

# IT'S TIME TO REVAMP YOUR SOCIAL MEDIA STRATEGY

Why? Because the average person spends 100 minutes PER DAY on social media. That's more time than people typically spend eating meals, reading newspapers, and even commuting to and from work. If your company provides a product or service, and you're not yet utilizing social media, 2019 is the time.

## WHAT CAN SOCIAL MEDIA DO?

**BUILD RELATIONSHIPS.** Social Media is just that—social. It's about connections. With actual people. Personalization of a brand is the best way to connect with your target market.

**CREATE BRAND AWARENESS.** Want to get your name out there? Social Media is the easiest route. People will create chatter about brands they align with. You'll instantly know if you are one of those brands and what you can do.

**SHOWCASE PRODUCTS/SERVICES.** Social Media can put your product or service in the hands of the exact market you're looking for, and it can be a powerful vehicle.

**PROMOTE EVENTS.** Social Media keeps track of our lives for us. How to reach all the people you want at an event? There's no easier way.

**INCREASE SITE TRAFFIC.** The best use of social media is to still retain your website and make it work for you. One does not replace the other—they must work in concert.

**PROVIDE VALUE.** You have to give people a reason to pay attention. Make their opinions feel valued. Connect with them. Then, you become valuable.

### BUT WAIT... AREN'T WE ALL HERE FOR SALES?

Ahh, so you noticed above, we did not include "increase sales" on the list. The truth is, sales are a byproduct of doing social media correctly. The idea is to form relationships and provide a human element to your brand. Through a positive social relationship will come sales. Hard sales can come with time, but focus on your brand and interaction first. The rest will come.

## HOW TO DO IT?

**SET GOALS.** What do you want to achieve? A certain number of followers? More interaction? Reviews? Figure out what you want first, then go after it.

**PICK PLATFORMS.** You don't have to be on all social mediums. Pick what is best for you and your business, and do it well.

**BUILD A SCHEDULE.** It's important and easier to have a plan and stick to it. Build a calendar and review it along the process.

**CURATE CONTENT.** Your content should be a mix of features, tidbits about the industry, links, and visuals. There are usually collections to pull from as well.

**MONITOR & INTERACT.** Remember—this isn't one-sided. Social media is just that—social. Pay attention to likes, comments, and shares and be sure to be an active entity.



### FACEBOOK

The biggest piece of the social media pie. You'll reach the most people here, and more than 71% of users pay attention to or contribute to reviews.



### TWITTER

Twitter is an active conversation with limited characters. If you don't have the capacity to actively participate during the day, then this is not your program.



### INSTAGRAM

Instagram has the highest engagement rate of all the social medium. Why? Because pictures really do say 1,000 words. Visual content is still king.



### LINKEDIN

If your product or service is for the B2B market, you need to be on LinkedIn—no doubt. Regarded as the most professional, this is where you'll do your networking.



### PINTEREST

More products are sold through Pinterest than any other. Also visual, this is the best app to see actual sales as a result, both from pins and from influencers.



### YOUTUBE

YouTube is unique, because it's the only video-driven medium—there is no alternate way to participate. Engagement is high, but continued communication is not.



### SNAPCHAT

If you are looking to connect with the under 25 set, Snap is where it's at. Generation Z has taken to this medium over any other, and the content should be updated often.

**STILL NOT SURE YOU'RE READY? OVERWHELMED? HAVE MORE QUESTIONS? NO WORRIES, WE'RE HERE TO HELP. FOR A COMPLETE SOCIAL MEDIA ANALYSIS AND CONSULTATION, CONTACT US TODAY @ 774-241-0041 OR INFO@EXSELAD.COM**