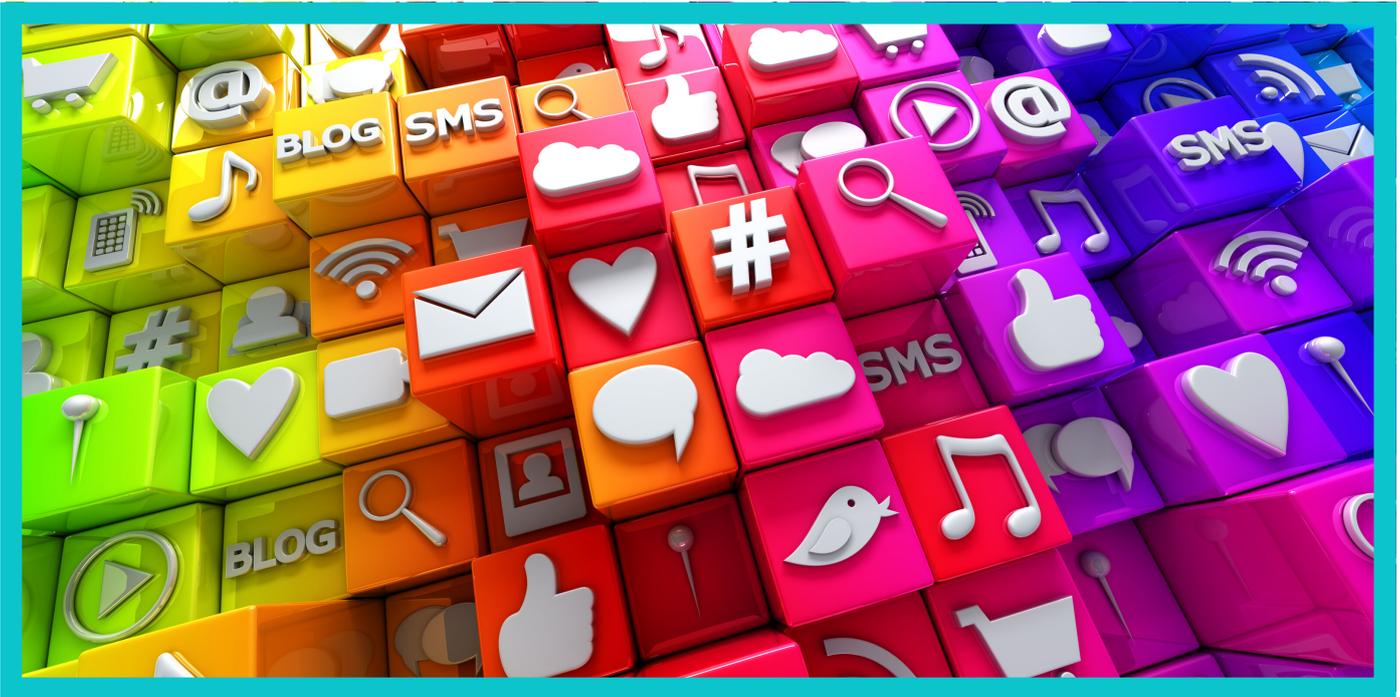


social media basics.



contents.

- introduction
- top platforms
- value for small business
- setting goals
- analytics & reporting
- hints & tips
- ideal posting times

an introduction to social media.

Right now, social media is a huge opportunity for you to reach your target audience and to increase sales.

Let's take a look at the different types of social media platforms and how you can use them to reach your target audience.

social media: an introduction.

With so many options out there, it's often hard to choose an area to prioritise. After all, you're a small business—you most likely won't have the time to monitor six different social media accounts. Luckily, you can stick with just a few platforms and still get that optimal reach that social media provides.

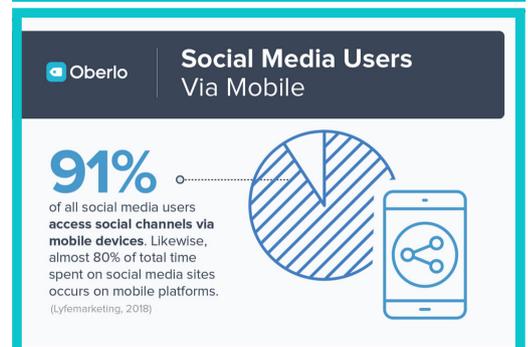
The following will give an overview of the four main social media sites and which markets they best serve. With this in mind, you can decide which platforms will reach your target audience through digital marketing - and ensure your resources are where they matter most.



usage statistics.

