

Lesson 7

Easy Ways To Update Your Social Media Marketing Strategy

The only thing that you can truly do wrong when it comes to updating your social media marketing strategy, is neglecting to update or analyze your strategy. There is a chance that since you started your social media marketing, the environment has changed, and you could be a little out of date. This presentation will illuminate some ways that you can update your social media marketing strategy.

First of all, you need to analyze your current strategy. Presumably, what you are doing is yielding suboptimal results—otherwise, you would not be here! So, to begin with, take a good hard look at your current strategy and results. This is known as conducting a social media audit.

Some of the important elements that you will need to consider include:

- What is working?

- And what is not working?
- Are you reaching your audience?
- And are they engaging with your content or ignoring you?
- Are you an audience on the platforms that you are using?
- Do they use platforms in the way that you have previously thought?
- How is your competition doing?

You should also spend some time looking at your competition, as well as your favorite brands. How do they use social media? How is it effective? What about their content makes you feel connected with them? How can you take elements of these to improve it? You will need to have detailed answers to the above questions in order to fully get to the bottom of which elements of your strategy need to be updated.

Once you know all this, you should set new goals. Decide what you want to achieve and when you want to achieve it. Setting out tangible goals, with actionable steps is an effective way to make sure that you are on track to reach larger goals.

Make sure that you understand your target audience. You need to understand the people you are trying to reach and how they use media.

If you feel like you have hit a lull, you could invest in some new visual branding. Give any logos, colors, fonts, and design choices an update. Make sure they are consistent and professional and align with the message you want to portray. You also need to ensure that the persona that is the voice, or face, of the brand, is consistent in tone and style. Again, it should also appeal to your target audience.

Track keywords, topics, and accounts. Make this a part of your tasks periodically. Don't get left behind make sure that you are keeping up with that is trending and effective

Create good quality content. Make sure your content or your product aligns with your brand and your audience. Your content should reflect your brand and be of high quality, including a call to action to ensure that your audience engages with it.

You should also develop a posting schedule. You should post consistently and frequently (but not so often that the quality of your content suffers) to

make sure that your audience consistently sees you on their feeds.

Additionally, you should be engaging with your audience. Make sure you are available and accessible for them and that your persona appeals to them.

Finally, you need to evaluate, and reevaluate. Check your analytics and see whether your approach is working. Periodically evaluating your progress and goals will ensure you remain up to date and in the best control of your social media branding strategy.