



Nexus Quest



3 Tips to Improve Your Organic Social Strategy

1

Empathise with your audience and understand why users go to each platform. Uncover their motivations, and tailor your content accordingly.

If you're pushing identical content across channels, you're probably missing the mark

Embrace content diversity to truly connect and resonate with your unique audience on every platform

2

Craft a magnetic social media presence by curating content that aligns with your audience's aspirations. Don't showcase your team selfies and travels; focus on what you want your followers to buy into and feel. Shape a lifestyle or profession that resonates with them, not just a company showcase.

Your content should be their inspiration, not yours

3

Don't overlook the B2C side in B2B social media.

Whether it's a decision-maker, solution buyer, or end-user, remember you're engaging with individuals, not just the entire company.

Tailor your content to resonate with the personal interests and needs of your audience. In social, it's always person-to-person, even in the business world