



wattle

The Business Users Guide To Social Media

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INTRODUCTION

Planning and executing a successful social media marketing strategy is a tough task, the number of networks as well as the growing complexity of managing your presence across all of them means that as a business you need to approach social media marketing with some careful planning and a well-defined strategy to ensure that you are able to measure the return on your investment and maximise the potential for success. This book is an attempt to provide you with as much information as I can on how to approach the management and implementation of a social media marketing strategy. I will expose some of my methods and share some of the tools and services I use myself to implement a successful social media strategy. The aim is to equip you with enough knowledge to be able to fully understand what is involved in crafting a successful strategy. For those of you working in marketing and using social media, it should provide you with some additional insights into how I work, and hopefully provide you with some inspiration for the execution of your own social media strategy.

WHY SOCIAL MEDIA NEEDS TO BE INCLUDED IN THE MARKETING MIX

Social networks offer you the opportunity to put yourself in front of your target market almost immediately; with a targeted social media campaign you can have your message in front of your ideal customer within minutes, which is a very powerful proposition. Think about how many times you have seen a company advertise their respective Facebook or Twitter page this week alone. Television commercials, product packaging, and business cards - the list is endless. Companies are waking up to the fact that social media is an essential part of their sales, marketing and customer service process, but I'm afraid that it's not just as simple as throwing up a Facebook page or registering a Twitter account. In reality, your business needs to implement a smart cross network social media strategy underpinned with clear measurable business goals to take advantage of this excellent opportunity.

Without a target or a clear business goal, there is nothing to measure and it's going to be very difficult to justify the effort you put into your social activity, a key benefit of using social media is that unlike other sales and marketing channels you can actually measure the results.

If we were being brutally honest, the primary goal of most companies is to increase revenue – maybe not directly! But ultimately any time or money we put into sales and marketing should convert into a measurable increase in revenue, even on social networks.

Revenue generation on social networks is a tough proposition as social networks are not ecommerce sites. Don't think of them as a traditional marketing channel or as a store front, because you won't always be trying to shift product or close deals directly. So what should

your goal be?

- Increase your website traffic
- Generate leads
- Increase brand awareness

All of these things are possible to achieve on social networks which means that it is a marketing channel that you should not ignore but you will need to think holistically and support your efforts across other channels to ensure that you get the best return – which is why you need a clearly defined customer journey.

THE CUSTOMER JOURNEY

As a business, you will have multiple methods in which a customer can engage with you. By understanding and documenting these touch points and establishing how you will steer the user through that journey, we can identify specific campaigns and goals at those points to deliver the overall business results we are looking for. In the specific case of our social media strategy, it will enable us to determine what our overall goals should be when we engage with users and create content to publish to those social networks.

Documenting a customer journey is an important step in your overall marketing strategy, I will always work towards fully understanding a business that we engage with, identifying who owns which touch points so that we can work towards a common goal.

Once you identify what those touch points are and how you will guide the user through that journey, you can consider how you will engage with the customer at each stage. This will help you to define your tone and brand message when updating social channels, as you will have a better understanding of what your overall objectives are.

More often than not the goal of your social media engagements will be to either service a customer via a customer service process, or to engage with current and prospective customers via content updates. How you move a customer from a comment on a social update to your till or the credit card entry screen on a webpage is what we are trying to determine - the bigger picture!



ASDA AND THE FACEBOOK CUSTOMER JOURNEY

ASDA, the UK supermarket chain, targets Facebook users with a very media rich content calendar. Using images that have been created specifically for Facebook they post regular updates to people that have liked their business page. Take a look at this post.



This post includes a high quality image with a link that guides the user to the external ASDA webpage where they can obtain a recipe.

- It provides valuable targeted content; people who shop for food will probably want recipes!
- Images perform well on Facebook and users like to see them (when they are relevant), so opting for a high quality image-driven post was the right choice for this network.
- It is timely, on the day of this post the sun was shining.
- It drives visitors to their website
- Asda can track clicks and review the social reach of the post

Once on the website, the content provides the user with a full recipe and ultimately enables users to purchase the ingredients - you can even have them delivered to your door the same day.

