



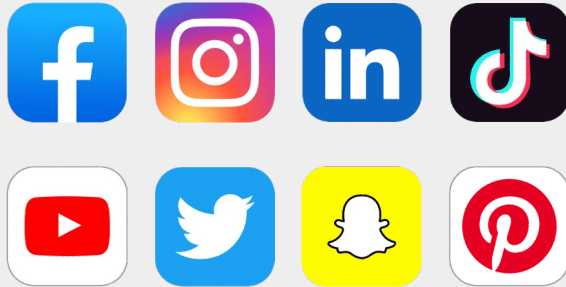
GO Waihi

Introduction / Social Media for Business

Josh Ogilvy / josh@digitap.nz

Defining social media

Social media is defined as digital platforms that facilitate the creation and sharing of ideas, information, networking, communities and online communication.



Why invest in your Social Media?

- ❑ Improve brand awareness and visibility with your target customers.
- ❑ Build stronger relationships with your customers.
- ❑ Expand your reach to new customers and grow your business.
- ❑ Build on your reputation.
- ❑ Most importantly generate more quality leads and sales!

Social Media users in New Zealand

How many kiwis are on social media?

89.2% of the population

What platforms are used most?

Facebook, Instagram, LinkedIn, TikTok & YouTube

How much time do they spend on social media?

2 hours everyday

How do kiwis respond to brands on social media?

29.1% of kiwis follow a brand they have purchased from

Facebook

Facebook is a social network, people use the platform to connect with friends and family, share their opinions, gather information and for better or worse, many people use it as their primary source of news.

3+ million users in New Zealand - 81% of the total population use it each month.

Extensive targeting options for advertising.

Ad reach extends to 62.5% of the population.

Ability to set up a Facebook store to sell directly through the platform.

Instagram

Instagram is a photo and sharing app primarily used on mobile or tablet.

2.4 million kiwis - 58.2% of the population use it each month.

All about visual aesthetics.

Has a shop feature where users can purchase items directly from your page.

Ad reach extends to 51% of the population.

LinkedIn

LinkedIn is a social media platform for working professionals. The platform is primarily used for networking and career development. Many B2B businesses and businesses seeking to collaborate with others benefit from a presence on LinkedIn.

2.3 million members - 25.2% of the population use it each month.

Excellent for targeting specific industries, job titles, locations or even individuals – LinkedIn's advertising is incredibly powerful.

Ad reach extends to 47% of the population.

TikTok

TikTok is a fast-rising shortform video-based platform with a large young audience.

TikTok can be a difficult platform to break into for a lot of brands, you really have to understand what content resonates with users on TikTok and for many businesses the content they would need to produce would not be true to their core brand.

For some businesses though, TikTok has been revolutionary. The types of businesses that tend to do well on the platform are based around fun and entertainment, fashion, beauty, fitness and food.

Ad reach extends to 38.9% of the adult population.

YouTube

YouTube is a video-based social media platform. However, it's used less for social networking than other platforms. Interactions happen in the comments section of videos and users usually “subscribe” to channels they enjoy or support rather than connecting with others they already know.

The platform offers the ability to get more in-depth on topics or products and services through its longer video format.

Ad reach extends to 85% of the population.

Better for brand awareness than generating leads.

Social Media Strategy

A Social Media Strategy is a roadmap crafted to assist with the growth and development of your company's digital presence and its online objectives.

The strategy will define your target audience, how to approach them, the most ideal content topics and how to measure performance.



Objectives

- ❑ What are you hoping to achieve through social media?
- ❑ Are you looking to increase brand awareness? Leads? Sales?
- ❑ Establish your overall objectives and break these down into SMART goals.

Examples of SMART Social Media goals:

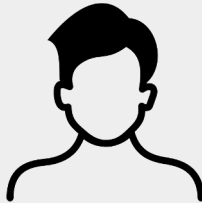
- Increase average post reach by xx% in year 1
- Increase brand mentions by xx% in year 1
- Increase follower growth by x% each month.

Defining your audience

Who are your existing customers?

What do they look like online?

Group similar potential customers together and create a persona for each. This will help you get in their frame of mind to better understand their interests and how best to communicate with them.



Tone of Voice

How you speak to your audience very much depends on who they are.

You should always communicate at a level your audience understands.

Communication on social media is often informal so it's okay to express your brand's personality in more fun and engaging ways.

How you speak to your customers can influence the type of content you share.

The right platforms for your business

Ask yourself

Is there enough of my target audience on this platform to make it worthwhile?

Does my brand align with the platform?

Can I convert followers on the platform to leads and eventually a paying customer?

What are the costs involved?

Establishing Content Categories

Content categories – also sometimes referred to as content pillars are the foundations of which the majority of your content will be based on.

The 80/20 rule: The rule states that 80% of your content should provide value to your audience by educating, entertaining or offering free solutions to problems and 20% should be focused on promoting your business, products or services.

