

2021

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SOCIAL MEDIA MANAGEMENT

Strategic Planning

A QUICK START GUIDE

INTRODUCTION

Social media delivers a huge potential for businesses around the world because customers habitually log on to it on daily basis and are exposed to different businesses. It presents immense challenges for businesses due to its ever-changing nature and extremely crowded space.

ROLE OF SOCIAL MEDIA:

It is an undeniable fact that every business needs a social media presence. Social media is a fundamental part of every business marketing strategy, whether it is a small firm or a big corporate. Social platforms help businesses to connect with their clients, boost the company's leads and sales, and increase awareness about the company's products or services (branding). Every month, approximately, more than three billion people around the world using social media. The users and their engagement on major social media platforms are increasing day by day.

WHAT IS THE MOST IMPORTANT?

It is time to start... just do it. Although, it is not necessary to have the magic number of followers on your social media pages. You start immediately and even enjoy yourself in the process as it is maybe not so easy to keep up with undergoing trends on social media. For this purpose they surveyed 344 social media marketers from around the globe to see the value of social media, common challenges, the most engaging content to share and what social media resources businesses are investing in. They found that 52 per cent of social media marketers considers social media has a positive impact on their company's sales and revenue.

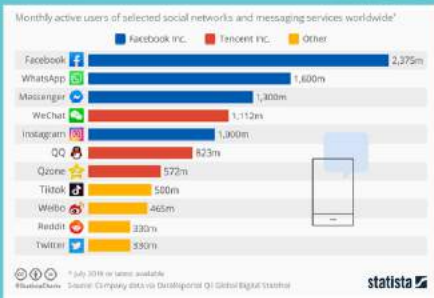
DECIDE WISELY:

No doubt, social media can be a vital part of any business marketing, but it should not be irritating to manage. Just take the initiative, create a profile, and start the process of engaging with the clients. The companies that have a strong social media presence and branding will increase conversion rates, while those without active social media campaigns could lose potential customers. So, the latter is better than the former. Also, it is important to invest in some paid campaigns to get the treasure.

Statistics of Social Media

How effective is Social Media?

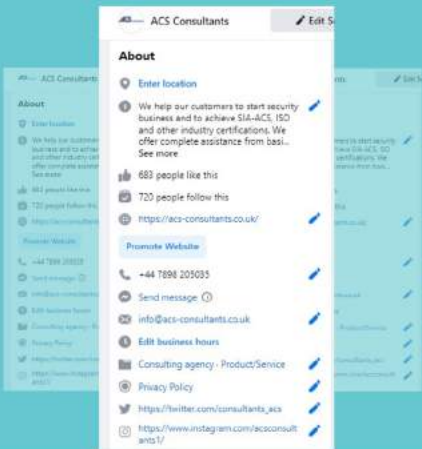
- The five most worthwhile social media platforms:
- Facebook 89%
- LinkedIn 83%
- YouTube 81%
- Twitter 80%
- Instagram 56%
- About 80% of corporate share mostly original content on social media
- The most important statistics for companies are engagement i.e. 36% and conversion rates 35%



Page Settings and Postings on Social Media Pages:

PAGE SETTINGS:

- Add clear and actual sized profile image and cover photos on all social media platforms.
- Add catchy bio about company explaining summary and advantage of services.
- Add company's phone number, email address, office address, website URL.



PAGE CONTENT:

- Company's promotional posts

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Why choose an ISO 9001 Quality Management System?

ISO 9001:2015 Quality Management System Standard is an internationally recognized quality standard which is increasing numbers of businesses demand from suppliers and contractors as a prerequisite to tendering.

It is rapidly becoming the most important quality standard. Thousands of businesses in over 150 countries have already adopted it, and many more are in the process of doing so. See more.

"Are you looking for a Professional & Executive consultancy for getting ACS and ISO Certifications?"

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- Post regarding company's updates



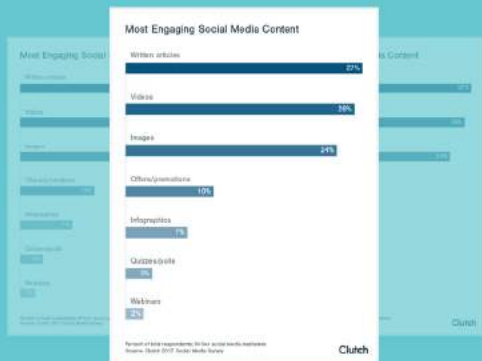
- Post some news



THINGS TO DO:

1. Get customers' attention and build

By using a large amount of time and effort and by reaching a wide audience, social media boosts the exposure of business among potential customers. Following are the percentages of most engaging content on social media:



As it is seen in the Clutch survey, articles, videos and images were most successful in attracting and engaging customers in large.

