

Lesson 4

8 Secrets To Quality Social Media Marketing

This presentation will share some simple, yet easy secrets that are actionable and effective to ensure that your social media marketing is high quality and causes you to smash your business goals!

First of all, planning is everything. Make sure you have a solid foundation for what you expect your marketing to achieve and how it will do so. Having a practical, realistic, robust, yet flexible strategy is the best way to have effective social media marketing.

It almost goes without saying, but you need to use the best social media platforms for your audience. There is no point posting on a platform that they are not using! Figure out where your target audience exists online and curate content to suit it.

Post when your audience is active. There are tools you can use to schedule posts, but make sure that they appear on your audience's feed when they are looking at it.

Do not just post things as a “business.” Include a persona in your posting. This means that your posts should not only be marketing, you should also be posting slightly more casually to build a connection with your audience. People want to interact with people, not accounts, so make sure that your marketing strategy allows you to be a person, too.

Interact with your audience. In order to be successful, your audience will need to feel like they can trust you. The best way to do this is by interacting with them. Reply to comments, answer questions, and try to build a community that your audience can feel like they are a part of.

Make sure that you have good quality content. Your content needs to be of good quality and enticing to your audience. Having decent quality content is the best way to grow an audience and encourage them to purchase your product.

Put in the effort to make your brand of good quality. Doing all of the above will take time. There is not a short cut, nor is there an easier way. Building a strong social media presence is time-consuming and will likely not happen overnight. Setting goals and projecting where you

need to be is a method that can be used to aid this.

Adapting and following trends. As well as, once you have the market share, creating trends. Creating hashtags, contests, and challenges when you have an engaged audience is a fantastic way to reach new people.

To conclude, the biggest secret to building a good social media marketing strategy is to put in the effort. It will take work and there is not a shortcut. But all the effort will be worth it in the end.