



O'Sullivan's New Content

How to Build a Social Media Presence from Scratch

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Title Tag

How to Build a Social Media From Scratch | O'Sullivan's

Meta Description

Learn how to build a social media presence from scratch with a clear strategy, strong brand story, content planning and platform selection.

H1 How to Build a Social Media Presence From Scratch

- Start by defining your story and the journey you want people to follow before creating any content.
- Understand your audience and set clear goals so every post has a purpose and speaks to the right people.
- Choose the social media platforms that best suit your business, then optimise your profile to make a strong first impression.
- Build content pillars and a content plan that consistently tell your story and provides value to your audience.
- Review your performance regularly, using insights and analytics to refine your strategy and continue growing your online community.

Building a Social Media Presence Doesn't Start With Your First Post

Many businesses think building a social media presence starts by creating an Instagram account and posting a few photos. In reality, the work starts well before your first piece of content goes live. The strongest social media accounts don't just post content, they tell a story. Every Reel, caption, carousel and behind-the-scenes update contributes to something bigger. It gives people a reason to follow along, become invested in your journey and build trust in your business over time. Social media isn't about filling a feed. It's about creating a connection. If we were building a business's social media presence from scratch, here's exactly where we'd start.

Step 1: Start With Your Story

Before creating content, it's important to define the story behind your business. Ask yourself one simple question: Why should someone follow your business? Think about the social media accounts you genuinely enjoy following. Is it because they occasionally post a nice photo, or is it because you've become invested in their journey? Whether it's someone documenting a fitness transformation, a builder sharing projects from start to finish, a fashion label growing from a small idea into a recognised brand, or a café owner opening their first location, the common thread is that people are following a story.

Every business has one.

Perhaps you started because you identified a gap in the market. Maybe you're solving a problem you experienced yourself, turning a passion into a profession, or continuing a family business. Whatever your reason, your story becomes the foundation of your content strategy and helps differentiate your business from competitors offering similar products or services. Once you've defined your story, creating content becomes much easier. Instead of asking, 'What should we post this week?', you can start asking, 'What part of our journey do we want to share?' This simple shift creates content that feels more authentic, builds trust over time and gives people a reason to keep coming back.

Step 2: Understand Your Audience

Once you've defined your story, it's time to identify who you're trying to reach. Even the strongest content will struggle to perform if it isn't relevant to the audience you're trying to attract. Start by asking yourself:

- Who is your ideal customer?
- What challenges are they trying to solve?
- What questions are they asking?
- What type of content would they genuinely find valuable?
- Which social media platforms do they already use?

The better you understand your audience, the easier it becomes to create content that resonates. Rather than creating content you think people might like, focus on creating content that educates, inspires or solves a problem for the people most likely to become your customers.

Step 3: Define Your Goals

Before creating a content plan, it's important to understand what success looks like for your business. Not every business uses social media for the same reason, so your goals should shape the content you create. You may be looking to:

- Increase brand awareness
- Generate enquiries
- Drive online sales
- Build a community
- Recruit staff
- Position your business as an industry expert

Having clear goals makes it easier to measure success and ensures every piece of content supports your wider business objectives.

Step 4: Choose the Right Platforms

One of the biggest mistakes businesses make is trying to be active on every social media platform. In reality, it's far more effective to focus your efforts on the platforms your audience actually uses. For example:

Instagram

- Ideal for visual businesses, including retail, hospitality, builders, interior designers and lifestyle brands.

Facebook

- A strong platform for local businesses, community engagement and events.

LinkedIn

- Best suited to professional services, B2B businesses and organisations looking to establish credibility within their industry.

TikTok

- Excellent for reaching new audiences through authentic, short-form video content without being overly 'polished'.

Choosing the right platforms from the beginning allows you to focus your time and resources where they'll have the greatest impact.

Step 5: Optimise Your Social Media Profile

Once you've chosen your platforms, make sure your profile clearly communicates who you are and what your business offers. Think of your profile as your digital shopfront. When someone discovers your content, they'll often visit your profile before deciding whether to follow your business or make an inquiry. Your profile should quickly answer the following questions:

- Who are you?
- What does your business do?
- Who do you help?
- Where are you located?
- How can people contact you?

Before you begin posting, make sure you've included:

- A clear profile image or logo
- A concise, to the point bio
- Your website or booking link
- Contact information
- Your location (if relevant)
- A clear call to action

A complete, professional profile helps build trust and makes it easy for potential customers to take the next step.

Step 6: Turn Your Story Into Content Pillars

Once you've established your story, audience and goals, it's time to develop the content themes that will guide your social media. Content pillars help create consistency and remove the guesswork around what to post. Rather than creating content on the fly, identify four to six core themes that reflect your business and support the story you're telling.

These might include:

- Educational content
- Behind the scenes
- Products or services
- Customer success stories
- Company culture
- Industry insights
- Back Story

Your content pillars should work together to educate your audience, build trust and reinforce your brand over time.

Step 7: Create a Content Plan

One of the biggest reasons businesses struggle with consistency is because they only create content when they have time. Planning your content in advance allows you to maintain a consistent posting schedule, batch-create content and ensure you're sharing a balanced mix of educational, engaging and promotional content throughout the month. Having a content calendar also helps you plan around seasonal campaigns, product launches and important business milestones.

Step 8: Create Content Worth Stopping For

Posting every day doesn't automatically lead to better results. Consistently creating content that provides value will almost always outperform posting for the sake of staying active.

Before publishing a piece of content, ask yourself:

- Does this educate my audience?
- Does it answer a common question?

- Does it showcase our expertise?
- Does it move our story forward?

If the answer is yes, you're far more likely to create content your audience will engage with, save and share.

Step 9: Your Story Should Help Build Your Community

Social media isn't just about publishing content, it's about building relationships. Take the time to reply to comments, respond to direct messages, thank customers for sharing your business and engage with other businesses in your community. These interactions help build trust, strengthen relationships and create a loyal audience that continues to engage with your business over time.

Step 10: Grow Your Reach Through Collaborations

Building a social media presence doesn't have to be something you do alone. Collaborating with other businesses or creators can help introduce your brand to new, relevant audiences.

Think joint giveaways, interviews, collaborative Reels or simply creating something useful together. The key is choosing collaborations that make sense for both businesses and help get your brand in front of the right people.

Step 11: Know When to Put Some Budget Behind It

Organic growth is important, but sometimes you need to put some fuel behind it, especially when you're trying to grow a new page or reach beyond your existing audience.

Investing in [Meta Advertising](#) can help increase your reach, build brand awareness and get your business in front of a more targeted audience across Facebook and Instagram. Paid and organic social should work together, with strong organic content building trust and Meta Ads helping more of the right people discover your business.

Step 12: Review and Refine Your Strategy

Building a successful social media presence is an ongoing process. Reviewing your analytics regularly allows you to understand what's working and identify opportunities to improve.

Pay attention to:

- Which posts generated the most engagement
- Which content drove enquiries
- What topics were saved and shared most often
- Which content formats performed best

Use these insights to refine your content strategy and continue creating content your audience genuinely wants to see.

Building a successful social media presence takes more than simply posting content.

It starts with understanding your story, knowing your audience and creating a strategy that supports your wider business goals. If you already have an established business, but you are having creative block on what to post, read out latest blog on [What Should my Business Post on Social Media](#)

At [O'Sullivans](#), we help businesses build social media strategies from the ground up. From [Content Creation](#) and [Social Media Management](#) through to [Meta Advertising](#), we create strategies that help businesses build stronger brands, connect with the right audience and achieve measurable results. [Contact us today!](#)