



**SWYFT**



# TACKLING YOUR **SOCIAL MEDIA STRATEGY**

COMPREHENSIVE GUIDE  
TO SOCIAL MEDIA

# contents

## 04

### All About Strategy

Knowing what you want to do, how you want to do it and what you hope to achieve will save you a lot of time in the long run. In addition, it's critical to know how much you are going to spend, if any at all.

## 07

### Plan of Attack

Now that you have a strategy laid out, it's imperative you know how to execute it. There's a lot that goes into this step; from gathering and creating content to choosing where to post and interact with your audience.

## 13

### Measure, Rinse, Repeat

Just because you've posted and interacted with followers doesn't mean you're done. After enough time and data has been collected, it's imperative you gauge the results to know what works and what does not.

## A few words on Social Media

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There are now more than **4 billion people using the internet**. Alongside internet usage, more than **3 billion people around the world now use social media** each month.

Furthermore, social media is always evolving. From year to year, popularity throughout platforms rise and fall. That's why it's important to stay on top of statistics each year to fuel your strategy, campaigns, and grow your business.

# 68%

of US adults between the ages 18-29 are on Facebook

# 74%

of Twitter users get at least some of their news from the platform

# 73%

of users follow a brand because they're interested in the product or service

## By 2019, social media spending will increase to \$17.34 billion in the United States

Compared to advertising in print and TV, social media is a relatively low-cost way to expand your audience, create brand awareness, promote products or events and grow customer engagement. It enables brands to target audiences based on likes, online behavior and job titles. It allows brands to be creative and innovative to engage, even entertain, their audience of customers and prospects.

Nowadays, it's not an option to not engage in social media as part of your marketing mix. Social media is a core component of any marketing strategy. However, social media can be tricky as it's still a very personal platform for users. Brands have to find a way to engage users in relevant and non-intrusive ways.

The key is to integrate awareness and consideration stage content.

#### Source Credits:

[2018 Global Digital Reports \(Hootsuite\)](#)

[Statista](#)

[Sprout Social](#)

# What's a plan without Goals

You can't just jump in headfirst and expect to succeed. There needs to be a clearly defined set of benchmarks for your campaign and ROI.

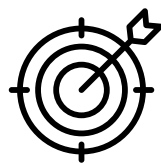
**M**ost marketing goals are directly tied to sales - did this increase our bottom line? What was our revenue gain? However, as a social marketer, those goals are harder to live by and focus on. Instead, social media managers tend to focus on engagement and increasing brand awareness. They focus on expanding the reach of people who know about the brand and offerings and then help nudge them down the funnel with quality content and customer satisfaction.

Start by clearly stating what the goal of your campaign is. Do you want to increase brand awareness, generate new leads, or increase customer satisfaction?

Some common goals of social media campaigns include:

- Growing general brand awareness and customer engagement (e.g. Domino's Pizza Tracking campaign of 2017)
- Attracting prospects to try and buy products
- Supporting new product launch
- Advancing cause-related education like fighting childhood obesity

Above all else, make sure your goals are specific, measurable, attainable, relevant, and time-bound, or in other words **SMART**.



Specific



Measureable



Attainable



Relevant



Time-bound

## Don't forget about **BUDGET**

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Social media might be one of the least expensive marketing channels but that doesn't mean it's free. Campaigns, tools, staff, photography, and so forth can add up.

## Social media ad spend was up **60%** YOY in Q1 2017

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Changes in consumer behavior, algorithm switches, and altered social feeds have transformed how brands allocate money towards social media. Companies are focusing on social ad spending now more than ever. Whether you have \$100 or \$10,000 dollars it is important as a marketer to consider all of the possible variables you might face. Some key questions impacting budget include:

- How much and what kind of creative will you require (video, GIFs, copywriting, web design, etc.)?
- Are you going to allocate money towards advertising?
- Will you outsource creative and campaign execution?
- What markets will you target for your social media ad buys, and how much will it take to reach enough views to receive the desired results in shares, likes, website traffic, etc.?
- Do you need any additional tools to get the most out of your campaign?

### **It's not about how much you have to spend but how you spend it.**

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The first thing to do before hopping on the social media train is to get your priorities in order - your defined objectives and goals. Whatever they may be, align your budget to help you achieve it whether that is through video, advertising or influencer marketing.

Then, get creative with your strategy. Repurpose content you have with edits, tweaks, and adjustments. Lastly, don't be afraid to try something new. Like HubSpot for example, who tailored their social media strategy around content they discovered their audience resonated with, and saw double their engagement numbers.

## Make sure you know your **TARGET AUDIENCE**

Producing content without someone in mind will likely fall on deaf ears (or eyes). You must know who it is you want to attract with your social media.



Once you establish your goals and objectives, it's time to zero in on your target audience. What demographic do you seek to grow? Who are your best customers today? Are you marketing to your tried and true customers, or are you trying to rope in a new crowd? Knowing your target audience will help you create the most relevant content, especially when it comes to choosing a theme, style and tone for the campaign.