The 4-1-1 rule: This rule states that for every six posts, one should be a hard-sell, another a soft-sell and the other four posts would fit into your other content categories.

Advertising

When considering advertising as part of your social media strategy. You need to determine your media or ad spend budget and refer back to your objectives and target audience.

Some social media platforms have limited the organic reach of business pages over recent years, making advertising even more important.

If budget allows, aim to advertise regularly. If you have a small budget, keep this for more important campaigns like product releases or special promotions.

Advertising Tips

- ❑ Set goals for each ad and campaign. Repurpose your organic posts that have performed well for advertising.
- ❑ Measure your results so you can improve your campaigns.
- ❑ Use ads manager (for Facebook & Instagram) rather than boosting posts. You have more options when it comes to targeting, ad objectives and the ability to split test ads.
- ❑ Try to run ads for longer than 7 days to get the best results. Social media platforms learn from your ads performance overtime and make adjustments to do a better job of reaching the right people at the right time.

Social Media management

You want to set clear processes for the management of your social media early for efficiency and long-term consistency.

Use monthly content calendars and scheduling for efficiency.

Have a proofreading system in place.

Prepare templated responses for FAQs.

Record and evaluate performance data at the same time each month.

Measuring Performance and Reporting

Why measure performance?

By evaluating your performance on a monthly basis, you can pick up on trends, see where your strategy is working and where it may need adjusting.

Report on your metrics consistently at the same time each month. By having this data recorded you can evaluate your performance in the long-term and see how you are tracking in relation to your objectives.

Don't do this

Don't confuse your personal profile with your page.

Don't be too informational, users have short attention spans.

Don't berate or argue with customers on social media. It's there for everyone to see and users who feel they've been wronged could widely publicise this, severely damaging your reputation.

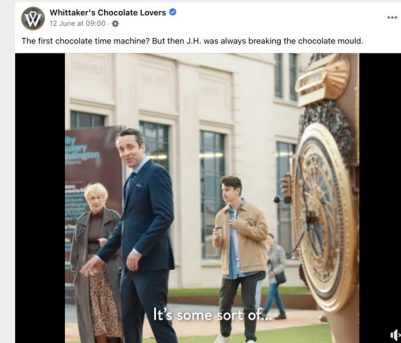
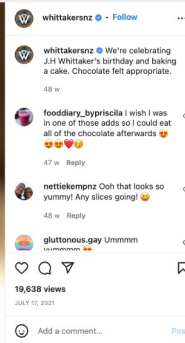
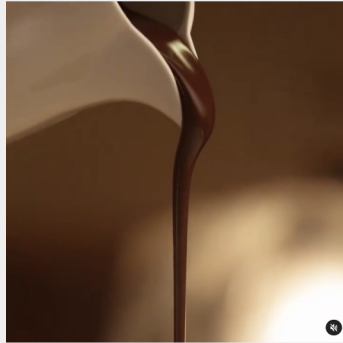
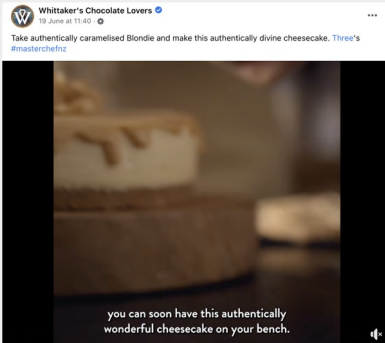
As a general rule, don't share your personal opinions or political beliefs on your business pages.

Don't expect instant results. Social media success takes time and effort.

Example - Whittaker's

Their content is almost always on brand. They use a light-hearted tone of voice, keep it simple and offer entertaining and even educational content that caters to their wider audience.

The majority of content is in video format which tends to do a better job of engaging users than static content.



Example - Dolce & Gabbana

Dolce & Gabbana, one of the world's most well-known premium fashion brand messed up majorly with a social media campaign.

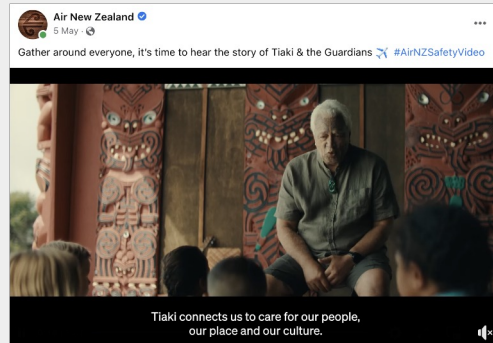
In an effort to grow their presence in China, D & G ran a social media campaign showing a Chinese woman eating Italian food with chopsticks. People found the ad to be racist and reinforcing stereotypes.



Example - Air New Zealand

Air New Zealand are well-known for their superb marketing and have done well to promote themselves and New Zealand as a destination.

They're great at using storytelling, humour and their kiwi identity in their content. When they do promote their brand and services it almost never feels like a promotion because the content is so engaging.



End.

Get in touch: josh@digitap.nz