

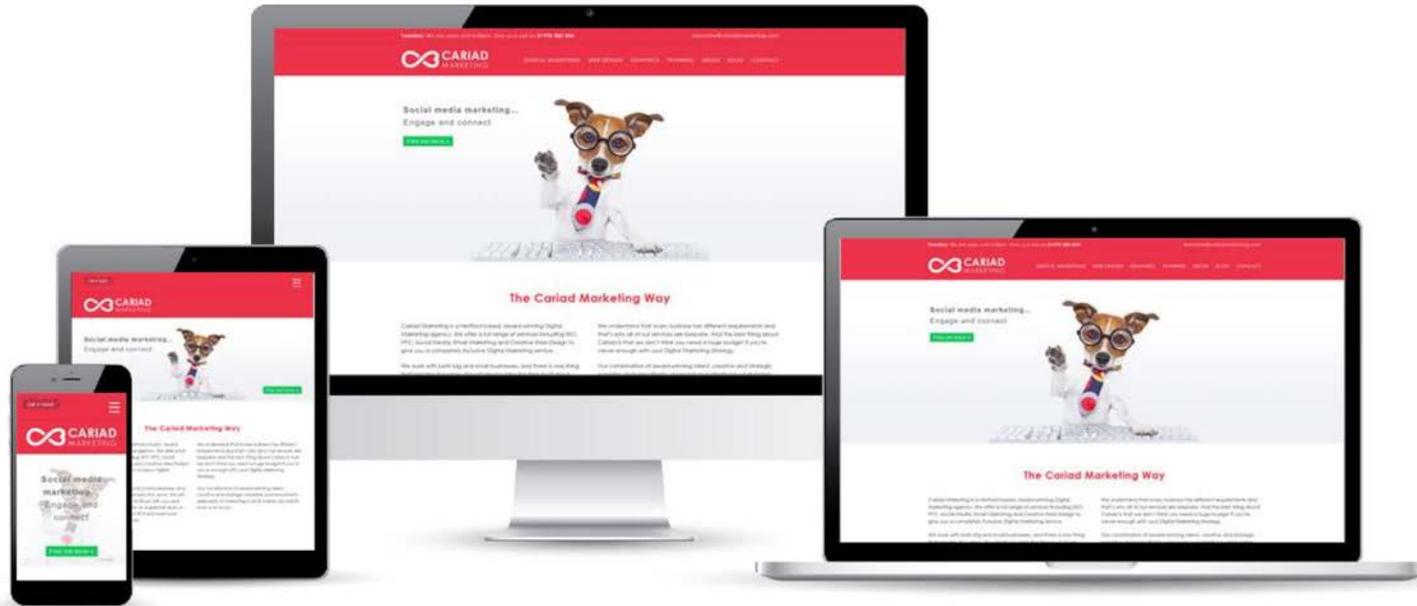
Social Media...

