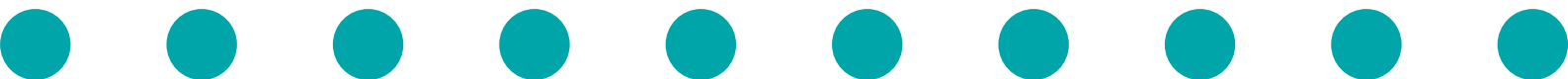


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Social Media Best Practices, Tips, & Tricks



Overview



Ever wondered how some brands and influencers seem to skyrocket to social media stardom overnight?

The truth is, they don't. Achieving success on social media requires more than just luck—it demands a potent mix of hard work, boundless creativity, patience, data-driven analysis, smart strategy, and consistency.

This guide covers best practices and how to create a social media strategy that helps grow your business.

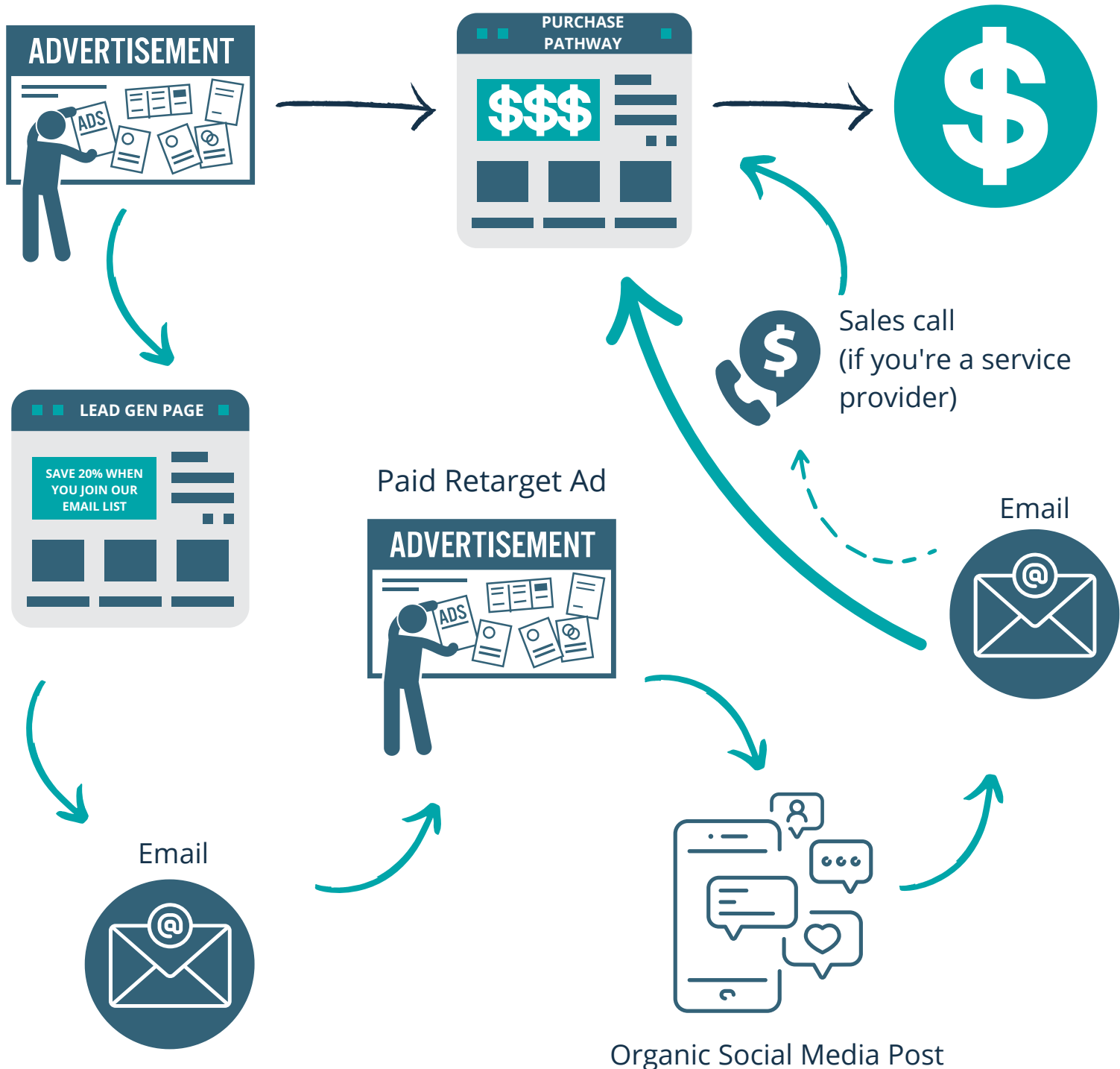


First,

Let's take a look at the pathway from advertising to purchase.

This is what we want and expect someone to do.

The reality of what someone actually does is more complicated than this chart.



