

LEARN MORE

# YOU'LL LAUGH, YOU'LL CRY, YOU'LL SEE REAL VALUE IN SOCIAL MEDIA MARKETING AGAIN

**"A RIVETING STORY!  
REALLY GOT ME THINKING.  
TWO THUMBS WAY  
UP!" - CRITICS, AFTER  
READING YOUR COMPANY'S  
FACEBOOK POSTS (THANKS  
TO THIS EBOOK).**

We've got your guide to making your followers' relationship with your social content a love story for the ages. And like all great stories, this one comes in three acts:

**Act One** - Set the stage by making sure you're talking to the right people on the right platforms.

**Act Two** - Create content they'll really, really enjoy reading. So much that they'll click a link, maybe share with friends.

**Act Three** - Keep 'em hooked with a solid engagement strategy.

After that comes happily ever after. Here's how to create your company's social media presence.

# THE COMPONENTS OF A MEANINGFUL SOCIAL MEDIA PRESENCE

## CHOOSE YOUR PLATFORMS

Do you know your demographics?

What platforms are those people on?

What does success look like on that platform?

Have you created your accounts?

Can people get to those accounts from your website?

## NOW CREATE SOME CONTENT

Do you know your audience as people?

What's your voice and tone like?

Do your voice and tone need to be tailored to the platform?

Are you setting your content up to get found?

Do most of your posts include a link or a CTA?

## ENGAGE, ENGAGE, ENGAGE!

Do you respond to messages?

Do you engage with other pages?

Do you invite comments and reactions?

Is engaging with your content fun for your audience?

# BUT WHAT DOES IT ALL MEAN?



There's a big difference between using social media in your personal life and establishing a presence for your company. To understand how to establish a good social presence for your company, we'll go through your checklist item by item.

## DO YOU KNOW YOUR DEMOGRAPHICS?

What are the demographics of your target customers? You can help determine what platforms you should be on by looking at who your customers are.

Are your products Business-To-Business (B2B) or Business-To-Consumer (B2C)? Do your customers tend to be older or are you marketing to college kids? At this point, you're looking at general information like age and job title. We'll get into more detail later on.

