



SOCIAL MEDIA MARKETING GUIDE FOR 2020

Social media marketing is a broad term that includes many platforms and marketing techniques. It can be simply defined as using social networks to market your brand, products, and services and achieving your marketing goals.

There's no denying the power social media has when it comes to building your brand and growing your business. Strategizing a complete social media guide is therefore essential to the success of your brand and business.

In this PDF, we will discuss some of the best social media marketing platforms, along with ways in which you can best utilize them.

Social media is the best way to make sure your brand and product are both highly visible and well-known among active consumers. Customers can't consider purchasing your product or service without first knowing that it exists. Social media is one of the best ways to spread the word.

In this day and age, formulating a social media guide isn't just about being "tech-savvy". It's about understanding your target audience and knowing which social media platforms will work best to engage them. So remember, do your research! You also need to know how to best maximize the potential of each of those social media platforms.

Before we get into specific social media strategies for different social media platforms, consider your brand's specific goals. The best brands are authentic ones. Therefore, crafting a personalized social media guide that aligns with your brand is essential.

Your superpower is your special skill, gift, or area of expertise. Your brand story often involves the story of how you became an expert in your specific niche.

If you are new to online advertising and marketing, you will want to start with one platform, two max. Once you have mastered those, you will want to move onto the others, one at a time. However, try and spend a couple of weeks becoming an expert on one platform before moving to the next.

With a well-established plan and commitment to long-term consistency, you'll be building your own global empire in no time.

INSTAGRAM

Instagram is one of the most popular social media platforms, even though it does not have the massive user base that Facebook does. However, it does give FB tough competition with over 1 billion active monthly users.

It is one of the most versatile social media marketing platforms and provides various content formats and selling options. From creating an Instagram store to simply engaging your audience via IGTV videos, you can do a lot here.

Needless to say, Instagram is one of the most important social platforms and deserves its own social media marketing strategy and initiatives. And, with the launch of more business-friendly features like shoppable posts and Stories, it has become an even more effective marketing platform.

According to Oberlo, Instagram users spend at least one hour daily on the platform, making it the second-most engaged social site underneath Facebook. Instagram uniquely utilizes solely videos and photos, which are likely to receive higher engagement than text alone.

Building your following on Instagram is also in your best interest because marketing on the platform gets even easier once you have at least 10,000 followers. You're able to share embedded links, driving traffic to your website directly from your Instagram stories once you have 10,000 followers or more.

A picture is worth one thousand words, so make sure your Instagram images stand out from the crowd.

Growing your Instagram following will require dedication and patience. Remember that growing an impressive social media following takes time. That's why you can't get discouraged if the growth isn't happening fast enough for your liking. Is your goal to be an influencer with over 100,000 followers? Be strategic and consistent, in order to achieve these loftier goals in due time.

MARKETING TIPS

- Create and optimize your Instagram business account.
- Use a profile picture that represents your brand.
- Use your bio to tell your brand story, describe what you do, provide contact details, and a website link.
- Select a username that is recognizable and searchable.
- Experiment with the different types of content like posts, stories, IGTV videos, and live videos to see which one does best.
- Create your own Instagram store.
- Use popular industry hashtags in your captions to reach a broader audience (I recommend at least 6). #WinningAtBusiness
- Create your own brand or campaign hashtags to take your Instagram marketing campaigns to the next level.
- Try influencer marketing and experiment with the different types of brand-influencer collaborations.
- Leverage user-generated content from time to time and use tactics like featuring users in your feed to encourage them to create content for you.
- Make use of Instagram's built-in analytics tool to understand what type of content works best for your audience.
- Decide on a posting frequency and stick to your schedule.
- Leverage Instagram Highlights to save important Stories and showcase them right at the top of your profile.

CONTENT THAT WORKS

- Tutorial videos, hacks, and DIY tips are a huge hit on Instagram.
- Instagram is a visual platform and therefore, high-quality, beautiful images are what will get you immediate attention.
- IGTV and live videos can be used for hosting interviews and Q&A sessions.

- Memes, GIFs, and other humorous posts also have a dedicated audience on Instagram.
- Experiment with Instagram filters and the various video options like Boomerang videos, Superzoom, etc.

YOUTUBE

YouTube is the world's biggest video search engine and video-sharing platform. And, being a video-only platform does not in any way diminish its importance as an important social media marketing platform.

Video is the most engaging form of content and is very versatile. And, YouTube is the best platform to share video content, if you know how to market it well.

MARKETING TIPS

- Conduct thorough keyword research and select the best keywords to target.
- Optimise your YouTube profile, video titles, and video descriptions with relevant keywords.
- Select video titles that describe the video and immediately grab attention.
- Always add CTAs to your videos, descriptions, and in the "About" section of your YouTube channel.
- Add website links in video descriptions and on your profile to direct traffic to your website.
- Integrate with other social media platforms by using social media icons and links.
- Leverage YouTube influencers to reach a much larger audience.
- Cross-promote your YouTube videos on other platforms as well.
- Optimize your videos, titles, and descriptions for mobile devices as well.

CONTENT THAT WORKS

- Any form of medium or long-form video content works on YouTube, as long as it is relevant to your audience and engaging.
- Tutorials, how-to videos, unboxing, product reviews, etc. are some of the video types you can start with.

- YouTube is also a great platform to tell your brand story in the form of a video.

FACEBOOK

Facebook is still considered to be royalty in the social media world, with 2.3 billion active users. Since it's one of the most popular social media platforms, it's a no-brainer that you include Facebook marketing in your social media marketing strategy. Best of all, you can share photos, sales copy, videos, and blog posts on this platform. In that sense, think of Facebook as the swiss-army knife of social media.

