Share of Voice:** volume of mentions received by a brand versus volume of mentions received by all relevant competing brands.

2. Increase Size of Social Communities and Accurately Target

Audiences:

The relevant KPIs(Key Performance Indicator) here are:

- **Community Performance:** the number of fans, followers, or subscribers broken down by social media channel.
- **Community Progression:** the follower growth rate by social media channel.
- **Share of Community Voices:** number of followers compared to those of competitors.
- **Share of Voice by Channel:** the community size of each social media platform as a percentage of the total number of social followers across all platforms.
- **Social Visits:** visitors coming to social media accounts coming from the brand's website or blog.

3. Strengthen Engagement Strategies to Increase Customer Loyalty

The KPIs(Key Performance Indicator) for this objective are:

- **Interaction Performance:** the number of interactions (likes, retweets, shares, etc.) and number of comments.
- **Evolution of the Interactions:** the growth rate of interactions.
- **Publication Performance:** the number of messages generating an amount of interaction greater than a predefined threshold.
- **Influencer Population:** the number of influencers and brand ambassadors as a percentage of the community size.

4. Monitor Customer Feedback

The following KPIs(Key Performance Indicator) should be measured for this objective:

- **Brand Perception:** the sentiment associated with the brand and its products, especially in comparison to competitors.

- **Evolution of Perception:** the percentage of positive versus negative sentiment over time.
- **Reputation Score:** the sentiments associated with the brand weighted against the community size of each review.
- **Response Performance:** the response rate to social media interactions.
- **Resolution Performance:** the number of customer tickets resolved over a given time period.

5. Enhance Public Relations:-

By following your company's mentions, you can find out what customers are saying about your brand, and respond to complaints in a timely manner. In fact, according to Social Media Today, when companies engage and respond to customer service requests over social media, those customers end up spending 20% – 40% more with the company. Responding quickly and solving problems allows you to stay ahead of large-scale complaints and create brand loyalty. This type of engagement is easier by using tools such as a Unified Social Inbox.

Analytics to Track:

- Ø Improve Relationships
- Ø Mentions
- Ø Ratings

6. Convert Social Followers into Qualified Leads and New Business

Towards the end of marketing campaigns, brand content should have generated social media followers and interactions with prospective customers. The associated KPIs here are:

- **Number of Leads from Social Media:** the share of marketing leads originating from social media which are turned into qualified commercial leads and integrated into the CRM platform.
- **Lead Growth from Social Media:** the growth rate of conversions from social leads to sales leads.

All of these objectives must be regularly reported for initial analyses, which will then be complemented with predictive and corrective analysis.

7. Research and Development:-

By constantly engaging with customers, your company can stay up to date on the problems they're facing and develop solutions. Just as importantly, follow your competitors on social media to see how they engage their customers, if they're facing any complaints, and if they're rolling out any promotions or new products. A great way to track competitors is using eClincher's Custom Search Feeds, where you can create and save feeds based on specific keywords.

Analytics to Track:-

- Ø Keep Track of Competition
- Ø Increase Engagement
- Ø Insights into Customer Problems

Step 1: Determine Your Objectives

Main objectives:

- Increase Brand Awareness
- Drive Sales
- Generate Leads
- Create Community around your Brand

Step 2: Decide your Platforms:

Time: How much time can you devote to a social network each week? Plan for around an hour per day per social network - and more in the growth stages.

Resources: Many social media platforms (Snapchat, Instagram, Pinterest) are visual in nature. Even Twitter and Facebook require some design to really capture the attention of users. Do you have those resources? What about a dedicated content team?

Audience: What does your target demographic look like? If you know, do you know on what social media platforms they hang out?

Note: choose platform given below:

Facebook

Linkedin

Twitter

Instagram

Google plus

Step 3: Optimize your Profiles and Pages

Your social media Profile and Pages are an extension of your website. Everything there, despite being on someone else's site, is yours. You're responsible for it.

So, if it looks like a burning trash can, that's on you.

A Page Optimization Checklist:

- Optimize your Headers and Profile Images
- Provide Complete Company Information
- Customize your Facebook Page URL
- Add a Facebook Page CTA
- Optimize for SEO
- Pin your Best Content or Limited-Time Promotions to Top
- Facebook Page Tabs

Social Media Image Sizes:

For example facebook cover page 828 * 315 pixels.

Step 4:

Make your Social Content Calendar:

<https://calendar.google.com/calendar>

Step 5: Identify your Influencers

Identifying Influencers Through Social Media

- Search by hashtag, or Identify the hashtags that your target influencers are using.
- Put your influencers in a Twitter list so that you can organize and follow them most effectively
- Watch the "retweets" of Influencers to determine how "actionable" engagement with them might be.
- Watch their activity. How are they engaging with their Followers? Are they sharing other people's content. How frequently, and what does the response seem to be?

There are three ways to rate your influencers:

#1. Context: Does this person fit with my brand? Sure, Lady Gaga might have more than a few social media followers, but if she promotes your SEO consulting business will any of them care?

#2. Reach: Does this person have a network it would be valuable for me to reach? This can be size of network, but it can also be how passionate that network is about the subject. This score can also be increased based on the influencer's expertise or the esteem they're held in by the industry.

#3. Actionability: Will this person share my content? Are they receptive to communication or closed off and, despite their network, anti-social?

