

How to Create a Flawless Social Media Marketing Strategy

Why is social media the best place to advertise your brand? Well, around 4 billion people worldwide use it, that's why. And since the Covid-19 pandemic, this number is growing rapidly.

Social media platforms are the perfect tools to tap into a huge audience and get your brand the kind of exposure that is guaranteed to grow your business.

So, without further ado, let's look at how to create the perfect social media marketing strategy.

Define your audience

Before you do anything, you need to decide who your target audience is. To do this, create a buyer persona. This is a fictional representation of your ideal customer. If you already have existing customers you can compile data from them, if not, you'll need to decide for yourself what kind of person will want to buy from you. Consider things like:

- Age
- Location
- Language
- Interests
- Pain Points
- Stage of life

If you're finding this stage a little tricky, have a read of this [guide](#) we wrote on how to find your audience on social media.

Set your goals

Next, you should think about what aims you're trying to achieve with your marketing strategy. This way you'll be able to track your successes and figure out if your investments have been worth it. It will also help to guide your activities in the right direction if you have a clear plan of what you're hoping to achieve.

Here are some examples of the kind of goals you might want to consider:

- Build brand awareness
- Grow and manage an engaged audience
- Increase sales
- Obtain customer insights
- Identify and nurture leads
- Deliver customer service

Create great content

Now that you've established your target audience and your goals, it will be easier to decide what kind of content you're going to produce.

For example, let's say your company sells recruitment software. You know that you're targeting B2B customers, so your best bet is to publish content on LinkedIn. Your content should be things like:

- Issues that are relevant to recruitment professionals
- Best practices that are useful to recruitment professionals
- Research within the recruitment industry

Check out your competitors

Keep a tab on what your biggest competitors are doing on social media. You can learn from what they're doing, and compare your content against theirs.

If they're publishing more content than you are... up your game.

If they're publishing content on more platforms than you are... up your game.

If they're creating more interesting content than you are, yep that's right, up your game!

Engage with your audience

Creating and publishing content is not your only job, you also need to engage with your followers. Encourage them to interact with your posts by using hashtags and CTA's. Ask for their responses, and reply to them when they do. This will make them feel cared about, and help to build your online community and brand awareness.

Follow these key points and you'll be on your way to a flawless social media marketing strategy. If you need some extra help with your social media marketing, we'd love to help.