## WHAT PLATFORMS ARE THOSE PEOPLE ON?

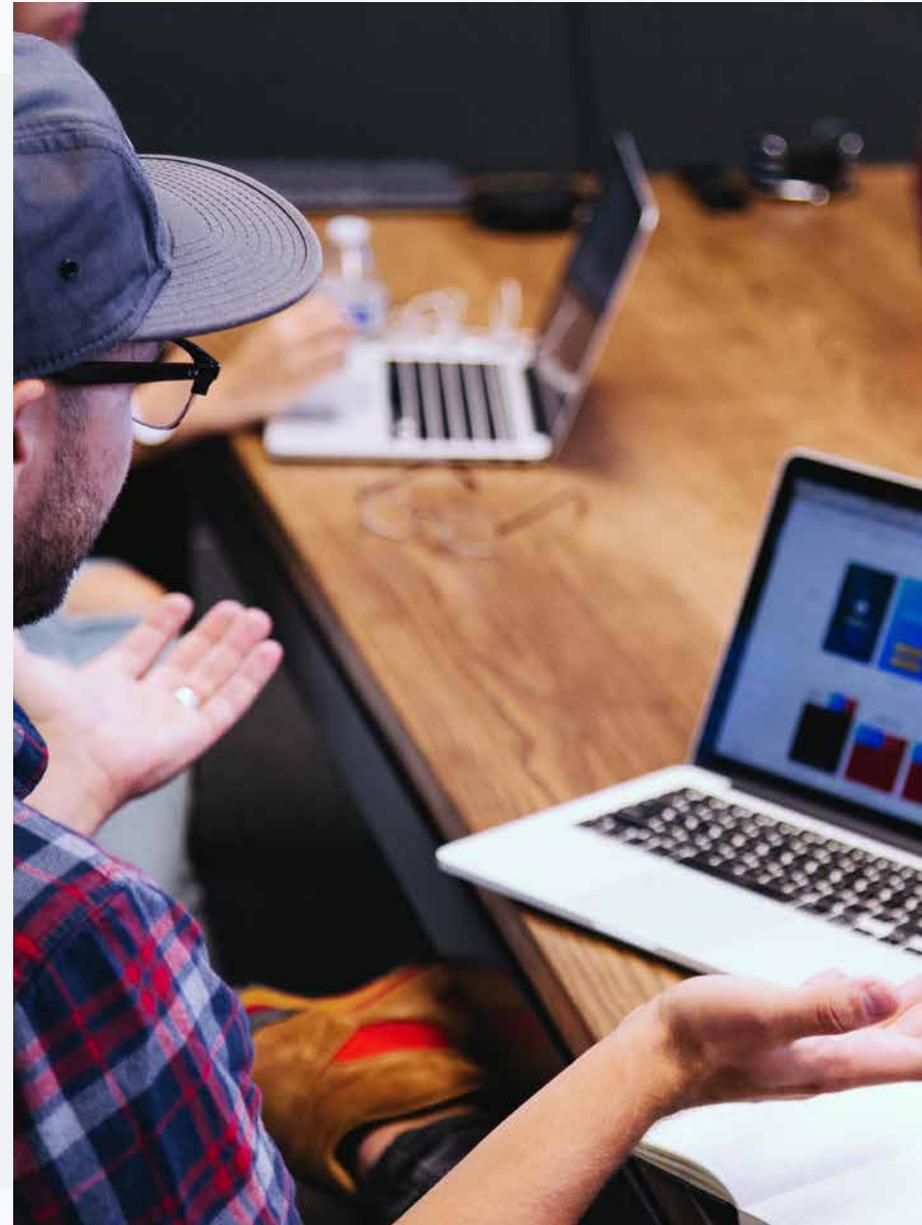
**Different platforms attract different people.** The most effective way to use your time will be to choose only a few platforms that will let you make the most impact. This will let you spend more resources creating valuable content for those platforms specifically, and engage with people there, rather than trying to be everywhere.

Here are a few examples:

While Facebook still enjoys broad popularity and will be core to most businesses' social strategies, that popularity has dropped a bit in recent years, particularly with younger users. That said, most people are going to expect your company to have a Facebook page, so you definitely should. Users on Instagram, Snapchat, and YouTube tend to be much younger than those on other platforms. Meanwhile, Pinterest tends to attract more women than men.

You'll also want to consider what people are doing on those platforms, that way you know when they would most value seeing your content.

For example, people tend to use Pinterest and Instagram to shop for B2C goods. On LinkedIn, people are looking to make professional connections and thus this is a great for B2B companies.



### WHAT DOES SUCCESS LOOK LIKE ON THAT PLATFORM?

How do people interact with the platforms you've chosen? This will help you set meaningful goals so that you know if your expectations are realistic and your content is driving value for your business.

For example, there's only one place to click on a link on Instagram - the bio. It's really not the platform that's going to drive traffic to your site. It's also hard to share an Instagram post without downloading a third-party app for it. Success on Instagram means likes and comments.

Facebook and LinkedIn, on the other hand, makes it easy to click a link, leave a comment, or share a post with friends.

Know how people engage with the platform you're looking on so you can tailor your goals to that behavior.





### HAVE YOU CREATED YOUR ACCOUNTS?

Now it's time to set up your accounts! Choose a handle that's as close to your actual business name as possible, since that's what people will be looking for when they want to find you or tag you in something.

Keep the appearance of your profile nice and polished. You don't need a lot of text in your cover photo, and your profile picture should be your logo to make it easier to identify you. Take advantage of the features that the platform offers. You can list your service on FB if you're a service-based business, and most platforms will let you share your company's story.

### CAN PEOPLE GET TO THOSE ACCOUNTS FROM YOUR WEBSITE?

Finally, make it easy for people who already know about you to follow you on those platforms! People will expect to be able to find your social platforms from your website, so include a link somewhere. Including the icons with links to your profiles in either the footer or header of your site is the best way to do this. Alternatively, you could add them to the contact page.

