

The Top 5 Reasons You Need a Social Media Strategy



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Social media is an online marketing tool that allows you to communicate directly with your audience. There has never been a time in history when it's this easy to connect with your customers.

Today, every business knows that it's essential to have a strong social media presence and engage with their market there. But few businesses actually know how to do it effectively and get results.

The key difference between those who succeed and those who fail is planning. Companies that use social media successfully do so because they have a solid strategy. They take the time to plan this strategy with a big-picture view and then implement it in a systematic way.

Your business can benefit as well. The time it takes to develop this strategy more than pays off once you implement it and start getting closer to your business goals. Here are the 5 reasons why you need a social media strategy and what you need to do to get started now.

Maximize the Effectiveness of Your Social Media Presence

Many businesses make the mistake of thinking that social media works like this: You log in, check out your feed, post some stuff, interact with the commenters, and watch your engagement gradually rise. But it doesn't work this way.

If you don't have a strategy and plan, you won't get any results from your social media activities. You may grow some followers by simply being there interacting, but you won't get closer to achieving your business goals. All your activities including posting on Facebook or Twitter should help you get closer to your goals or it's a waste of time.

Developing a strategy helps you link these activities with your goals. For example, if you're using these platforms to nurture leads by sending them to your free information product and getting them to join your list, you would post different content in a different way than you would if your goal were to sell directly. You may want to join discussions related to the info product you're promoting.

Goals like raising brand awareness, building a base of loyal paying customers, or building your credibility for offers you pitch will require you to do different things on social media. The first step is to identify your goals and what part this activity will play in them. This is a key foundation of your strategy.

Next Steps:

Identify your current business goals.

Identify what part your social media activity plays in achieving those goals.

2. Focus Your Energy and Save Time

If you develop a social media strategy it streamlines your activities so you know just what to do and you can focus on where you get results. Without the proper focus, you're taking shots in the dark and hoping that people take the action you want them to take. With a strategy in place, your actions will lead them to take that action.

For example, you may post a video and discover that it gets four times as much engagement as your text content. This means you need to work video into your content mix, sharing a new video each week. The time you spend producing your videos will pay you back more than the text content.

One important part of any social media strategy is automation. Automation means letting a software program or app handle certain tasks and aspects of your activities. Automated tools include things like social listening, chatbots, content curation, engagement, and growing followers. Implementing software and apps that do these tasks helps you to further save time and focus.

An example of a program you can use is scheduling software. These are programs that post on a schedule you set so you don't have to do it manually. This is a great time-saver and it's a task you don't need to do yourself each time.

Authenticity is the key to good social media marketing, so there are some tasks you can't automate. You have to be there personally interacting with your audience. Your strategy gives you a clear plan for separating what can and can't be automated and using each for best results.

Next Steps:

Create a schedule and content strategy so that each day, you know what needs to be done when you sit down to log in.

Look at social media automation tools, such as BufferApp or Promo Republic, and consider ones that might work well with your strategy.

Create Content That Converts

Ultimately, what will determine your success with social media is the content you post. Your content needs to be engaging and interesting. It has to address the questions and pain points of your audience so that they will like, comment, and share. It should frame you as a helpful expert who has a great deal of value to offer.

Strategic planning gives you control over the content you post. You can decide on topics, formats, and content type, and create a mix and schedule so that you're offering variety. Once you start posting, you'll get feedback instantly to see which content works best, and then you can refine for even better results.

Part of your strategy is also learning about your target audience. You'll research them and create a profile that will include their interests and preferences and the kind of content they engage with most. This will be important for your content planning.

As part of this research, you'll also look at others in your industry to see what type of content performs best on each platform. You'll choose some to follow and gain insights from following them to help you create your own unique content.

The result is that your content will have further reach. It will engage your audience and help you get closer to your business goals.

Next Steps:

Identify topics, formats, and content types you will share and then create a posting calendar to get started. You'll refine once you start implementing it.

4. Motivate Yourself to Implement and Post Every Day

One of the best things about having a solid social media content plan is that you have somewhere to go. It's easy to get into a slump with social media where you're not sure what to do each day, you don't see results, and your motivation starts to lag.

When you have a good strategy in place, you'll know how to plan for each day. Your to-do list of important tasks will be ready to go. This takes the work out of interacting with your audience so you can just have fun and enjoy it. It won't feel like work at all but just hanging out with your people. When you're enjoying what you're doing, this will translate to better content and more authenticity which your audience will enjoy as well.

The best way to create daily task lists is to start big and work your way smaller and smaller. Start with the business goals you identified earlier and how social media fits into it. With that and your content schedule, you can see the milestones you have to reach. Each day is a step to those milestones.

You may also want to break up tasks and prioritize them. For example, first priority might be posting new content. Next is replying to comments and re-following people who started following you. With leftover time, you might scroll your feed looking for content ideas or content to share or spend some time researching your audience.

Next Steps:

Create a weekly plan for each day of social media activity and finish up each session with a list of things to do for the next session to get you started.

5. Provide the Tools to Measure Your Social Media Success

How do you know if you're actually making progress toward your business goals? One of the most important advantages of a social media strategy is that you can set out a plan for monitoring the results of your actions using objective data.

You do this by setting performance metrics that you can check. For example, if you want to grow your followers, you can set a goal of new followers per week. This data will tell you whether your strategy is working and, if not, what you need to do in order to improve it.

Performance metrics are tracked using analytics tools. These are programs that monitor metrics you set for you and report them back to you. This is quicker and more efficient than checking yourself using each platform's native features. Many of these programs are free and easy to use.

Your strategy also includes documenting your efforts. This will help you to refine it and make it more effective. You can learn from your successes and mistakes and use this to create a better strategy in the future. An important factor in social media success is monitoring and improvement, and metrics and documentation help you do this.

Next Steps:

Take your business goal and decide which metrics would help you determine whether you're reaching it or not. Choose the metrics and put them into a timeframe so you can measure results.

Look at metrics tools and choose one to use. Start with free, popular, and easy to use programs, and upgrade as needed.

How to Get Started Crafting Your Winning Social Media Strategy

Now that you understand the importance of crafting a well-planned social media strategy and you've taken some initial steps toward realizing it, here are the next steps to get you started toward the launch.

Create a Target Audience Profile

Since every aspect of your strategy revolves around your customer, you should research and learn about them and create a profile. You'll then use this profile to find out where they hang out on social media, how to connect to them, and what content they like so they'll become your loyal fans.

Perform a Content Audit

You've probably already created some content that you can use. You can also gain some insights through your earlier content marketing efforts. Go back and look at the content you've already created and find pieces you can repurpose and use again.

Create a Social Media Schedule

Create a schedule for your strategy so it will align with your business goals. Remember that this is a tentative schedule. You'll learn through trial and error once you implement and start interacting with your audience. But you need to have some ideas in place to get you started.

Refine and Perfect

As you go about posting, watch your metrics and get feedback from your audience so you can maximize your efforts and perfect your strategy. Remember that each market segment, each industry, and even each business within that industry has different things that work.

In this report, you learned a number of compelling reasons why you need a strategy for your social media activity. You don't want to get left behind and with a good plan in place, you can make the best use of your resources and effort.

Don't forget to download the Free Social Media Strategy Planner!