- ▶ There are now 3.484 billion active social media users around the world.
- ▶ This number represents 45% of the world's population and an increase of 280 million since January 2018. This growth rate is likely to continue in 2019.
- ▶ In the last month 98% of internet users have visited or used a social network or messaging service.
- ▶ During 2018 there was a 10% increase in the number of mobile social media users. Today, the number totals 3.256 billion people, which is 42% of the global population.
- ▶ In the UK specifically, there are now 45 million social media users. This equates to 67% of the entire population.
- ▶ Of these, 39 million are mobile social media users. If you are not optimising your campaigns for mobile, then your content will not be having the desired effect.

The UK is very much a mobile first nation.



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social media: the top platforms.

You will need to decide which platforms are best for you - don't make assumptions about where your target audience spends their time online - a little research will go a long way. Now we will look at the most popular social media platforms:



The oldest site still in widespread use today, Facebook is a far reaching platform that has users all over the world. Businesses can choose from a variety of options, including professional pages, paid post promotion, and native advertising. Facebook's reach is so expansive that some small businesses choose to just have a Facebook page and not have a website. While this is not a recommended approach, it is a testament to the power of Facebook's audience. If your target customers fall into any of these groups, Facebook is a must:

Seniors (55+): Facebook is growing with this demographic as it's where they can see pictures of their grandchildren and family.

Foreign markets: Unlike other social media sites, Facebook is used globally. It's especially common in Middle-Eastern countries and Europe, though less common in Asia.

Small niche market: Facebook is home to many "groups" where people of unique interests congregate. If you own a small niche business, Facebook might have an entire Group of potential customers.

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social media: the top platforms.



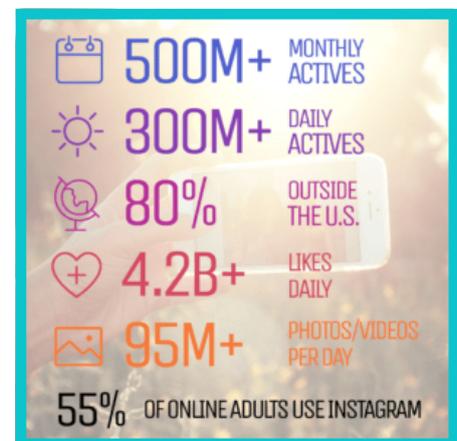
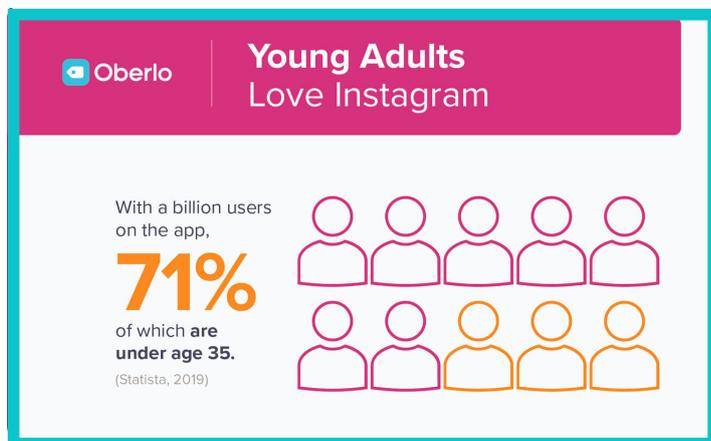
Second only to Facebook, Instagram has a relatively large following and has been around for several years. It's much harder to find seniors on Instagram, which has a primary audience of millennials and teens, but Instagram's international following is similar to that of Facebook.

The distinguishing factor on Instagram is its reliance on pictures; to be successful on this platform, you must produce high-quality images and video content. This is difficult for many small businesses, but it's worth it in the end.

Instagram is essential for the following groups:

Millennials: By far, the largest population of Instagram users are people under the age of 25. If that's your target market, Instagram is a must.

Women: Statistically, women are much more active than men on Instagram. If your product is unique to women, this platform is the perfect place to promote it.



