

KEY STEPS TO BUILDING AN EFFECTIVE SOCIAL MEDIA MARKETING STRATEGY

Identification of Business Goals



The first step is to identify your business goals. Some key business goals could include generating brand awareness, retention of customers and reduction in marketing costs.

You can hold road shows or seminars in professional institutions, keeping your target audience in mind. Retention of customers can be done by offering them discount coupons when they connect to you through any of your social platforms.

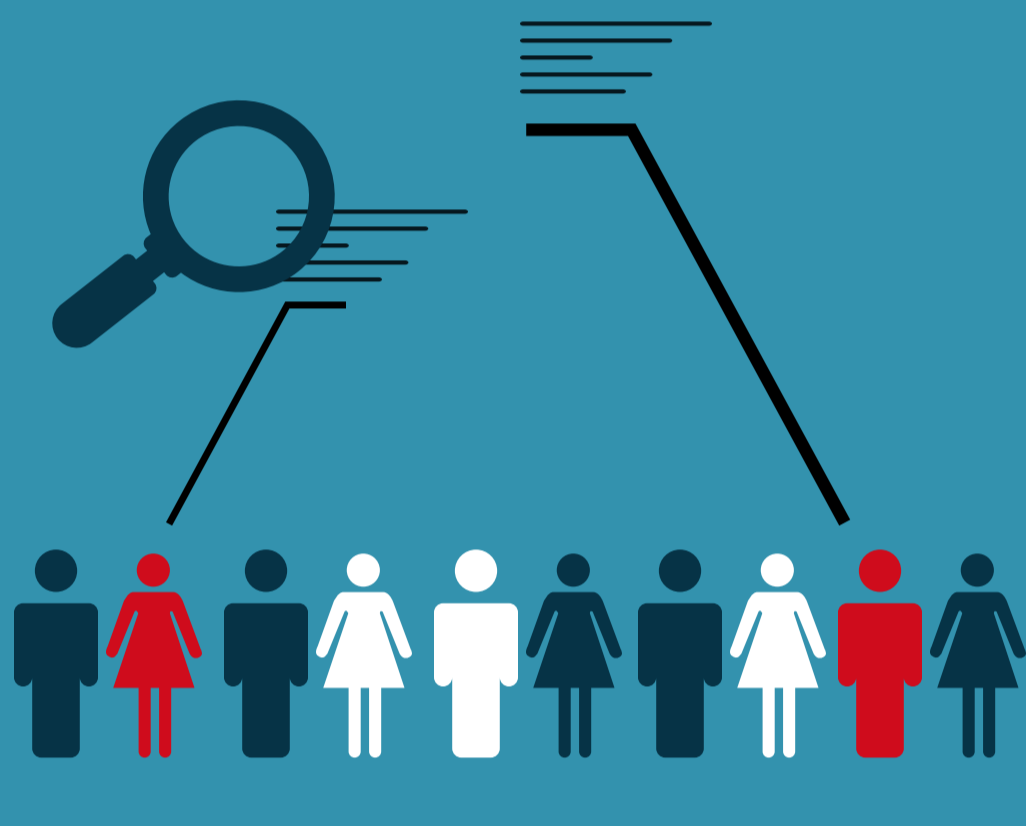
Setup Clear Marketing Objectives



Your [marketing objectives](#) should be clear and effective. They should be measurable, time-bound, and relevant to your target audience.

Furthermore, you should always choose objectives which are achievable, and consider the type of tools and resources you will need to reach your goals.