The key thing to take away from this one particular update from ASDA is that it is being done with a clear strategy, and it is in keeping with the spirit of Facebook. It is, however, also meeting their business goals - these goals are consistent across each update ASDA publish. ASDA are driving traffic to their website, and once the user is there, they offer an opportunity to make a purchase. The key point is that the content is offered as a valuable piece in its own right - Facebook users that like lemonade might want to tell their friends about this recipe! They are likely to click like and might engage with a comment or a share. Each comment or like will increase the social reach of that update by notifying that person's Facebook friends of their interaction increasing the reach of the post.

On Facebook social reach is measured by users that have not liked your page seeing your update because a user interacted with you. In this case, if a user likes the ASDA recipe then their friends might see that like on their news feed and they will consequently have an opportunity to like it as well - those additional users were obtained by the social nature of the interaction. The more users that see and interact with the picture, the more traffic they are driving to the recipe URL. The option to purchase is provided a little further along the customer journey

when it makes sense to do so and it is only done as a way to add value to the content - someone can still utilise the recipe without making a purchase.

This very personal affirmation of your content and ultimately your brand is what makes your social media presence so powerful.

ASDA could have posted the recipe directly on Facebook and provided a link to purchase the ingredients, but that would not have been in keeping with the spirit of Facebook. People will want to like the image and might be motivated to purchase the ingredients from ASDA if they decide to use the recipe. They have clearly thought about the customer journey, from Facebook to their website and ultimately the shopping cart and at each step they have made it relevant and useful to the user.

ASDA utilise several tools to track their business goals are being hit - they leverage bitly to shorten the URL so that they can track clicks, and once they are on the site they leverage web analytics to track goal conversions (how many purchases are made). Because this is a Facebook post, they can also access specific post level analytics from within Facebook to determine how well it has performed.

YOUR SOCIAL MEDIA BUSINESS GOALS SHOULD NOT BE ISOLATED

The goals you set for your social media strategy should not be set in isolation - your marketing, sales, and customer service strategy should all be tied to your social media strategy to ensure you remain consistent across all aspects of your business. Consider how your social channels can benefit your online and offline marketing efforts, cross promote your social channels across your other sales and marketing channels, and consider each stage of your customer journey offering opportunities for customers to engage with you on social networks at each touch point.

By getting this down on paper you should be able to see if there are any gaps in your overall strategy, each touch point should be connected, in an ideal world you want to be driving prospective customers through that journey closer towards the stages of converting them into a paying customer.

Your social media presence will often sit at the top of your customer journey as it is a channel that offers you the ability to interact with people that have never encountered your business before, but it can also sit within the service side of your business as it offers a way for existing customers to interact with you, providing opportunities to extend the reach of your brand via social interactions with existing customers.

CHAPTER ACTIONS

- Document your ideal customer journey defining how a user will find your business
- As part of that journey Identify the touch points where a prospective customer will interact with you
- As part of your customer journey identify the stages where you can convert a prospective customer into a paying customer

WHAT SOCIAL NETWORKS SHOULD YOU BE ON?

Deciding what network your business should have a presence on is an obvious but important first step, each network has its own nuances and more importantly a slightly different demographic, you will also need to consider the time and resource you have available to you to manage each presence as there is no point in using a network if you are not investing your full energy into getting it right.



FACEBOOK

Facebook implements a closed approach to social networking; at its core it is a platform that facilitates an online representation of real world relationships or friendships. A Facebook friend is (more often than not) a real friend while a Facebook user's news feed provides them with a personalised list of updates that directly relate to their list of friends.

Facebook also includes the ability to create business pages, and the open graph provides the facility to register physical objects as likeable items. A Facebook like is an action a user performs on an item within the Facebook network, and clicking the like button will advertise that user's approval to their closed network of friends. Due to the personal nature of Facebook friendships, it is not often used for business to business relationships. This makes it an ideal platform for a B2C company or brand, but that's not to say a B2B company should not have a presence!



