

Making Sense of Social Media Marketing and How to do it Well

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Let's be real. It's 2018, and if you're in the business world (or the world at large), you have a decent understanding of social media and its function, right? But what if you were told that Facebook penalizes "overly promotional Page posts" with gradually decreasing organic traffic or that Twitter has six forms of communication networks? Would you still believe yourself to be social media competent?

Although about 96% of marketers pursue digital marketing campaigns at the most basic level, social media can eat up both time and money if not done properly. It also has the potential to exponentially boost branding and traffic. If you've ever questioned the value of social marketing, here are just some of the ways it can improve your business when in the right hands.

Social media gets your brand recognized

Consistency and frequency are the name of the game when creating a social media presence. When 33% of customers credit social media with how they identify new brands, products, and services, it may just be the missing link for businesses lacking a consumer connection. Just a few hours a week posting on social platforms like Facebook, Twitter, Instagram, LinkedIn, Youtube, Snapchat, Pinterest, or Google+ will significantly increase your business visibility.

But high-quality, positive recognition comes only with the investment of time and effort. When companies create profiles on multiple channels, which they fail to update and maintain (a problem most common among small businesses without marketing departments), brand recognition may be less about quality and more about unprofessionalism.

BEST PRACTICES

START SLOWLY TO ENSURE QUALITY

In other words, quality over quantity is more important when you're unable to maintain and update multiple social media pages. Instead, start with one, presumably the king of social media - Facebook - and slowly create additional profiles when traffic and engagement have reached your quality goals.

Social media establishes a loyal following

A case study by "Science Direct," a journal dedicated to social and behavioral sciences, defined brand loyalty as a brand becoming "irresistible and irreplaceable" in the minds of consumers. Nothing may be more desired by a business than this epitome of brand attachment. Furthermore, the study concluded that social media campaigns are the most significant drivers of brand loyalty. So why not dive in? The ability to directly communicate with your audience establishes a relationship with your consumers. It can engage trust in a way that traditional marketing methods never could.

It's a modern adage that great customer service no longer exists, but a study by the Medallia Institute on the effect of engaging with customers in the digital sphere revealed how dialogue builds trust. Rapid responses to both good and bad customer expectations, service problems and product deficiencies yielded not only more positive responses from customers, but more skillful customer service. Brand loyalty is as much about recognition and awareness as it is about engaging with customers in such a way that they believe themselves to be your business' top priority.

BEST PRACTICES

POST CONTENT MOST RELEVANT TO YOUR TARGET AUDIENCE

It may take qualitative research or observations to understand the lifestyle of your customers and transfer this knowledge onto social media platforms, but relevant content is the second most important factor affecting brand loyalty. Find out what your customers are interested in, their activities, even their current perspectives on life and create posts accordingly.

Social media generates inbound traffic and SEO

Get traffic and you get that much closer to consistently higher conversion rates. Your website will surely remain silent without visitors unless you take steps to be found. That's why relevant content is key - give your audience a reason to need your website through your social messaging, and you'll keep them returning for more. In turn, the enhanced traffic on your social networks drives higher clicks. Search engines are robots, and a click is as good as a customer testimonial to your legitimacy and credibility. Earn this authority and you'll find your brand rising in the search rankings.

BEST PRACTICES

DON'T OVERLOOK LESSER KNOWN PLATFORMS LIKE GOOGLE+

There's no doubt that your social accounts matter to Google and to the people who are searching for you online. Social media profiles are often some of the top results in search listings for brand names and often surface well above a company's website on the search engine results page. While some may consider Google+ to be an ineffective social channel, a company's Google+ profile is one of the first things a searcher will see (and potentially click on).

How does your social media strategy look?

If you're unsure if you have a strategy, get in touch! We can create a social media strategy where you'll see measurable results and growth.