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social media: the top platforms.

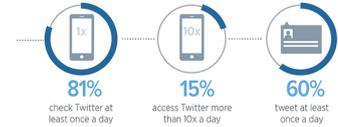


This is a good platform for marketing to younger audiences. Ordinary people and businesses often have the opportunity to go "viral" on Twitter, since a string of re-tweets can help your content reach millions of people. With this heavy sharing aspect on Twitter, it's a great opportunity to spread the word about your content.

Twitter is uniquely suited to the following groups:

Teenagers: Like Instagram, Twitter is popular among teens. Your content has a good chance to go viral among this group through re-tweets if it's funny, interactive or thought provoking.

Millennials: People slightly older than teenagers, just out of college or in the early professional range, are also available on Twitter. They adopted the trend when Twitter first came out and they were teens, and they still actively use it.



The best times to post on Twitter are thought to be:

Wednesday at 9am
and Friday at 9am

Tuesday/Wednesday are
the best days to post

The safest times to post
are Monday to Friday from
8am-4pm

Saturday gets the least
engagement.

Times that get the lowest
engagement are every day
from 10pm-4am

#HASHTAGS

People use the hashtag symbol (#) before a relevant keyword or phrase in their Tweet to categorise those Tweets and help them show more easily in Twitter search.

Clicking or tapping on a hashtag in any message shows you other Tweets that include that hashtag.

Hashtags can be included anywhere in a Tweet.

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social media: the top platforms.



The most business focused form of social media, LinkedIn is a great way to connect with other businesses and professionals. It's an older platform that relies less on media content and more on text-based updates. While LinkedIn is a great place to form connections and find employees, it's not the best platform for large-scale marketing or gimmicky campaigns. It is, however, perfect for B2B small businesses and niches.

If you're targeting these groups, LinkedIn is your best bet:

Businesses: If your services are B2B, LinkedIn is a great place to promote them. Unlike other forms of social media, its primary purpose is the business connection, so companies will be on the lookout for businesses and services like yours.

High-profile people: Some small businesses directly serve executives or high-profile people. If that's you, a LinkedIn profile is necessary. It shows that you are serious, professional and established.

50%

OF LINKEDIN MEMBERS
ARE MORE LIKELY TO BUY
FROM A COMPANY THAT
ENGAGES WITH THEM

linkedin tips.

Use a high-quality, professional headshot

Write a snappy headline and summary. In your headline, describe what you do in under 120 characters, and include relevant industry keywords.

Add whatever notable skills, certification or abilities you have, and ask your friends and colleagues to endorse you.

Try to write a new article at least every three months, and cover topics that are hot in your industry. Pay attention to pictures and title length, too. Your title should not exceed 60 characters.

Ensure your profile is always kept up to date, and only relevant information and skills are included.

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social media: value for business.

Whether you're a start-up and handle all the marketing, or a local business trying to manage social while also balancing the books, there doesn't seem to be enough time in the day to prioritise social media.

While social media may be one of the first things to fall off your to-do list when you're low on time, remember: Social media is valuable for businesses of any size or industry and finding customers on social media has a direct impact on sales and your bottom line.

While finding and keeping customers can be a challenge, it's equally as important to build and maintain relationships with the customers that you already have.

Not only that, but the number of social media users willing to buy from you increases if you use social media not just for publishing posts, but for actually engaging with your social media audience.

customer experience.

Any missed opportunities or poor customer experiences can cost you the business you've worked tirelessly to build. These missed opportunities and poor customer experiences are especially dangerous if you're not active and engaging on social as a business, because they're invisible to you until it's too late.

Proven tactics show how positive actions and engagements on social media can prompt customers to choose your business.

The proof is in the pudding:

Social media is a key channel for growing revenue for your small business and should be prioritised.



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social media: setting smart goals.

Setting the right goals will not only help you prove your success, but also help you figure out which tactics are working. This makes it much easier to scale your social media presence.

Choosing goals can be tough, and there are a few different ways to settle on the goals based on the results you want, such as what your peers are doing, and by the industry that you're in.

The goal of your social media marketing should never be to simply bulk schedule and blast out posts - the social networks don't reward you for a publishing-only strategy and neither do your customers.

Being too promotional is the number one reason consumers will unfollow you on social media platforms.

