



Social Media Marketing


Made Simple

A Step-by-Step Guide



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Overview of social media marketing

Social media is everywhere! It is impossible to imagine life anymore, which has not been convoluted by social media. And it is not only us who are dependent on social media. Businesses too have started using social media to reach out to their audience.

Why?

Because the term social media is prevalent and the world is overwhelmed with the vast number of platforms. Some of the big names for social media include Facebook, Instagram, Twitter, LinkedIn, Snapchat and Pinterest.


Facebook in itself has a user base of nearly 2 billion.

To put that in perspective, China only has a population of 1.4 billion.

So, if Facebook were considered to be a country, it would be the most populated one and as I may say, the most connected one as well.

Social media had grown faster than the internet when it was first introduced to the world.

The internet reached 1 billion users within the first ten years of its launch, but social media usurped its position by reaching 2 billion users by the end of 2016.




And talking about the impact- Facebook is one such platform where one in every four people on this planet has an account associated with them.

A recent study concluded that the average person unlocks his phone 110 times a day mostly to check for social media notifications.

Even after so many years of existence, social media is only gaining its popularity. Thus, people check, check and check again for any notifications or updates on their multiple social media accounts.

People these days have become so glued to their phones; it has almost become a part of their existence. The term “Nomophobia” is being associated with most people. And Nomophobia is no fun. It means living with the fear of not being near your phone.

As I mentioned earlier, the use of social media is not limited to individuals only. Businesses are participating widely in the use of social media. And the reason is simple- it presents a unique opportunity for marketers to reach various sets of the audience and pitch their offerings effectively. The outreach of social media is unbelievable. And not using to leap out is like missing an opportunity.



Social media marketing presents a unique prospect for marketers to reach their audience. It is vital as a marketer that you need to master social media.

For your reference, we have summarized a step by step guide that will allow you to master the art of social media marketing.

7 Steps to Master Social Media Marketing

Even a few years back, big brands were using traditional methods of advertising like billboards, TV advertising and such similar medium. But as time passed, they were unable to justify their high advertisement revenues, in comparison to the increase in sales percentage.

Every company at one point believed that TV advertising was the “be –all, end –all” of advertising. Not to mention, the entire process was an expensive one, making it off-limits for smaller businesses.

With the introduction of social media, even the smaller brands with limited budgets could stand toe to toe with the big honchos of their particular industry.

Today, if you are a small business, there is no need to outspend your competitors for a better market share. It can be done by building an effective brand which is formed by alleviating the pain points of your customers, by using various social media platforms.

To master social media, you need to learn a few steps. These steps will acclimatize small business owners with the basics of social media marketing. To keep your business growing and to understand social media marketing, keep reading the whitepaper.

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Collect User Data

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1. Know Your Numbers: Collect User Data


Small business owners need to know a lot of numbers.

– Barry Moltz, QuickBooks

When you are a small business owner, the first thing you need to familiarize yourself with is numbers. Numbers specifically related to your business. For instance, what are your sales return, how many hits and likes did your latest blog post get and so on. With social media, your marketing efforts will not be wasted in a wild goose chase. Instead, it would become more structured, which is ultimately essential for your business.

Do you know your numbers?

Data is essential in social media marketing and building an online business. Data about your customers can be sourced by using marketing automation. This data can further be used when you are making the decisions related to the company. With marketing automation, opportunities to better your business are endless.



A study conducted by SaaS platform Kitewheel suggested that more than half of today's businesses would like to have an automated response to customer queries on various social media platforms. Nearly 40% of companies are working to develop a marketing automation tool that will allow them to connect with their audiences.


Also Read: [Challenges and solutions for the modern tech marketer](#)

When you are a social media marketer like me, you would want to generate quality leads to fill up your prospect pipeline. To effectively generate quality leads you need to keep your focus on Key performance indicators (KPI's).

When you have intelligent data at your disposal, it is easier for you to gain a better hold of the various social media campaigns.

Data analysis cannot only be done just by human effort. It needs the use of proper tools that can put the existing data to use and measure the performance of your social media campaigns.

As a marketer, you might be familiar with the saying "On Social media, you can acquire paying customers for your business." Social media is no longer limited to meeting people and then leaving them be. It is not applicable in modern times. There is much to it.



Marketing gurus HubSpot says that nearly 70% of all companies acquire paying customers using Facebook or similar social media platforms.

Even with all the tools out there, you can't discount the fact that you need to know your audience like the back of your hand. The best way to understand your customers is to define your audience under demographic brackets like age, gender, hobbies, interests, profession and so on.

To ensure that you are giving the right content to your audience and solving their most inherent issues, you need to conduct extensive research, collect viable data and creatively solve their problems.

2. Prove Your Expertise so People Can Follow You

Credibility is like credit, you've got to have it to get more of it


– Lisa Sasevich

People will follow you when you can provide them valuable information time and again. For you to establish a cult-like following, you have to prove your expertise and establish yourself as a thought leader. You need to show that you know what you are doing!