Identifying Influencers Through Tools:

Buzzsumo

Find and influencers through search. Analyze and filter them by reach, authority, influence and engagement. Follow directly within the platform and add to Twitter lists. Track their activity (what they share, how often, and where).

Traackr

Traackr allows you to upload lists of Influencers, assign ownership to your team members, track conversations and engagement. Better though, Traackr makes it possible for you to identify the influence of your Influencers with a comprehensive analytics platform.

Incentivizing Influencers:

- Do a blog trade. Write on their blog and ask them to write on yours.
- Trade promotion. If you have an email list, tell an influencer that you'll share their content if they share yours.
- Include a link to an influencer's content (helps them with SEO as well as brand awareness) and ask them where they'd like the link to send people.
- Pay for a Tweet.
- Pay for a guest contribution (on your blog) and a share with their audience.
- If you're investing in Instagram, be prepared to pay. But it can be incredibly lucrative. Here's an example of a sponsored post from fashion Influencer Louise Roe, a model and blogger from LA with 560,000 Instagram Followers:

Step 6: Find & Create Your Content

To make sure your social media marketing plan succeeds, you can't just publish the same cat photo over and over again, and nor can you consistently post promotional content.

Content sharing on social media is about two primary things...

1. Curated Content

Curated content is the stuff you find which is relevant to your business but not written by it.

Sources for content to curate:

- Feedly
- Juxtapost
- Learnist
- Storify
- Triberr
- PostPlanner

Influencer content is a great type of curated content. Many platforms (including Feedly and BuzzSumo) will allow you to "subscribe" to a influencer's content publications.

Top influencer marketing strategy: Follow an influencer and then share their content with creative analysis and thoughts (and remember to @mention them when you do) for a few weeks. This will increase the chance they'll follow you back and recognize your name when you reach out with a request for feedback or a quote or a "preferred link."

2. Created Content

Create the content your Fans want to read. Ask yourself these five questions before starting any content strategy:

- What are they interested in?
- What are their pain points?
- What kind of content do they want?
- What is a confusing or complex part of your industry?
- What do they need to accomplish their goals?

Step 7: posting

Social Media Posting Best Practices:

- Target your Post (Facebook allows post targeting by location and interest)
- Tap into what people are thinking about with holidays & current events
- Share fan-created content
- Stick with the 80:20 rule - 80% educational, entertaining, fun content and 20% promotional (this can change if you're in ecommerce).
- Use images in every post
- Use quotes
- Ask questions
- Use testimonials
- Tag influencers, users and other brands you like
- Be helpful
- Use Hashtags
- Use video (particularly on Facebook)
- Keep posts short
- Offer social media-exclusive Discounts

- Activate the comment section by starting the conversation and responding to comments
- Include a CTA
- Show behind-the-scenes
- Offer How-to guides
- Offer facts and trivia
- Try "fill-in-the-blank" posts
- Try "Caption this photo" posts
- Try "Remember when?" posts

Step 10: Tracking

Check facebook page insights

Check linkedin articles analysis

Check twitter analytics

Use google analytics

Understanding your target audience

What is a target audience?

Your target audience is the group of people most likely to be interested in the products or services your business offers. As your potential customers, they are the most important people to consider when developing your social media marketing activity. You need to know who they are (demographics) and how best to reach them (content and channels).

Each business's target audience is different. Those with mass-appealing products (e.g. a national mobile phone provider) are likely to have a broad demographic of users. Others offering niche products have a very narrow demographic of users that are interested in their products and services (e.g. a pet clothing business). Some businesses even have multiple demographics, and find that particular products or services appeal more to one group than another.

For example: Toy store owner, Vihaan wants to understand his target market so he can improve his social media activity. First, he considers the customers he regularly sees in his store: 25 – 34 year-old mothers. As his primary audience, they make up the largest share of his business. He defines his secondary audience as the grandparents of these children who also buy gifts at his store, but not quite as often. We'll find out more about how Vihaan can use this information next.

Understanding your target audience can benefit your business in a number of ways. Let's look at how.

Some useful expressions

Demographic – This is a specific market identified by the group's shared traits, including age, income, gender, education and employment.

Social media marketing strategy – This is an overview of how you plan to use social media to achieve specific business goals.

Primary audience – This is a company's most important group of customers, often those who account for the majority of sales for a business.

Secondary audience – This is the second most important group of customers to a business.

Why is it important to understand your target audience?

Businesses that clearly define their target audience are able to share more meaningful and relevant content with the right people, at the right time. This helps you build a strong connection with potential customers who are likely to think of your business the next time they need the product or service you offer.

A clear understanding of your target audience right from the beginning will save you time and money. Spend time getting this right and you will be rewarded for your efforts.

Making your social media marketing more effective

Understanding your target audience is key to the success of your social media marketing strategy. Remember: The social media community is vast and it can seem tempting to try and appeal to absolutely everyone. But this is not the right path to take. Engaging everyone means broadening your message and, as a result, losing your unique identity.

Instead, be really clear about who you are targeting. This will help you understand how to appeal to them on social media, ensuring you engage with the right people at the right time. Go beyond their demographics and consider when and why your business would appeal to people.

Focusing your efforts on the right people is the first step. What else can you do to ensure the success of your social media activity?

Let's look at how Vihaan used a deep understanding of his audience to make more informed decisions:

Toy shop owner, Vihaan, knows the importance of understanding his target audience. By analyzing his competitor's social profile he notices that they typically post product shots along with prices at random times. There aren't any posts that speak directly to their target audience or that help to set them apart. Unlike his competitor, Vihaan understands the importance of relevant content and promotes a range of children's gifts just in time for Diwali, featuring photos of his top picks. Vihaan's promotion is a success because he matched his business message and content with the interests of his target audience.

