INTRODUCTION TO SOCIAL MEDIA MARKETING
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Introduction

Social media is a fabulous and free marketing tool that can be utilized to dramatically boost the popularity of your business. However, consumers nowadays are very savvy when it comes to social media and if your approach to social media marketing isn't right they will unfollow you to remove your content from cluttering up their feeds. Therefore, it's incredibly important to use your social media business accounts in the right way, and this course is here to help you do just that.

London Learning Academy social media marketing course will guide you through using your social media accounts to their full potential, which will help you gain new clients and retain old ones. Having a stylish and popular social media account for your beauty business is sure to improve the reputation of your business, increase the number of people interested in getting treatments with you and maximise your profits.

Social Media Platforms

This course will focus primarily on successful social media marketing on Instagram and Facebook as these are the platforms most useful to a business in the beauty industry. However, YouTube, Twitter and Pinterest can also be successfully used for social media marketing within the beauty industry, so we will touch on these platforms too.

Facebook - Over half of the UK's population regularly uses Facebook. You can create a page on Facebook for your business for free which includes all the information potential clients will need. As well as this, Facebook allows your clients to leave reviews and you can post photos, text, and videos frequently. Your salon's location and opening hours can also be displayed on the site, meaning that the Facebook page for you business can almost work as your salon/beauty company's website.

Instagram - Instagram is primarily a photo sharing platform, but you can also share videos and you should always caption your photos with text. The app's visual appeal makes it great for showcasing a beauty business; many beauty businesses thrive thanks to their Instagram accounts.

You can showcase before and after photos of a client's treatment, run competitions and giveaways to get more people interested, interact with potential clients and businesses, post disappearing stories to give other users an insight into your business and promote the kind of lifestyle and values that are key to your business.

Twitter - This platform is all about interaction with other users. Posts are kept short due to the 280 character limit. It is a useful platform for beauty businesses because you can easily repost your client's post-treatment selfies and interact with them to retain their loyalty.

YouTube - This video sharing site is great if you have the confidence (and permission) to professionally film your treatments to give potential clients an insight into your salon and hopefully attract them to it! You can also film make-up or nail tutorials which will show off your talent and impress potential clients.

Pinterest - Like Instagram, Pinterest is a photo-focussed platform making it an ideal site to showcase your treatments on. Step-by-step process posts do particularly well on this platform.

Target Audience

You should consider the target market of your business. Who are you trying to sell your treatments to? Which demographics does your ideal client fit into? What kind of interests do the type of clients you want to attract have?

Once you have an idea of who the clients you are trying to attract to your business are, you can begin to think about which social media platforms they are most likely to use frequently and what type of content would appeal to them. Then you can tailor your social media presence to your clients' interests, beliefs and style.

Marketing Goals

You should have clear, written goals for your social media marketing accounts. What do you want to achieve with your accounts? To make sure your goals are clear and attainable, each one should be

SMART:

Specific (simple, sensible, significant)

Measurable (meaningful, motivating)

Achievable (agreed, attainable)

Relevant (reasonable, realistic and resourced, results-based)

Time bound (time-based, time limited, time/cost limited, timely, time-sensitive)

Example SMART objectives are:

Gain a 10% increase in followers on Instagram in 6 months.

Have 5% of your followers interact with your post e.g. if you have 500 followers you would expect around 25 interactions per post.

Post three times a week on each of your social media channels. Pre-agree the post content in a social media calendar that key staff can see and feedback on.

Run a month long offer which you promote once a week on social media, where any new client who quotes a specific code receives 10% of their first treatment. Request staff record every new client who takes up this offer. Aim to increase client base by 10% over month period.

These goals are just examples of the kind of area you could set a goal within. Remember that the more specific you are when writing your goals, the easier it will be to assess if you have achieved your goals.

Setting realistic goals and then achieving them not only helps your business, it inspires you to set new targets and keep growing the success of your business

Content

The content you create to post on your social media accounts should be interesting to your followers. Only around 1-in-6 of your posts should resemble a normal advert. The rest should be made up of posts that will entertain, inform or provoke discussion among your followers. You should definitely create your own content as often as possible, but you can also share other's posts that will be relevant to your followers. Just make sure to gain permission and credit from the source of the content.

You should aim for continuity throughout your posts and across all of your social media accounts. This means using the same profile image on all accounts, the same bio or business description and the same filter on all of your photos.

Brand Identity

Your approach to each social media platform that you use should suit the app that you are using, and therefore will be different from platform to platform. However, you need to maintain the same brand identity across all platforms. Having the same image of your logo as your business's profile picture on all platforms will go some way to creating this continuity.

Your brand identity will be influenced greatly by your target market, it should reflect the target market's beliefs, interests and tastes.

A beauty business needs to consistently produce attractive images on its social media channels.

You should also consider appointing a brand ambassador to give your business a face and a voice. This brand ambassador will really help to cement your brand identity. The brand ambassador could be you or one of your therapists. The brand ambassador will occasionally appear in your posts and who will be the speaking voice in any stories or videos you post on your social media. This individual should represent the business well and have a look and lifestyle your clients aspire to emulate.

Community

Social media channels are all about engagement and community. You should create interesting content which your target market will want to interact with.

Asking questions or running polls in your posts occasionally can help to generate more engagement. You should also like, comment, repost and interact with other user's content as well as responding promptly to comments left by other users on your own content.

Social media marketing means marketing in an online-environment where you are part of a community of individuals and other businesses. In a standard advert, for example in a print magazine, the message is transmitted one way, from the business to the potential customer. This leaves no space for interaction. Social media is much more of a conversational tool, and you should use it to build rapport with your clients and potential clients, as well as other local businesses. Always remember that good conversation should go both ways!