

How To Create An Organic Social Media Strategy For Your Brand



1. Social media is one part of the digital marketing mix – consider where does social media fit in your overall sales and marketing strategy? Circle which applies:

- Promote the name of your brand and business
- Tell customers about your goods and services
- Find out what customers think of your business
- Attract new customers
- Build stronger relationships with existing customers
- Provide support and enhanced customer service

2. Identify your target market and understand their needs– the only way to create social media content that engages with your prospects, audience and community is to understand them – know what makes them tick – who are your ideal audiences? Sometimes this is referred to as an avatar or a buyer persona too. Below is a checklist to assist you through the buyer persona development:

- BACKGROUND Job? Career Path? Family?
- DEMOGRAPHICS Male/Female? Age? Income? Location?
- INFORMATION Where/how do they get their information?
- GOALS Primary Goal? Secondary Goal?

- A TYPICAL DAY What are their daily challenges? Who influences their purchasing decisions?
- WHAT CAN OUR BUSINESS OFFER ... to help our persona achieve his/her goal? ... to help our persona overcome his/her challenges?
- REAL QUOTES How does your persona really feel about his/her goals & challenges?
- COMMON OBJECTIONS Why wouldn't they buy your product/service?
- MARKETING MESSAGING How should you describe your solution to your persona?
- ELEVATOR PITCH Sell your persona on your solution!
- WHAT WOULD YOU MISS? If we closed our doors tomorrow, what would you miss the most?

Background:	Elevator Pitch:	Challenges:
Demographics:		Real quotes:
Identifiers:	Persona -Sample Sara	Common Objections:
Goals:	What can our business offer?	Marketing Messaging:
		MARKETING:SENSE

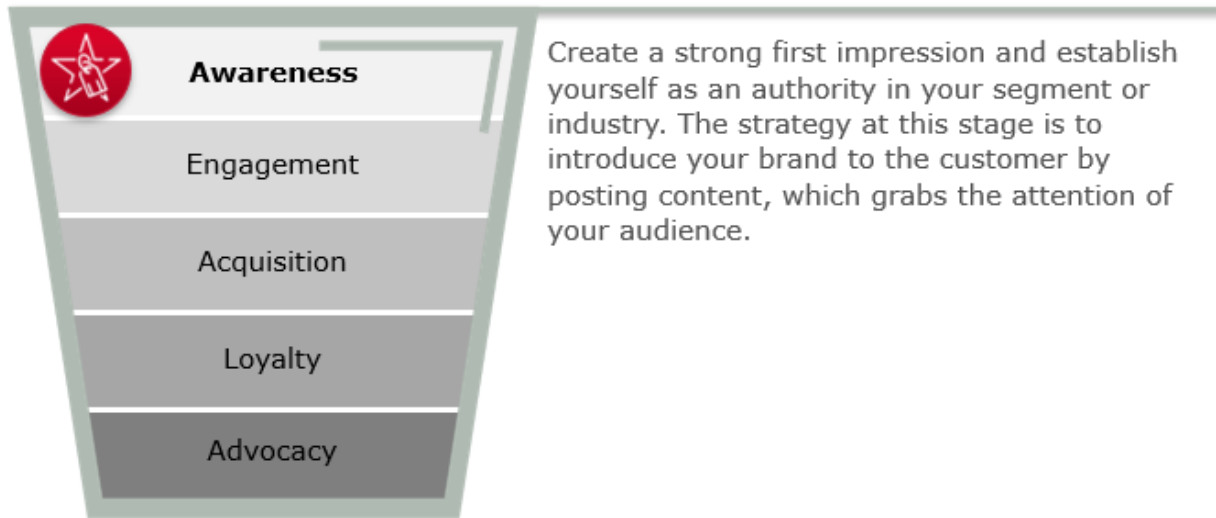
3. Pick Your platform – you do not need to be on every platform – you should focus on one or two - where your audience is. So based on the work you did on question two - your target audience and their needs you will be able to determine where your customers and prospects are hanging out! I was going through this exercise with a client recently and we were trying to determine why his social media was not generating any leads for his business, in doing the above (which also included a quick questionnaire with existing clients), we were able to determine that he was on Facebook while his prospects were on Instagram!

