

## Social Media Marketing

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

| <b>Action</b>   | <b>Outcome</b>  | <b>Person Responsible</b><br><i>(Make sure you involve others, if possible)</i> | <b>To be done by</b><br><i>(Date of the next webinar, if possible)</i> |
|---|---|---|--|
| Determine your social media goals.<br><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"> <li>✓ Identify your target audience.</li> <li>✓ Identify who influences your target audience.</li> <li>✓ Search for keywords relevant to your business.</li> <li>✓ Search for your competitors, especially market leaders.</li> </ul> | You will have a clearer picture of the best social media platform.<br><br>You will be able to appreciate your audience's needs and use that information in your strategy.<br><br>You will have a better understanding of your customer pain points and areas of concern and how competitors are responding to them.<br><br>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..)

| <b>Action</b>  | <b>Outcome</b>   | <b>Person Responsible</b><br><i>(Make sure you involve others, if possible)</i> | <b>To be done by</b><br><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"> <li>✓ Create business pages and design your presence to be in line with your brand.</li> <li>✓ Complete profile/s using keywords and your company logo and/or pictures.</li> </ul> | <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?<br/>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..)

| <b>Action</b>  | <b>Outcome</b>   | <b>Person Responsible</b><br><i>(Make sure you involve others, if possible)</i> | <b>To be done by</b><br><i>(Date of the next webinar, if possible)</i> |
|--|--|---|--|
| How are you going to measure your success?<br>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?<br><br><ul style="list-style-type: none"> <li>✓ Be consistent, organise when your business is going to post.</li> <li>✓ Decide if you are going to use automation, where and how.</li> <li>✓ Determine a posting schedule.</li> </ul> | This will increase your chances of developing relationships and ensure postings are made at a time that is likely to be most effective.<br><br>Automation will improve productivity.<br><br>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   |  |