



# COVID-19 RESPONSE

In partnership with  brilliant red

# Welcome

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# COVID-19 Webinar:

## How to Create a Future Proof Social Media Strategy in 5 Simple Steps

2 July 2020

# Agenda

- **What is a Social Media Strategy**
- **Why Your Business Should Have One**
- **Social Media Strategy in 5 Steps**

# What is a Social Media Strategy?



“A social media strategy defines how your organization will use social media to achieve its communications aims and the supporting platform and tools it will use to achieve this.”

# Does my business need a Social Media Strategy?

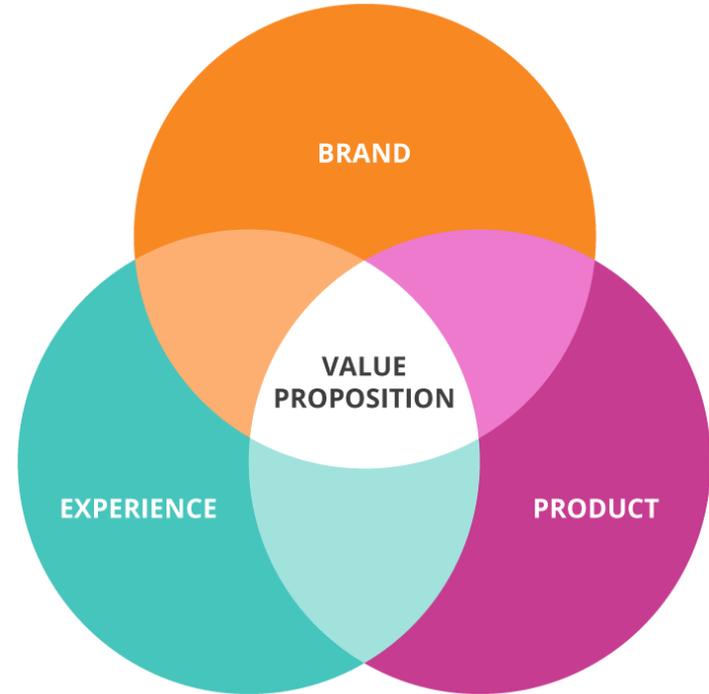
Yes...

# Why?

- **Social Media is still growing**
- **It drives purchase decisions**
- **No strategy puts you behind competitors**
- **Your customers are on Social Media**