You need to publish content to drive awareness, reach and overall brand awareness. Do not underestimate the importance of responding to your customers to create great relationships.

choose your goals.

Choosing goals by studying your peers. You can set goals by looking to your peers in the social marketing space.

It's important to know that whenever you're feeling overwhelmed or frustrated with social media marketing, there are people out there facing the same challenges.

A recent study asked marketers what their biggest goals are on social media. The top goals social media marketers are aiming for are to:

- ▶ Increase brand awareness
- ▶ Increase community engagement
- ▶ Increase website clicks

If these goals seem to align with your own, then make sure to keep track of them, as well!



SPECIFIC

- State what you'll do
- Use action words



MEASURABLE

- Provide a way to evaluate
- Use metrics or data targets



ACHIEVABLE

- Within your scope
- Possible to accomplish, attainable



RELEVANT

- Makes sense within your job function
- Improves the business some way



TIME-BOUND

- State when you'll get it done
- Be specific on date or timeframe

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social media: analytics & reporting.

Goal setting is one thing, but tracking your progress is crucial to measure success – using social media analytics can help figure out what is, and isn't, working for your business, and should be a regularly used feature.

Social media is a great place for consumers and brands to connect, as long as they remember one thing: Social media may provide your brand's first and last impression, so both need to be good ones.

Analytics Definition:

“Social Media Analytics (SMA) refers to the approach of collecting data from social media sites and blogs and evaluating that data to make business decisions. This process goes beyond the usual monitoring or a basic analysis of retweets or ‘likes’ to develop an in-depth idea of the social consumer.”



Insights.

Impressions:

The number of times an individual saw your message.

Engagements:

The number of times an individual has interacted with your message, including:

- Likes
- Favourites
- Shares
- Retweets
- Clicks
- Comments
- Follows

Engagement rates:

The number of engagements divided by the number of impressions.

Visits:

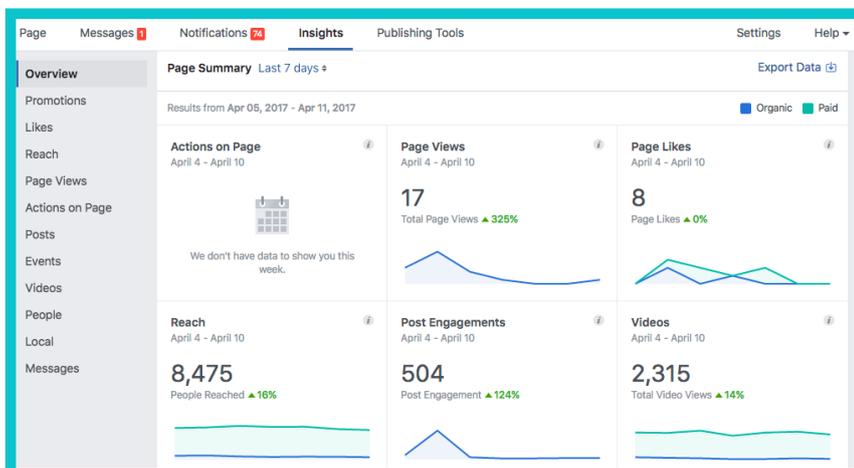
The number of times someone visited your profile page.

Mentions:

The number of times your brand was mentioned on social.

Followers:

The number of individuals who follow you on social, usually shown as an increase or decrease over time.



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social media: tips for small business.

Now you know why social media is valuable for your small business, how to set goals that will have an impact on your bottom line, and how to track those goals with social media analytics. Now let's get into some of the more tactical stuff. Here are tips for smaller organisations ramping up their social media marketing.

1

Identify your social audience:

The first step in creating a successful campaign is getting to know your audience, your target market. Though you may understand your audience, there is also social data you can access to verify your understanding.

Get a better understanding of your social audience by using data from social media analytics - this is an abundance of data that can help you identify who and where your audience is so you can create content you know they'll enjoy. You can explore so many different sections in your analytics to find out who is engaging with your content.

2

Build relationships with engagement:

Remember, customers are 71% more likely to purchase from a brand after a positive experience. That's because engaging with your audience on social is critical. Customers may reach out to you for a number of reasons, and a recent survey asks why they're reaching out to brands via social media platforms. Responding to customers to answer their questions in a timely manner is essential to building a deeper relationship - you'd never ignore a customer in person, so make sure you don't miss them online!

