

Getting Started With Social Media Marketing



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If you think that social media marketing will be a piece of cake, then you better start changing your opinion now. After all, there's a lot more to it than just being active on social networks or posting content at random intervals.

When you're trying to use social media channels as a marketing tool, you need to consider more than just your perspective. Instead, think about how you can reach all users with your message and leverage the platform to communicate effectively with your chosen audience.

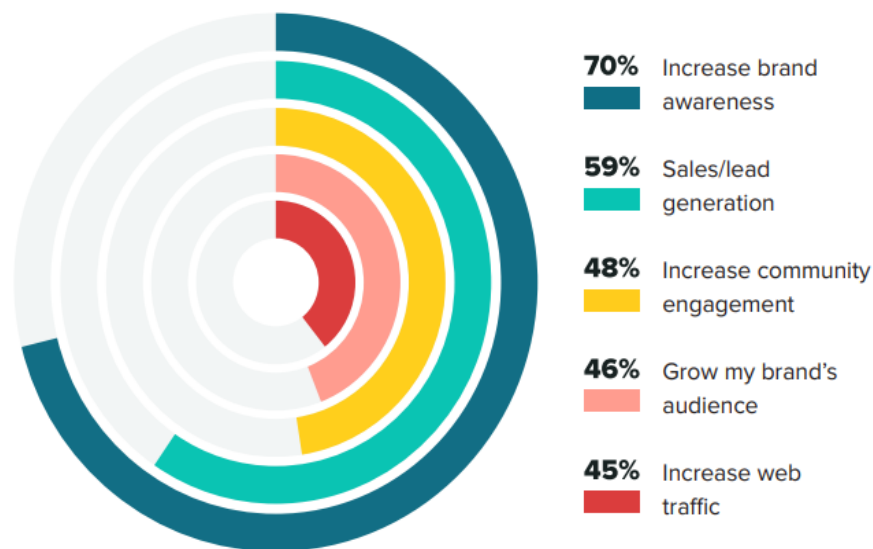


With that said, you must employ careful planning before going all-in on social media marketing. Take note of what you need to consider and things that you need to prepare.

To get started on your social media journey as a brand or business, here are 10 steps to get you started and well-prepared.

1. Define your objective.

Social marketers' top goals for social



Before you can effectively use social media to enhance your business's marketing, you need to determine your objectives—what you plan to achieve by using it.

Are you looking to increase sales? Or improve customer service? Or are you just trying to create more visibility for your brand? Asking yourself these questions will help you identify the best way to leverage social media.

2. Assess your resources.

Before you start your social media marketing plan, you need to make sure you have the right people in place to execute it. This includes having someone who can create content, maintain social media accounts, and respond to questions from customers. It also requires having the technical ability to join online conversations. If you don't have these skills in-house, you need to be willing to learn or hire someone who does.

3. Know your target audience.

While developing and building your social media marketing strategy or plan, you'll notice that one factor is always present and consistently up for consideration when you make decisions—and that is your audience.

WHAT ARE THE TYPES OF TARGET AUDIENCES?

- Demographics** - Most commonly used and easy to obtain are groups based on varied criteria such as age, gender, ethnicity, and income.
- Purchase Intention** - Describes how willing a customer is to buy a product or service within a time frame, also known as "buyer intent."
- Location** - Divides the market into groups by a particular area such as countries, zip codes, or climate.
- Interests** - Get closer to your audience by understanding their interests, which covers behavior, personality, opinions, and lifestyles.
- Subculture** - Groups of people that identify with distinct, shared experiences within a dominant culture.

This shouldn't come as a surprise to you though. After all, your brand's social media marketing will revolve around them and is meant to cater to their preferences. In other words, they influence everything you do.

For that reason, you must get to know them, especially their likes and dislikes, the platforms they spend time on (Facebook, Instagram, Twitter, TikTok, LinkedIn, etc.), the conversations and the type of content they gravitate to, and more.

These insights will not only help you better understand your audience and their behavior, but you can also use the information as a basis to make your social media marketing more effective and personalized.

4. Create compelling content.



After getting to know your audience—the things that they find interesting or have a preference for—the next step is to provide them with high-quality content.

And if you're not aware yet, you need to continually offer your audience great content on social media to be able to stay top of mind. This includes providing them with informative articles, engaging in conversations, and anything else that meets their needs and expectations.



5. Integrate your online marketing efforts.

Your social media marketing efforts should work together seamlessly, with each one feeding off the other. Cross-promote online and offline, and make sure your traditional marketing efforts support your social media presence.