Informing your social media marketing strategy

Placing your target audience at the core of your decision-making process can inform many elements of your social media marketing strategy, such as:

- The type of content you post (images, videos and blogs)
- The way you highlight your business's unique identity
- The way you share information about your products and services
- The best time of day to post

- The best channels to post on

For example: You wouldn't advertise your Mumbai street stall to an audience in Bangalore, and you wouldn't advertise your restaurant's breakfast menu at dinner time. It may sound obvious, but these are easy mistakes to make when first starting out.

A clear understanding of your audience allows you to use your time and energy more effectively when you're creating your social media marketing strategy. You can plan your activity around your target audience, only publishing posts that are relevant and exciting for your audience.

We will discuss how to create amazing content that engages and excites your audience in a later lesson, "Engaging your target audience".

Defining your target audience

Before we look at the specifics of defining your target audience in the next lesson, let's have a think about your customers.

Try to answer the questions below:

- What do your customers have in common?
- Are they mainly women, men or is it an equal split?
- How old are they? Are they of a similar age or is there a variety of age groups?
- Are they working professionals, students, housewives?
- Do certain demographics purchase specific products or services?
- What are their needs – and how does your business help them?

- Your answers will help you build a clearer picture of your overall target audience. Defining your audience can be a bit tricky and time consuming, but, once done, it's much easier to know where and how to interact with them on social media.

Let's recap

- A target audience is a group of people most likely to be interested in your product or service
- Your understanding of your audience should inform your social media activity: what content to post, when to post it and where to post it
- Align your social media posts to your audience's interests and they will be inspired to engage with you

Defining your target audience

Defining your target audience

In the previous lesson we covered how a clear understanding of your target audience allows you to share more meaningful and relevant content with the right people, at the right time. Your target audience may be broad or it may be niche – size doesn't matter. But understanding who they are does. In this lesson, we're going to look at how you can clearly define your target audience.

Some useful expressions

Target audience – The group of people your business aims to serve or support. These may be existing customers, or potentially new customers.

Psychographics – This is information related to people's behaviours and attitudes. Whilst demographics explain who people are, psychographics help to explain why they behave in a certain way.

Millennials – The name used to describe people born roughly between the 1980s and the early 2000s.

How to define your target audience

In the previous lesson “Understanding your target audience”, we asked you to start thinking about your customers (their age, gender, etc.) In this lesson, we will build on this to help you define your target audience.

As we go through this lesson, consider your current customers. Who are they? Why do they buy from you? What are their needs and interests? The key is to look for the common, or shared, characteristics.

Don't worry if you're just starting out. Think of your favourite shop or café and consider who their audience may be. Our checklist below will help guide you through the key things to look at.

Let's start with demographics

Age: What age group will your audience most likely be?

Top tip: Millennials (20 - 30-year-olds) will often interact with businesses through social media in a very different way to their parents (40 - 50-year-olds). Millennials are likely to be more active throughout the day on their smartphone, whereas their parents may only access social media once or twice a week and may prefer to use their desktop computer.

Gender: Are they mostly men or women or is there an equal split?

Men and women often have different tastes and preferences, meaning a focus on one over the other could be useful to establish early on.

Location: Does your business rely on customers coming into your store or can they make purchases online? If you rely heavily on them coming to you, make sure you adapt your social media activity to those who are local to you.

For example: It is no use advertising your beauty store in Mumbai to an audience in Bangalore. They are unlikely to visit if it's too far away!

Language: Which language(s) do they speak?

To improve your reach and engage more customers in a multilingual area, translate your content into the most widely used languages. Think about which language(s) your audience speak and tailor your content to them. While some social channels automatically translate – not all can. To be safe, check twice before posting.

Occupation and income: Are your customers mostly university students, housewives or busy working professionals? You can learn a lot about your audience's buying behaviour by looking at their occupation and income.

For example: University students often have less disposable income but may have more time to shop around for the best deal. Working professionals may have more money to spend but less time to spare. Compare the two groups. How do their needs differ? What role does social media play in their lives?

Top tip: Working professionals are known to access social media during their commute to and from work. To capture their attention, try to post during the morning or evening.

Marital or family status: Are your customers mostly married? Do they have children, and if so, what age?

Understanding this may reveal some interesting insights into what really moves your audience to take action.

For example: Konal owns a barber shop and he knows that the majority of his clients are young dads. Knowing that this is a key part of his target audience, he decides to tailor the content on his Twitter feed to their interests. He posts funny snippets of “father-son” conversations he overhears in his barber shop on Twitter. He finds he gets more followers and more dads start bringing their sons with them to have a haircut together.

What about psychographics?

Psychographic information helps to explain the personal characteristics of an audience – revealing why people behave in a certain way. Think about the unique traits of your audience and what it is that inspires them to buy your products.

Needs: Look at your business and its products and services. What issues or problems do they solve? What value does your business add to someone's life? The answers to these questions can help you to understand the motivations behind your customers' actions.

For example: People buy products from a homeware company because they want make their home a nicer place to live.

This is a useful insight that explains why a customer may use or purchase your products or services. It can help you to demonstrate how your business fulfils their specific needs when you're talking to them on social media.

