

THE BEST

Social Media Tips for Marketing

We've created this list to help you get started with your own social media and improve your business's social presence.



Social Media Content Planning

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Building a social media marketing plan is essential. Consider keyword research and competitive research to help brainstorm content ideas that will interest your target audience. What are other businesses in your industry doing to drive engagement on social media?

Great Social Content

Content is king when it comes to social media marketing. Make sure you post regularly and offer truly valuable information that your ideal customers will find helpful and interesting. The content that you share on your social networks can include images, videos, infographics, how-to guides and more!

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Social Media for Content Promotion

Social media marketing is a perfect channel for sharing your best website and blog content with readers. Once you build a loyal following on your blog, with social media you can help you build up more followers.



A Consistent Brand Image

Using social media for marketing enables your business to project your brand image across a variety of different social media platforms. While each platform has its own unique environment and voice, your business's core identity should stay consistent across each of them.



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Sharing Curated Links

While using social media for marketing is a great way to leverage your own unique, original content to gain followers, fans, and devotees, it's also an opportunity to link to outside articles as well. If other sources provide great, valuable information you think your target audience will enjoy, don't be shy about linking to them. Curating and linking to outside sources can create trust and reliability, and you may even get some links in return.

Tracking Competitors

It's always important to keep an eye on competitors. They can provide valuable data for keyword research and other social media marketing insight. If your competitors are using a certain social media marketing channel or technique that seems to be working for them, consider doing the same thing, but do it better than they are!



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Social Media Crisis Management

Things don't always go swimmingly for brands on social media. It's best to have a playbook in place so your employees know how to handle a snafu. Know how you're going to react and have some canned responses.



Measuring Success with Analytics

You can't determine the success of your social media marketing strategies without tracking the data. Google Analytics can be used as a great social media marketing tool that will help you measure your social media marketing, as well as determine which strategies are better off abandoned. Attach tracking tags to your social media marketing campaigns so that you can properly monitor them. You can also use the analytics within each social platform for even more insight into which of your social content is performing best with your audience.



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With these tips, you can begin developing your own social media marketing plan.