TWITTER

Twitter is an altogether different beast from Facebook - its relationships are less personal making it a more open public network. The concepts of friendships on Twitter are not as direct as Facebook; a user can follow another user without approval (unless the recipient specifically changes his permissions, which is rare). Due to the open nature of the network, it creates a great opportunity for both B2B and B2C companies to obtain some very meaningful social intelligence.



LINKEDIN

LinkedIn is a business social network; it is centred on the concept of establishing connections with people you actually know, but it also offers many opportunities for business networking. As a business platform it is unmatched; it is particularly beneficial to small and medium-sized business as it offers you the ability to pay for accounts that give you access to its vast network of business contacts. This means that finding and engaging influencers is straight forward - think of it as an enormous networking opportunity.

You do not need a paid account to be able to leverage LinkedIn, but to connect with people outside of your own network of contacts you need to leverage introductions or Inmail, which is where a paid account becomes beneficial.

Aside from your own personal presence, you can also create a company presence on LinkedIn where you can create specific pages focused around your products or services, and show associated employees of your business and you can create and manage groups to build a community related to your industry.



GOOGLE+

This network is rapidly growing, and in some quarters it is stated that they are outpacing Twitter as the second largest social network and are set to exceed Facebook in terms of market share by 2015. It creates an opportunity for a business to establish a branded presence that is focused around the sharing of content, and it is a very media driven social network.

Google can make or break a business, where you rank within the Google search results is something that can massively increase a company's website traffic and revenue. Google claim there is no correlation between a company's presence on Google+ and their search engine rankings, but respected industry experts do not share their opinion. If they are right, then in the near future it could be an essential network for a business to be on.

OTHER SOCIAL NETWORKS TO CONSIDER?



Instagram



Pinterest













YouTube

Instagram and Pinterest are image centric networks and can provide value, Pinterest has a particularly vibrant community that is ideal for promoting rich vibrant product images if you have an attractive product.

If I was forced to provide a generic answer as to what networks you should be on, I would say Facebook and Twitter, with a business presence on LinkedIn. If you have an established presence, then I would look to exploit Google+ and other networks to maximise your social media investment. That being said, each business is different, and understanding what your social media goals are is an important step towards understanding where you should establish your presence.

Probably the most important thing to consider is where your target customers are, and how they prefer to be engaged, this can only be achieved with research and planning, review your competitors and related businesses that have a social presence and see where they are gaining the most traction, which should help steer you towards deciding what networks you should invest in.

You should consider the business role of each network you have a presence on, often a business will use Facebook supported by paid advertising for product promotion, Twitter for customer service and outreach and you might want to consider a network like Instagram for promoting your company culture.

	Business to Business	Business to Consumer
		
		
		
		

CHAPTER ACTIONS

- Research competitors and related organisations establishing where they have a social presence
- Review your internal resource and be realistic about how much time you can spend managing social media
- Create accounts on your selected social sites

ESTABLISHING YOUR SOCIAL PRESENCE

Many people reading this article are already likely to have a social presence, and whilst a lot of companies create profiles, their rate of activity drops within a month or two because they are not gaining any traction - it can be a little frustrating when you are only talking to yourself! This section of our article will focus on establishing a presence, and it will be particularly useful to those companies that have a social presence that they are struggling to grow and develop. Gaining that initial audience is tough, but once you are established it becomes easier to build upon. This is due to the viral nature of social networks, and the fact that you now have some social proof.

Social proof is a basic psychological concept: the more page likes a Facebook page has, or the more followers a Twitter user gains, the more other people will want to engage with them due to their perceived popularity.

You will need to populate some initial content to ensure that there is a basis on which to build. This can be a frustrating time because you will be investing effort into content generation and yet initially have a limited audience to consume it, but you will need to persevere. Picking the networks where you will have a presence makes the task easier from a planning perspective, but keep in mind that the more networks you are on, the more work there will be in establishing a presence on each of them.

The best way to establish a presence on any social network is to provide valuable content, engage with its users, and invest in advertising on that platform.