6. Follow the 80/20 rule.

While social media is one of the most popular avenues for marketing and promotions, it's still a platform for people to conveniently communicate with each other, share their stories or express their opinions, and meet new people. You know, social at its core.

To be an effective marketer on any social media channel, you need to follow the 80/20 rule. This means that 80% of your posts on social media should be useful to your audience—your content should offer value, a solution, entertain and educate. Meanwhile, only 20% should explicitly promote your business.



7. **Strive for quality, not quantity.**

On social media, the mistake of focusing their attention and resources on increasing their numbers. However, they forget how important engagement and loyalty are, specifically fostering a relationship with their audience or community.

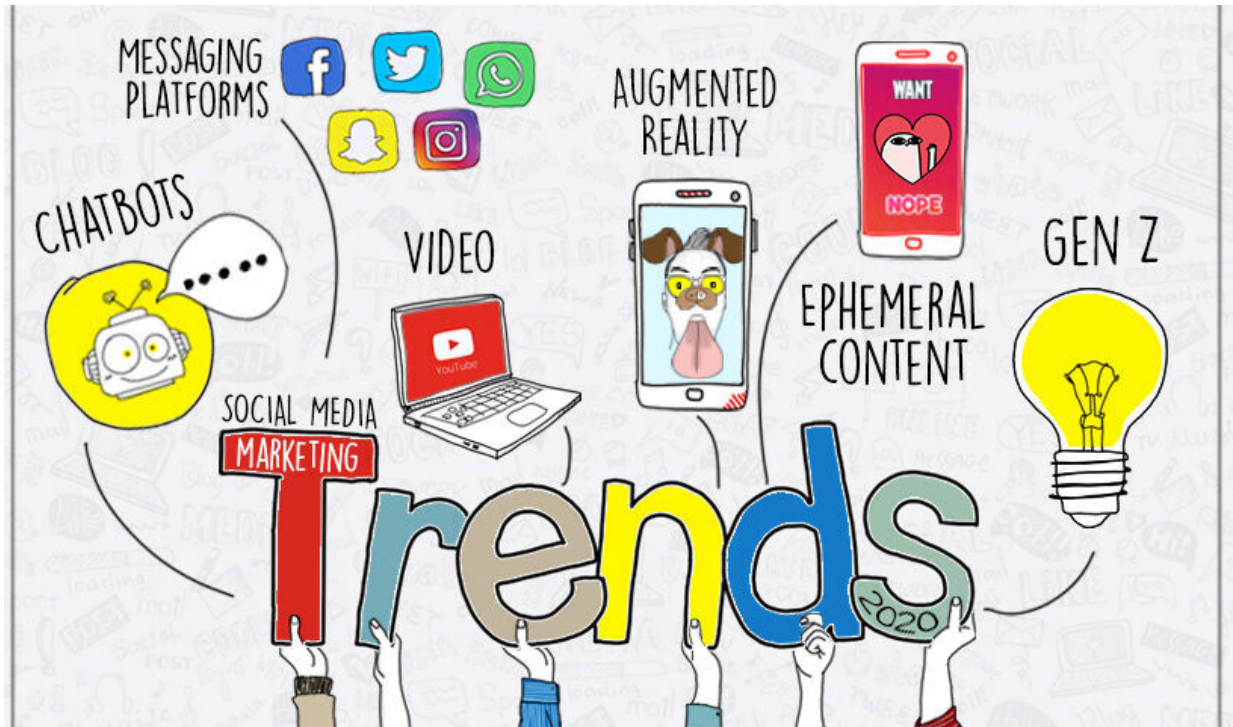


Many of those who do this often have tens of thousands of followers but fail to get traction when it comes to engagement and conversions. This is because they focused on gaining numbers instead of building a connection. You're better off having just a few thousand followers who are highly engaged and loyal than hundreds of thousands of followers who never interact with you.

The same should apply to the content you create and post. It's a must to always come out with something of high quality instead of posting regularly without much thought, value, or goal.

8. Be open to change.

We all know that nothing is permanent on the internet, particularly on social media. Trends, crazes, and other viral movements are often short-lived and replaced with newer, more popular fads.



The same could be said about social media marketing, which relies on the changing habits and behaviors of social media users. What may be "in" now is "out" in a few months, weeks, or even days.

That's why it's important that you stay open and welcoming of change. Always make it a point to be at the top of marketing trends and review your social media marketing strategy. This way, you'll stay relevant and top of mind among your target audience and consumers.