

THE SILVERBACKS 12 TIPS!

for business and social media!



So here it is, the 12 tips for businesses and their social media in one handy document.

The information here is not exhaustive, it is exactly what it says on the tin, TIPS!

Hopefully it's helpful, or at least can be used for a quick memory jog, to get you back on the right track!



Social Media Tip 1

Start with a plan....

It's easy enough to get started using social media for business purposes. We all use social media in our day-to-day lives, so we feel comfortable with the tools.

It doesn't cost anything to create a Facebook Page for your business, or start posting on Instagram, or create a presence on Twitter.

Before you leap in feet first, remember: every good business strategy starts with a good plan. Yes, you can use social tools for free. But the time and effort involved still represent an investment in your business.

Social Media Tip 2

Which platform do you use? What direction do you go in?

To make sure you're using social media for your business effectively, try and do some of your own research. This will help you to understand how your specific audience spends their time online.

You may want to use different social channels to reach different audiences, or to meet different business goals.

For example, if you're a medical device company, Facebook could be used as an informative tool for patients, whilst LinkedIn is used to reach the surgeons and surgical teams.

Social Media Tip 3

Who is my audience?

One reason using social media for business is so effective is that you can micro-target your audience. But first, you need to understand who your audience is.

Start by compiling data on your current customers. Then, dig deeper with social media analytics. You'll soon start to understand who's buying from and interacting with you online.

Once you've defined your audience, you can create buyer personas, which will help you understand the best ways to speak to your audience.

Social Media Tip 4

Room for expansion....

Once you have a clearer picture of who your current audience is, you can revisit your social media plan. Its now time to expand, it's time to look for ways to reach more people just like them.

If you have a greater knowledge of what will appeal you can develop new strategies to engage with your existing audience and bring in new business.

Social Media Tip 5

Build relationships..

The benefit of social media marketing for all business is that it allows you to talk directly to customers and followers. You can build relationships over time.

For most Facebook users, there are more than 1,000 potential Newsfeed posts at any one time. Engagement is one of the signals Facebook uses to help predict which of those posts, users are likely to see. When you establish relationships with your followers, they are more likely to see your posts.

When people engage with your organic content or ads, it's a great idea to engage back. This helps to build trust and form a loyal following. As fans share and like your content, you rise in the social algorithms and gain new, free, exposure.

Nurturing relationships can also help you build a loyal community that will lead to ongoing sales over time. New customer acquisition is great, but also, don't downplay the value of existing customer retention.

Social Media Tip 6

Trends...

Don't jump on every new meme you see, but it is a good idea to pay attention to trends in social media.

Understanding what people are looking for when they sign into their social channels will help you create appropriate content that will resonate over time.

The top five reasons for using social media:

- stay up-to-date with news and current events
- find funny or entertaining content
- fill up spare time
- stay in touch with friends
- share photos or videos with others

January 2021 reasons for using social media

Source: Digital 2021

Social Media Tip 7

Make 'em an offer they can't refuse....capiche!?

OK, OK, you don't have to go all gangster. But Social media marketing has really come on in recent years to include social commerce: giving you the ability to sell your products directly from social channels!

You can now use social shopping tools to sell your products and services even without a website, and it seems business is good, with a global market value of \$89.4 billion in 2020.

Bada bing bada boom!

Social Media Tip 8

Mix it up!

Make sure to switch up your social post formats from time to time. If you usually post GIFs, try a JPG. If you normally post still images, try a video.

Be bold, be brave, or be gone!

Take advantage of all the formats within each social network, like Stories, or Reels, or live video.

For one thing, this helps you learn which formats work best for different types of content and for different social networks.

There is another reason not to keep using the same old format: The Facebook algorithm uses “content type diversity” to ensure a person’s newsfeed had a good mix of content types. Switching up your formats may boost your content’s reach.



Social Media Tip 9

Lets have a little focus shall we....

There are so many social media marketing options for small business right now, it might seem all a bit overwhelming!

But, you don't need to do it all!

What's more important is focusing on creating quality content on a couple of key channels. Be sure that your posts offer value. Try not to be the pushy sales person ALL the time!

Remember, social marketing is about building relationships. Be human, be honest, be genuine.

DON'T BE FAKE!

Remember you can't do it all, and you only need to focus on using one or two channels really well, at least to start.... and remember to try and have some fun with it!



Social Media Tip 10

What's the right tool to use?!

Make life simple, when it comes to using social media and take advantage of tools that can automate or simplify some of the work.

There are so many options to help you with management, creativity and content creation!

Which means you can start using social media for your business without having a full-scale social media team.



Social Media Tip 11

Creating a calendar for your social media content & posts can be really helpful.

Once in place, you can create your posts in advance and you could use scheduling tools to post them automatically for you.

Try dedicating one block of time per day or even per week to creating your social content. It's much more effective than letting social posting take you away from other tasks throughout the day.

Social Media Tip 12

Review and refine!

As you implement your social strategy, it's important to keep track of what works and what doesn't.

You can then fine-tune your efforts and improve results.

No matter the size of your business, social tools can help you better connect with your audience, reach new potential customers, and increase awareness of your brand. If the possibilities seem overwhelming, just start small.

As you find what works, expand your efforts and your audience. One of the great advantages of social media for small business is you can use the tools in whatever way makes the most sense for your business and your budget at any given time.

That's All Folks!

Well, that's the end of our run on social media tips. I hope it's been useful to some of you?

Ultimately, I'm here to help you with all this, getting someone else to take care of your digital marketing is a big step and an investment from you to take your business to the next stage. But it does free you up to focus on that growth.

If you feel you are at that stage please do get in touch.

If not don't worry keep doing it yourself and the Silverback is always on hand for advice as and when its required.

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