SOCIAL MEDIA ADVERTISING

Facebook is one of the easiest networks to leverage advertising on to grow your initial base of users. What you are trying to achieve is a targeted list of users that will click like on your page, so how can we achieve that? One approach I have taken is to directly ask them! I can micro target my campaign so that it only displays adverts to an audience I know are interested in the business I am working with and then ask them to like my page, in the case of Wattle we asked:


Click LIKE if you manage a Facebook business page

Why did we ask this? We want to engage with business users that leverage Facebook, and we want to promote Wattle and offer our consultancy services to brands that are invested in Social Media. So we created an advertising campaign that targeted individuals who were marketing managers, or who worked with social media, and asked them to like us.

This campaign generated nearly 200 likes in just a few days with a budget of £10 a day. Where else can you target your audience for a tenner a day and end up with a captive base of users that have been qualified as interested in what you do? You can increase your budget to match your own goals (the more you spend the more success you will have), so the only limit is the number of users that you can reach with your targeting.

A Jewellery Store

Jewellery Store
jewellerystore.com




Click LIKE if you love jewellery

Like · 857 people like Jewellery Store

An SEO Company

SEO COMPANY
seocompany.com




Click LIKE if you want more website visitors

Like · 857 people like Jewellery Store

An Estate Agent


Jewellery Store
jewellerystore.com



Click LIKE if you want to sell your home

Like · 857 people like Jewellery Store

Estate agent company
estateagent.com



Click LIKE if you want to move home

Like · 857 people like Jewellery Store

When you create an advert on Facebook as part of the process you have the ability to target users by interest and country, this provides an advantage over search based PPC as you can directly reach out to people that are already potentially interested in your business.

When creating a Facebook advertising campaign you will need to provide an image, and this image has to be eye-catching enough to attract a person's attention to it. The advert will be placed in the far right-hand side of a user's news feed so their eyes are not going to be naturally drawn to that location. I have found that bright or unusual images work well on these campaigns, you can split test your adverts to find out which variations or images and text work well.

You can run multiple versions of an advert, enabling you to try different images and text. By setting a daily budget you won't be charged any more money but you will quickly establish which advert is performing and gaining the most likes. Let your campaign run for a day and then disable the low performing adverts and run with the working copy and image.

While your campaign is running you will want to provide regular content to the users you are gaining, and if your content strategy is on the money you should achieve some viral reach and obtain some additional likes. Don't get too excited as it will take a lot of work to stand on your own two feet without the advertising campaign supporting you.

FACEBOOK PROMOTED POSTS

Facebook also enables you to promote an update, it is a cost effective way to put your message in front of a wider audience, this feature works well with an engaging relevant image – there is no reason why you wouldn't directly advertise your products or service using this feature, it offers a quick way to generate traffic – in general I would advise businesses to leverage promoted posts as part of a wider campaign, when you need a short burst of targeted traffic and there is an overall objective (such as a lead capture form gating a valuable piece of content) then it can work, but do not expect a huge boost in page likes as a result of a promoted post.

GAINING YOUR FIRST FEW HUNDRED TWITTER FOLLOWERS

You can adopt a similar approach on Twitter with paid advertising via a promoted Tweet. The difference here is that you will want to start with an interesting piece of content to act as the anchor for that campaign. You can also leverage a paid feature to advertise your account, and Twitter will recommend your account to users. The exciting thing about this approach with Twitter is that you can specify a list of competitors and it will target followers of that account.

Unlike Facebook, on Twitter there is an easier way to gain your first few hundred likes, use the network in its intended spirit!

Review your key competitors, find people already engaging with them and then follow them. Due to the nature of Twitter etiquette, you will find a large number of those users follow you back, or if not, it is likely that they will at least take a look at your profile. I compliment this by running a parallel social campaign inside Wattle Social that monitors brand or industry keywords and I then leverage the influencers chart to follow people that are influential in the industry I am targeting.

The key issue with this approach is that by following a large number of users (when your own following is low), it becomes a little obvious that this is a tactic to increase your base of users. This is in fact a little frowned upon, so compliment it with other Twitter specific engagements such as...

