



How To Implement a **Social Media Marketing Strategy**





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Introduction

Are you just starting out on leveraging social media for your business?

Or maybe the countless routine tasks like scheduling posts, launching ads, social listening, and dealing with influencers are already piling up.

Within this guide BT Web Group will show you how to implement a successful social media marketing strategy for your business.

You'll be able to prioritize your work and achieve consistency by breaking down all your tasks into what needs to be addressed on a daily, weekly, monthly, and quarterly basis.



Do This Daily

Engage Your Audience (Reminders)

- Check and reply to comments and questions.
- Find your brand mentions online and react to them.
- Review and comment on influencers' posts.
- Explore industry news and hot topics.
- Discover trending hashtags.
- Research industry-related keywords and threads.
- Watch what your competitors are posting.
- Update your posting calendar.



Daily Steps To Engaging Your Audience

No customer likes to be ignored, so keeping track of comments and questions from your current and potential clients is critical. To maintain their satisfaction and your brand's reputation, respond quickly and respectfully.

Don't be afraid of the critical comments, they give you an opportunity to prove to your clients that you care before your competitors say that you don't.

Monitoring Your Brand Mentions Online

People will discuss your brand on the Internet, and you need to check what they're saying. For example, ignoring an influencer's comment is either a missed opportunity or (in the case of criticism), a potential reputation crisis that can be prevented.

Unfortunately, it does happen that people forget to tag you (add an @-sign, for example) when making comments on social platforms. So the easiest way not to miss a valuable mention is to use special brand monitoring tools.

Reviewing & Commenting on Influencers' Posts

This suggestion follows on from the previous one. If you are alert to what the opinion leaders in your industry are up to in the social space, you can easily jump in with your expert opinion or prompt them to test your new tool or feature.

Exploring Industry News and Hot Topics

Keeping up with all the latest updates in the industry and sharing these with your audience is common decency and a sign of professionalism. There are hundreds of tools out there (like Feedly or Inoreader) that can help you automate this process, saving you from having to go and check every information source yourself.

For sharing (social posting), we recommend tools with dedicated content curation features as they allow you to add RSS feeds from your favorite resources, so you can simply scroll through the list and repost the articles you like with one click.



Do This Weekly

Stay ahead of the competition (Reminders)

- Capitalize and improve upon on competitors' best-performing posts.
- Track the results of your ongoing campaigns.
- Boost well-performing posts.
- Synchronize with other teams' goals and upcoming activities.
- Create a posting schedule for the week.

Researching Industry-Related Keywords and Threads

Specific keywords can help you quickly find industry-relevant threads and discussions that you can jump into.

Google Alerts is a great tool for this: it allows you to track any keyword across all the sources that Google tracks (including YouTube), and receive notifications.

Watching What Your Competitors Are Posting

Competitors share their news. Whether it is a new product, a big promotion or a special offer — all of these things can impact the loyalty of your customers. Keep an eye on your competitors' activities and find smarter ways to outdo them. Have they posted an article and left some users' questions unanswered? Be sure to address these in your posts and start an engaging discussion around them.

Updating Your Posting Calendar

Checking your posting schedule is the last but not least activity as it lets you prioritize your content by moving your important posts to the most potent time slots and make room for ad hoc occasions.

Discovering Trending Hashtags

Your hashtag strategy strongly depends on the goals you want to achieve. It may be brand awareness, engagement, reach or some improvements in client relationships.

Once you know what it is you want to accomplish, you will need to do some research and decide exactly which hashtags will work best for your upcoming posts. Let's look at some examples.

Branded hashtags (brand awareness): #Charityball2018

Niche interest hashtags (niche audience engagement): #dachshundlover

Seasonal hashtags (exposure): #christmaswear

Location hashtags (local reach): #manchesterfood



Capitalizing on Your Competitors’ Best-Performing Posts

Identifying your competitors’ top-performing content is only half the battle; you must be able to adapt it to your needs and audiences. Here are some tips on how to take advantage of your competitors’ posts:

1

Address the questions that they haven’t answered.
This will let you provide your followers with unique value.

2

Leverage their highest-performing post formats.
The greatest thing about having competitors is that you are sharing the same audience. If you notice that their infographics are beating your video tutorials, it may be time to rearrange priorities.

3

Offer strong alternatives to the content they are sharing.
Do their online games cause massive engagement on social? Try to beat them with a fun holiday-themed quiz.

Tracking the Results of Your Ongoing Campaigns

Monitoring the results of your ongoing campaigns will give you an opportunity to tweak them in case something goes wrong.

All major social networks have their own analytics services, which provide great insights into your performance.

Boosting Well-Performing Posts

Some content has more potential than it first appears, and requires a little help to be unlocked. If you see, let’s say, a Facebook post that performs notably better than your other materials, just give it a quick boost to benefit from maximized reach.

To get an even bigger picture of your accomplishments, add UTM parameters to your promoted posts and track them in Google Analytics.



Synchronizing with Other Teams' Goals and Upcoming Events

Most companies have a variety of tools and services to manage their activities. This may be comfortable, but sometimes leads to missed deadlines and failed projects, as people don't sync on a regular basis. The best way to avoid this kind of situation is having a shared marketing calendar, where you can assign tasks to your team members and receive timely updates on a project's progress.

Creating a Posting Schedule for the Upcoming Week

You don't want to end up posting 15 posts on Monday and only 2 on Tuesday, do you? Ideally, you should have a personalized posting schedule, with the same number of slots on weekdays; on weekends, it's OK to post less, for obvious reasons.

