



***MENTORED***

# **SOCIAL MEDIA MARKETING GUIDE**

Your guide to growing  
your audience, engagement  
and conversions.

# WHY SOCIAL MEDIA?

## PRICE

Value for money with targeted advertising is a dream come true. It has word of mouth built in, with the ability to capture reviews and encouraging people to talk about your brand.

## TRACKABLE

There's a saying: "I know I'm wasting half of my marketing budget, I just don't know which half." Digital media lets you see who's interested, who's not, and get the right people in your sales funnel for less spend.

## INTEGRATED

Traditional media requires your audience to stop what they're doing to phone or search for your business. With social media, your campaigns can lead directly to your website or other sales platform with a single click.

TRACKABLE,  
MEASURABLE,  
DIRECT MARKETING.

### FAQ

#### HOW OFTEN SHOULD I POST CONTENT ON MY CHANNELS?

**Organic posts** - Every day is great, provided you can keep it up. Whatever you do, do it consistently.

**Paid promotions/  
Sponsored posts** - Make several variations of the same post and split test them, then turn off the ones which are less effective and move your budget to the ones that are generating leads.

## COSTS OF TRADITIONAL MEDIA BUYING



LANDMARK BILLBOARD SITE

**\$100,000** /Month



A SINGLE FULL PAGE IN NATIONAL PAPER

**\$28,421.25**



AVERAGE CAPITAL CITY RADIO CAMPAIGN

**\$10,000**



**TIP**

Even if you do have the budget for “above the line” marketing, focusing part of your budget on social media marketing represents huge value through retargeting and reinforcing your message.



# IT'S IN THE BILLIONS

JUST HOW BIG  
ARE THE  
AUDIENCES  
ON SOCIAL?

## 3.5

**BILLION** of the world's  
population are active  
on social media

## 16

**MILLION** Australians  
are on Facebook



Facebook

2.27

BILLION  
monthly  
active users



Instagram

1

BILLION  
monthly  
active users



\*China's  
biggest social  
media platform

WeChat

1.08

BILLION  
monthly  
active users



Twitter

326

MILLION  
monthly  
active users



YouTube

1.3

BILLION  
monthly  
active users



LinkedIn

260

MILLION  
monthly  
active users

# MASTER THE ART OF CONTENT CREATION

CREATE MORE  
CONTENT BY  
OVERCOMING  
CREATIVE BLOCKS.

People don't hate advertising.  
People hate bad advertising.

If you're going to interrupt people as they're going about their day, make darn sure that you have something interesting to say. Whatever you do, boring will get you crushed.

## **THINGS TO REMEMBER**

### **TRADITIONAL MEDIA IS A BROADCAST.**

It's one way messaging sent into the world with the hope it hits your audience.

### **SOCIAL MEDIA IS A CONVERSATION.**

It's a way for you to talk to your audience, start a dialogue about what they care about.

### **WHO ARE YOU?**

Look at the various sections on your website, each of these is a potential content category and this content should be varied often.

## **WHAT'S IN THE NEWS?**

And not just news in your industry. How do the biggest news stories of the week affect your customers, or your industry. Go full editorial but be sure to back up your claims with facts.

## **IT'S NOT ALL ABOUT YOU.**

Make your content about the customer, what they want, need and care about (the latter is usually themselves).

## **USE A SOCIAL MEDIA ACCOUNT MANAGEMENT TOOL**

Some are free, some have tiered pricing. These will allow you to map out and track content across all your channels and brands. Some of the most popular include Buffer, Loomly, Hootsuite, and many of them will give you suggestions for relevant content to share.





**NOBODY NOTICES  
ORDINARY.**

# WHY DOES NO ONE LIKE ME?

It's a free country, you can post/gram/tweet about nearly anything.

WHAT TO DO WHEN YOU'RE NOT GETTING LIKES, SHARES OR RETWEETS.

**YOU CAN POST WHATEVER YOU LIKE, JUST MAKE SURE IT DOES AT LEAST ONE OF THESE FOUR THINGS:**

## **OFFERS A REASON TO ENGAGE**

Be so helpful or impactful that people want to share your post or content. Charm and delight with your authentic wit, so that people need to show their friends. Or just ask a question, for heck's sake.

Depending on your brand, you may get results by pushing buttons and boundaries, just be aware of the potential for blowback. People's attention is limited, so make it worth them stopping by and – perhaps most importantly – respond to people. Remember, social media is a conversation.

## **ADDS VALUE**

Offer something for nothing. Prove that you're able to solve their problems before they've spent dollar one. We're not saying to drop your pants on prices every week, there are a number of ways to add value that cost next to nothing.

Value isn't restricted to a dollar amount - it can be about meeting one of the core human needs: certainty, variety, significance, connection, growth or contribution. A rule of thumb is: If it's not funny, interesting or entertaining, rework your content until it is.





### **WATCH YOURSELF**

Look at your own habits when you're on social media. What are you clicking on, signing up to, doing?

### **ANSWERS A NEED**

Are you on the same wavelength as you customer? This is your place to demonstrate that you're an expert in your field. What questions do you get so often in the business that you get tired of answering them? Answer them on social and show your strong suit.

Forget about being an expert in everything. The people who need your advice need you to show your strengths, the places where you're on top of your game.

### **IS AUTHENTIC**

People's BS detectors are on full charge when they're online. They can smell a fake story a mile away so don't resort to roleplaying someone else. Want connection? Be honest. Show that you're a real human, not a corporation masquerading as one - even if it is the company @ handle you're posting from.