## DO YOU KNOW YOUR AUDIENCE AS PEOPLE?

You spent a lot of time in step one identifying who your customers are and what platforms they're on. Now, why are they there? Create content that caters to those interests and concerns.

If you're targeting DIYers on Pinterest, you can cater to that interest by creating crafty tutorials or recipes using your products. If you're after people on LinkedIn, thoughtful advice for business leaders or job seekers would be a better fit.

Make sure you're creating content that speaks to these interests regularly. Keep answering their questions and posting content that they will find valuable.

## WHAT'S YOUR VOICE AND TONE LIKE?

What does your company sound like? Are you casual and fun? Do you have the type of professional voice that builds authority? Are you corny or sophisticated?

Making sure you're writing with a consistent voice and tone will help people develop a connection to your company and will make your content more memorable.



## NOW CREATE SOME CONTENT PART 2



### DO YOUR VOICE AND TONE NEED TO BE TAILORED TO THE PLATFORM?

Not every voice is going to work with every platform. For example, when people are on LinkedIn they're probably at work, so your voice should be a little more buttoned-up there. When people are scrolling through Facebook they're more casual, so you can throw in an emoji or two if it fits who you are.

### ARE YOU SETTING YOUR CONTENT UP TO GET FOUND?

If you're on Instagram or Twitter (or even LinkedIn!) make strategic use of hashtags to help your content get found! Tagging other profiles and encouraging people to share your content can also help it reach new eyeballs.

And, of course, if you need new eyeballs on your content, [you should probably be running ads](#).

### DO MOST OF YOUR POSTS INCLUDE A LINK OR A CTA?

Building up excitement without giving the next step leaves your readers all dressed up with nowhere to go. Ask for them to click a link, or share the post, or comment. (Just remember to ask for just one thing. Maybe two, but only if it's really important.)

### DO YOU RESPOND TO MESSAGES?

People aren't patient. Respond to messages and comments quickly and people will reward your effort by continuing to engage with your page. We check our client's pages daily.

On some platforms, this can even earn you a badge that indicates to users that if they message you, they can expect to hear back quickly!

### DO YOU INVITE COMMENTS AND REACTIONS?

Does your content start conversations? If you don't ask people to engage directly, they probably won't do so, so creating the sort of content that's intended to start a productive conversation will encourage engagement.

### IS ENGAGING WITH YOUR CONTENT FUN FOR YOUR AUDIENCE?

Are you adding value? If your followers aren't benefiting from your content, whether by learning something or by being entertained, then they're not engaging with it.

Content that invites positive emotions is good for generating engagement. People love sharing funny, inspiring posts. Just remember to keep it positive and avoid controversial content that could make people upset or frustrated with your brand.



# HOW TO GET STARTED - TOOLS AND TUTORIALS

OVER THE YEARS WE'VE PICKED UP A FEW TRICKS AND TOOLS THAT HELP US CREATE KILLER SOCIAL CONTENT FOR OUR CLIENTS. BELOW, YOU'LL FIND LINKS TO A FEW RESOURCES TO HELP YOU PICK THE RIGHT HASHTAGS, TAKE GREAT PHOTOS, AND MORE.

Now, go forth and get social!

**HASHTAGIFY.ME** - Plug a hashtag into Hashtagify.me and it will tell you how popular it is on Twitter, and what related hashtags people use with it.

**SENDIBLE** - Sendible lets you schedule social posts, keep track of people who are engaging with you, and monitor subjects and tags that are relevant to your business. Most importantly, it lets you build out dynamic reports on the performance of your social platforms.

**CANVA** - Make cute holiday graphics, recolor photos that are looking dull, or add your logo to a shot for added branding.

**TAKING PRO SOCIAL PHOTOS** - You don't need a professional camera crew to get started building a professional social presence. Here's how to use your phone to take great pictures for your business.

**SOCIAL ADVICE FROM OUR IMCS** - We've got a little experience writing for social media - pick up a few tips from the IMCs at Tytanium.

**RETAINER INFOGRAPHIC** - A lot goes into building a great social presence, and your schedule is already hectic. If you're looking for someone to help simplify your digital marketing for you, here's how our retainer marketing services work.