- Retweet interesting content that you will now have in your news feed from the users you follow.
- Create lists and add users to them - users will be alerted to you adding them to the list.
- Favourite content that you find interesting, and again users will be alerted.
- Comment on content other users post.

- Say hello to prospective customers, influencers and even competitors! Engage them in conversation with @mentions.

Regularly review your account to establish which users are not following you back. You will want to keep your follower to following ratio in balance as you are aiming to have more people follow you than users you follow to provide that perceived level of social proof. You will also notice that while you will gain followers, once you prune back your following list, that number will also drop because a percentage of those new followers will only have been given out of courtesy while you follow them (how many times did I type follow in that sentence!).

BUILD YOUR LINKEDIN NETWORK

LinkedIn is more focused around your network of contacts: first, second and third degree connections (the further they are the harder it is to connect with them). If a contact is a first degree connection, you are able to contact them directly and the content you share will be seen on their news feed, so the goal should be to establish relationships.

The best way to achieve this is by joining industry groups as group connections can be sent connection requests with a personalised introduction. It is often the case that you can expand your professional network by engaging with the group and connecting with those users you are building relationships with. Be careful with this approach; don't spam a group's member list! What you are trying to achieve is real valuable connections. LinkedIn is specific in its terms, and it requires you to have a relationship with the user you are connecting with, so make an effort to achieve that by engaging on their group posts, commenting on blogs they update, and trying to forge a relationship.

Another approach is to leverage the search features (paid accounts offer you better search options) to find your ideal customers, review business decision makers' profiles and find out what groups they are members of and join the same groups. This will connect you (via a group relationship), enabling you to connect. One final approach is to try the peekaboo method, simply click on the profile of a target contact, and LinkedIn will alert the user that you have viewed your profile. If they have an interest in you they might click onto your profile, and at that point you can offer them a connection request.

CHAPTER ACTIONS

- Review competitors and see what social networks are working for them
- Establish a branded presence on Facebook and Twitter, take the time to personalise the pages and provide relevant header and profile images
- Ensure you have an initial base of relevant content on each account
- Invest in paid advertising on Facebook and Twitter to gain your initial footing



YOUR CONTENT CALENDAR

Your content calendar is an important part of your social media presence; the content you share will form the basis of gaining a user's trust and can establish you as a credible knowledgeable expert in your field. The content you provide across your social channels will tell a user who you are, what your business is about, and will ultimately help form the basis of a relationship.

WHAT IS CONTENT?

Content is the tool we use to establish relationships. It can be almost anything - a picture, an article, a video, it can take the form of a slide show or a game - but what it always has to be is interesting for your target audience, and relevant to the social network we share it on. Your content goal should be to provide value to your users who have taken the time to like or follow you. If you were to ask me what was the most important piece of advice I could give you about your content? Do not use your content to sell!

Your content is not a sales brochure, it is going to engage your users and facilitate the creation of relationships. Sales will come later, but right now your goal should be to provide a rich, engaging, and valuable calendar of content that enhances your users' experience on that social network.

There is an exception to this rule, if you are using promoted posts or tweets then there is no reason why you wouldn't directly push a product or a service, if it is part of a wider content strategy and your feed is not just sales spam then using a paid campaign to support the push of a particular product or service is valid.

WHAT CONTENT SHOULD I PROVIDE?

This is often the most difficult part of your strategy, and you are not always going to get it right. Research and experimentation will enable you to create a winning content strategy but where do you begin? When deciding what to post on social networks, you are faced with the challenge of working with multiple networks, each with its own rules and idiosyncrasies: what works for Twitter won't necessarily work on LinkedIn. Understanding the networks you have opted to have a business presence on is an important step in your overall strategy. This is why a content calendar is so important, and by documenting what networks you are covering and planning your content strategy in advance, you will be ahead of the game.

You should be aiming to create the next four weeks' worth of content in advance, planning what and when to post, to make life easier you can use a scheduling tool to manage these posts.



Sign up for a smart little web application called Buffer that will enable you to queue up a list of updates. You need to be working smarter not harder, managing multiple networks and potentially hundreds of updates is time consuming so make your life easier with a scheduling utility.

