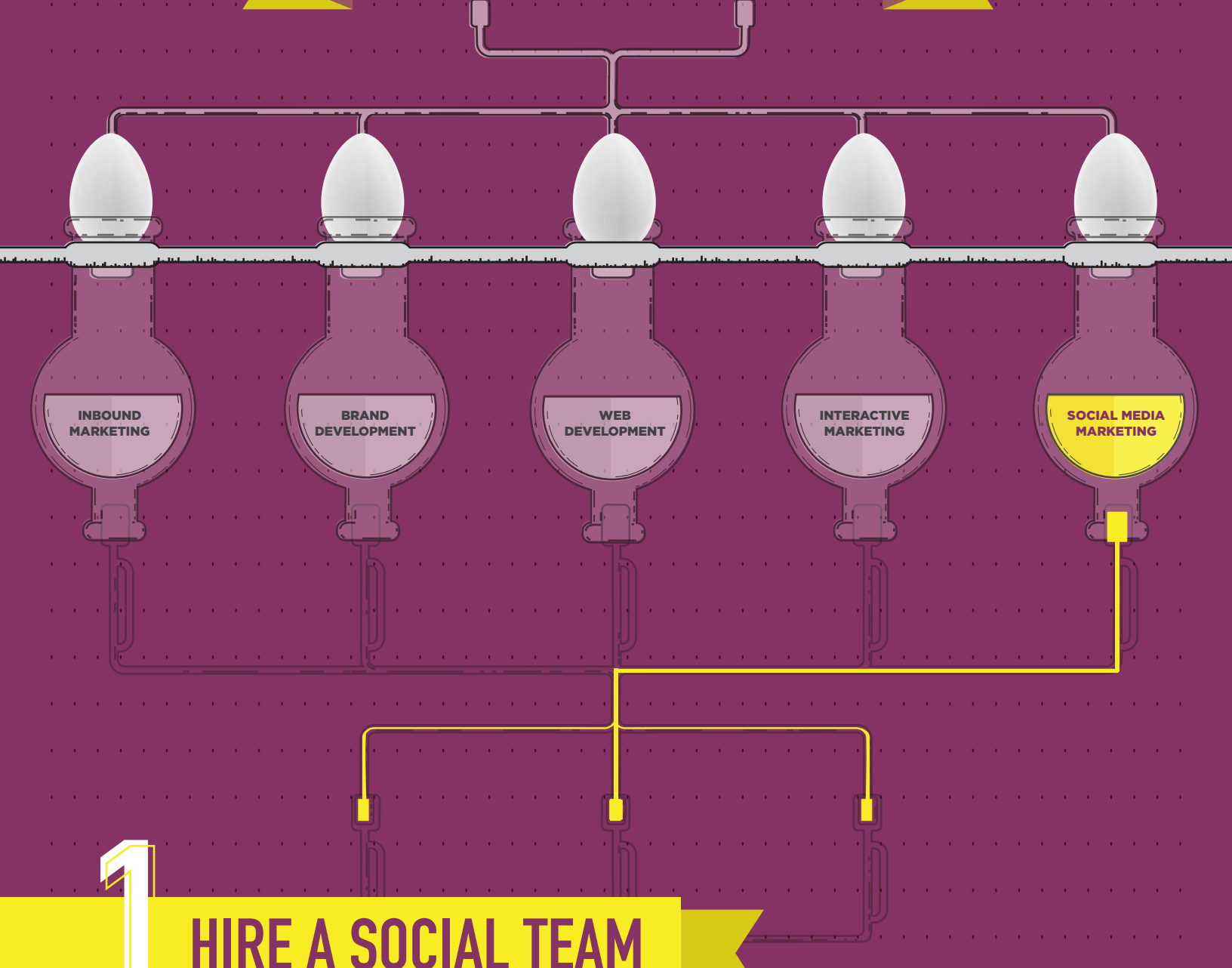


Social Media

— 10 TIPS —



1

HIRE A SOCIAL TEAM

Social media management requires in-depth knowledge of all the moving parts to create content, watch for social opportunities and provide real-time customer service to take your brand to the next level.



2

PICK THE PROPER PLATFORM



The first step to an efficient social media marketing strategy is to understand who your key market segment is and where to find them online.