2. Authenticity and impression

Clients are more concerned about the money they are going to spend. Therefore, before making a decision, clients do a quick search and browse the service provider's website and social media. So, the following should be considered:

- There must be a rich amount of information present in the posts
- Positive and strong profiles are updated frequently with relevant content to be built for the brand's authority
- Make a positive first effect through social media, showing that our company is trustworthy and approachable
- Write content related to the company's expertise by showing what our company offers and values
- Avoid dry posts on social media to let the company's brand personality shining

By following the above steps, confidence in potential customers will be established.

Tip: Paying attention to your profile and cover photos is a great way to develop an effective brand recognition strategy. For example, placing the company's strategically and making sure that it might not be distracting and the visual elements of your brand are well presented.



Have a look at Nike's Twitter page. The way they place their brand logo on their profile image and cover photo without being overbearing.

3. Generate Brand Conversation

Take this simple example from SIA's Facebook page. A simple and effective post telling the audience about the latest discount offer.

Security Industry Authority
25 August at 11:58

Are you applying for 2 SIA licences at the same time? You can get a discount of £50 when applying for 2 at the same time. For further support please visit our help and guidance page: <http://bit.ly/1v25v> #SIAInfo

DISCOUNT %

Find out if you can get a discount on your second SIA licence
#SIAInfo

SIAHQ@OFFICE.GOV.UK
Help and Guidance for Individuals
Download a visual representation of the licence application process...

This way a pretty handsome amount of feedback is received about their product. They also got people talking. Due to social media, fans were having actual conversations..

USING VIRAL HASHTAGS:

The highest engagement rated posts include about 5.44 hashtags. Using tools as or analyze the hashtags that your competitors are using to give your publications a boost. Indeed, using a mixture of popular hashtags and more precise hashtags to increase the visibility of services on social media is simple and effective.

4. Engage People:

Through social media, one can open the doors of conversation for instant interaction and relationship with customers. This needs a strong and extremely efficient social media and customer support team.

- Create engaging video content for social media with simple and easy tools
- Test posts on mobile phones/smartphones to check how they will appear to the audience
- Do different things every day. For example, one day, a series of social media stories can be posted on Instagram to give customers a tour of some event and the next day a quick Q&A session can be conducted through Facebook or Youtube live video streaming



5. **Run Budget-Friendly Campaigns**

It is not necessary to overly spend on social media, but a cost-effective solution can get a lot of value for your company's money with social media advertising. Following are the main points to be considered while incorporating paid campaigns:

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- Just like a reserved budget for all other areas, a considerable amount can be reserved to run social media marketing campaigns
- Sponsored stuff on timelines, videos on company's promotions, cross-channel retargeting and service-related posts are the backbone of social media
- Run ads on social platforms e.g. Facebook and Instagram etc. to grow your audience and reach the company's objectives without wasting any budget on unhelpful advertising
- Avoid spending on entertainment ads and spent more on awareness regarding products and services related campaigns

6. **Providing Support to Clients:**

Social media has become the platform where customer directly contact the support team for the solution to any problem, or to fetch the information. Companies can develop a habit of being a caring and responsive brand by offering subsequent support through social media platforms:

- To develop a system where customer comments, questions, and complaints can be tracked or handled
- Be a quick response to customers
- Go beyond being positive and helpful
- Welcome criticism and listen to your customers thoroughly
- If something to be resolved personally, don't resolve it publically

7. Handling Social Media Posts Through

It is a more convenient and highly efficient way to handle your social media posts through social media marketing management platforms e.g. Crello, Publer, PromoRepublic, POSTOPLAN etc. It provides more convenient management to social media posting activities and also facilitates team in:

- Scheduling and automating single posts and complete cross-channel campaigns on every network
- Managing social media workflows and team communication
- Measuring performance with powerful social analytics in the software
- Managing all companies marketing projects and campaigns on this platform

The ACS logo is rendered in a large, light blue, sans-serif font. The letters are bold and have a slight shadow effect. The background is a dark blue gradient with a subtle, abstract pattern of fine lines and dots, resembling a digital or network structure. The logo is centered horizontally and vertically on the page.

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