How do you portray yourself as an expert in a particular field you ask?

Well, you need to show it rather than claim that you're an expert in that field. It can be giving the "inside tour" of how you built your business or used your skills to propel the growth of another company.


People prefer to see real-life examples than talk. Even drawing inspiration from your failures will resonate your growth, giving people much to rely on.



To prove you're an expert in a particular field, you need to publish free and value-adding content that will cater to the major pain points of the audience. Gary Vaynerchuk, an entrepreneur, and social media influencer posts all his valuable advice on channels such as Instagram and YouTube. He aims to teach his followers how to use social media for your business best and generate more revenue. This social media strategy of his has inspired people to follow him, allowing him to establish a personal brand.

To build your brand in social media, you should give away content like eBooks, software, and advice for free. This will bring in more users to your brand and create advocates who will further bring in more users to you. And all this by using various social media platforms.

There is no need to create original content for social media every time. When you find well researched and well-written content, you can repost it, and people will start flocking to your pages.



Once the followers are onboard, you as a business need to provide the right content to the users so that they form a long-term relationship.

Many businesses after using social media marketing have reported a significant rise in their revenue and the number of visits than they were having earlier. All this by proving that they are experts in their niche.

3. Listen and Share (i.e., Social Listening)

The term social listening might sound new, but the truth is that it has existed for long. Social listening is all about taking into account what people are talking about in the present. Be it about a new trend or your product, people can talk about anything under the sun, and you should listen to them.


As a business, you should communicate the purpose of your business through your content. If not, you risk boring your audience, which may cause them to stray away from you.

When you are undertaking social listening, you need to keep an open mind and consider both positive and negative feedback.

Marketers generally acknowledge positive responses that they get, but they cover up all adverse reactions that they get, not realizing that it could be an opportunity in disguise. The chance of building up customer credibility by solving their problems is high. And to solve their problems, you need to listen to them.

Nearly all customers, once they post a negative review about the company or a product, expect an immediate response from the company. Social listening makes this possible.

For social listening to be successful, you must invest time to listen to the needs and requirements of the customers.



Without understanding your end users, it is difficult to take your business to the next level. Not completely understanding the followers will lead to social media fails which will dent the credibility of your brand.

When the user leaves a negative review, you can get a clear picture on the part where you should be working, ultimately solving their problems.

Some of the ways to listen to the needs of your audience include:

i) Search for keywords your audience is using

With various social media keyword generation tools, you can determine what keywords your target audiences are using. Through this, you can know what they are interested in, what are their likes, dislikes, and other similar information.

With social listening, you can accurately put your finger on your audiences' requirements and further tinker your offering in such a way that it complements their interests.

ii) Through conversation, get to know your customers' pain

When you have a conversation with your end users, you are not trying to solve their problems, but you are establishing a lifelong relationship with them. Their pain points can determine your next piece of content and how you'll tackle their problem.

iii) Identify your key influencers and advocates

To get attention from the right people, you need to get noticed. The best way to get an influencer's attention is by liking and sharing their posts, and leaving comments. This will cause them to think from a different perspective. To put in short, you need to do all you can to support them.

Reward your brand advocates with gifts; you'll build strong engagement at the end of the day.

4. Create a workable daily plan for social sharing

When you are spearheading a business, there is so much that needs to be done within the little available time. You will have to design your social media marketing plan to justify the amount spent on marketing activities within a financial year. This strategy helps you put out the right content at the right time without stressing on it.

There are certain times during which your audience will be more active and will likely see and share your post.

When you have a social media strategy in place, then you will have the necessary tools to remove the gap between social media marketing aspirations and social media marketing goals.

Having a workable goal will help you in social sharing and other social media marketing related activities.

You can also schedule a post to go live on social media for a particular event or a day in advance. With many social media post scheduling tools available, it is easier to post on social media. When there is enough activity among the end users, your content will end up being noticed by them.

In social media marketing, idleness doesn't have a place, and everybody needs to play an active role. To ensure you are doing enough, you need to have a plan.

5. Leverage Social Media Advertising to Drive Results

With the plethora of blogs, videos and content already present on the internet, it is difficult when you are starting to gain significant organic reach.


You need to use social media advertising to ensure that you put your offerings in front of the right people and build up your prospect pool. Later on, you can try and nurture these prospects. And if all goes well, you can turn them into paying customers.

If you are thinking in terms of finances, it is beneficial as well. 96% of CMO's take social media marketing metrics seriously along with other sales and web metrics.

No matter how much you believe in only bringing in organic traffic, you need to save up some money to run social media advertising.

If your brand is new, then it doesn't matter even if you are selling the elixir of infinite life. Unless the right people know about it, even the best of products/services can go to waste. This is why social media advertising is critical to your business.

You can set up and run Facebook campaigns to target the audience who are in tune with your business objectives. If done right, it will bring large sets of an audience and enhance revenue.