Which channels will you focus on? (below are the key platforms)

- TikTok
- Twitter
- Clubhouse
- Instagram
- Facebook
- LinkedIn
- Snapchat

- Pinterest
- Reddit
- YouTube
- Quora

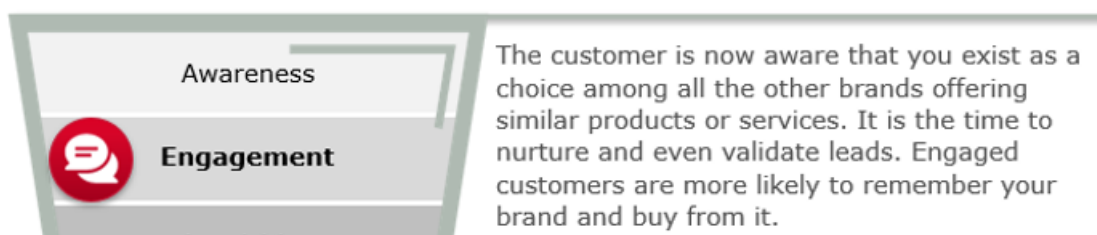
4. How will you generate awareness for your brand? How will you grab attention?



Use a strong visual that stops the scroll – you have a few seconds to grab attention – what is a strong eye-catching visual you might use? Remember your visuals should be on brand and have a consistent look and feel, but you can still be innovative. You can look at platforms like Canva for creating your branded templates and free photo sites such as Pixabay and Unsplash and platforms like Biteable for cost effective video. Some visuals include photos, infographics, GIFS and video.

You could also start with an audit of your content by looking at your social media insights – see what has worked for you to date...

Just for now, take a look at your platforms and see what people have engaged with and make a note of them below – then consider how you might improve on your content to *stop the scroll!*



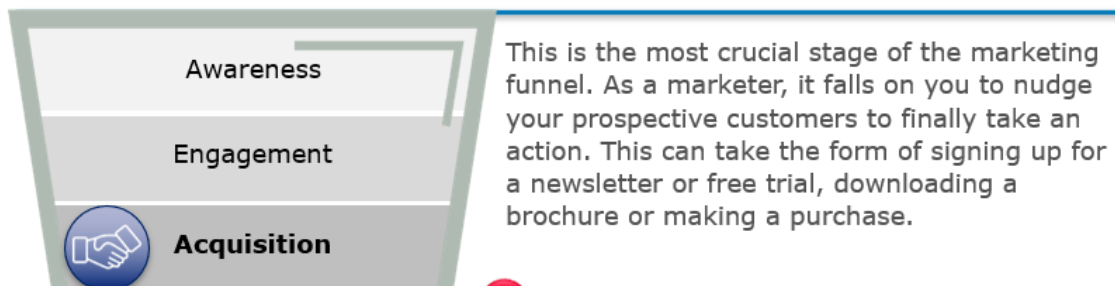
5. How can you start conversations that get people talking to each other?
 Your language and tone of voice is important here – refer back to question 2.
 Could you use an 'either or' in your business?



Or an opinion poll?