# Create Value for Your Brand

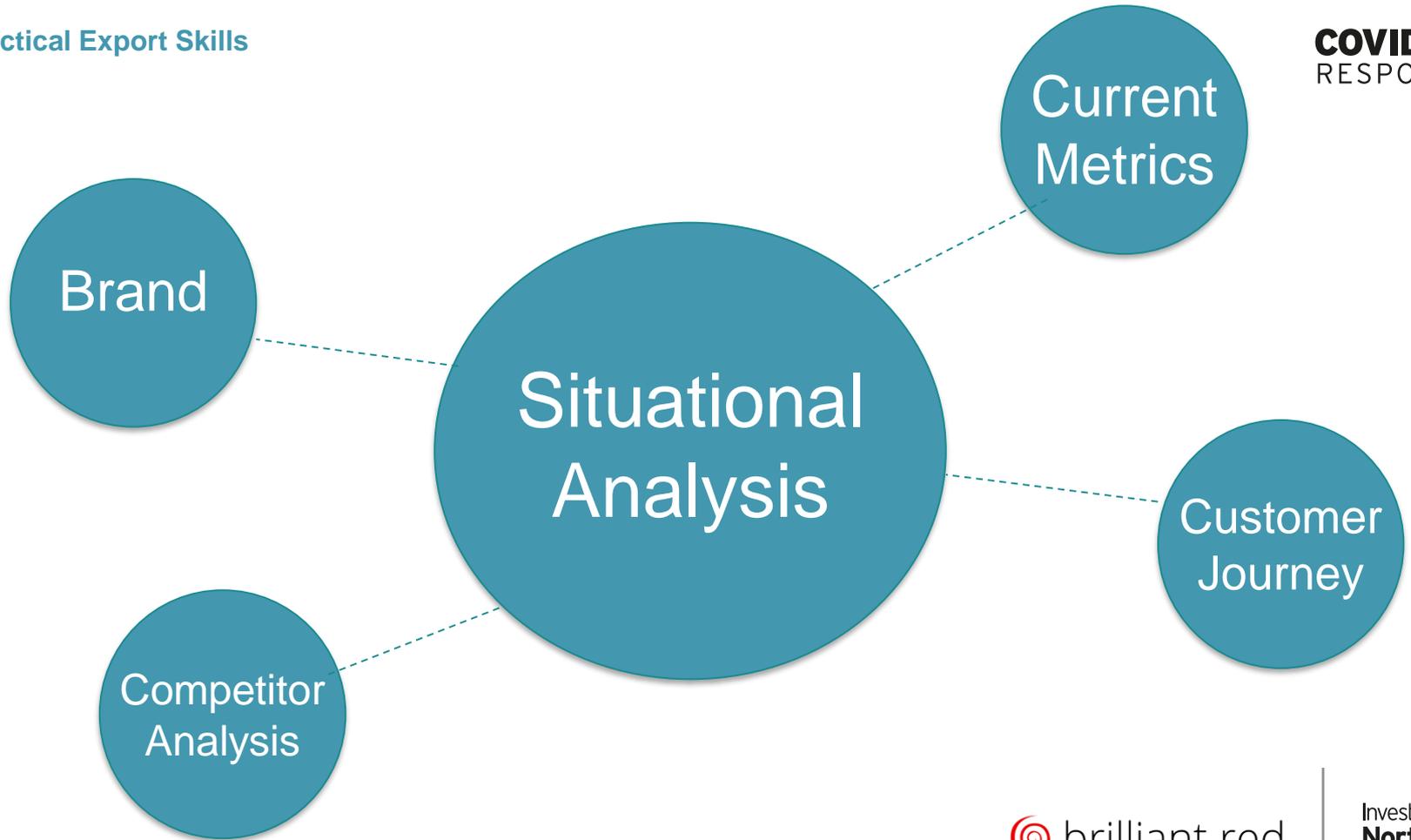


# Social Media Strategy in 5 Simple Steps

1. **Situational Analysis**
2. **Set Objectives**
3. **Find Your Audience**
4. **Content**
5. **Test, Measure & Iterate**

# Step 1

# Take stock of the current situation



# Social Media Audit

Take stock of:

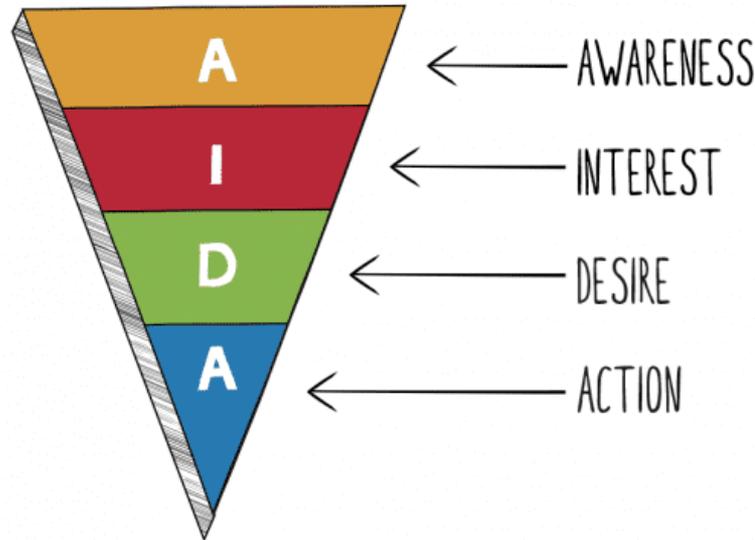
- What is working?
  - What is not working?
  - What can be improved?
- 
- Social Media profile information
  - Engagement metrics (clicks, reactions, video views)
  - Publishing metrics
  - Audience demographics (age, gender, location)
  - Referral traffic (to website, use Google Analytics)
  - Channel specific metrics (retweets, pins, blog views etc.)



# Customer Journey

Where does Social Media fit in?

## THE AIDA MODEL



# Competitor Analysis

- Identify competitors on Social Media
- What platforms are they on?
- How are they using them?
  - How often do they post?
  - How many followers do they have?
  - What type of engagement do they have?
  - Who engages with them?
  - What type of content do they share?
- Social Media SWOT Analysis
- Use advanced tools such as Buzz Sumo, Sprout Social



# Brand

- Define how you want your brand to be perceived
- What do you stand for?
- What sets your business apart?
- What tone and voice resonates with your audience?
- What type of writing/ content style fits with your brand?
- Is your brand consistent across all Social Media profiles?