Some posting tools allow you to create content queues once your schedule is all set up. That way, you won't have to think about how and when to schedule your next social media activity; you just send your post to the queue, and it will go live at a preset time.

Another important thing to remember is to leave room for ad-hoc campaigns (for example, holiday campaigns). Make sure you always have a spare slot or two per week where you can fit in such promos.

This article will help you avoid the most common mistakes in social media content planning.



Do This Monthly

Enhance Your Social Media Strategy (Reminders)

- Identify your month's successes based on stats and adjust your strategy.
- Analyze your competitors' social strategies.
- Compare your performance against competitors'.
- Research upcoming industry news and events.
- Define the next month's ratio of educational to entertaining content.



Identifying Your Month's Successes and Adjusting Your Strategy

Has there been an unusual spike in likes and comments in response to the video you posted a few days ago? Or maybe you've noticed extra interest in a piece of news you've shared. Keep track of these (and other) stats and use them to reconsider the upcoming month's goals and strategy.

Set very clear metrics you are going to track to assess each of the planned activities. For example, if you are entering a new market, decide how to measure your efforts to increase brand awareness, as the number of purchases is not important at this stage.

Analyzing Your Competitors' Social Strategies

Then it's reasonable to check where your competitors are going with their social strategies. If you think you need expensive tools to gain insight into their plans, think again. Native analytics of social networks coupled with manual reviews of your competitors' pages will be enough for you to spot their weak points.

Next, it's advisable to sneak a peek into their ongoing ad campaigns by visiting their Facebook Info and Ads section. It will show you their current newsfeed ads and landing pages they lead to. Who knows, you might find a strategy or two that you may want to test yourself!

Finally, remember to keep an eye on your competitors' hashtags. Not only will you be able to spy on their special offers or competitions, but it can also help you spot any significant changes in their strategies.

Comparing Your Performance Against Competitors'

Once you know what your competitors are doing, it is time to see how strongly you stand against them. It is essential that you pay attention to relative metrics, such as engagement rate. This parameter is especially helpful when you are trying to compare the performance of different profiles with varying audience sizes.



Researching Upcoming Industry News and Events

Did you know that holidays and events make your customers more receptive to your marketing campaigns? Spicing up your campaigns with some fun ideas is a great way to entertain your users and give them a good reason to check out your products and/or services.

Defining the Next Month's Ratio of Educational and Entertaining Content to Product Content

When it comes to posting, it is crucial to maintain a healthy ratio between your product content and external content. Whether it is going to be 70:30 or 50:50 should depend on the audience you are targeting. If you want to build a community around your brand, make sure you take into account your target audience's interests.

Run an experiment: try different ratios of entertaining content to product content each week during a month and see which ratio works best for your audience.

Don't be afraid to experiment with your best-performing content and "recycle" it; this can either mean rescheduling it for a different time or adapting it to new campaigns (for example, making an infographic or a quick animation out of your previous month's post).



Do This Quarterly

Planning and Reporting Activities (Reminders)

- Review and evaluate the last quarter KPIs.
- Conduct audience analysis to check your targeting.
- Make sure your brand image is consistent across all social channels.
- Set your goals for the next quarter.



Reviewing and Evaluating Last Quarter KPIs

Collecting stats about your posts' performance works well both on a monthly and quarterly basis. Quarterly reviews will let you focus less on details and more on the bigger picture.

For example, you may want to reassess the channels you are targeting; if some of them don't seem to bring any results, why continue being active in them?

Making Sure Your Brand Image Is Consistent Across All Social Media Channels

Does your company have a corporate style guide or a brand guide? Now is the right time to find out. Make sure your tone of voice, along with all the images you post, including scripts and colors, matches your brand's style and is consistent across all social networks.

Conducting Audience Analysis

Ideally, a social media audience audit should be carried out at least every quarter.

This timespan is just enough for you to be able to spot any mismatches between your real audience and what you have been imagining them to be.

Start by gaining insights into your followers' interests and demographics by using the analytics provided to you by your social network accounts (Facebook Analytics, Twitter Analytics, Instagram Insights, etc.)

After that, picture your ideal customer (you may end up with several personas if you are active on more than one social network).

Finally, tailor your content to your ideal customer personas.

Setting Your Goals and KPIs For The Next Quarter

Remember to always set your quarterly goals based on your company's and your team's goals; this will also help you in creating a content plan for the next 3 months and with setting priorities correctly.

Social media KPIs are there to help you determine the performance of your social media campaigns and their ROI. Here, you must go beyond vanity metrics like follower and like counts. Instead, try to focus on the following:

1

Reach.

Watch out for metrics like followers/fans, impressions, traffic data.

2

Leads.

There are different ways of measuring social media lead generation. Speak to your analytics team to learn how to approach this task.

3

Engagement.

Your metrics here may include profile visits, active followers, brand mentions, comments, shares, likes, and clicks.

4

Conversions.

How will you measure the ROI from social media, unless you track customer acquisition and conversion rates? Applying segments to your Google Analytics is a great way to track conversions.



Conclusion

Social media is very important for businesses to market on because it allows you to reach, nurture, and engage with your target audience — no matter their location. When a business can use social media to connect with its audience, it can use social media to generate brand awareness, leads, sales, and revenue.

If you ever need assistance with implementing a successful social media marketing strategy, we're here to help.

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