...making it work for your business

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Managing Director



Who we are



What we do



PPC



Social Media



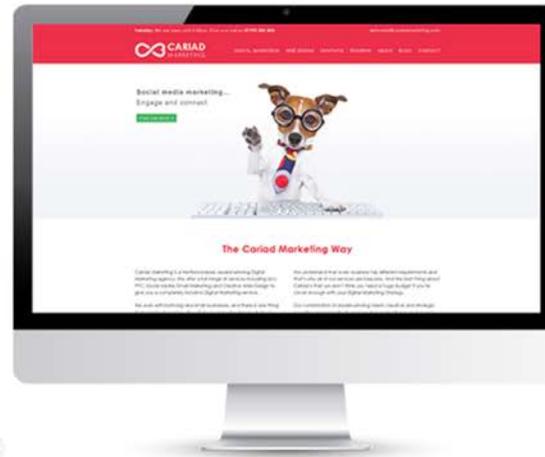
Video



Content Marketing



PR

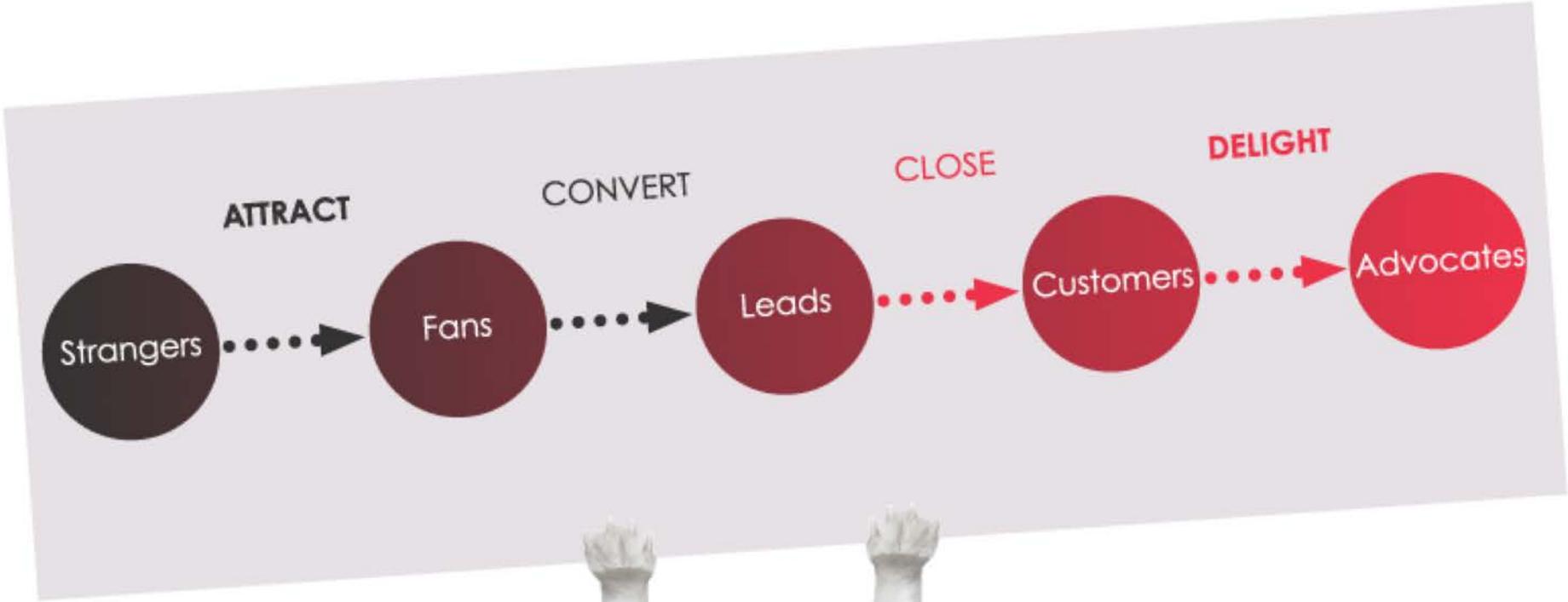


SEO



Web Design

The role of social media



Before you start



Is your website fit for purpose?

- ★ What is the user experience?
- ★ Is it mobile friendly?
- ★ Is it secure?
- ★ How fast is it?
- ★ Can it be found in search on brand terms?
- ★ When was it last updated?
- ★ Can you effectively measure conversions?
- ★ Have you installed tracking tags?
- ★ How easy is it for customers to contact you or book online?

Have you prepared a strategy...

What is social selling



“Social selling is the art of using social networks to find, connect with, understand, and nurture sales prospects. It’s the modern way to develop meaningful relationships with potential customers that keep you — and your brand — front of mind, so you’re the natural first point of contact when a prospect is ready to buy.”