CONTENT RESEARCH

Start by looking at your competitors and understanding what works for them, review their social profiles and get a feel for their branding and content updates. What tone are they adopting? What rate of engagement do they have? Is anything obviously working for them? You can take a few sample posts and search for the URL using TOPSY to determine if they are getting any social shares, and to see how well the article is performing.

You can also create a free account on Social Crawlytics, where you can leverage this software to scan your competitors' websites for social shares. It will pull out all the content they have posted and determine how often it has been shared on social networks. It will also track what social networks the content has gained the most traction on so that you can understand where your own prospective customers are interacting and what engages them. The results will enable you to determine important information such as...

- Which type of content gets the most shares? Text articles, images, video, infographics?
- What subjects are they covering?
- Which social networks get the most engagement for this type of content?

Try using news aggregation sites such as AllTop and identify blogs in the industry you are working with. Reviewing blogs that have been gaining a lot of comments and appear very active enables me to get a feel for what is current in that industry, and it also gives me the ability to leverage Social Crawlytics to scan for content that is working for those blogs in exactly the same way as I described above.

Finally, perform some standard keyword research for content inspiration. A fantastic tool that is widely used is Uber Suggest which scans Google Suggest, finding related keyword topics by entering your business keywords. Google Suggest is the auto complete feature you see when you start typing a search result into Google. These snippets are great inspiration as they can tell you what people are really searching for. Once you have some potential subjects, you can leverage Google Keyword Planner to determine the search volume and popularity of the keywords to get a steer on the potential popularity of your subjects. Another tool worth looking at when researching keywords is Word Tracker.

The goal with our research is to identify content topics. What we are looking for is popular search terms that we can use as inspiration for our own social content calendar. It is worth pointing out that this research exercise is very web focused. Aside from the suggestion to use Social Crawlytics and TOPSY to determine the social traction of this content, most of this activity is directly aimed at creating unique content for your website which will then be shared via your social updates. This is obviously more beneficial to a business that is looking to guide users away from the social network to their own site as part of their customer journey.

CREATE SOMETHING EPIC

This book is an example of an epic piece of content, we have written more than 8500 words of useful information, invested in copy writing and then designed an e-book to wrap it up, this content was created over a year ago and is being updated I 2014, it has generated social shares, inbound link and website traffic on a daily basis – if you can find that epic topic to discuss and make it genuinely engaging you will have a focal piece of content that can sit at the centre of a content marketing strategy.

PROMOTE YOUR PERSONALITY AND COMPANY CULTURE



The advice so far has been directly related to creating original, unique content that will establish you as a thought leader. This form of content research should be the basis of your website content marketing efforts, and will enable you to establish a blog or article page with content that should attract links and traffic. Using this content as part of your social strategy is important, but it should not be the only content you post on social networks. Asking your users if they are looking forward to the weekend, saying good morning, or even just asking a question is still content. It is arguably more relevant than anything else I have discussed. Social networks are intended to be, well, social.

There is no harm in talking about individual employees, showing images of your office environment and company events, and showing off project work you are proud of. Be personable and people will warm to you and want to engage with your posts.