Interests, attitudes and values: What are your audience interested in and what do they value most? Is it their time, family, well-being or religion? Does your audience have any interests or hobbies that align with your business? Even if they don't – consider whether this information can help you improve

your offering or message. Really understanding what makes someone tick is key to capturing and maintaining their interest.

Let's pause for a second. What does your audience enjoy, value or love? Are they food lovers, animal lovers, fashion-focused, career-oriented or sporty? Try to write down 3 - 4 of the most commonly shared values and interests. Then think about how you could use this information to improve your social media activity.

For example: Gym owner Aryan knows his clientele of 30-something professional men share his interest in healthy eating. To engage his social media audience and grow his reach, he shares convenient and nutritious recipes that will suit their busy lifestyles. Soon after, he notices an improvement in engagement and an increase in subscriptions. And his gym is now busier than ever.

Lifestyle: Understanding a customer's lifestyle can also inform your understanding of their needs and restrictions (e.g. time, money or knowledge). This is where your business can set itself apart. By truly understanding how your products or services fulfil your customers' needs, you can create a proposition that really appeals to your audience. Not only will you understand how to talk to them about it, you will also know which social channels to talk to them on.

For example: Fashion addict Yogi, is a busy web developer who has little time to update her wardrobe. She recently discovered a dressmaker who shares a weekly collection of new styles on her social profile and takes orders online. Yogi quickly became a regular customer. The convenient service complemented her busy lifestyle and her love of fashion perfectly.

Over to you

There is a lot to cover here, but don't worry – take your time. We suggest taking a pen and paper and creating a list of your audience characteristics (age, gender, interests, etc.) and think of how you can apply this insight to your social media strategy.

For example:

Age 20-30 - They are active on social media when commuting to and from work, so I should share posts during these times - early morning and early evening.

And don't forget, you can use your favourite shop or café for this exercise as well.

Top tip: Not sure where to start? Speak to family and friends that fit your customer profile and ask them about their interests and lifestyle.

Let's recap

- It's important to look at both demographics ("who" your target audience are) as well as psychographics ("why" they behave in a certain way) when defining your audience
- Demographics will help to ensure you target the right type of people (age, gender, location)
- Psychographics will help to ensure you deliver the right type of content, using the right channels (based on their needs, interests and lifestyle)

Creating a great business profile

Let's make a great first impression

Creating a social profile for your business is a great way to establish your online identity and showcase the things you do. It's quick and easy to set up, and has the potential to reach a large audience of active social media users globally. It can help you share news about your business in your local area and even internationally.

Your social profile is often the first time a user will encounter your business so it is important that their experience is a memorable one. Sharing details of your business, products, and opening times is a great way to inform them. But to really engage your target audience, you need to build an inspiring and interesting profile that appeals to their interests. If they like it, they might even share it with their friends.

We'll show you how in this lesson.

Some useful expressions

Default picture – This is the image that represents your social media account and all your actions and interactions across a platform. It is displayed next to every post you share.

Feed – A list of curated content relevant to an individual user, often created automatically by gathering the most recent selection of social posts from within a single platform. Some platforms have their own name for this, such as Twitter Feed and Facebook News Feed.

What is a social profile?

Your business's social profile is the face of your business on social media. It is your digital storefront in the online marketplace. You can create a profile to reflect the nature and personality of your business. Important information to add includes your contact details, address, opening times (if relevant) and an overview of your products and services. On Facebook, a business profile is called a Page.

Why does your business need a social profile?

A social profile is a great way to help fulfil your business goals. This could include: growing your customer base, building better customer relationships, promoting your business and growing revenue. A social media presence also helps you connect with people. Sharing relevant and interesting information about your business can help you grow your existing relationships and build new ones. The more you post, the more your audience will be updated of your presence, products and services.

Now let's take a look at how to make a great profile.

Step 1: Choose a username

Choosing a relevant username or profile name is important to get right as it's how your audience will find you and understand who you are on social media. It needs to be clear, relevant and interesting enough to encourage potential customers to click through to learn more about your business.

Your username can be the name of your business, or any other unique name related to your products or services. Remember: It is best to keep this concise – ensure it reflects who you are and what your business does.

For example: “Raj's Car Dealership” is far more meaningful than “Raj's of Mumbai”, as it clearly highlights the service Raj's offers.

Step 2: Create a custom URL

With some social channels, such as YouTube and Facebook, you have the option to create your own custom URL. It works as a short and easy-to-remember web link to your profile. Add it to posters in-store, to your email signature, business cards and any other marketing materials you have. That way customers will always know where to find you online, encouraging potential customers to discover more about your business.

For example: Facebook.com/RajCarsMumbai is much easier to remember than Facebook.com/user/123d30050302004

Step 3: Use images to make your profile visually engaging

The best first impression is always made with a visually engaging profile. Your profile's default picture will often be the first thing a user notices about your business. Make sure the image you choose says something about your company, is interesting enough to catch someone's attention and is of high quality.

To create an effective default picture, we recommend uploading your business logo or an image that is relevant to your business. This will help you stand out on social media, making you recognisable to both new and existing customers.

Some social platforms also allow you to upload a cover photo (such as Facebook, Instagram, Twitter and LinkedIn). Be creative and really showcase your business's personality and products here. Choose an image that appeals to your audience and one that shows what your business offers.

For example: Raj's car dealership uses his logo for his default picture and an image showing the selection of cars he currently has on offer for his cover photo. This combination means his business profile is both easy to identify and appealing to new customers.