# Step 2

# Set Meaningful Social Media Objectives

# Top Social Media Goals for 2020

- Increase Brand Awareness
- Generate Leads and Sales
- Grow Your Brands Followers
- Increase Community Engagement
- Increase Website Traffic



# Step 3 Research Your Target Audience

# Research Your Target Audience

## Gather Real World Data

- Find out who follows and who engages with you by:
  - Analyzing existing social tools, each platform has insights/analytics
  - Use data from your Audit
  - Look at website (Google) Analytics
  - Analyze customer information (CRM)
  - Survey/ talk to customers
  - Use tools such as Buzz Sumo to research content



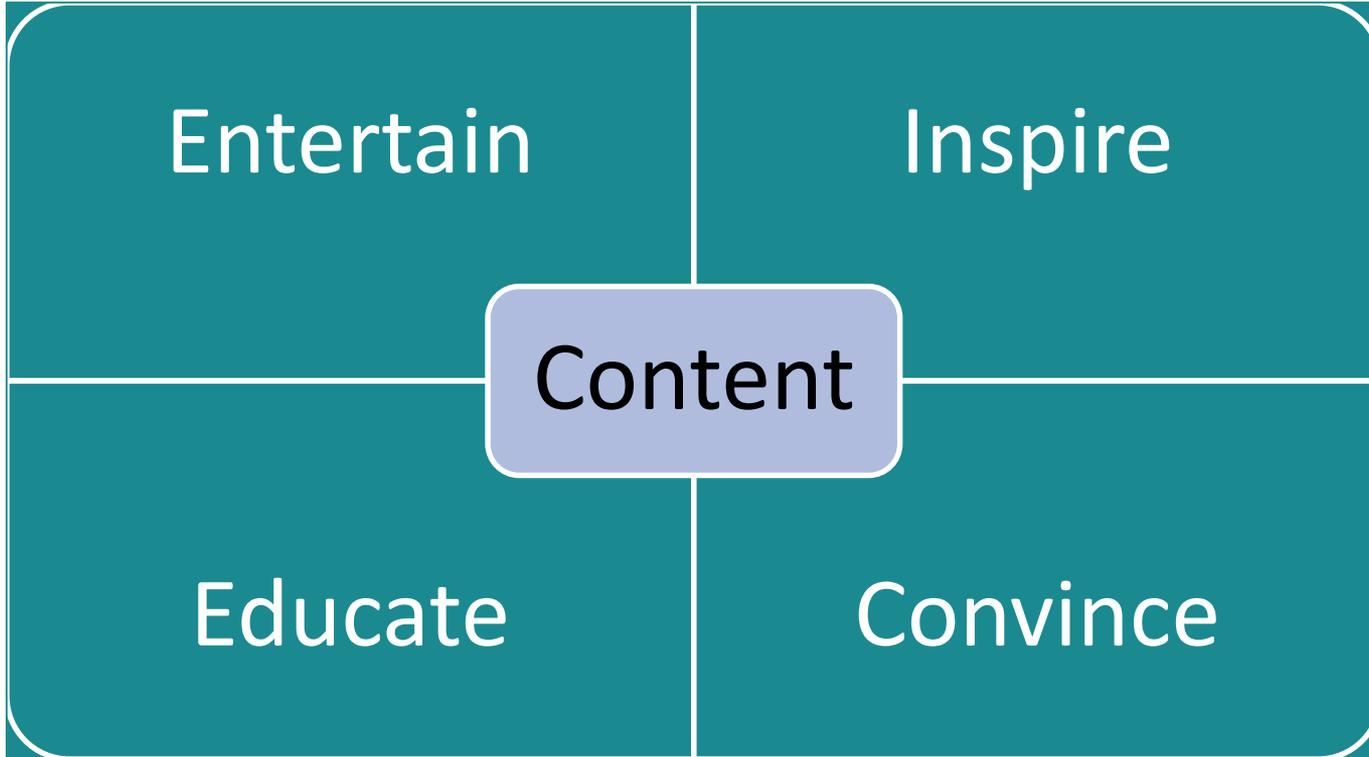
# Research Your Target Audience

## Create Audience Personas

- Why create Audience Personas?
- How to create them?
  - Who are they? (Age, Gender)
  - What are they interested in that you can provide?
  - Where do they usually hang out online?
  - When do they look for content ?
  - Why do they consume the content? How do they consume the content?
- How to use them: create content that is valuable and of interest to them.



