

SOCIAL MEDIA MARKETING STRATEGY GUIDE

FOR SMALL BUSINESS OWNERS



Copyright © C4 Compete 2017. All rights reserved.

All files and information contained in this document are copyright of C4 Compete. Your license allows you to print this document and use it for yourself and team members.

Your use of this document does not grant you any ownership rights to this content. This document is protected under the United Kingdom and foreign copyrights.

No part of this publication may be reproduced, duplicated, copied, modified or adapted, in any way without our written permission. It is strictly prohibited.

Requests to the author and publisher for permission should be addressed to
hello@c4compete.com.

Limit of liability/disclaimer of warranty

While the author and publisher has used their best efforts in preparing this document, they make no representations or warranties with respect to the accuracy or completeness of the contents and specifically disclaim any implied warranties of merchantability or fitness for particular purpose.

No warranty may be created or extended by sales representatives, promoters, or written sales materials. The advice and strategies contained herein may not be suitable for your situation. Neither the publisher nor author shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages.

KNOW YOUR PURPOSE

Have a clear reason for being on social media and use it to drive forward one clear message. When you have this purpose, you can create a social media campaign around it.

Remember that your goal is to create an emotional connection, that's what triggers a positive response. If you can hit the emotional centre of your audience often there isn't the same need to ask for donations or help, people will come to you and offer it.

DEFINE YOUR AUDIENCE

When you try to target everyone on social media, you end up targeting no one. Your message becomes too general and diluted to the point where no one can really connect or resonate with it. It's time to get specific and figure out the exact people that match your 'ideal client'. By doing this, you'll find that it's a lot easier to connect and communicate with these people. You will also see a rise in conversions because you are able to make that connection on a far deeper level and communicate it in a way that speaks to their specific pain points.



GEOGRAPHICS

- Location
- Language



DEMOGRAPHICS

- Age
- Sex
- Occupation
- Income
- Consumer Behaviour



PSYCHOGRAPHICS

- Values
- Attitudes
- Lifestyles
- Social Behaviour

CHOOSE YOUR PLATFORMS

As great as it is to be everywhere on social media, it's often not realistic if you're a small business with limited resources. Instead of spreading yourself thin and diluting your brand, focus on building up a solid presence on one or two platforms.

The platform you should choose depends on 3 key factors:



Knowing Your Audience:

Where do they spend most of their time online?



Content Medium That Suits:

What platform is a fit to your personality?



Resources You Have Available:

What platform can you grow a large, targeted audience with resources you have available?

Platforms You Can Choose From



GROW YOUR COMMUNITY

It doesn't matter what platform you are using, community growth plays an important role. It's not quality versus quantity. The reality is that it's both. Your audience does have to be targeted otherwise all the effort you put in is going to be wasted on people that are never going to convert to sales.

At the same time, quantity matters too because even with a laser targeted community, not everyone will buy. You need to have a large enough audience that even though only a small percentage will convert, it's enough to see a positive return on your investment of time, finances and other resources.

 **FACEBOOK**

Facebook Ads, Groups, Non-Competitive Agent Pages

 **TWITTER**

Follow First, Hashtags, Engagement, Ads

 **LINKEDIN**

Personal Invites, Groups, Good Content, TopLinked

 **PINTEREST**

Good Content, Group Boards, Viralwoot, Ads *coming soon*

 **INSTAGRAM**

Appealing Graphics, Hashtags, Engagement, Ads
integrated with Facebook

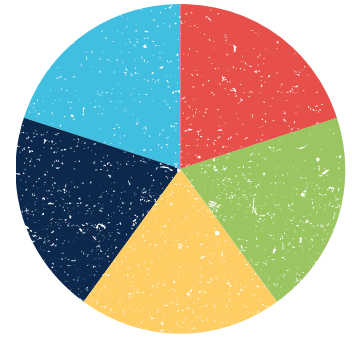
 **PERISCOPE**

Groups, Engaging, Follow Parties
remember quality AND quantity

Choose your growth strategies, test them out and figure out what combination works best for you.

5 POINT CONTENT STRATEGY

It can be difficult knowing exactly what to post on social media and knowing how you can get the balance in terms of promoting your small business. No one wants to come across as that sleazy cars salesman. This 5 point content strategy is a good starting point. As you become comfortable, you can tweak and adjust accordingly.



INFORM

Keep your community up to date and in the loop with what's going on. Your audience needs to feel like they are part of and actively involved in your journey.

Examples: News, Company Updates, Informative Articles, Public Relations, Relevant stats etc.

EDUCATE

Educate people on your 'WHY' so they can buy into the message you are trying to share. Use this as an opportunity to educate your customers by answering all the questions and objections that may be standing between them and a sale.

Examples: Tips, FAQ's, Blog Posts, Videos, Podcasts, Curated Content.

INSPIRE

Show the transformations and impact you are having on your current customers. Show people how you can take them from where they are now to where they want to be.

Examples: Before/ Afters, Customer Stories, Relevant Quotes, End Results, Lifestyle Aspirations.

ENTERTAIN

Be Social. Show behind the scenes, be real and have fun with your audience to build up that likeability factor. Look for ways your social media community can get involved so they feel 'part of the family'.

Examples: Humor, Gamification, Questions (Market Research), Entertaining Stories, Personal Insights

PROMOTE

At this point, you've earned the right to sell. Be clear and direct about what you want your social media community to do. Stick to one specific action you want them to take and be clear about the positive impact that action will have on their lives.