3

Search social for new opportunities:

You can search social media for keywords or hashtags relating to your industry, local area or product range, to name a few. For example: Someone posts in a local group looking for scented candles. You run a company that makes them...

Give them a simple Like or Comment. Chances are they will check out your page and see that you offer what they want and may visit you. Actively reach out to them. Acknowledge their original message in a way that shows you care about their opinion or question, and maybe even offer them a coupon code or discount.

4

Create a social content calendar:

If you're not taking the time to plan your social media calendar in advance, you may end up scrambling to find content to share. This is a big problem because sharing quality content across your social channels is key to engage your audience and attract new customers. There are a couple of key steps to creating a schedule to stay on top of your social media platforms, and it doesn't have to be a big job.

- Figure out what sort of content resonates with your audience
- Decide on how often to post to each social network and profile
- Create or source great content to share

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social media: tips for small business.

Keep your content relevant to your business and goals for the most part - but be mindful that social media is also a great way to present the personality behind the business, so don't be afraid to engage with your audience. Visuals are important on social media too, you don't need to be a professional photographer - but do ensure that pictures are clear and focused.

5

Post your content at optimal times:

Social media is constantly evolving, and user behaviour changes with it. One fact that doesn't change is that all social platforms move fast, with a constant stream of content vying for attention. You want to get the most eyes possible on your content and maximise engagement by knowing the best times to post on social networks. There is plenty of data to show which times are best to publish on each platform. And it's also a good idea to check on your optimal send times. You can do this by studying your social media analytics and finding trends in when posts get top engagement.

6

Find the best hashtags to use:

While hashtags may seem a bit played out, they're still critical for social media. When used correctly, hashtags can be an effective way to grow your reach, encourage engagement, join in current conversations and help customers find you. Not sure which hashtags to use? Looking at other businesses in your industry and your local area to see what tags they are using is a great starting point. Hashtags are not case-sensitive, but adding capital letters does make them easier to read: #MakeAWish vs. #makeawish.

7

Create great visuals:

Social media is a very visual experience. Posts need to grab attention as people are scrolling through their news feed, and utilising great visuals is a key tool. These visuals should look as inviting and professional as possible. For example, if you stock or use products from a brand, they will usually be able to provide you with branded imagery to share on your social platforms. When people hear information, they're likely to remember only 10% three days later. However, if a relevant image is paired with that same information, people retained 65% of the information three days later.

8

Create social media videos:

Video content is an amazing way to increase your engagement on social channels but creating videos can be intimidating. Whether you don't have the necessary supplies to shoot something quality, don't have the proper location to film or have just a bit of stage-fright, it doesn't have to be hard and here are some tips:

- Base your video content on your objectives and goals.
- Video marketing is never one and done - make more!
- Keep it short.
- Write yourself a script - don't wing it.

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social media: Ideal posting times.

The best times to post on social media are when your customers and followers are actually online. Each social platform will have a different time that works best for the audience. For example, the best time to post on Facebook is different than the best time to post on Instagram. Remember to use **your** analytics and insights to determine what content and timings have the best engagement for **your** business. My personal belief is that you should always check what times are best for **YOU** but the timings below can be a good starting point.

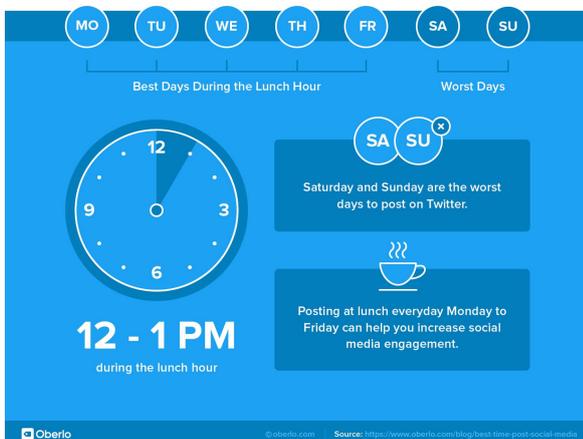
Best Time to Post on facebook



Best Time to Post on Instagram



Best Time to Post on Twitter



Best Time to Post on LinkedIn



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