Here is a quick guide to help you choose the right images for your profile:

- Use high-quality pictures - avoid using blurry (pixelated) photos
- Pick pictures that are free of watermarks

- Try and keep your default picture and cover photo similar in style when it comes to colour and design
- Check how your images look on mobile

We will cover how to take great photos for your profile in more detail in a later lesson: “Creating visual content”.

Step 4: Update your profile with your business information

Visitors to your profile will be searching for more information on your business: what products or services you offer, where you're based and when you're open. Your profile is also a great way to introduce your business to a potential customer. It's an opportunity to introduce your products, services and your unique personality.

Many social platforms have an “about” section which is a great place to introduce your business. Try to keep the text concise, relevant and interesting. Write about what sets your business apart and the great products or services you provide. Include anything that will capture interest and encourage people to find out more about you.

Other details that you could include are:

- The start date of your business (how many years have you been running?)
- A short story to explain how and why you established your business
- Contact information (your address, telephone number, WhatsApp number and email address)
- Opening times (if relevant)

Top tip: If you decide to create a Facebook Page, you can link it to a specific category, e.g. education, health/beauty, community service, etc. Linking your business to a category helps users find you more easily.

For example: Looking for a restaurant close to home, Pari's Facebook search for the generic term “restaurant” brings up a list of businesses who class themselves as a “restaurant”. After scanning the results, Pari decides on a local place that comes highly recommended.

Step 5: Keep your profile up-to-date

The value of a social profile is that you can share relevant and accurate information about your business with your audience. So make sure you reflect

any important business changes (e.g. if you move location, change email address, or get a new WhatsApp number) on your profile. Remember: If a potential customer tries to contact you, and your details are no longer correct, they may find this experience frustrating and search for a competitor to provide them with what they're looking for instead.

It's important to keep the visual content on your profile up-to-date, too. The images you use show some of your business's unique selling points and personality. Change these as often as required to reflect your best products or some of the great work you're doing.

Let's recap

- A good business profile is an easy and effective way to make a great first impression with new and existing customers
- Your username must be clear, relevant, and interesting enough to encourage users to discover more about you
- The unique and highly shareable custom URL offered by some social platforms is a great way to promote your business to potential customers
- Including attention-grabbing images on your profile is a great way to showcase your business's personality
- Keep your profile up-to-date to avoid customers going elsewhere

Managing your content on social media

What is a content calendar?

Simply put, a content calendar uses the format of a traditional calendar to plan upcoming social media activity, ensuring you never miss an opportunity to engage with your audience.

This calendar becomes a place to organize what type of content you'll be posting, across all your channels. It's also especially handy if you have multiple members of staff all sharing different content. On top of that, it acts as a diary (or log) of what you've posted in the past, which helps prevent repeating content, which can come across like spamming.

Where do I start?

It might sound obvious, but the best place to start is with an empty calendar. We recommend creating it on your computer so you can easily change things as and when you need to. But whichever way you choose to do it, the important thing is that it's in a format you will actually use and feel comfortable with.

Create an overview of major events

A great basis for your content calendar is looking at some of the major public events your audience are likely to be interested in. Think back to the work you've done on defining your target audience, and which events matter to them. These can include national holidays and festivals, as well local occasions and other events which are relevant to your target audience.

Here are a few ideas to get your calendar started:

- Seasonal events (Valentine's Day, Makar Sankranti, New Year's Eve, the start of summer)
- Festivals (Holi, Eid, Diwali, Ganesh Chaturthi, Dussehra, Christmas)
- Cultural events (Navratri, Onam)
- Sporting events (Olympic Games, Cricket World Cup, IPL)
- Regional / local events (Parsi New Year, Karnataka Rajyotsava, Chhath Puja)
- Events specific to your business (launch anniversary, new product launches)
- Other (Mother's Day, Children's Day, Friendship Day)

Context and timing are important to consider here. For example, if you own a sports shop, a major cricketing event could be a really great time to plan a post.

Other major national events such as Diwali may also be great to plan posts around. It may not be directly relevant to your immediate business growth, but it's a moment of national celebration that you can share with your audience. A simple Happy Diwali message – written in your style and tone of

voice – is all it takes to let your audience know you're not just always posting to push the latest products.

Over to you

Look at the list of events above and note down the occasions you think are relevant to your business and audience. Also, try to think of some others that are really specific to you.

Create themes to develop content around

Great social posts aren't just about national holidays and events, you can also think about other interesting topics to centre your posts around. Rather than just posting random pieces of content as they come to mind, think about some key themes and what content you could post about them, Add these to your content calendar too. You can even piggyback onto popular social media trends, such as Monday Motivation or Throwback Thursday. Or why not invent you own, specific to your business?

For example: Sanjeev owns a yoga studio. He creates content around themes related to health and well-being, mobility, nutrition and yogi fashion. He also frequently uses the hashtag "#MondayMotivation" so his posts will be seen by a wider audience. Having these themes helps him to focus his thinking when planning his posts.

There are no rules around how many themes you should have. Focusing on one per month is a good starting place. You can then decide as you go whether that's too many, or not enough!

Decide how you'll use each of your channels

If your business has a number of different social media channels, remember to define which content goes where. When you're doing this, really consider

which channel is best to place certain types of content. This will make your content more impactful, effective and will also avoid duplication.

For example: Posting detailed pieces about the current state of your industry is better suited to a work-focused channel, such as LinkedIn. Whereas posting exciting images of products is better positioned on a visual channel, such as Instagram.