Examples: Products, Services, Lead Magnets, Sales Pages, Events etc.

BUILD YOUR FUNNEL

A lot of people freak out whenever 'sales funnels' are mentioned but the reality is that you need a way to turn a connection into a paying customer. Your sales funnel is simply the process and individual steps you put in place to do this. It can be as simple or as complex as you like. The idea is that you guide your audience into making these micro commitments that leads them into a transactional mindset where they are ready to buy. This is important because without this funnel/ process, it's very easy from relationships to become static and stuck at the same level.

Below I've shown an example of a sales funnel that highlights the different stages and how you can use one single call to action at each stage to guide your connections through.

STAGE ONE: SOCIAL MEDIA

STAGE TWO: BLOG

STAGE THREE: EMAIL

STAGE FOUR: WEBINAR

STAGE FIVE: SELL

Your funnel doesn't have to look like this, make it your own. Focus on your end goal and the different objectives you've set leading up to that end goal. The stages you put in place who support that.

ESTABLISH METRICS



As with any marketing activity, it's important to track and measure your performance. You need to ensure that your effort is translating to real business value and if it's not, why not? The difficulty many small business owners face here is that there only so many hours in a day and once you get caught up in stats, it's very easy to become 'stuck'.

To avoid analysis paralysis, don't focus on tracking everything but be very intentional about the few you do choose. I break these down into two sections; Primary Stats and Secondary Stats.

PRIMARY STATS

These are stats that directly tie to some form of conversion. They provide your ROI metrics.

Examples: Email Subscribers, Sales, Business Opportunities

SECONDARY STATS

These are the stats that offer key insights into your audience and performance. Getting this right will have a huge impact on your Primary stats.

Examples: Community Growth, Community Demographics, Content Traction and Performance, Any Distinct Behavioural Patterns and Trends

Your funnel doesn't have to look like this, make it your own. Focus on your end goal and the different objectives you've set leading up to that end goal. The stages you put in place who support that.

EXECUTION

Executing is often the part that stops most people. Sometimes this is down to fear. Other times it's just because it's really easy to get caught up working **IN** your business and forget to work **ON** it as well. Having a plan for the daily management of your social media marketing can really help with this. It doesn't have to be complicated, it can be just a simple checklist. This way, you keep yourself accountable and because it's written down, you're more likely to follow through on it.

Here's an example checklist for Twitter that you can use as a guide.

 DAILY MAINTENANCE 	<ul style="list-style-type: none">• Remove and report spam
 COMMUNITY MANAGEMENT 	<ul style="list-style-type: none">• Attract 10-50 targeted follows• Respond to all notifications and direct messages• Add targeted follows to a Twitter list
 CONTENT MANAGEMENT 	<ul style="list-style-type: none">• Source x2 curated content• Create one post for each content category [Mix: Text, Link, Image]• Schedule Content
 CONVERSION MANAGEMENT 	<ul style="list-style-type: none">• Nurture prospects on Twitter list through engagement• Social listening [Search lists, keywords and competitors streams]• Cross connect with prospects across various platforms
 TRACK AND MEASURE 	<ul style="list-style-type: none">• Review primary and secondary stats

EXECUTION *CONT.*

Your daily/weekly/monthly checklist may look a little different. For example, it may be more time effective for you to create content once a week as opposed to every day then just sprinkle in some real-time updates. It's all about create a schedule or plan of action that is realistic and integrates into your overall business strategy.

\$50 SOCIAL MEDIA TOOLBOX

Your daily/weekly/monthly checklist may look a little different. For example, it may be more time effective for you to create content once a week as opposed to every day then just sprinkle in some real-time updates. It's all about create a schedule or plan of action that is realistic and integrates into your overall business strategy.

1

Hootsuite [\$9.99]

Allows to manage multiple social media profiles in one place, schedule content, respond to notifications and track campaigns.

<https://hootsuite.com/>

2

Buffer [\$10]

Allows you to schedule and manage content with bulk content upload option through BulkBuffer. A little simpler and more reliable than Hootsuite for content and the chrome extension makes it so easy to create content on the go.

<https://buffer.com>

3

Canva [FREE]

Allows you to create professional looking graphic designs without any design skills or cost involved.

<https://www.canva.com>

4

Pixabay [FREE]

This is a free to use image library if you want to use photos in your graphic designs.

<https://pixabay.com/>

\$50 SOCIAL MEDIA TOOLBOX

5

ManageFlitter

Purpose: This tool makes it so much easier to grow, manage and maintain your Twitter community. You can save a lot of your settings saving a lot of time and allowing you to automate certain elements if desired.

<https://manageflitter.com/>

6

Nimble [\$15]

Nimble is a social CRM platform that pulls all your social connections into one place where you can tag prospects, set reminders and enter them into a sales funnel. This makes lead nurturing a lot easier.

<http://www.nimble.com/>

7

Mailchimp [FREE]

A free (up to 2000 subscribers) email marketing platform that will allow you to send emails out to your subscriber list.

<http://mailchimp.com/>

CONGRATULATIONS!

You're now on your way to strategic social success. We can't wait to see your online journey unfold. In the meantime, if you have any questions, please do email me hello@c4compete.com.

We're always delighted to help!