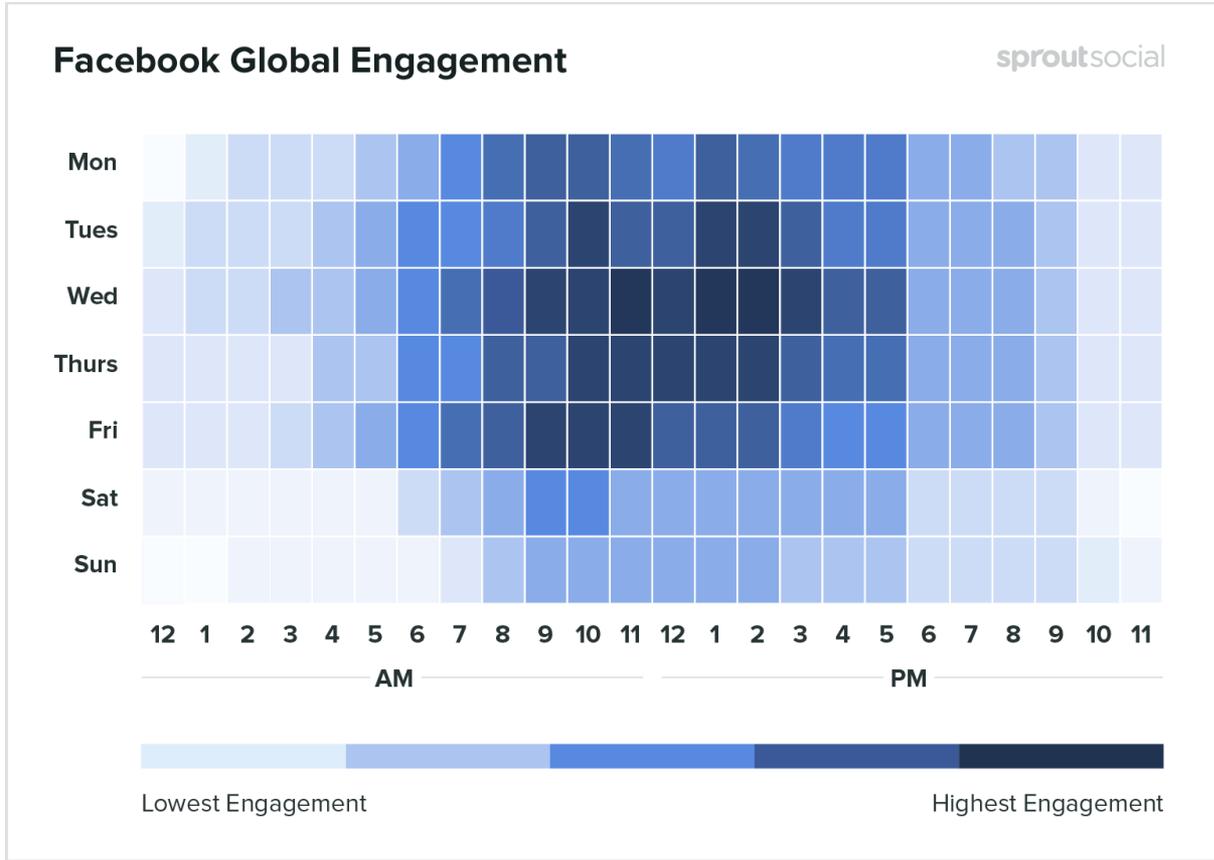
# Step 4 Create Content for Your Target Audience



# Content

- Tell your brands story through your content
- What type of content are you going to post?
- Which channels are you going to post on?
- How often are you going to post?
- When are you going to post?
- Create a Content Calendar





## How often should you be posting?

*If people love your updates, you can typically always get away with posting more.*



8 - 15 per week



8 - 15 per week



5 - 10 per week (posts)  
(8 - 16) x 2 per week (stories)



