



How to Use Social Media in Marketing

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Know Your Audience

- The most crucial part of social media marketing is to know who you're catering your content to
- Use behavioral, geographic, psychographic and demographic segmentation to narrow down your audience(s)
- You may have several audiences
- Create personas using tools like this (HubSpot)

Choosing Your Social Media Platforms

- Examples of potential platforms include Facebook, Instagram, YouTube, Twitter, Snapchat, TikTok, and Pinterest.
- You do not need to be on every social media platform to successfully market to your audience
- Choose platforms that cater to your audience best
- Use research from reliable organizations to determine best platforms based on your audience. [Example here.](#)



Brand Image & Tone

- You'll need to decide how you want to portray your brand to your audience on social media
 - Is your brand goofy? Laid-back? Enthusiastic? Serious?
- Platform can impact this. How you speak to your audience on TikTok will differ from how to speak to them on LinkedIn
- Make sure you understand your brand's mission, values, and vision to narrow down tone and image

Curating Your Content

- Content should differ depending on platform
- Brainstorm ideas and write down a timeline. If you're stumped, [use resources like this](#) for inspiration
 - Don't be afraid to look at other brands and see what they're doing well! There are many case studies for companies that have stellar social media strategy
- Let others create the content for you. Use [influencer marketing](#) to reach your audience
- Create content that people actually want to read, listen to, or view

Timing & Consistency

- Not all timing on social media is equal
- Platform, day of the week, time of day, and more can impact content performance
- Use reliable, current resources [like this article](#) to figure optimal posting time out
- Consistency is just as important as timing. Post your content on a consistent schedule that your audience can rely on

Organic versus Paid Reach

Organic Reach

- Not funded
- Relies on social network algorithms for reach
- Pros:
 - Can reach your audience in a non-invasive way
 - Free of charge
 - Can be used as a good indicator of effective content strategy
- Cons:
 - Can't be targeted
 - May not reach your audience as desired

Paid Reach

- Funded
- Doesn't solely rely on social network algorithms for reach
- Pros:
 - Can reach exponentially more people
 - Can be put in front of your exact audience (depending on platform)
 - Typically includes in-depth reporting metrics
- Cons:
 - Can be expensive depending on platform
 - Can reach more people than what is really needed
 - "Banner Blindness"

KPIs & Reporting

- Based on your goals for your social networks, you will want to track metrics and report on them to make sure you are meeting your marks
- Social media goals can include:
 - Follower count
 - Level of weekly or monthly engagement
 - Conversion rates
- Most, if not all social networks have some degree of reporting capabilities.
Facebook's are very robust
- KPIs could be Click-through Rate (CTR), Cost Per Click (CPC), etc.
- Learn more here

That's it! Questions?

If you'd like a link to this presentation, email tkellen@listerhill.com