Planning Tips



Define your goals

Determine your objectives for using social media. Goals can include increasing brand awareness, engaging with customers, increasing revenue, learning more about your customers, and more.

Optimize content for each platform

Adjust your content to match the particular platform you are utilizing. Consider using different content for different platforms. Stunning images or video work best on Instagram. Posting an industry article on LinkedIn is more appropriate.

Analyze and adapt

Study your analytics to determine how people are reacting and engaging to your social media posts through the companies metrics, Google Analytics, and more. Look at what's generating comments, visits to your site through Google Analytics, or getting a lot of views.

Use visuals effectively

Visual content performs well on social media. Be sure to stay up to date with platform content sizing. [Click here](#) for our Best Video Content Practices on the NEW Ideas blog.

Content Pillars

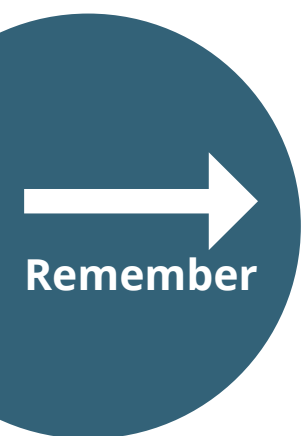


Now that you've determined your social media strategy goals, it's time to create content pillars.

These pillars provide structure for your content plan and allow you to explore different topics related to your brand within each pillar. They also help you avoid repeating the same content.

We recommend selecting 3-5 pillars. Make sure they are all related to your brand!

As you post more content, review your data to see what topics generate the most interest and adjust your pillars accordingly.



RECOMENDED CONTENT RATIO

80% / 20%

Entertainment / Sales Pitch

Common Content Pillars

Company News:

This pillar shares company news, services, events, and external resources related to the industry or customer interests. It aims to show off your brand and culture.

Educational:

Share your knowledge of services, products, or insights through how-to blogs, carousel posts, videos, and feature highlights. Let your audience know about your professional insights, as well as the features and benefits of your brand.

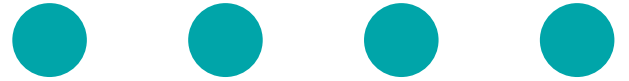
User-Generated Content:

Not only can you analyze audience engagement to learn what they like and don't like. Use feedback, testimonials, videos, and comments to create engaging content.

Entertainment:

Make content fun. Reshare industry fun memes and entertaining video content. Share humorous experiences in your niche and field.

Scheduling & Data



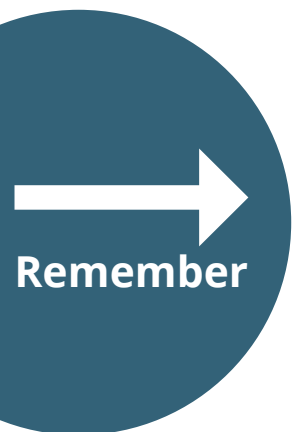
Determine what platforms you will post on.

Consider each social media platform's strengths and weaknesses. It can help you identify if you are on the correct forum to connect to your target audience.

Scheduling

There are a lot of opinions on the best time to post.

We recommend looking at your data to see when your followers are active on social media or if you can see a pattern of when engagement with your posts is higher.



POST CONSISTENTLY

Social media companies want you to post often and consistently. While posting daily is recommended, this might not be practical — especially for small-to-medium sized businesses with limited resources.

Focus on posting high quality content that's relevant to your customers and audience *consistently* at least a few times per week.

Bonus: Remember to keep your visuals and copy consistent, too.

Tracking Tips



Now that some of your content is out there, it's time to track it and adjust. The great thing about digital marketing is that it's easy to attribute what marketing tactics are working and what's not by looking at key performance indicators (or KPIs). That's a business term not used exclusively for social media marketing.

In this guide, we'll focus solely on social media KPIs.

To set and monitor effective social media KPIs:

- **Quantify your social media goals**
For example, you want to increase traffic to your website by 20% and increase revenue by 10%
- **Find the metric that measures those goals**
For example, if you want to increase brand awareness or recognition, you can look at Facebook impressions as one of your KPIs to measure success.
- **Review and adjust accordingly**
Review all your data including your customer relationship management system, social media, Google Analytics and more to see what's working, and adjust your content.

KPI Glossary

Social Media Reach

Reach: the total amount of views who have seen your post and profile. It increases brand awareness and help you identify potential audiences.

Follower count: indicates how many accounts are keeping up with your brand.

Impressions: the count of views per post/profile

Post reach: indicates the number of accounts that saw your post, that includes followers and nonfollowers.



KPI Glossary

Engagement

Clicks: show you where visitors are looking at your page.

Likes: Can tell you which content visitors interact with the most.

Shares: Emphasize the sentiments of your audience towards you.

Profile visits: Profile visit counts tell you how often your page has been seen in a given amount of time.