35 - 70 per week

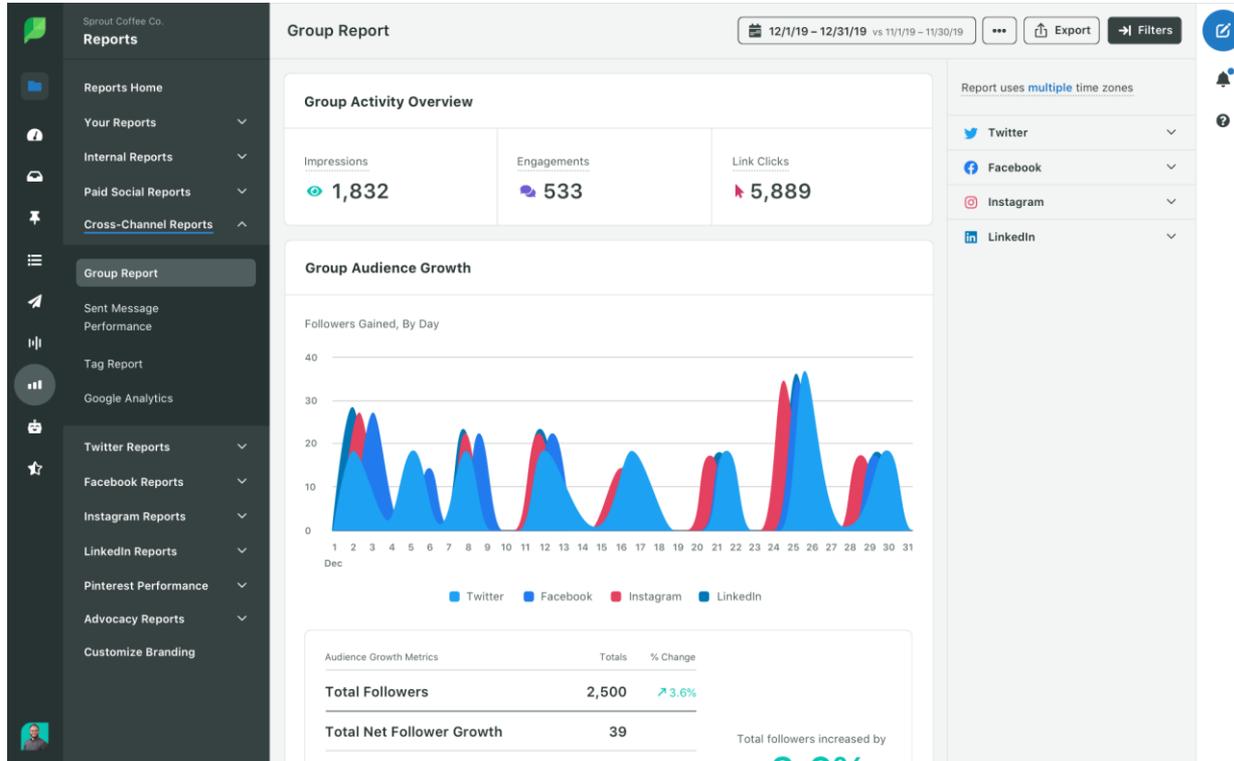


21 - 70 per week



5 - 20 per week

# Step 5 Test, Measure and Iterate



# Test, Measure & Iterate

- Top tips for measuring the effectiveness of your Social Media Strategy
  - Accept you are not going to get it right the first time, trial and error
  - Define roles e.g. who will monitor and compile data
  - Decide on how often you will measure? e.g. monthly reports with weekly monitoring.
  - Create a template for reporting (Excel) or use advanced tools such as Sprout Social, Buzz Sumo, Hootsuite.
  - Evaluate strategy after one month and content weekly, if it isn't working, iterate, adapt, pivot!

# Test, Measure & Iterate

- Establish important metrics, guided by your objectives:
  - **Increase Brand Awareness**
    - Reach, Views, Impressions, Engagement
  - **Generate Leads and Sales**
    - Number of leads and sales from Social Media enquiries
  - **Grow Your Brands Followers**
    - Increase in followers on Social Channels, Likes, Follows etc.
  - **Increase Community Engagement**
    - Engagement rate increase =  $\text{social interactions} / \text{reach} \times 100$
  - **Increase Website Traffic**
    - Use Google Analytics to track visits to your website

# Test, Measure & Iterate

- Analyze the metrics, ask questions such as:
  - How do these compare to metrics from our Social Media audit?
  - How do they compare to competitors or related products?
  - Are they what we predicted?
  - What can we do better?
  - Do we need help?

# Questions

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