For your advertising efforts, you can also put to use PPC advertising.

LinkedIn, for example, offers opportunities for small businesses to reach large audiences and radically improve their brand presence.

Social media advertising is still relatively underpriced as it is still in its inception period. But with too many businesses opting for the same, the scenario is up for a change.

So, leverage social media advertising and effectively reach your customers before it gets expensive and competitive.

Also Read: [How to map the customer journey for effective sales](#)

6. Develop a Good Social Media Marketing Strategy


We have already spoken about the need to create a social media marketing strategy. Now let's focus on how to create a practical social media marketing strategy.

Social media marketing might seem like a trial and error method in the beginning because it is relatively new and what do you gain from it.

But over time, and the more familiar you get with it, you can develop a decent social media marketing strategy. The process will still consist of trials and errors, but you will know what works for you. It will also reduce your chances of failing, and it only gets better. The better your understanding of how to properly integrate social media and online marketing efforts, the higher your yields.

A permanent marker company based out of the USA called Sharpie developed a social media strategy that puts the lime-light on the customers.

They shared samples of the artwork and showed case studies of their customer's art on their social media.



This social media strategy brought about an increase in brand loyalty and customer retention. A well-researched social media marketing plan was the reason for it.

Social media marketing uses various aspects of a business. Forbes recently reported that 80% of all salespeople use social media to target their prospects, thereby increasing their overall sales closure rates.

Social media marketing despite its potential doesn't guarantee overnight results. Not every marketer will understand the complete scope of social media marketing in the beginning. But consistent efforts from social media marketers will allow them to learn more about it as time goes on.

A study conducted by TMS showed that 45% of companies failed because they didn't have a strategic path that would lead them to success.

When such is the case, you must think twice before posting any random content on various social media platforms as it would be a disastrous strategy and the repercussions can be unpredictable.



Here are a few steps to develop a practical social media plan:

i) Decide your social platform


Companies these days feel that they need to be present on every platform that there is, but it only results in creating a burden to the company. Thus as a company, you have to decide beforehand which social media platforms are ideal for your business.

A general rule is that for B2B businesses, LinkedIn and Facebook are the ideal platforms.

For B2C businesses, platforms like Pinterest, Instagram, and SnapChat can be used to reach your audience.

ii) Complete your social media data

Fill out your social media data and mention the brand in the description. When your profile is filled out, it will create a good reputation in the minds of the people who are looking to do business with you. Also if you give a brief description of the brand, its vision and the culture you're building, then the prospects will be even more interested in doing business with you.



In your social media profiles tell the end users what they will be getting when they follow your brand.

A typical example could be: To know more about digital marketing, follow this space for daily updates.

iii) Develop your brand voice

A brand at the end of the day should be able to relate with the people, and when it connects successfully with the people, then the people establish a connection with the brand. The way you portray your messages is the brand voice and when rightfully done it acts as the bridge that connects the brand to the end users.

7. Organize Your Social Channels


We cannot deny the power of social media. Businesses are using them effectively to grow. With three-quarters of the world being on at least one type of social media, it is no surprise that it plays a massive role in the influencing the buying decisions.

A recent study revealed that social media close more deals than any other marketing collateral. It also stated that 85% of B2B companies rely on social media platforms to grow their brand successfully.

When you have many social media channels, there are chances that some problems and opportunities slip through the cracks. It is thus ideal for organizing your social channels. It allows you to use them to their highest limit.

There are several tools which can manage all your social media marketing activities – for instance, Hootsuite and Sproutsocial.

When you have a proper social media CRM tool, you can maintain a common brand messaging across various social media platforms. With such devices, you can create messages that are relevant and interesting.



It is an excellent strategy to add a social sharing button to your content so that people who visit your website can share them on their respective social media platforms.

You can also add the live social media option to your blog so that the audience can see the latest posts at the click of a button.

Conclusion

Social media platforms when utilized well has the potential to propel a business to success.

These strategies, when followed consistently, will see your various social media platforms get traction, eventually allowing people to flock to your brand.

The strategies as mentioned above only work when you have patience and determination to reach the objectives you've set for yourself. These are not hacks to put some wind under your social media wings but more of tactics that are battle tested and proven to be successful.

But as the old saying goes- "Starting a business is easy; it is the growing of the business where the hard part lies."


For social media marketing, no universal strategy fits every other venture out there. The platforms are the same, but each company has to form separate plans and be unique in its presentation of its offering for it to be noticed by the potential customer.


Crafting the right social media marketing plan is easy. Mastering it will bring more credibility to your brand, ultimately pushing it to the epitome of success.

About us

TechDataPark was established with the aim to venture into the expanding landscape of technology-based data provision. The motive is simple- connect tech marketers to their target audience using a precise database. With a qualified team working hard to meet the data requirement, businesses of all sizes can get quality leads from TechDataPark's credible data, and all at an affordable price. TechDataPark is the data partner businesses need.

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