

Social media Strategy

01.



Define your social media marketing goals

As a first step you want to set your objectives and goals. Goals should be as specific, measurable, achievable, relevant and as time-based as possible. For example, a clothing business may have the social media goal of ‘using Instagram to increase our follower count by 20% in the next 6 months’

Research your audience

Understanding your target audience and what sort of content and platforms they resonate with the most is critical. Researching factors like age, location and interests will help you engage and interact with them on social media.



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Select the correct platforms

Analyse which social media platforms are used most frequently by your target audience and prioritise posting valuable content on those.

Think about the content types you will post

You will want to create a mix of engaging and relevant content that appeals to your target audience. This will provide them with a more engaging experience of your social media channels. Look at what content types do better on different channels and different customer demographics, for instance images and videos are best for Instagram and younger audiences, whereas text and links perform best on apps like LinkedIn and Facebook.



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Measure and monitor performance

Make sure to continuously analyse the data you collect from your social media campaigns so you can optimise your strategy and goals going forward!