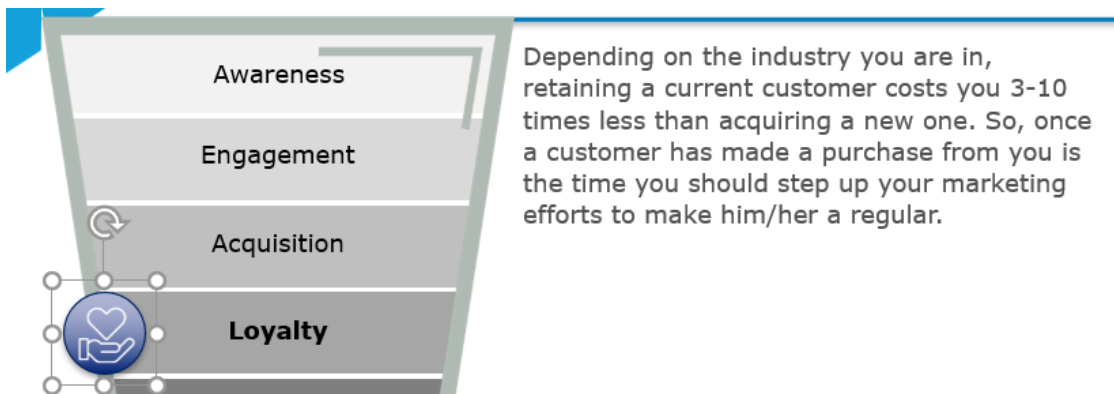


Jot down some ideas for content that encourage people to like comment and share:



6. Take a look at your social media platforms, are you making it easy for your prospects and community to find you? Below is a checklist for you to consider:

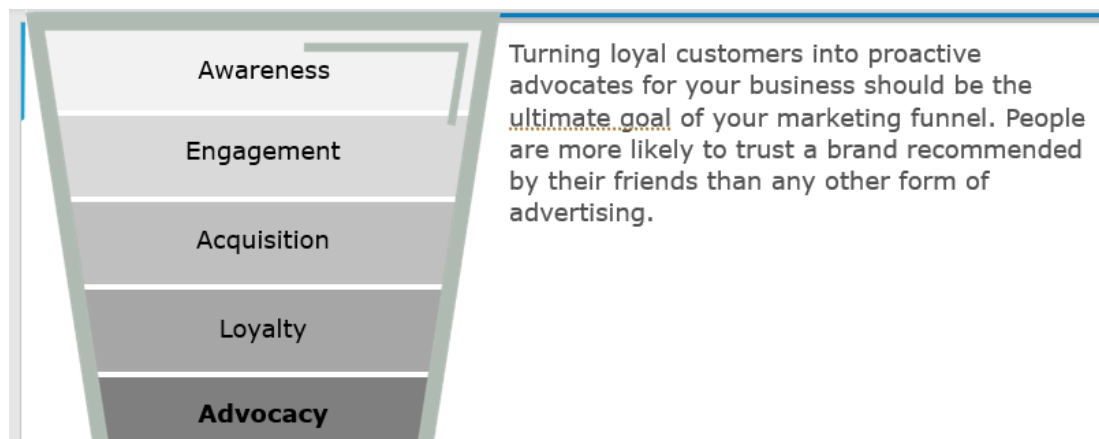
- Can you easily find your website URL on your social media?
- Do you have a Facebook and Instagram shop (where applicable if you sell products)?
- Do you have a 'contact us' button?



7. Thinking about your business and encouraging repeat business and customer retention – what could you do to ensure your customers continue to purchase from you? Below is a checklist for you to consider:

- Club/Membership/Subscription
- Support a cause or charity that aligns with your brand
- Facebook group
- Have a consistent identity
- Show and tell tutorials

- Share customer experiences – social proof
- Sharing your *why you do what you do* – your vision and mission
- Gift with purchase or value add



8. If you really want to get your customers to market on your behalf, you need to give them a reason to rave about your offering and service. You need to give them something to share, something that will spark conversation. Are you actively considering how you can encourage conversations around your brand and products?

Refer to this blog for some in depth insights -

<https://www.marketingsense.com.au/unlocking-the-power-of-word-of-mouth-marketing/>

Do you know who your storytellers are – your brand advocates who have:

- Already purchased from you and love your brand and your products
- Left glowing reviews online or by email/messenger
- Engaged with your social media content
- Recommended your product/service to others.

List your brand advocates here:

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Do you know what sets you apart and makes people want to talk about you? List one or two positive things that you think people would say about your product or service when you are not in the room:

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