

The 10...

most important things to remember about social media

Are you about to take the plunge into social media but don't know how to make the most of it? Well look no further.

In this article we outline what we think are the 10 most important things to do when it comes to social media marketing.

1 Create a strategy and know your audience

Ensure that before embarking on a social media campaign you have set clear, quantifiable goals, for the campaign.

Know what you want to achieve – whether this is improved SEO, brand exposure, site traffic or engagement - and how you want to achieve it. Research which social media channels your target demographic use most prevalently and use them for the campaign. Use of the wrong channels can lead to huge wastes of both time and money.

Prioritise engagement over numbers – this will ensure that the people who engage with you are definitely people who are being won over by your message rather than people who will 'like and share' almost anything but not really engage further.

2 Drive traffic to your website

Don't forget to include a link to your company's website on your social media profiles.



The link should be in a visible spot – your bio, description, or 'about me' section. Also, include links in your posts, whether on Facebook, Twitter or elsewhere.

A good Facebook post will have an interesting picture, an intriguing title and a brief snippet of the content visible before opening the post.

Direct users to your website with your posts. You know you have their interest or they wouldn't be clicking. Getting them to your site is half the battle when it comes to what they might do once they've read the article you've posted.

3 Write original, shareable content

Think of it like this; would you limit your responses in a real conversation to a mish-mash of quotes from other people?

No... Social Media is effectively a conversation between you and your potential customers. Make sure it's your brand's voice that they're hearing. Having lots of original content is also great for SEO.

Google's most recent algorithm update includes social shares amongst the factors that affect your page rank. This means that promoting content via your social media channels helps increase your position on Google searches. The more clicks and shares etc. that you get, the more Google values your posts. It's still fine to share something interesting that isn't written by, or for, your company – just make sure you have original content as well.

4 Be consistent with your brand's voice

This one is simple.



Your brand has spent time and money creating an image. Don't let your social media presence dismantle this for you.

Talk as the company talks everywhere else that it appears – whether a huge company advertising on TV and radio, or an SME advertising solely online and in local papers. Consistency is key.



This tweet from L.G. France is a great example of an occasion when a brand inadvertently compromised its own voice.

5 Respond to comments

Airing your dirty laundry in public is not a faux-pas on social media.

Deal with any negativity politely and transparently. Try to reach agreeable conclusions to any dissent in the same arena that the comment was made in the first place.

This will build trust from your audience and show you aren't trying to hide anything. The very worst that can happen if you go about this correctly is that you will be seen as reasonable and polite and your complaint maker will be seen as obstreperous and rude. Also, NEVER forget to say 'thanks' for positive comments.

6 Use Video advertising

Video is stereotypically viewed as a medium better suited to B2C advertising



However, according to a report released by Software Advice, a marketing software reviewing company, video is the most used content type and generates the most leads for B2B.

Working with video doesn't require a big budget with Facebook or any of the other social media channels. It just requires a good idea – much shared videos will increase the visibility of your brand massively.

7 Use automation. Properly.

It's often said that automating your social media output is a 'no-no'.

This isn't necessarily the case. Obviously don't use automation tools to the extent of allowing them to spam people. With content the software 'chooses' and feels might, just might, be relevant to you.

But, do write original content and use automation software to schedule it so that, other than responding to people, your time can be used elsewhere rather than just in the constant manning of your social media profiles.



This post from the BNP reminding people to observe Remembrance Day Silence a day late... Looks like automation gone wrong. It may not be. Either way; oh the irony!

8 Monitor your competitors

They're likely to be monitoring you, too.



Keeping an eye on what your competitors are doing is an excellent way to make yourself aware of their value proposition and allows you to attempt to better it.

Taking notice of what your competitors share on social media helps you to find out what they are advertising as their areas of expertise and see how you compare. If you use SM management software then you can set up streams to allow you to monitor your competitor's accounts in the same place.

By doing this you're also able to keep an eye out for mentions of your competitors. If they miss an opportunity to engage, this could be your chance to gain a client.

9 Try new things

Innovation is fantastic.

Nothing new or unique would ever happen if no-one tried anything new. If you have a great idea for a video, article or gif, use it.

Marketers who never make mistakes will never learn from them and never get better.

As long as you follow the other pointers here, any mistake you make trying something new won't be the end of the world.

10 Don't be afraid to use paid for advertising

Facebook in particular is currently better value for money than Google in terms of CPC.



Their advertising tool is one of the most powerful available, allowing you to not only choose your budget, but also to go into such minute detail in terms of your target audience that you can be sure the people who see your post are very likely to be interested in it.

Using Facebook, Twitter and LinkedIn adverts to increase your visibility to the right people will get potential clients more familiar with you before you attempt the hard sell.

There are other techniques you'll come across during your journey into social media.

We think, though, that as long as you follow the tips above when you're setting out and continue to follow them even when you think you've reached your destination, you won't go far wrong.

Above all, remember, it's about communication, not marketing.