The launch of Facebook's business pages was something that took it from a social network to a full-fledged marketing platform. Any business that has an online presence has a Facebook business page. Brands use Facebook marketing in a lot of ways and not just to drive traffic to their websites.

According to a 2019 study conducted by Pew Research Center, 3/4ths of adult Facebook users visit the site on a daily basis.

One of the many benefits of marketing on Facebook is that you can post a wide variety of content so your consumer won't feel unengaged. So, how do you create different types of content that still feel aligned with your brand?

The key is to alternate. If you're marketing your brand on Facebook, don't post two videos in a row. Maybe one day you'll share a video, but the next day you'll post an insightful blog post.

On Facebook, I'd also suggest sticking to a specific posting schedule in order to stay consistent. This way your followers always have a new piece of content to look forward to, and they can know when to expect a new post.

MARKETING TIPS

- Create your Facebook business page and optimize it by selecting a good profile picture, name, and a compelling bio.
- Also, ensure that you select the most relevant business category.

- Create a custom URL that represents your brand and is memorable, instead of using the default URL.
- Always add a CTA button at the top right of your page.
- Provide all relevant business information on your business page, including your contact details and a website link.
- Understand your audience by using Facebook Page Insights.
- You can use a chatbot solution to immediately greet and converse with any new page visitor.
- Post regularly and at the times when you're likely to get more engagement.
- Leverage Facebook advertising and create lookalike audiences to target specific sets of people.

CONTENT THAT WORKS

- Short video posts that are engaging and useful.
- Posts with images work better than just text-based posts.
- You can use emojis to make your text-based posts stand out.
- Experiment with live videos and stories as these are quite popular on Facebook.

TWITTER

Twitter is very different from other social media marketing platforms, in that it started out as a text-only platform.

Unlike other platforms, which are mainly visual, Twitter's power lies in short, crisp, and frequent tweets. It is very dynamic and requires a more frequent posting schedule if you want to use it for marketing purposes.

A lot of brands have leveraged Twitter to build massive followings and market themselves. You can do the same if you know how to tailor your marketing strategy to match the platform.

MARKETING TIPS

- One rule of thumb for Twitter marketing is to tweet frequently and consistently or else you will lose your audience's interest.
- Also, schedule your tweets and post at regular intervals, preferably during the best times to post on Twitter.
- Though the platform has traditionally been text-based, you can use images in your tweets to grab attention and make your tweets stand out.
- Hashtags are your best friends when it comes to Twitter marketing. Find and use relevant hashtags to reach a much larger audience.
- Optimize your Twitter profile by selecting appropriate profile and cover images and username.
- Write an interesting bio describing your brand and what it stands for. Also, add your website link and links to other social media accounts.
- Ask people to retweet, it doesn't hurt and might just get you more retweets.
- Twitter is the best platform to engage in social media conversations on trending topics, so, comment, retweet, and share your opinions.
- Mention relevant people or brands if you are sharing something related to them.

CONTENT THAT WORKS

- Short, frequent updates from an event or any latest happening with your brand.
- Humorous tweets, memes, jokes, one-liners, anything that is witty and crisp.
- Useful, informational tweets on trending industry topics.
- Questions, quizzes, and polls.
- Teasers or links to content on other platforms like your website.

LINKEDIN

LinkedIn is more of a professional network than a social network but is an excellent platform for B2B marketing. Platforms like Instagram and Snapchat might be fun for personal use and even great for B2C marketing, but LinkedIn wins the game when it comes to B2B marketing.

This is a platform where industry experts share their opinions and informative content on current topics. If you want to establish yourself as an industry thought leader, then this is the platform for you. Of course, for B2B businesses, it is also a key lead-generation platform.

As said by Bill Gates, “Power comes not from knowledge kept, but from knowledge shared.” Apply this helpful piece of advice to your marketing strategy. By teaching your followers valuable information or sharing knowledge, you can drive traffic to your brand and build credibility.

One of the best social media platforms to do this on is LinkedIn. The platform features many blog-style articles usually regarding business or branding advice. If you can teach other like-minded professionals in your industry something they’ll find valuable, they’re more likely to purchase or recommend your product.

Moreover, LinkedIn is also a great way to network with those in similar industries who may be a bit further along than you are. Use this to your advantage by using LinkedIn to find mentors, or people to collaborate with. Offer to take someone you admire out for lunch, to hear about their journey.

A presence on LinkedIn is also a great way to get clients, since LinkedIn is full of professionals with money.

MARKETING TIPS

- Create an impressive profile that helps you make a good first impression on your profile visitors.
- Create a proper company profile, describing your business, products, and services, etc.
- Use keywords to get your profile to rank for relevant searches.
- Leverage the power of LinkedIn groups and join relevant ones.

CONTENT THAT WORKS

- Informational articles on industry hot topics, consumer challenges, etc.
- Opinion pieces and thought-leadership content.
- Reports, studies, long-form articles, etc.

OTHER

Medium, Hacker News, Reddit, Digg, and LinkedIn Pulse can all send you massive amounts of traffic. It's important to post content here that is appropriate to the audience.

Post content on Medium or LinkedIn. New content is fine, but repurposing your content is a better strategy. This will give a whole new audience a chance to discover and consume your existing content.

You can also promote your existing content on sites like Hacker News, Reddit, or Digg. Getting upvotes can create valuable exposure that will send tons of traffic to your existing content.

For a minimal investment, you can get some serious exposure and traffic!

IN CONCLUSION

There are many more social media platforms I have not covered here, but if you create a large following on the above platforms, and learn how to convert those followers into buying customers, your business is sure to flourish.

Here is a great guide for advertising on the various social media platforms:

<https://www.bigcommerce.com/blog/social-media-advertising/#1-facebook-advertising>