The best way to do this is develop an audience persona aka buyer personas. This can be done by conducting research through data, social media, and, best of all, talking to your current customers. After you have received some insight, craft a fun story about your different personas including what they like to do, their passions, their career, and so forth. The more you know the more relevant content you will be able to develop.

You should learn their buying motivations, buying objections, and the emotional needs they have. Doing so will sharpen your marketing tactics as you will have the insights needed to create campaigns that speak to their desires and motivations.

### **How Nike excelled at targeting a specific audience with their #InstaPosters campaign in Moscow**

Nike encouraged active women to post Instagram pictures of themselves doing something athletic and use the hashtag #betterforit. They chose some of these pictures to be adapted into street art and posted them on buildings around the city.

By knowing their target audience, they were able to create a campaign that was tailored specifically to appeal to athletic women. Tapping into women's passion for exercise and a chance at #instafame, the campaign was a huge success with over 25,000 women posting their pictures.



If you have gone about creating a buyer persona correctly, you would have learned from your customers where they spend their time online. You likely asked questions like - where do you get your information and news from, and who you are influenced by. The answers to these questions should give you an idea of what social media platforms to use to reach your current audience and ideal audience.

If those questions weren't answered, do a bit of your own 'organic' research. This information will save you time, money and effort and allow you to be more strategic in your posts.



- Despite the rise of new platforms, Facebook still boasts 1.15 billion daily active users and is the market leader for social networking.
- Facebook demographics continue to skew heavily toward women with 83% of adult women using the network, compared to 75% of men
- Analyze your data to pinpoint users by country, state, or region. Knowing the location of your core demographic provides a distinct advantage to get noticed.



- Twitter can be hit or miss for many people. However, it is still viewed as a great option for consumers to connect with businesses over customer service related issues.
- Twitter Age Demographics:
  - 36% of 18–29 year olds use Twitter.
  - 23% of 30–49 year olds use Twitter.
  - 21% of 50–64 year olds use Twitter.

# CHOOSING YOUR PLATFORM



LinkedIn is known as the social network for professionals. It's database consists of 467 million members

- 133M+ users in the US
- 39M+ users in India
- 27M+ users in Brazil
- 26M+ users in China
- 21M+ users in the UK

Age Demographics:

- 34% of 18–29 year olds use LinkedIn.
- 33% of 30–49 year olds use LinkedIn.
- 24% of 50–64 year olds use LinkedIn.
- 20% of 65+ year olds use LinkedIn.



More than 800 million users are active on the photo sharing social network with that number growing year over year.

- Instagram has a follower interaction rate of 2.2%, higher than any other social network
- 60% of users access the platform daily

Age Demographics:

- 30% of users fall between the ages 18-24
- 30% of users fall between the ages 25 and 34



YouTube is a rapidly growing platform with over 1.5 billion monthly active users.

- 45% of users access the platform daily
- 70% of YouTube users have used YouTube to help solve a problem, and 86% use it to learn new things.
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Age Demographics:

- 11% of YouTube's audience is 65 or older, making it one of the most popular social media platforms for seniors
- 37% of Individuals aged 18-34 are binge-watching content on YouTube



Snapchat has roughly 67% of its users access the platform daily. However, it's more commonly used by teenagers more than any other demographic.

Age Demographics:

- 78% of Americans between the ages of 18 and 24; 54% between the ages of 25 and 29; 25% between the ages 30 and 49



Pinterest has more than 200 million monthly active users

- 41% of women use the platform, compared to 16% of men
- 93% of users use the platform to plan purchases and 63% use it to discover new brands or products to buy

Age Demographics:

- 50% of millennials use the platform every month





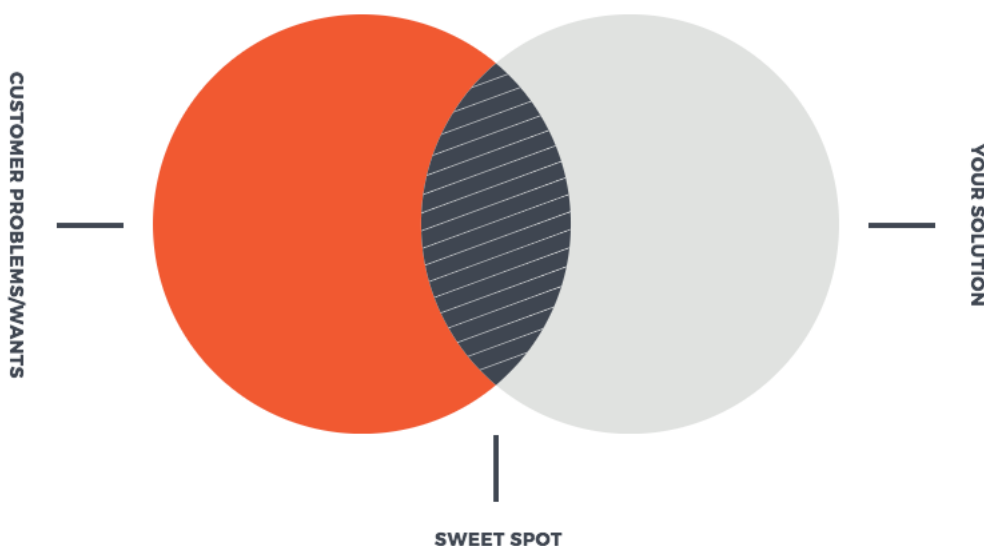
## How to reach your audience with **CONTENT**

Align your posts to what consumers actually want to see from brands and you will find a more significant lift in engagement.