How often should you plan to post?

There's no real golden rule for this. It's up to you to figure out as your social media presence grows – but you can start by making some intelligent assumptions. First of all, avoid being “spam-like” (i.e. posting frequent, irrelevant material) at all costs. It's a fast, easy way to disengage your audience, which could lead to them unfollowing your profile.

A great rule of thumb is to post as often as you feel you have something great to share with your audience. Try and limit your posts, only posting the very best, most engaging content.

When's the best time of day to post?

There is not a universal time when it's best to post – or is guaranteed to secure you more engagement. It varies depending on your audience. For example, if your audience are homemakers, they are more likely to visit social media throughout the working day. But if they are young working professionals, you are most likely to capture their attention at commuting times, before and after work.

It's important to think about your audience and what mood they'll be in. For example, during the week they may want to enjoy reading entertaining

content, whereas they may be more interested in actually shopping and purchasing at the weekend.

Top tip: A quick Internet search can recommend some good overall times to post content. But it's best to track your own posts, to see exactly when your audience are most receptive. Take a look at your best performing content – those with the most comments, likes or shares. Note down what time and day these occurred. You can even do tests, by posting different types of content, to see what works best for your business, and your audience.

[Allocate yourself time to fulfil these plans](#)

Once your calendar is up and running, make sure you give yourself enough time to actually create each post. Depending on what you're posting, this time can vary. If you know it takes an hour or two to create and sense check a post, schedule this time a few days in advance so you don't have to rush.

Top tip: Many social media channels allow you to schedule multiple posts in advance, so you can set them to publish at the correct time if you know you're going to be busy.

[Over to you](#)

Before you start jotting ideas down into your calendar, first think about your approach. Take a step back and think about what channels you'll use, how often you want to post on each channel (if you plan to use more than one), and how often you want to share content. Grab a pen and think about the following

- Key calendar events that are relevant to your business and your audience
- Key themes and topics to create content around that are relevant to your business and your audience

- Also consider the mixture of content you want to post. We've mentioned before not to dominate your profile with posts about your product (some suggest an 80:20 rule, with 80% being fun, engaging entertainment related to your business, and around 20% being more product based)

Top tip: It's important to focus your efforts on achieving a few great things, than spreading yourself too thin. So start slow and build your calendar up over time.

Let's recap

- A content calendar is a way for you to plan and organize upcoming content for your social media channel(s)
- It will help you plan your social media content and keep your profile up-to-date with what to post and when to post it
- By planning your content in advance you are well prepared to participate in bigger conversations surrounding key events (holidays, national events, sporting or other events, etc.)
- Select some themes to plan your content around. This will help to make sure you create fresh and interesting content on a regular basis.

Social media content plans—daily, weekly, monthly, yearly

A daily social media content plan

Work one day ahead.

- What events and launches are planned for tomorrow?
- How much content do you need to plan and schedule?
- How does your sharing ratio fit with a day's worth of content?

With a daily social media content plan, you can schedule the bulk of your content the day before, placing promotional posts of your existing content and adding curated content that appeared that day.

If you share six times to Twitter, you can schedule the six posts for tomorrow.

If you use the 4-1-1 method for sharing, you make four of your six updates be

content from others with a single post each for soft promotion (a blogpost of yours) and hard promotion (a CTA for your product).

A weekly social media content plan

Work one week ahead.

- What events and launches are planned for this week?
- Which new blogposts are scheduled to publish?
- How much new content do you need to find ahead of time?
- Which [images](#) could you create in advance?

Choose a day of the week to [plan everything out for the following seven days](#).

We shared some fun tips on how to accomplish the scheduling element of this—including some useful tools like [bulk uploading to Buffer](#).

Planning a week ahead, you can fill in many of the slots in your schedule that will hold posts from your archives—the [reshared content](#) that you've posted before. New content and curated content can join the schedule as the week progresses.

A monthly social media content plan

Look one month ahead.

- What events and launches are planned for this month?
- What are your goals and plans for content this month?
- Which content can you schedule in advance, and what will you need to reserve space for?
- What experiments might you be running?

One month ahead, you may still be able to fill some of your slots with content from your archives. Beyond that, you'll likely be charting your strategy instead of hand-writing individual updates.

Your monthly calendar can include your sharing ratio and content types. You can plan your social media experiments and tests. You can look ahead to launches and holidays and plan accordingly.

A yearly social media content plan

Look a full year ahead.

- What events and launches are planned for the year?
- What sharing ratio will you start out with?
- What will be your daily frequency to start?
- Which tentpole content do you hope to publish?

Jot down the major events happening over the next 12 months, integrate the social media plan with a blog editorial calendar, and settle on a sharing ratio that feels best to you. You can always come back throughout the year and change and tweak anything you'd like—when planning a year in advance, it's hard to tell exactly what will be happening three or six or 12 months from now.

7 tools for organizing and implementing a social media calendar

With a good plan in place, the next step is organizing and implementing. Here's where you get to have fun with some useful online tools.

1. [Buffer](#) – Simple-to-use, great for scheduling social media posts in advance
2. [Google spreadsheets](#) – Powerful and scalable way to organize and track content
3. [Google calendar](#) – Daily, weekly, and monthly views of a content plan (with color-coded organization options)
4. [Basecamp](#) – Project management tool that can be repurposed for social media
5. [Trello](#) – Add content to boards and cards, and drag-and-drop to reorder and organize
6. [Wunderlist](#) – To-do list app
7. [Todoist](#) – To-do list app

Read about Ideal post frequency on social media :

<http://blog.ommaurya.com/2017/12/the-ideal-frequency-to-post-to-social.html>

What makes an effective post?

