



Total Digital
Marketing

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Grow Your Brand With a Social Media Strategy

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About InSynch

- **Formed in Feb 2005 – Based across England and Wales but we cover all of the UK with many international clients too.**
- **Main areas of Business are:**
 - Digital Marketing Agency
 - 80+ Businesses across the UK on monthly retainers
 - Delivering support under government projects
 - Webinars, Training, Mentoring and Consultancy

Overview of session

- Understand which social media channels are right for what businesses
- How to build an effective social media strategy
- Spot trends and industry-specific content strands
- Boost engagement and discoverability

What Social Media channels should you utilise?

What platforms should you be utilising?

A good social media strategy does NOT mean your brand has a presence on every social media channel.

Instead, it's about cherry-picking those with the biggest opportunity, your audience's attention and channels your in-house resource can manage.

What channels are you using currently?



Instagram

Demographics are heavily weighted with 25 - 35 year old females.

Often looking for food and day-out recommendations and to feel inspired by their favourite creators and brands.

Posting frequency: 3-4 posts a week, heavily weighted in favour of the Instagram Reels format.



Facebook

The average age of 55+ years old, more likely to engage with local businesses, usually found engaging the most within Facebook groups.

Posting frequency: 2-3 times a week - spread throughout the week, avoiding posting twice on the same day.



TikTok

Most popular within the 18-25 year old bracket, however showing significant growth within the 30-45 age range in 2023.

Users go to TikTok seeking entertainment, if your content doesn't provide that then this isn't the platform for you!

Posting frequency: 3/4 posts a week – 20-30 seconds per video



Threads

Threads is a text-based app designed for sharing updates and starting conversations.

Designed to rival X and looks almost identical in design and usage. Likely to take X's place once switched to paid usage.

Posting frequency: As many posts as possible/relevant!



LinkedIn

LinkedIn is a B2B platform, designed to create connections with other businesses in your industry and beyond.

If you're looking to build these business connections, try business and personal page posting.

Posting frequency: 1 to 2 posts per week across personal and business pages!

How to build an effective organic Social Media Strategy

Organic social strategies should cover:

1. Establish your goals!

- i. Are you looking to gain followers? Sales? Awareness?
- ii. Are there any specific results/stats you want to achieve?

2. Benchmark your current performance and audience statistics

- i. Data like followers, engagement rates, website sessions, accounts reached, percentage of non-followers reached, sales etc.
- ii. Keep a record of this as your starting point to compare to down the line.

3. Develop your target persona's

- i. What does your target audience look like? Are they on specific platforms? What do they like?
- ii. Pop all this in a spreadsheet for reference across the team.

Organic social strategies should cover:

4. Audit your platforms

- i. Dive into your platforms – what are the immediate action points required? Be critical!!
- ii. Keyword optimisation? Profile pics aligned? Are you posting enough?

5. Get inspired and build core content strands

- i. What content works best with your audience? Are there key themes in your content? What works and what doesn't?
- ii. Take a look at your competitors!

6. Set up a content calendar

- i. In a spreadsheet outline platforms, posting frequency aim, core content strands, and any key targeting personas.
- ii. Create a monthly outline to start mapping out content.

7. Implement and analyse!

What should you be posting to maximise brand awareness and engagement?

What makes good organic content?

An equal mix of **high-quality** images, inspirational or entertaining video content and copy which acts as if you're having a conversation with a friend. Content should always look to do one of the following for the end user:

- **Inspire**
- **Educate**
- **Entertain**
- **Inform**

Static Content Inspiration

- **What's On:** Update your followers on behind-the-scenes updates, processes and more to generate some buzz!
- **User Generated Content:** Reshare/repurpose content posted by your customers. It helps diversify your content and offer a different view of your business.
- **USP:** What makes you better than your competitors? Show off those unique selling points.
- **Product/Service Highlights:** Talk to the audience as if they're never seen this product and show it off!
- **Promotions:** Shout about upcoming seasonal and promotional events with graphics.

Video Content Inspiration

- Aspirational videos containing your product
- The packing process
- Behind-the-scenes insights and meet the team!
- Day in the life
- Q&As
- Product tastings
- Chatty USP videos
- Collaborations

Content Optimisations & Trending Elements

Content Optimisations

For Meta platforms (Instagram, Facebook and Threads)

- Local business? Geotarget by effectively using locations.
- Keyword-driven algorithms. **Stay away from hashtags!**
- NO LINKS
- When posting Reels, select three topics to help place your video with users.
- Use trending sounds – look for the arrow icon in the media library.
- Use trending templates!
- Ditch Linktree!

Content Optimisations

For TikTok

- Use trending sounds, hashtags and themes to increase placements on the for you page.
- Use location targeting.
- Use CapCut or their in-app functionality for editing!
- Keep captions short and snappy.
- Consider going LIVE!

How to maximise your discoverability even further!

Scheduling & Planning Ahead

Consistency is KEY!

This is a golden rule for all Social Media but is even more important when it comes to community-driven content on TikTok, Instagram, YouTube or even Podcasts.

Algorithms are cutthroat – if you stop posting they'll forget about you.

Utilise Influencer Marketing

Maximise your reach in your target audiences by utilising a creator with substantial influence in that community.

Campaigns can be created to suit your goals, budget and content you'd like to drive.

A huge asset to Social Media growth.

Giveaways & Competitions

Looking for a quick way to drive engagement? This is it!

Give your audience the opportunity to win a bundle or an experience to drive reach and engagement in larger audiences.

But make sure it's done in the right way! Like, Share & Follow are against Meta Community Guidelines and can get you disciplined!

Paid Social

Once you've got your organic social nailed – dive into paid opportunities!

- Consider boosted posts
- Build remarketing campaigns to retarget customers who didn't buy from you/follow you and incentivise action!
- Boost sales with commerce sales ad campaigns.
- Access new leads with a tailored lead campaign.

Measuring your success on social media

Success Metrics

Success will very much be determined by what your business's goals are for social media. You could consider any of the following a success metric to measure:

- Increase in followers
- Increase in reach and impressions
- Link clicks to your website
- Post engagement

Where to find these insights

Utilise insights tools in Meta Business Suite, and in-app insights on TikTok, X and Threads.

For measuring how successful your social media is at bringing traffic to your website, utilise Google Analytics 4.

Its crucial we regularly review these metrics to ensure the time and energy we are investing in these efforts are of benefit. If they aren't working it's time to change it up!

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