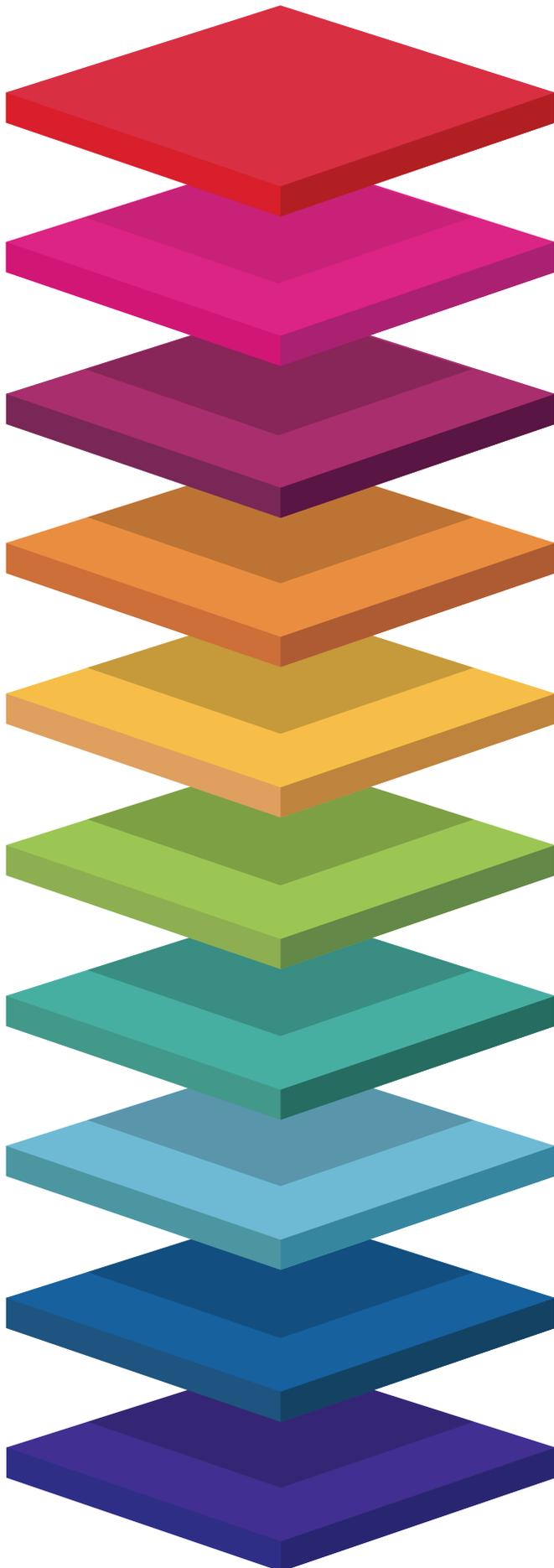


Top Ten Social Media Marketing Tips

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1. Research Your Audience

Success with social media comes from targeting the right audience. If you want ROI, engaging with your audience is essential. You need to understand who your target audience is. Without this understanding you won't know what their needs and wants are.

2. Consistency And Value

Regularly provide valuable and quality content to boost engagement across social media. When you generate value without asking for anything in return it builds trust in your audience. Ensure the content you post is relevant, interesting, and offers value for your customers.

3. Video Is King

For many companies that work on social media, video content marketing has become the secret sauce to marketing success. Recent figures show that 82% of internet traffic will come from video content in 2021. Ensure your video is insightful and persuasive, has a bit of creativity and humour.

4. Engagement

Most social media algorithms work based on engagement. This means you can have thousands of followers yet only a couple of hundred people see your posts. Why is this? The more followers who engage with your profile, the more likely they will see new posts in the future.

5. Community

Facebook groups are a great place for building a community. It ensures your audience remain connected with your brand and encourages discussion around your products or services. They work because the audience is clearly interested in your brand, product or service - they're essentially pre-qualified leads.

6. Influencers

Influencer marketing can be very effective for businesses of all size. Influencers are individuals with a large number of followers who create content that allows business owners to spread awareness about their products or services. 40% of social media users say they made a decision because of an influencer's post.

7. Smaller Platforms

There are a multitude of social networking sites out there which aren't as popular as Facebook, Instagram, Twitter or YouTube but are gaining popularity in their niche area. Consider Pinterest, Mix, Snapchat, and Tik Tok but make sure you customise your content by platform.

8. Customise Content

Great social media marketing strategies include creating tailored posts for each social media platform, rather than constantly distributing the same message across all pages. The purpose of the content you post should be in sync with the purpose of the platform you post on.

9. Use The Right Tools

Social media can take a lot of time to get right. Coming up with the idea, creating the content, ensuring you have developed for the correct audience, track and optimise all amounts to many hours of work each week. Tools are used to improve the process in social media which will, in turn, make things more efficient.

10. Analyse Your Results

To best track and evaluate your social media marketing strategy, keep the following metrics in mind:

1. Engagement - Likes, Comments, Shares, and Clicks
2. Awareness - Impression and Reach
3. ROI - Referrals and Conversions