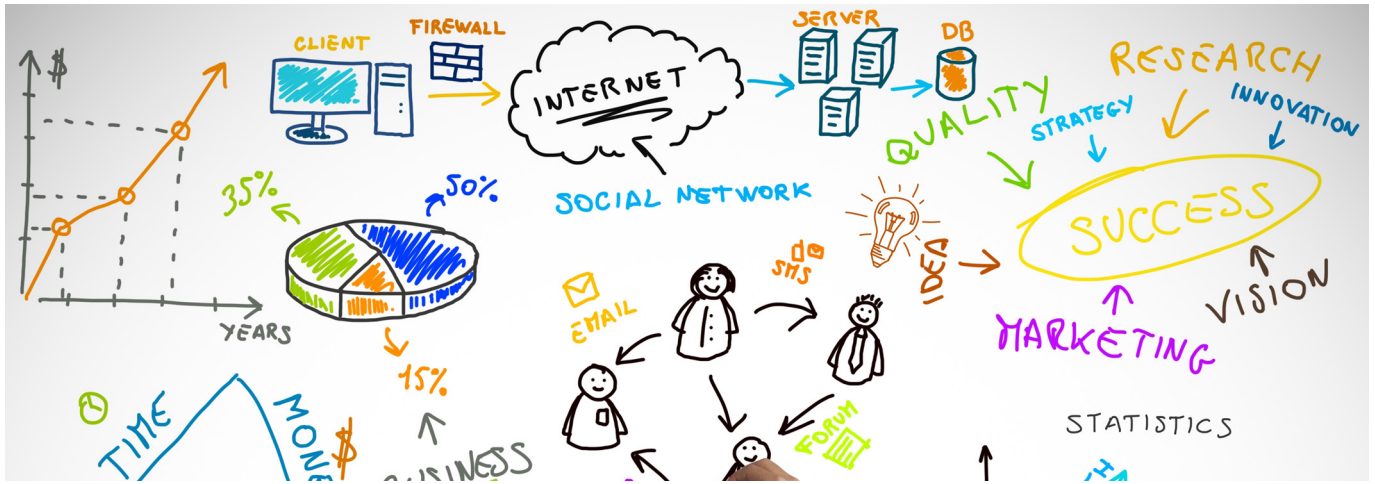
A great example of this is employee highlights - focus on people that are part of your customer experience and post a high quality image of them explaining what they do, a mini interview. If someone has done a fantastic piece of work then tell the world, complement it with images and a story. This is motivating for both your team and your customers - it will make your business seem very approachable, this works particularly well on Facebook as a highlighted post.

Finding ways to engage with users is not always going to be about business. Be social and your customers will be just as sociable back.

CONTENT CURATION

It is likely that in most industries a part of your content calendar will involve finding shareable content that is relevant to your industry that your users will be interested in. It is a core value of social networking, sharing what other people create where it provides value to your own users; it enables you to establish potential relationships with both the people that created the content, and with your own users.

Once again I need to highlight that each network is different. Reposting shares on Facebook all day would be considered spam, but on Twitter and LinkedIn it is common practice. This is why your content calendar is so important. The size of your business also matters here: large brands will share less reposted content and invest more in original content and engagement, each business is different!



PROMOTING YOUR SOCIAL CONTENT

Once you post an update, you are going to want people to actually engage with it! With an established base of users that should be simple, but often you will want to invest in some advertising to ensure that pieces you have invested in have the best opportunity to be seen. Facebook offers the ability to boost a post - this can be done in a targeted way (not unlike Facebook adverts), and with a fixed budget. This has the benefit of placing your update in front of new (or optionally your existing) base of page fans, and you can spend as little as £10 to boost a post.

You can promote content on LinkedIn using adverts targeting users by job title and location if required. If you created a piece of content or have an important question then just "putting it out there" is not going to be enough. You should also invest in some form of paid advertising

BORING INDUSTRIES

A common objection I encounter when discussing social media with businesses is that they feel their industry is not exciting enough to have a social presence, I have had this conversation with people representing the financial industry and even recently with someone selling a water filter device. This is something I do not agree with! If someone can be motivated to part with money for your product or service then they have a need, and that need can be used as the basis for content that will interest them.

Social media is a marketing channel, saying that your business is not able to partake in this channel is like saying you are unable to market your business. Any business can create a marketing campaign! The platform where you execute that campaign is not as important as defining what the campaign message actually is. Let me give you an example...

