

2020

# BEST SOCIAL MEDIA MARKETING STRATEGY

Improve Your  
Social Media  
Marketing  
Strategy



# Best Social Media Strategies In 2020

The influence of social media is unbroken in times of influencer marketing and viral content. Nowhere does information spread faster than on social media. And for good reason: Billions of people cavort here who consume and share content. Some users have achieved true perfection in this field and have advanced to become social media stars. Companies, on the other hand, are quickly overwhelmed by the variety of social networks. Old giants like Facebook are offering more and more features, while new social media platforms are springing up on the left and right.

## 9 steps to a successful social media strategy

In the following, we will show you how you can identify the right channels for your content in this thicket and use them optimally.

### 1. Define your goals

First, think about what you want to achieve for your company. Then use this sketch to design your social media strategy. An example: You want to increase the level of awareness of your brand, encourage users to interact more with your content, achieve conversions and retain customers. You also want to be able to measure your results.

### 2. Identify your target audience

Create a buyer persona for your product. To do this, it makes sense to work out the demographic characteristics of your target group. Using this data, you can then imagine a typical member of this group. What could this person be interested in? What are their difficulties and problems? Now you know your buyer persona. This gives you the opportunity to publish content on the social networks that is precisely tailored to the needs of your target audience.

### 3. Be approachable and clear

The calculation is very simple: if users find your social media presence likeable, then affection for your company also increases. Therefore, you should use a notation for your social media activities that does not exclude anyone. Those who try to impress with educational language and sarcasm are more likely to scare readers away.

In general: clear messages are well received on the social web, for example in the form of so-called “snackable content”. This buzzword conceals content with a manageable information value that is particularly popular with consumers. These can be mini clips, infographics, Instagram stories or short summaries.

And: Easily consumable content can be shared particularly well via social media channels, as the attention span when browsing the timeline is rather short for most users. It is therefore important to convey content precisely and in a friendly manner instead of getting lost in the news feed with polished style.

## **4. Harness the power of storytelling**

Statistics show that 78% of internet users worldwide are active on social networks . There you mainly consume stories - about people, events and all kinds of other things. Your goal should therefore be to arouse the interest of potential customers through effective storytelling. With this golden principle of content marketing you establish a human relationship with the customers and give your company additional meaning for them.

Think about what makes up your individual story . Focus less on your company's history and more on why you do what you do. Tell it succinctly and address your audience's feelings. Because that's how you stay in the memory.

A helpful model in this context is the “ Golden Circle ”. It helps you keep an eye on your audience and tone of voice when producing content. In this way you can achieve optimal brand storytelling and sharpen your company profile.

## **5. Build different channels**

To get the best result in social media marketing, you need to be on multiple fronts - but don't overdo it! For example, consider three channels that you (can) maintain on an ongoing basis. Then focus primarily on the channel that is running best.

You can also segment within a social media channel (or “stream”). To do this, you identify different types of users who follow you. A meaningful breakdown is made into fans, rivals and influencers .

Such lists make interaction easier: Decide which posts you want to be displayed. This gives you a better overview and can decide at a glance whether you prefer to share relevant articles from other marketers or congratulate a customer on buying your product.

## **6. Run a blog**

You know it: You ask yourself a question, google and end up with a helpful source. Often times, the answer is just a few clicks away. You can also use this effect on social media to draw users' attention to your company via a blog. Because regularly published blog articles are a constant and informative resource for new posts. They perform best when they answer frequently asked questions.

Think of the buyer persona and their “ buyer journey ”: What is it that concerns them? What are your questions, challenges and problems? Deliver answers on your blog! Because if potential customers find your content helpful, ideally you should also share your content on social media and thus increase your reach .

## **7. Schedule your posts**

Sometimes unforeseen things happen and mess everything up. However, it is crucial for the success of your social media strategy that you regularly and reliably supply your channels with content. In order to post content regularly despite being distracted, the use of a planning tool is recommended .

Sophisticated social media management enables you to prepare several posts at the same time and determine the time of your publications in advance.

A planning tool is also particularly helpful for internationally oriented companies, since different time zones are no longer an obstacle. No matter which market you want to reach: The tool is always awake and ready to send your content out into the world.

## **8. Review your results**

Of course, you want measurable success. To do this, first evaluate how many visitors have reached your website or blog through social media. Use tracking tools such as Google Analytics and Facebook Analytics for this. These tools collect statistical data about the number of visitors, length of visit and visitor behavior on your website. This allows you to draw meaningful conclusions about the strengths and weaknesses of your site and your channels - which platform do the most visitors to your site and why?

## **9. Adjust your strategy**

No master has fallen from the sky yet. So you should take the necessary time to get the ball rolling. Experiment with content, channels and interact with your customers in different ways. Find out what works and expand it: a blog that is constantly fed with articles, for example, has the potential to become an e-book. And an e-book, in turn, can be wonderfully marketed on social media.

You don't need to be an expert to have a successful social media strategy. Make sure you choose your channels carefully and maintain them using planning and tracking tools. Provide your channels with consistently high-quality content. If you create this with your buyer persona in mind and work it up with good storytelling in mind, nothing stands in the way of your success on social media!