**H**ere is where the fun begins. Content creation is where you can let your imagination run wild—as long as you keep your audience and platform in mind. Keep in mind, however, that content creation can mean a wide variety of different things based on what type of social media strategy, and campaign, you're running. It could mean composing tweets, creating images, making videos or GIFs, live streaming, etc. Each platform will, to some extent, dictate what kind of content you will be posting. For instance, you'll post videos on YouTube and Instagram but on platforms like Twitter you can compose everything from text-only tweets to ones with pictures, GIFS and videos. If you pick a platform like Facebook that allows you to post many different types of content then make sure you mix it up to increase viewer engagement.

No matter what kind of content you are creating, be sure that there is a well balance between what your followers want to see and brand related content. A good rule of thumb is 80/20 - 80 percent of your content should educate, inform, or entertain your followers whereas 20 percent should directly promote your brand.

### The Sweet Spot



The key to a smart social media strategy is to merge awareness and consideration stage content.

Bring customers in with entertainment and inspiration then move them down the funnel with education and information related content. This might include new product offerings, discounts, sales and more.

## DEVELOP RELATIONSHIPS WITH **ENGAGEMENT**

Just like relationships in real-life, social media relationships require dedication and commitment.

One of the beautiful things about social media is that you can shoot out a message to millions of people one minute and the next minute interact with a person one-on-one. When your brand is known for interacting with people on a more personable level, it encourages more people to engage with your brand.

Think of social media engagement as a long-term relationship. There should be a level of dedication, ability to understand and adapt, forward looking growth plans, and commitment to keeping the other party happy.

### 4 Ways to Improve Engagement

**1. Start the conversation.** A relationship can't exist without a flow of dialogue. As a brand, initiate the conversation by promoting relevant blog posts, joining Twitter chats, or monitoring key hashtags to weigh in on. Don't jump to the sell immediately, however. Add value first to establish trust.

**2. Encourage user-generated content (USG).** Promoting content created by your advocates is a great trick for boosting engagement and an easy way to gather content. USG can be in the form of testimonials, surveys, pictures of people using your product or service, a brand

hashtag, photos from an event, and even from employees. Just get permission first!

**3. Follow the trends.** Sayings, memes, events, and hashtags can go viral quickly. Jump in on the trend and relate it to your brand if you can. You'll likely spark engagement and give your brand a human aspect.

**4. Be present.** Consumers go to social media very quickly these days to complain about a brand or an issue. Answer these complaints in a timely manner. On the flip-side, be sure to answer any customer questions with a helpful response.



1555

posts

760k

followers

692

following


**Adobe** 

Region

Throughout July, we've got our head in the clouds & beyond. Use [#Adobe\\_Cosmos](#) for a chance to be featured.

Adobe uses Instagram as a platform to share user-generated content. Each month they announce a theme for users to create or showcase work around in hopes of a feature. This not only generates new user-generated content each month, but fuels creativity for users and new followers.



## Measure your success with

# Analytics

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The key to succeed is to continuously test, measure, and assess your efforts.



**A**s you implement your strategy and measure results, you will find that some ideas work and others fall flat. The data you gather can reveal valuable information about your audience and what they respond well to. That means it's absolutely essential to employ the correct tool (or tools) to measure your results and then compare them back to your goals set up during the planning process.

There are several ways to measure the success of social media. If you did a good job defining your objectives then you will already have made a pick of the metrics that are important to you. Most social platforms offer some analysis of these metrics, but it can be a lot easier to use a social analytics tool to keep track of everything from one convenient location. Analyze the data and find what type of content your audience interacted with more. Did they engage more with videos, images or text posts? Was funny content more effective than fact-based content? Did sentimental content result in more shares or a bunch of frown emoticons? Were there times of the day or week when engagement spiked?

Reevaluate your strategy on a regular basis. Test different posts, campaigns, photos, videos, and more. Remember, that things change quickly on social media, so make sure your strategy is a living breathing document that is used for measurement but can be adjusted when needed.

Swyft is an agile marketing and PR agency that embraces the lean startup model in everything it does. Based in Austin and exclusively focused on the B2B technology sector, we combine creativity, tech industry expertise and great storytelling to help our clients achieve their most important brand goals. We work with tech companies seeking faster growth and greater brand awareness. We excel at revitalizing struggling brands, accelerating startup launches and enhancing existing corporate growth strategies. Our roots are in Austin, but our reach is global.