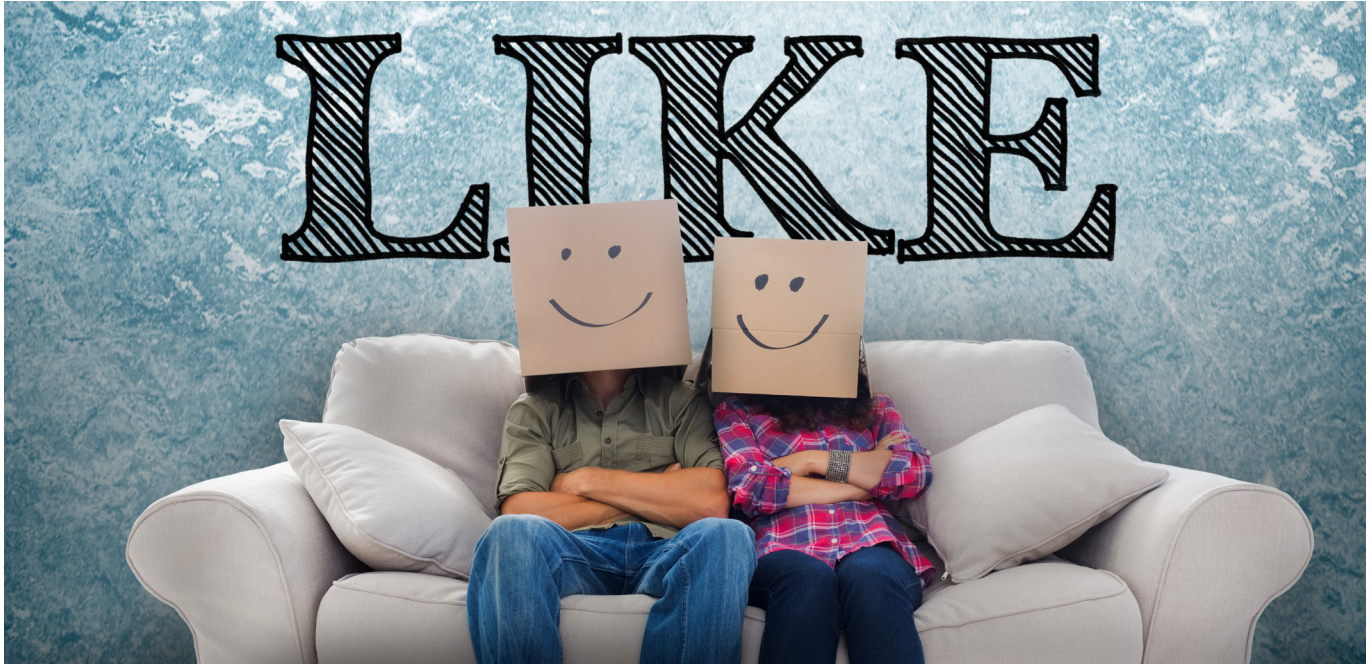
It's Soft, strong and Very Very Long

I am going to bet that most people in the UK reading that line can tell me exactly what brand it belongs to (for those that cant, it is Andrex, the toilet paper company). If these guys can build a campaign that has lasted for years around a product that is used to wipe our arse, I am sure a financial company can come up with something.

You need to think outside the box, brainstorm why people need your product or service and find related topics to generate campaigns and content around.

CHAPTER ACTIONS

- Review your competition and use Social Crawlytics and Topsy to identify content topics that are working for them
- Create a central piece of epic content that is well researched and valuable to your users
- Define a four week calendar of content to sit around your epic content piece
- Use buffer to schedule these posts at set times
- Curate content that you can share and schedule them as posts on relevant networks using buffer



BRANDING YOUR SOCIAL MEDIA PAGES

Most social networks enable you to customise your page with some branding, and this can make the difference between an amateur or professional looking social page. Investing time in the physical appearance of your social media presence is time well spent, as the first thing a new user will see when they land on your page is your choice of images and then the content you post. I would recommend engaging with a professional creative designer to ensure that your backgrounds, cover images, headers and logos are consistent and high-quality.

FACEBOOK

The first thing you will want to customise on Facebook is your logo and cover image - you can actually get rather creative with these images! The most important consideration is that they should be high-quality professional images that meet the size guidelines to avoid them appearing distorted. Facebook also has several types of post available to business pages - highlights and milestone events allow larger images which, when utilised, can add a unique stamp to the page. Read this great post on Facebook Image dimensions. A Facebook timeline can, and should, tell a story. As a user scrolls down the page they are presented with a history of that company. A clever use of highlights and milestones alongside image updates can add a very unique feel to a Facebook page.

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