Call to action – Usually found at the end of a social post, these are words that urge the reader to act on something (e.g. “Find out more”, “Share now”).

Practice makes perfect

Unfortunately, there is no one single path, or set of rules, to create the “perfect post”. You’ll find it takes some experimenting to know what works best for your business.

The great thing about social media is that you can try different things without investing too much time or money. It’s a great place to test and learn, quickly. **Always start with a clear goal**

Before you start, ask yourself some questions: What do you want this post to do? Should it create awareness? Encourage comments that build community? Get people to share it? Get donations?

The more specific your objective, the more effective your post will be. And don’t be afraid to make this obvious to your audience – there’s nothing wrong with being clear and direct. A post without a clear objective can be confusing to a user. The information may come across as irrelevant and could cause them to lose interest.

It’s important to be clear about what your goals are. But it’s also vital to remember why you’re setting them, so always ensure your goals relate back to your business objectives.

For example: Nimisha is new to Bengaluru and she’s just opened up a saree shop in town. She knows that social media is a quick and cost-effective way to get her marketing efforts off the ground. For her first post, her goal is to create awareness of her business and drive new customers into her shop by posting about an opening event she will be hosting.

Tell your followers something interesting

As you're creating your post, think about what's in it for your audience, not just for you. Are you sharing new information with them? Are you giving them something interesting and exciting that they can pass on to their friends? Telling stories is one great way to do this, as people love to associate and connect with the people behind a business. Why not show them a glimpse behind the scenes of your business activities through pictures and videos? Or show the skill and craftsmanship that goes into creating one of your products? *For example: Nimisha has a great story behind her saree shop. Her great grandmother started the business over 60 years ago, and Nimisha still uses the traditional methods to create the fabric today. She has a series of photographs from the 60s through to the current day. She uses these to give her followers an insight into how the sarees are made.*

The story of your business is just one idea. The key thing to think of is what is interesting to your customers. You might want to join in a larger conversation occurring across social media or share seasonally relevant content relating to national events, religious holidays, or big sporting or film events. We'll cover how your business can create topical and timely content later in this course in the "Managing your content on social media" lesson.

Be brief

Try to keep your posts short and sharp. Social media isn't generally the place for long, detailed content. You only have a few moments to grab people's attention so make sure you choose your words carefully.

If you do have a long article to share with your audience, why not publish it in full on your website or blog page. Then use social media to promote it by

posting an enticing excerpt or a relevant image along with the URL to click on to read more.

When you can, use photos or videos

As we've mentioned before, posts with photos and videos often get more attention, and they stand out more on feeds dominated with text. It does vary by channel, but generally, photos and videos are a great idea. Based on the nature of your post, think about what you could use to accompany it visually that will make your post eye-catching. We'll cover how to create great photo and video content for your social media profile in a later lesson.

Use social calls to action

Having a clear call to action is a key part of a great social post. Rather than tempting people away from the social media channel you're using, focus this action on something they can do quickly and easily. All you need to do is ask your audience to act in a specific way, such as:

- Share your ideas
- Comment and tell us what you think
- Like if you agree

The benefit to using these social-media-specific calls to action is that you can increase the reach of your post when people like, comment or share.

If appropriate, you may also want to consider creating a sense of urgency around the call to action to encourage your audience to act quickly. For example:

- Share your ideas **today**
- Comment **now**

Don't forget about hashtags:

Hashtags are widely used across social media platforms. They make it easier for people to find and explore information on a particular topic. Using hashtags on your posts allows your target audience to find your posts more easily. Simply use the # symbol directly in front of a word or phrase you want

to highlight. It is these key words or phrases that people may be searching for. And when they do, they might just come across your post.

For example: To increase the reach of her post, Anusha used hashtags to highlight the key elements of her message.

“To celebrate Republic Day we’re giving away a free pastry to every customer #RepublicDay #Bakery #PastryGiveaway”

This means that anyone searching for: Republic Day, bakery or puri giveaway may come across her post.

Here are a few simple rules to help you start using hashtags effectively:

- Don’t include any spaces, e.g. #RepublicDay not #Republic Day
- Don’t use punctuation, just a hashtag, e.g. #PuriGiveaway not #PuriGiveaway!

The key thing is to look back and take note

Analyze your posts as you go and see what is really getting your audience’s attention. Which posts have had the highest engagement? What do these all have in common? Was it a particular product you featured or a certain call to action perhaps? Look at the posts that don’t perform as strongly as well. What do they have in common?

Use these insights to make recommendations on what sort of content you should be posting more of going forward. There’s no such thing as a one-size-fits-all solution for social media, but stick with it, and you’ll find a posting style that works for you, and your objectives.

Let's recap

- Good content is the key to ensuring your social media presence is effective for your business. Always aim to attract, intrigue and excite customers.
- The first step to creating great content is having a clear goal in mind – what do you want the post to do?

- You don't have much time to get people's attention, so make sure your posts are short and sharp
- Make sure you're giving the audience something new or interesting
- Using images and videos can help to grab attention
- Use social calls to action to encourage interaction

Social Lead Generation tips:-

Lead Generation on LinkedIn:

LinkedIn is definitely trying to position itself as the go-to social media channel for business and they've largely succeeded.

