

Social Media Marketing

You are welcome to contact us on 1300 791 600 for further ideas and support in this area.

Action	Outcome	Person Responsible <i>(Make sure you involve others, if possible)</i>	To be done by <i>(Date of the next webinar, if possible)</i>
Determine your social media goals. <i>Eg..Make my brand more visible; Attract new customers or clients; Provide customers with support.</i>	You will have a better understanding of the strategy you will need to employ.	You, your team and your SYB Advisor.	
Research will be a big part of your social media planning. <ul style="list-style-type: none"> ✓ Identify your target audience. ✓ Identify who influences your target audience. ✓ Search for keywords relevant to your business. ✓ Search for your competitors, especially market leaders. 	You will have a clearer picture of the best social media platform. You will be able to appreciate your audience's needs and use that information in your strategy. You will have a better understanding of your customer pain points and areas of concern and how competitors are responding to them. Get an appreciation of the effectiveness of how your competitors are using social media.	You, your team and your SYB Advisor.	
Find your story. What is it you want to say to your customers or clients?	You will be able to connect your audience to your brand and develop relationships.	You.	

Social Media Marketing (continued..)

Action	Outcome	Person Responsible <i>(Make sure you involve others, if possible)</i>	To be done by <i>(Date of the next webinar, if possible)</i>
<p>How are you going to tell them? Decide how you will articulate your brand.</p> <p><i>eg.. vouchers, deals, offers, white papers or education, market research</i></p>	<p>You will have an effective means of communicating to your target market.</p>	<p>You, your team and your SYB Advisor.</p>	
<p>Create a social media policy.</p>	<p>To protect you and your brand.</p>	<p>You.</p>	
<p>Join the social media platform or platforms that are right for your business.</p> <ul style="list-style-type: none"> ✓ Create business pages and design your presence to be in line with your brand. ✓ Complete profile/s using keywords and your company logo and/or pictures. 	<p>You will be able to attract the right type of clients and customers to achieve your desired goal.</p> <p>You will have a consistent theme across all of your marketing channels.</p> <p>You will improve the likelihood of attracting your target audience.</p>	<p>You, your team and your SYB Advisor.</p>	
<p>Who is responsible for your social networking? Appoint your social media manager.</p>	<p>You will increase your chances of having an ongoing campaign that is consistent with your brand, core values and marketing objectives.</p>	<p>You.</p>	

Social Media Marketing (continued..)

Action	Outcome	Person Responsible <i>(Make sure you involve others, if possible)</i>	To be done by <i>(Date of the next webinar, if possible)</i>
How are you going to measure your success? Decide which analytics tools to use.	You will be able to measure your outcomes and discover which messages and platforms are most effective in achieving your overall marketing objective.	You and your social media manager.	
How often are you going to post? <ul style="list-style-type: none"> ✓ Be consistent, organise when your business is going to post. ✓ Decide if you are going to use automation, where and how. ✓ Determine a posting schedule. 	This will increase your chances of developing relationships and ensure postings are made at a time that is likely to be most effective. Automation will improve productivity. Ensures regularity and greater chance of engagement.	You and your social media manager.	
Determine what type of content you are going to create or curate.	You will become a valued resource to your target audience.	You and your social media manager.	
Advertise your social media presence instore and across all marketing channels and customer touch points.	You will start momentum with an audience who already interacts with your brand.	You and your team.	
Talk to us on 1300 791 600 for any assistance.	Significant increase in profit and cashflow	You and SYB	