Why you should be doing it



- ★ Lets your business build real relationships
- ★ Your prospects are already engaged in social buying
- ★ Your competitors are already using social selling

Best practices



Show up



Listen strategically



Provide value



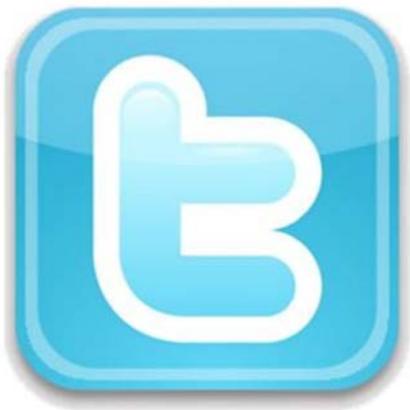
Build meaningful relationships

Tools to help you



- ★ Sprout Social
- ★ Hootsuite
- ★ Tweetdeck
- ★ Hashtagify.me
- ★ Likealyzer.com
- ★ Buffer
- ★ Canva.com
- ★ Boomerang
- ★ TikTok
- ★ Platform specific tracking tags e.g. Facebook Pixel, LinkedIn Tag, Twitter Tag

Social Media



TM



Social Media Profiles



- ★ Optimise your profile
- ★ Ensure all company details are correct
- ★ Ensure map listing is correct (if appropriate)
- ★ Add your opening times
- ★ Link to your website
- ★ Add 'info' section - include keywords
- ★ Add products / services
- ★ Add Events
- ★ Encourage reviews & respond (if possible)
- ★ Add offers

Organic posts



- ★ Post regularly - frequency dependent on platform
- ★ No blatant selling
- ★ Focus on your audience (and not on yourself)
- ★ Solve problems
- ★ Different posts for different platforms
- ★ Variety of content
 - Photos
 - Text only
 - Videos
 - Infographics
 - Boomerangs
 - Stories
- ★ Like and be liked. Share and be shared. Comment and be commented on.
- ★ Be useful. Be helpful. Be interesting. Be compelling.

Advertising



- ★ Set clear budgets
- ★ Set clear KPIs
- ★ Set timelines
- ★ Select ad format based on objectives
- ★ Be specific with your targeting e.g.
 - Geographical
 - Interests
 - Job Titles
 - Age
 - Gender

Define what GOOD looks like!

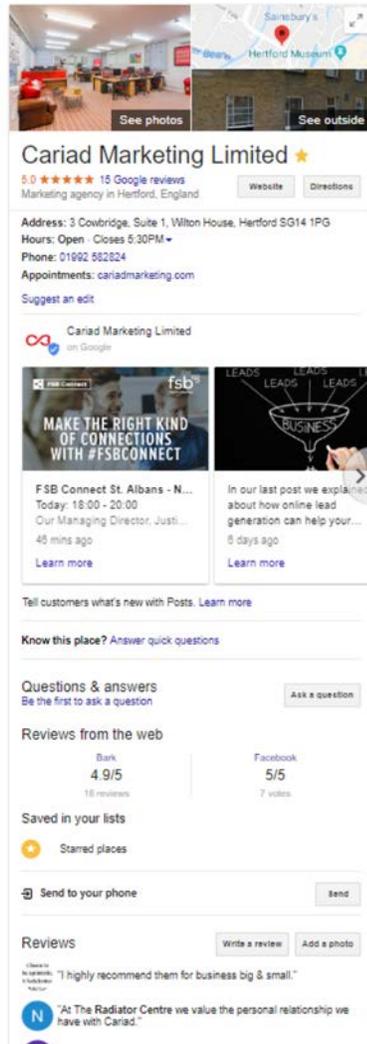
Measure & evaluate



- ★ Each social platform has analytics
- ★ Social Media Management tools
- ★ Offline measurement e.g. where did you hear about us...
- ★ Google Analytics
- ★ Review and refine
- ★ If it's not working.... STOP!

MAKE SURE ALL LEADS AND SALES ARE TRACKED!

Google My Business



Tactics

- ★ Claim your GMB account
- ★ Ensure all company details are correct
- ★ Ensure map listing is correct
- ★ Add your opening times
- ★ Link to your website
- ★ Add 'info' section - include keywords
- ★ Add products
- ★ Add Events
- ★ Encourage reviews & respond
- ★ Add offers
- ★ Review Insights every week
- ★ Two posts EVERY week

Questions



Thank you