

Getting Started on Social Media

Having a strong presence on social media is important to just about every business these days. It's just as important to know the right platforms to use to reach your customers and build your customer base and brand.

Business
Power Tips



Social media is a great way to connect with customers who already love your business, as well as reaching out to potential new customers. Social media doesn't need to be scary or expensive. Follow these six simple social media marketing tips to get you reaching out and driving sales.

1. Review Your Marketing Plan

If you've seen the Intro to Marketing resources on the Many Rivers website, you'll know about building a Marketing Plan with the four P's of marketing – Product, Price, Place and Promotion. Social media lies in the promotion section. You'll need to develop a Social Media Plan that's in line with your other marketing objectives and outlines goals, budgets, activities and a timeframe.

Your social media plan needs to support your business to build relationships with your existing customers as well as showcase your products to new ones.



Watch the full video:
www.manyrivers.org.au

2. Identify Which Platforms Are Right For You

Instead of jumping on every social media platform, think about the ones that will allow you to reach your target customers. The platform should also let you express your brand personality and showcase your strengths.

There are two main ways to reach people through social media – through organic posts and through paid posts. Paid social lets you display posts, advertisements or sponsored messages to social network users based on their user profile. This resource focuses on organic social media - the free stuff.

Here are some of the main social media platforms you might want to consider:

- **Facebook** is probably the most popular platform in terms of users, and it's great for building communities with text, images and video. You'll need a personal Facebook account to set up a business page.
- **Instagram** lets you use visuals, such as images, videos and text to tell your story. It's fantastic if you've got really photogenic products or services you can feature.
- **YouTube** is a great place to add depth to your business content by creating channels, playlists and videos.

Getting Started on Social Media

- **Twitter** is perfect for short text conversations and news. It's where people think to go for quick response customer service.
- **Pinterest** is a positive and inspirational platform for engaging content around products, data, values and causes. Videos, animations and infographics work well here.
- **LinkedIn** is mainly for professional networking, but might be good to connect with a business community or a customer.

Other platforms that might help you reach your customers include **Snapchat**, **TikTok** and **Reddit**. Check them out and see if they fit your business.

Make sure you do your research on how the platform works before setting up your business page. Choose platforms that you are prepared to invest time into and make sure your customers actually use the platforms you go with.

3. Share Compelling Visuals and Stories

People's attention spans are short - we know that from how we use social media ourselves. You've got to grab people - and the best way to do that is with visuals.

For some businesses, like service business, great imagery can be a challenge - but every business can tell its story through visuals. Consider showcasing your company culture or using images of your customers talking about how much they love your product or service. You can use images you've generated yourself or stock images, but they need to tell an accurate story of your business and products. And don't forget to keep it real!

4. Quality is Better than Quantity

There are so many platforms out there, and trying to maintain a presence on all of them can seem overwhelming. It's much better to create quality content on a couple of key platforms, targeted to your customers.

Make sure your social posts offer value. If all you do is pitch and sell, there's very little reason for people to follow you. It's all about building relationships. Be human, be honest and post great content!

5. Make Sure you Follow and Respond to Conversations

Social media lets you talk directly to your customers. It also lets customers watch your business and see how you operate before they buy. When people engage with your content, it pays to engage back. It helps build trust and a loyal following, and the more people like and share your social media posts, the higher you rise up the network ranks and get extra exposure.

Responding to comments and questions is important, but you will also need to be across conversations that are happening about your business elsewhere - and respond where appropriate. This is called *social listening*. By tracking mentions of your business online and shares of your content, you can take advantage of opportunities and respond to any complaints and issues right away.

How you respond to customers is crucial. Check out the resources about customer service on the Many Rivers website.

Getting Started on Social Media

6. Learn How to Best Schedule Your Content

It is important to have a social media plan with activities and timeframes. Once that calendar is in place, you can create your social posts in advance and use the platform tools to post them automatically when you want them to go out. This means you can dedicate a single block of time to create all your content, which is more effective than needing to take time out every day.

Social media might be free, but it does take time and effort to build a presence for your business. The golden rule is to engage people with content that is relevant and useful to them. Done right, it can send sales skyrocketing.

If you want to talk through some of your ideas around setting up a social media presence, a Many Rivers business coach can definitely help, so feel free to get in touch with us.