

5 STEPS TO SOCIAL MEDIA SUCCESS

Social media is a must have tool for any business. and while there's no ultimate hack, magic wand or short cut to overnight social media success - this tried and tested process will guide you on your way.

Follow these steps, engage as often and as authentically as you can and share your expertise. Try new platform features and don't panic when things inevitably change. By putting in the effort you'll start to see the algorithms work for you and you will gain followers and secure customers.

Need advice and support? Let's talk.



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1

Strategy

You're on a journey to achieve your business goals but you'll be heading nowhere fast without a clear idea of where you're going. Running blind at social media will cost you time, energy and effort. Identify your goals first and plot your route to success.

2

Audience

With over 3.4 billion active social media users worldwide - you really need to know just who you are looking for. Have you identified your ideal customers? Research your audience(s), gather up as much detail as you can. And create User Personas or Avatars to help bring them to life. What existing brands are they most likely to follow? Find them and start to engage, engage, engage!

3

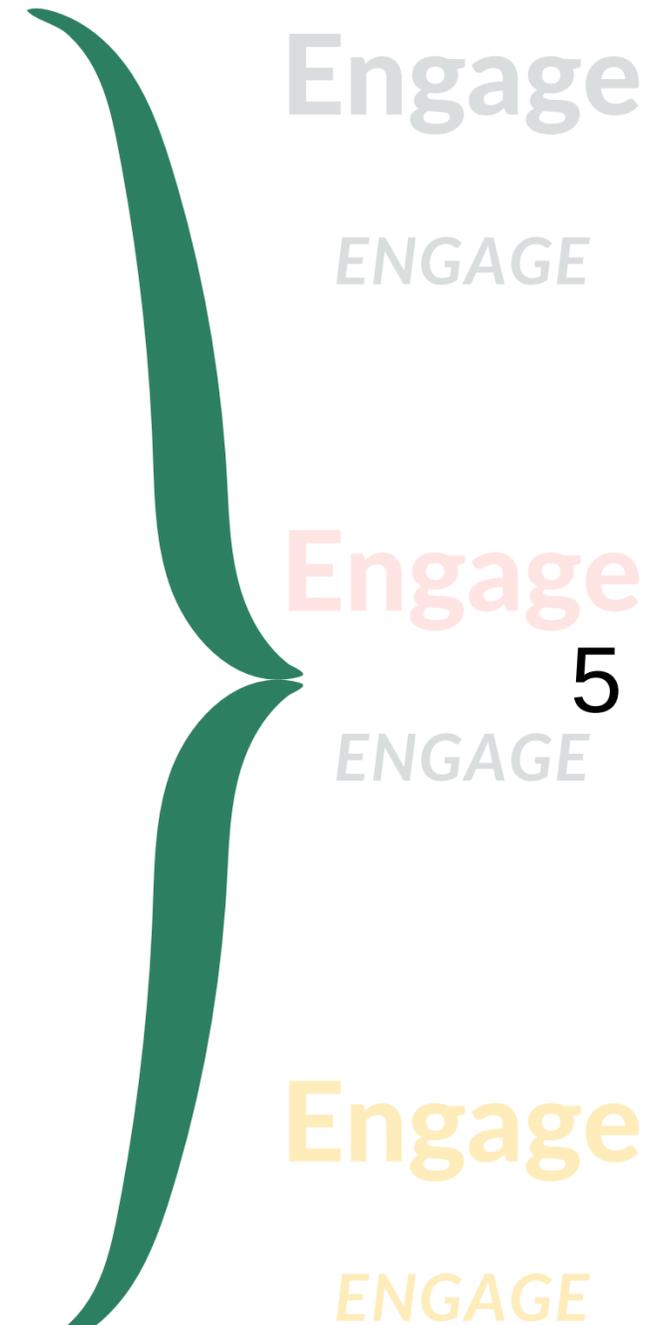
Platforms

So you know your customers, what they like and where they hang out on social. THIS is when you choose and begin to prioritise your platforms. You don't have to be on every one, so choose your primary platform and start there.

4

Content

Here is where all your audience research begins to pay off. Create & curate engaging content that demonstrates your expertise and that your ideal customers will want to see. You'll need a mix of ideally 80% external relevant content versus only 20% promotional. But aside from your own posts, make sure you are engaging elsewhere. Think of your comments & interactions as another content stream, be as helpful and authentic as you can.



Analytics

And here is the bottom line. You MUST review your analytics on a regular basis. This will help you refine your message, your content and target your ideal customers even closer. There is a wealth of information in your social data, from audience demographics, to best times to post and your best performing content. Whether you're planning future content or looking to improve the performance of your Facebook or Instagram Ads, data is your champion. Ignore it at your peril!