# MASTER THE PLATFORM

## HOW TO BUILD ENGAGEMENT AND BUILD YOUR AUDIENCE.

Ensure that what you are posting, regardless of platform, is adding value to the audience experience with your brand. The content should bring value/entertainment, build awareness/define the brand, grow and nurture relationships and spread the word about specific initiatives and causes.



### FACEBOOK

- **React and comment to every comment on your posts**
- **Upload video direct to Facebook.** Native video gets double the engagement of YouTube links.
- **Be sure to caption your videos for the majority who watch them in silence.**
- **Post content to match your audience's time zones.**  
Facebook ads allow you to choose schedule during which your ad will be shown to ensure that your audience, no matter what state, sees your content at the same time.
- **Share your content from personal pages to expand your reach** and encourage (but not expect) employees to have an interest in content, share through their network reaching wider audience, higher engagement and increase value perception
- **Link your Instagram account and share photos via Instagram - these get higher reach.**
- **When sharing the same content across platforms, it's best to vary the creative, offering a unique experience on Facebook and Instagram for audience that are connected on both.** They are less likely to engage twice if it's the same photo or video.
- **Use Facebook business manager to improve security and user access.**
- **Reply to messages quickly to improve the response time on your profile**





## LINKEDIN

- Profile image, cover image and various sections (about etc) - strengthens presence on platform, legitimises the business/brand
- Make sure your profile is optimised with keywords relevant to your industry.
- Personalise your message when making a connection, ideally ending with a question.
- Put enough copy on your profile description that the 'see more' button appears. LinkedIn's algorithm puts higher value on longer content.
- Respond to any comments on your content.
- Being a professional platform, ideal content includes industry insights.

# MASTER THE PLATFORM CONT.

## HOW TO BUILD ENGAGEMENT AND BUILD YOUR AUDIENCE.



### INSTAGRAM

- Post stories. But spread them out over the day, not just a big dump when you're online. Geotag and tag people. This increases reach and potentially engagement for public accounts.
- Share your latest post on your story and direct people there to find out more about the subject. Share other accounts' posts on your story to celebrate followers and others in the field.
- Encourage engagement with your copy - ask questions, prompt action.
- You can only link from your bio, so create a Linktree to allow you to drive traffic to more than one location.
- Use hashtags, a lot and often. You can use up to 25 hashtags. Instagram allows users to follow specific #hashtags, just make sure to pack them outside of the body copy to ensure your posts don't look cluttered.
- Use hashtags in comments and replies. Because, yes, you should be replying to your users' comments.
- Tag the handle of the person you're responding to. This humanises the brand and encourages the perception that they are accessible, relatable and real.
- Share user generated content to celebrate and inspire others.

## YOUTUBE

- The optimum amount of links in your video description is three - spread them out with bullet points.
- Load the base of your description with relevant keywords
- Title your videos with what people are searching for. Find common questions for your topic through <https://answerthepublic.com/>
- Your thumbnail is one of the most important things to decide on. Check out relevant top videos on and look to see how yours can stand out.
- Captioning your videos (CC) isn't just to service hearing impaired people, it helps you rank through the words in your video.
- Tags in your video will help you to show up in suggested posts.
- Create an end screen or card to encourage viewers to watch your other videos.



MORE LIKES, SHARES, LOVE.

# CREATE A CONTENT CALENDAR

## 01 CREATE MONTHLY GOALS

Start small, be specific, and set a realistic time frame to achieve each goal.

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## 02 DETERMINE WHAT YOU WILL SHARE

Plan content around the campaigns and goals you want to achieve.

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## 03 CREATE THE CALENDAR TEMPLATE

Use Google Docs spreadsheets, or download a done-for-you calendar template.

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## 04 ADD CONTENT TO THE CALENDAR

Add posts from your working library and color code each type of content.

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## 05 GATHER AND CREATE CONTENT

Research, gather your content, write blog posts, design blog and share images.

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## 06 TRACK POSTS AND PROMOTIONS

Use a spreadsheet to track the dates you share content on each social channel.

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## SOCIAL MEDIA CALENDAR

	MON	TUE	WED	THUR	FRI
	<ul style="list-style-type: none"> <li>• My blog post link</li> <li>• Ask a question</li> </ul>	<ul style="list-style-type: none"> <li>• Post an image</li> <li>• Advertise work</li> </ul>	<ul style="list-style-type: none"> <li>• My blog post link</li> <li>• Call to action</li> </ul>	<ul style="list-style-type: none"> <li>• Post a video</li> <li>• Advertise work</li> </ul>	<ul style="list-style-type: none"> <li>• My blog post link</li> <li>• Post relevant news</li> </ul>
	<ul style="list-style-type: none"> <li>• My blog post link</li> </ul>	<ul style="list-style-type: none"> <li>• Connect with peers</li> </ul>	<ul style="list-style-type: none"> <li>• My blog post link</li> </ul>	<ul style="list-style-type: none"> <li>• Connect with peers</li> </ul>	<ul style="list-style-type: none"> <li>• My blog post link</li> </ul>
	<ul style="list-style-type: none"> <li>• My blog post link</li> <li>• Post an image</li> </ul>	<ul style="list-style-type: none"> <li>• Post a link to relevant content</li> <li>• Advertise work</li> </ul>	<ul style="list-style-type: none"> <li>• My blog post link</li> <li>• Post a video</li> </ul>	<ul style="list-style-type: none"> <li>• Post a link to relevant content</li> <li>• Advertise work</li> </ul>	<ul style="list-style-type: none"> <li>• My blog post link</li> <li>• Post a video</li> </ul>
	<ul style="list-style-type: none"> <li>• Post a video</li> </ul>		<ul style="list-style-type: none"> <li>• Live Stream</li> </ul>		<ul style="list-style-type: none"> <li>• Post a video</li> </ul>

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