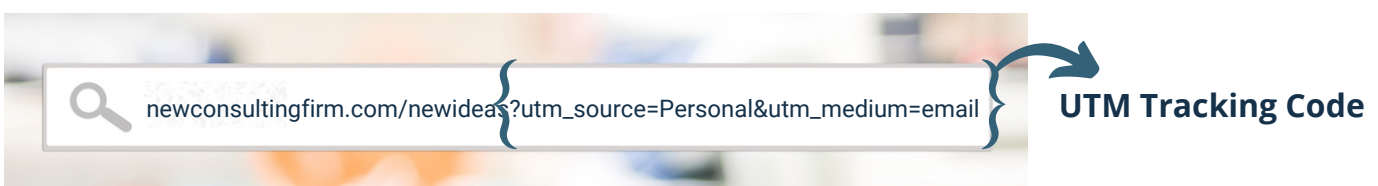
[Here](#) are more of our favorites marketing KPIs (some with formulas!) for every step of the journey your brand offers to people.



Measuring Sales

Of course, we all want to know if our efforts on socials are really paying off.

- Have you ever noticed a long snippet of text in the URL of a link you clicked on? It's called an Urchin Tracking Module link (UTM). UTM's allow you to track the performance of various digital marketing activities in tools like Google Analytics or other tracking platforms.
- UTM's will give you an understanding of the effectiveness of your digital marketing strategies, including social media efforts.
- To set up and effectively measure the impact of these efforts on your sales, you'll need to implement UTM tagging on your website. This process involves adding specific pieces of code to your website URLs. While it can get technical, don't worry—this is where working with a skilled individual or team can be helpful to ensure the tags are correctly implemented.



Paid Campaigns



Facebook/Instagram

- **Lead generation:** this is a paid campaign that asks people to follow your page or sign up for your email list.
- **Look A Like Audience or Campaign:**
A lookalike audience is how ads can reach new people who are likely to be interested in your brand because they share similar characteristics to your existing customers. A lookalike audience uses an existing **Custom Audience** you select for its **source audience**.

Facebook leverages demographics, interests, and behaviors from your source audience to find new people who share similar qualities to create a lookalike audience. When you use a lookalike audience, your ad is delivered to that audience of people who are similar to (or "look like") your existing customer.

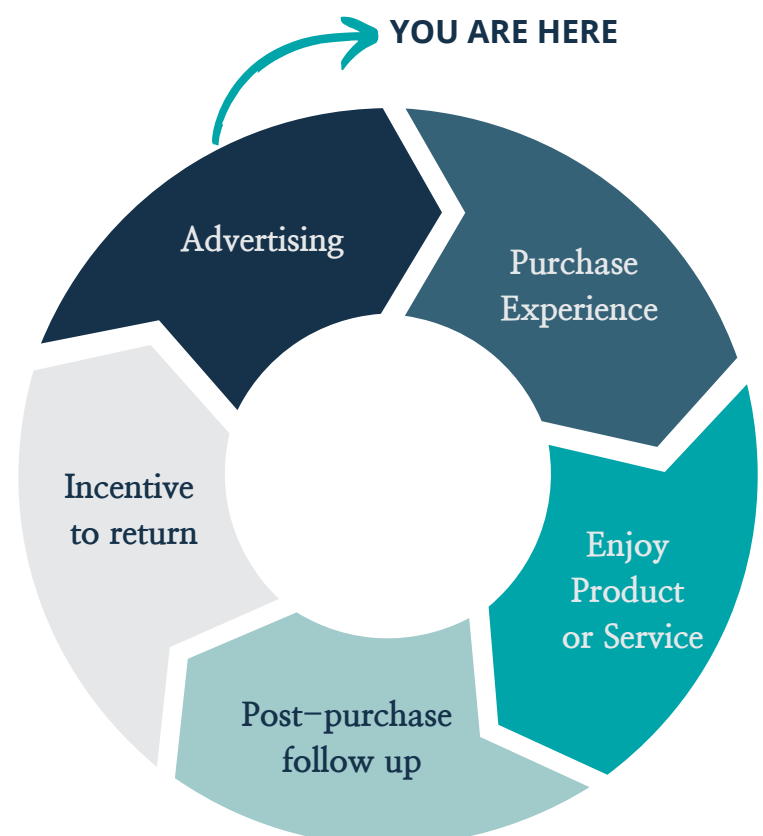
Remember the Entire Journey



Social media is vital to your marketing plan, but it's just the beginning. Review your essential touchpoints in your customer journey to create a seamless and unforgettable brand experience.

- Make it easy to navigate, order your product or make an appointment on your website.
- Find ways to make using the product or service easy and enjoyable through strong instructions, visually appealing packaging, and ways to surprise your customers.

- Get your customer's feedback and ask for reviews!
- Give them an incentive to return...hopefully with their friends.



Thank You



If you have any questions or want to schedule a free 30-minute virtual coffee to talk about marketing and customer engagement strategies that work for you, please contact me, [click here](#) or contact me below.



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