

GETTING STARTED - SOCIAL MEDIA MARKETING

1. CHOOSE WHAT GOALS YOU'RE OPTIMIZING FOR

Do you want to find new employees and establish thought leadership? Generate discussion to build relationships and nurture leads? Only you can answer that question. The goals you pick will lead you straight into step 2.

2. IDENTIFY WHICH PLATFORMS WOULD BENEFIT YOUR BUSINESS MOST

Remember, you want to start small so that you can maintain the communities fully on each site. With this in mind, pick one or two platforms that would benefit you most. Most businesses should choose Facebook first, but the second platform you choose will depend on your business. Are you in the B2B industry and looking to build thought leadership? Go LinkedIn. Do you have a product that would do well with visual marketing? Hop on Instagram.

3. CREATE YOUR PROFILES

Remember to create a brand profile that reflects your audience on that platform. This means you do not want to copy and paste the same description from one platform to another. For example, when you create a profile on LinkedIn, think about what you would say at networking events. On Facebook, think about the watercooler or how you would tell a friend about your business. When creating a Twitter account, think about a few key descriptors that will engage readers.

4. CONSIDER THE TYPE OF CONTENT YOU WANT TO POST

The post, like the brand description, also needs to reflect the audience. There will likely be some overlap, particularly between platforms like Facebook and Twitter. LinkedIn, however, requires more professional content than Facebook.

Your posts across these platforms should also include images. Posts with visuals receive higher engagement rates across the platforms. Remember that the picture and the headline captures people's attention as they scan through their feeds. Make these portions of the posts memorable.

Whatever industry your business is in, you also shouldn't forget making videos a part of your content calendar. Yes you're right, it's because people love watching videos. In fact, according to HubSpot, over 50% of brands followers prefer videos compared to the other content types.

5. FIND STREAMS OF CURATED CONTENT

The sheer amount of content that you need is almost unfathomable, and curated content is the way to go. I'd recommend finding different non-competing influencers and businesses that share content your target audience would love and following them. Plan on regularly sharing their content on platforms like Twitter, Facebook, LinkedIn, and Pinterest.

6. CREATE A CONTENT SCHEDULE

(There are publishing tools available- i.e Hootsuite, Hubspot, etc.) A content calendar helps you map out what types of posts you want to share, and having it all done in advance means you'll never miss any opportunities.

GETTING STARTED - BRAINSTORMING

1. CHOOSE WHAT GOALS YOU'RE OPTIMIZING FOR

2. IDENTIFY WHICH PLATFORMS WOULD BENEFIT YOUR BUSINESS MOST

3. CREATE YOUR PROFILES

REMEMBER TO CREATE A BRAND PROFILE THAT REFLECTS YOUR AUDIENCE ON THAT
PLATFORM

(What did you accomplish?)

4. CONSIDER THE TYPE OF CONTENT YOU WANT TO POST

(BRAINSTORM SOME IDEAS... TO BE COVERED FURTHER IN PART TWO)

5. FIND STREAMS OF CURATED CONTENT

(BRAINSTORM LIST OF RELEVANT PAGES, SOURCES, ETC. RELEVANT TO YOUR BUSINESS)

6. CREATE A CONTENT SCHEDULE

(TEMPLATE PROVIDED IN PART TWO)