Here's how to reach out to the ultimate decision makers on LinkedIn:

- **Search for connections and request an introduction.** LinkedIn's connection hierarchy helps keep the platform exclusive and professional. Find a common connection between you and the profile you want to connect with, and request an introduction.
- **Join groups and participate in discussions.** There are various groups you can join in on LinkedIn, and getting engaged in a group is one of the easiest ways to connect with people without the need for a shared connection. Make sure to be helpful and authentic and always engage on topics that you're genuinely interested in.
- **Check out who's viewed your profile.** Make it a habit to check who's viewed your profile on LinkedIn. You can take it one step further and message anyone who's taken a peek at your profile to see if you can help them with anything. This is a great way to start a conversation and create a new connection.
- **Play fair when building your lead list.** Always ask to be introduced to people who do not know you. Adding people left and right without actually knowing them, or worse, when you have no shared connections at all, will make you seem untrustworthy.
- **Stay active and relevant.** Staying active on LinkedIn doesn't just mean adding people every day. Nurture potential leads by publishing relevant, timely, and informative content. This will remind people why they connected with you in the first place. Use your editorial calendar to help ensure that your LinkedIn campaign is at the top of its game.

Lead Generation on Facebook:

Facebook has approximately **936 million** daily active users, and about 83 percent of them are outside of the United States. Facebook remains a top choice for most marketers because of its huge number of active daily users and relative ease of use.

Here are some ways you can leverage Facebook's vast reach:

- **Play nice.** Facebook is all about engagement, and they have rules. As a tech marketer, you are representing your company on a huge platform. So stay professional!
- **Set up pages. Build an audience. Join groups.** Create an official Facebook page for your company to build an audience. Apart from publishing relevant content and engaging with your audience online, extend the conversation outside the official page by joining groups and bringing outsiders in.
- **Use a simple, short vanity URL.** When you first create an official Facebook page, you'll notice that the URL is just a combination of characters. Choose a good vanity URL that you can share outside of Facebook—in print, TV and radio ads, and on other social media platforms. Keep it short and simple, so it's catchy and easier to remember.
- **Go for paid ads.** Investing in regular paid ads can help you reach a wider audience. If you haven't done it before, try it once and measure the returns on your investment to see if it's an effective tool worth consideration in the future. [see how to generate paid Campaign for lead generation](#)
- **Create online brand ambassadors.** Chances are, you'll find very active users who visit your page. Empower these individuals by transforming them into online brand ambassadors. Bring in bloggers or even celebrities, as this is a good way to introduce your brand to new audiences.
- **Engage.** Now that you've set up your online stage, it's time to engage. Answer queries in a timely fashion and respond to any comments that mention your brand. If users are mentioning positive things about your brand, thank them. If users are posting negative comments about your brand, ask them why and respond empathetically if they tell you their problem.

Lead Generation on Twitter:

A staggering **82 percent** of social media-generated leads come from Twitter. Social media is all about connecting with an audience, that's why 74 percent of companies use Twitter to distribute content.

Here are some smart ways to generate potential leads with a tweet:

- **Schedule your tweets.** Analyze your audience to see what time of the day they are most likely to be online. Allocating a specific time during the day for your Twitter tasks is a good practice.
- **Use Bitly.com.** Twitter is popular because the content is short, fast, and fuss-free. If you want to share article links, use bitly.com to shorten your URLs and track how many clicks they receive.
- **Easy on the hashtags.** Keep your hashtags to a minimum. One or two hashtags per post is enough. Nobody wants to read tweets with the '#' symbol all over it.
- **Go for paid tweets and ads.** Just like Facebook ads, paid tweets and ads are good ways to reach a wider audience. However, make sure to segment your audience when rolling out paid ads. Customizing your ads to target specific audiences will help your ROI, providing more audience engagement and increasing click-through rates.

Lead Generation on YouTube:

About **77 percent** of small businesses have used YouTube for marketing purposes. To date, videos are the fastest-growing type of content on the web. IT and software companies can harness the conversion powers of video content by producing a good mix of tutorials and marketing videos.

Cisco **predicted** that by 2019, about 80 percent of all consumer internet traffic will be generated by internet video traffic. That's huge!

Here are some fantastic ways to tap into the power of video traffic using YouTube:

- **Create a YouTube Channel.** A single video is not enough. You have to come up with regular high-quality video content to keep your audience's attention. Creating a YouTube channel will help you organize what you publish and help users find your content.
- **Create top quality content.** Make sure your video content is something worth sharing. Keep your videos short, informative, and entertaining and people will talk about it for months. Don't limit yourself to tutorials. Even if

you're selling technology, there are many ways to spin it to make things more interesting.

- **Use keywords in the video title.** A good video title does half of the job of getting your audience's attention if they happen to come across a social link. But adding keywords to your video's title will help people find it if they're simply firing up a Google search.
- **Add relevant links to your YouTube videos.** Embedding a URL that leads to your company's landing page or Facebook page is a good way to lead your audience from one social media platform to another. If a viewer wants to learn more, don't make it hard for them to get to your site.
- **Serialized videos.** If you have a social media campaign, supplement it with YouTube video content and release it as a series. This is a good tactic to engage your visitors and followers multiple times.
- **Share!** Don't depend on YouTube alone. Share the videos across all of your social media channels to generate more leads from various touchpoints.