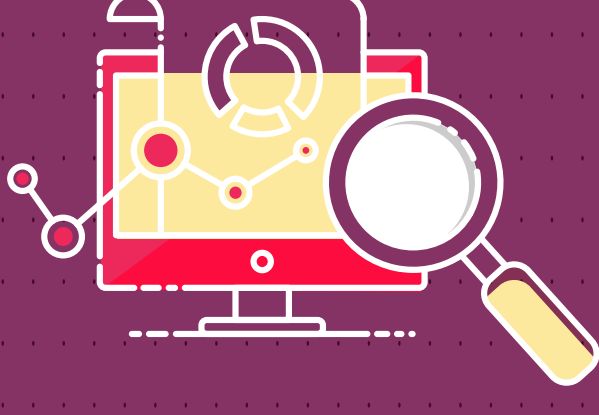
LINKEDIN
FACEBOOK
TWITTER
INSTAGRAM
SNAPCHAT

3

KNOW YOUR AUDIENCE

Get the most bang for your marketing buck with social ads! Boost special posts into ads right into the eyes of your identified market segment. Stick to these focus areas when you create an audience list:

AGE
GEOGRAPHICAL LOCATION
INDUSTRY
JOB ROLE/POSITION
INCOME
PURCHASE BEHAVIOR



4

FOLLOW THE 80/20 RULE



People don't use social media to be sold to. They use it to socialize.

80% of your posts should contain non-promotional content that is valuable in other ways to your followers.

The remaining **20%** of your social media posts can be self-promoted. Your chance to tout your products or services, and how great you are at them.

5

CREATE

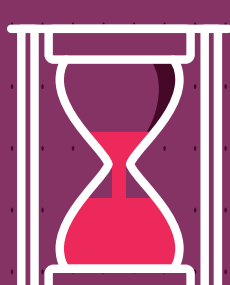
It all starts with content! Content should be created on a consistent and relevant basis.

72% of B2B marketers continue to keep a heavy focus on creating engaging content, citing it as the top priority for their internal content creators over the next year. (http://contentmarketinginstitute.com/wp-content/uploads/2015/09/2016_B2B_Report_Final.pdf)



6

TIMING IS EVERYTHING

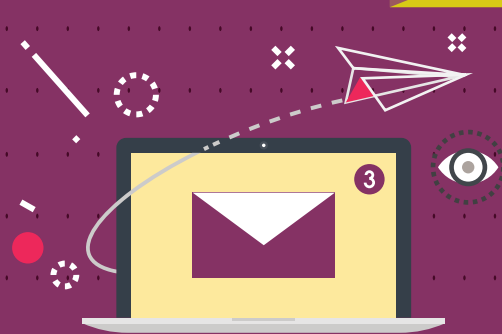


When you are faced with several social media platforms and a variety of popular times to post on each, a great tool to use is a social media scheduler.

7

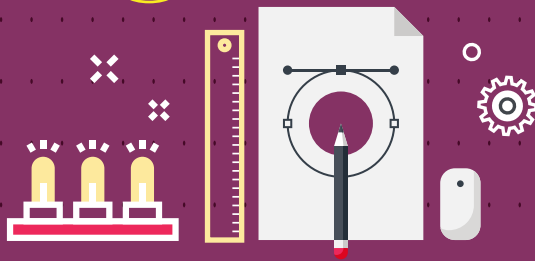
GET THEIR EMAIL—IT'S NECESSARY!

Utilize your social media page to offer incentives for customers to join an e-mailing list. When you have their emails, then you can almost certainly count on being able to reach them without sending targeted ads.



8

EXPRESS YOUR MESSAGE VISUALLY



Visuals illustrate your story and grab attention. Posts with visuals get at least twice as much engagement as those without.

9

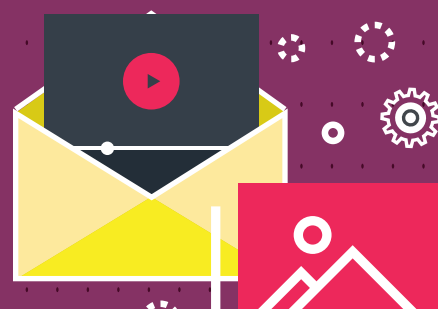
VIDEO MARKETING

Videos are now dominating social activity with your audience.

By 2017, video content will represent **74%** of all internet traffic. (source: <http://www.kpcb.com/internet-trends>)

62% of B2B marketers rated videos as an effective content marketing tactic in 2016

(http://contentmarketinginstitute.com/wp-content/uploads/2015/09/2016_B2B_Report_Final.pdf)



10

MEASURE, ANALYZE, OPTIMIZE, REPEAT.



In a real-time world there's no time to rest. Don't just sit back and admire your work. Analyze and use the data and to optimize and improve your strategy for better results.