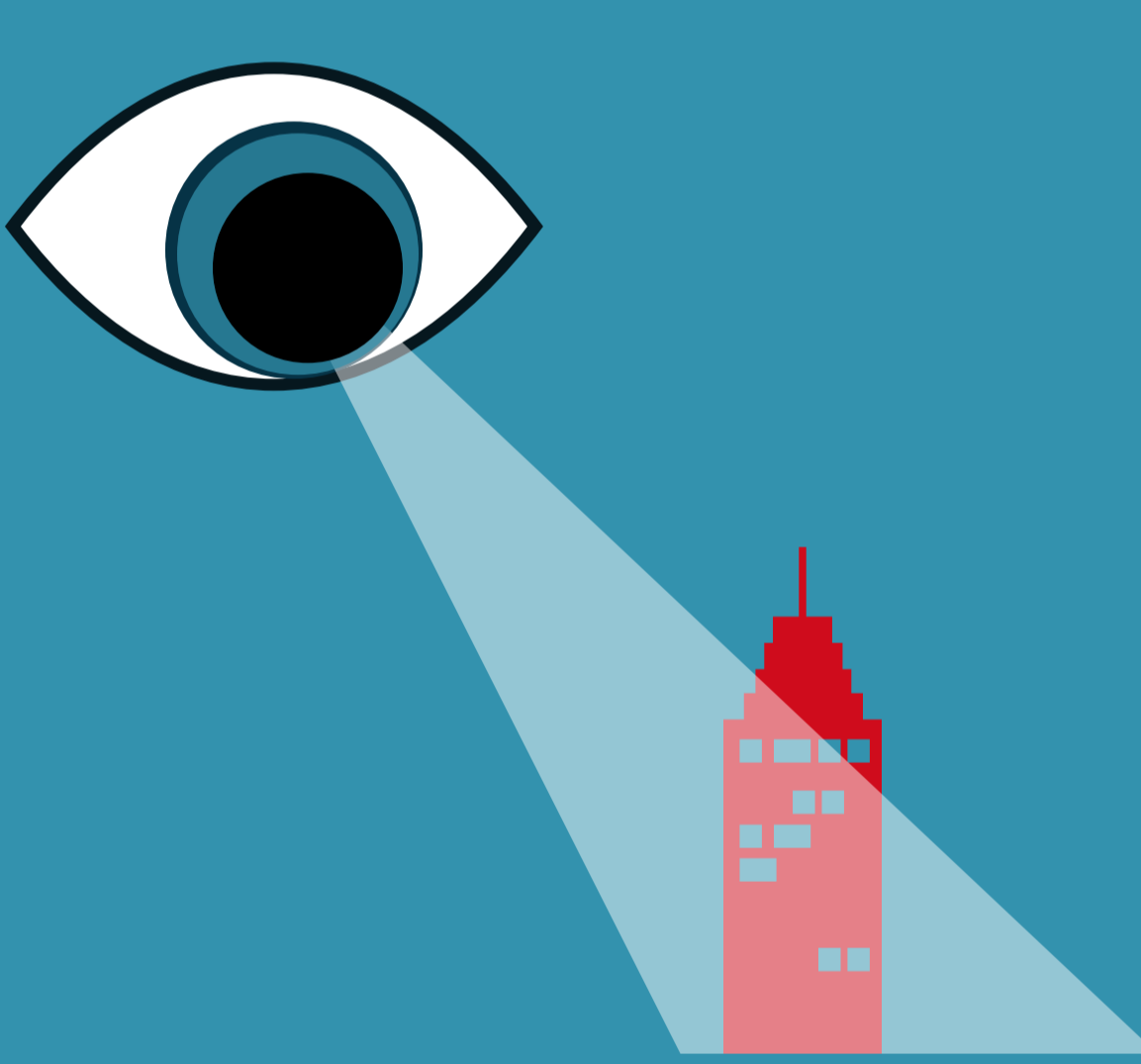
Identification of Ideal Customers



To identify the target audience appropriately and connect with them on social media, you should know their age, interests, dislikes and motivations.

Engaging customers on social media is different from doing business offline. If you find that customers are not connecting to your social media marketing strategy, it essentially means that you have not been able to map the customer profile correctly.

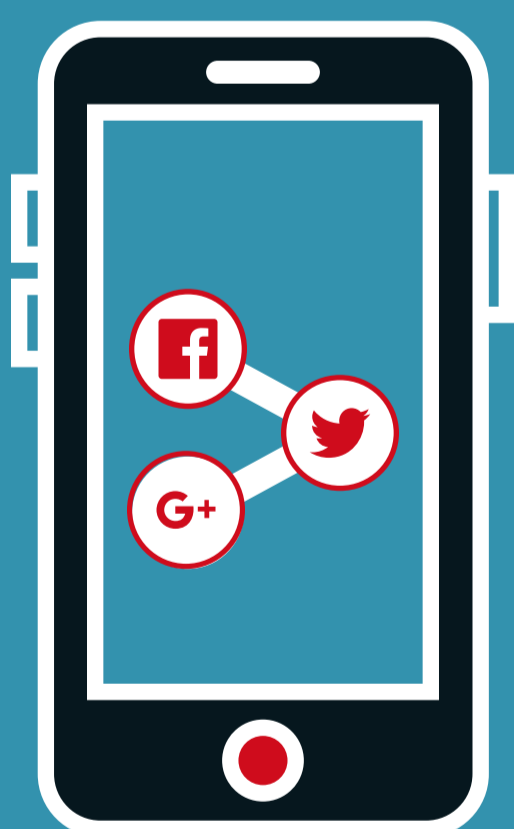
Have a Keen Eye on Your Competitor



You should have a keen eye for details and ideally should keep a tap on your competitor's profile. Analyzing the content development strategy of competitors will keep you a step ahead.

Research online and compile a list of your competitors to know areas where they are focusing on. Devise a social media marketing strategy which shall keep you a step ahead of your competitors.

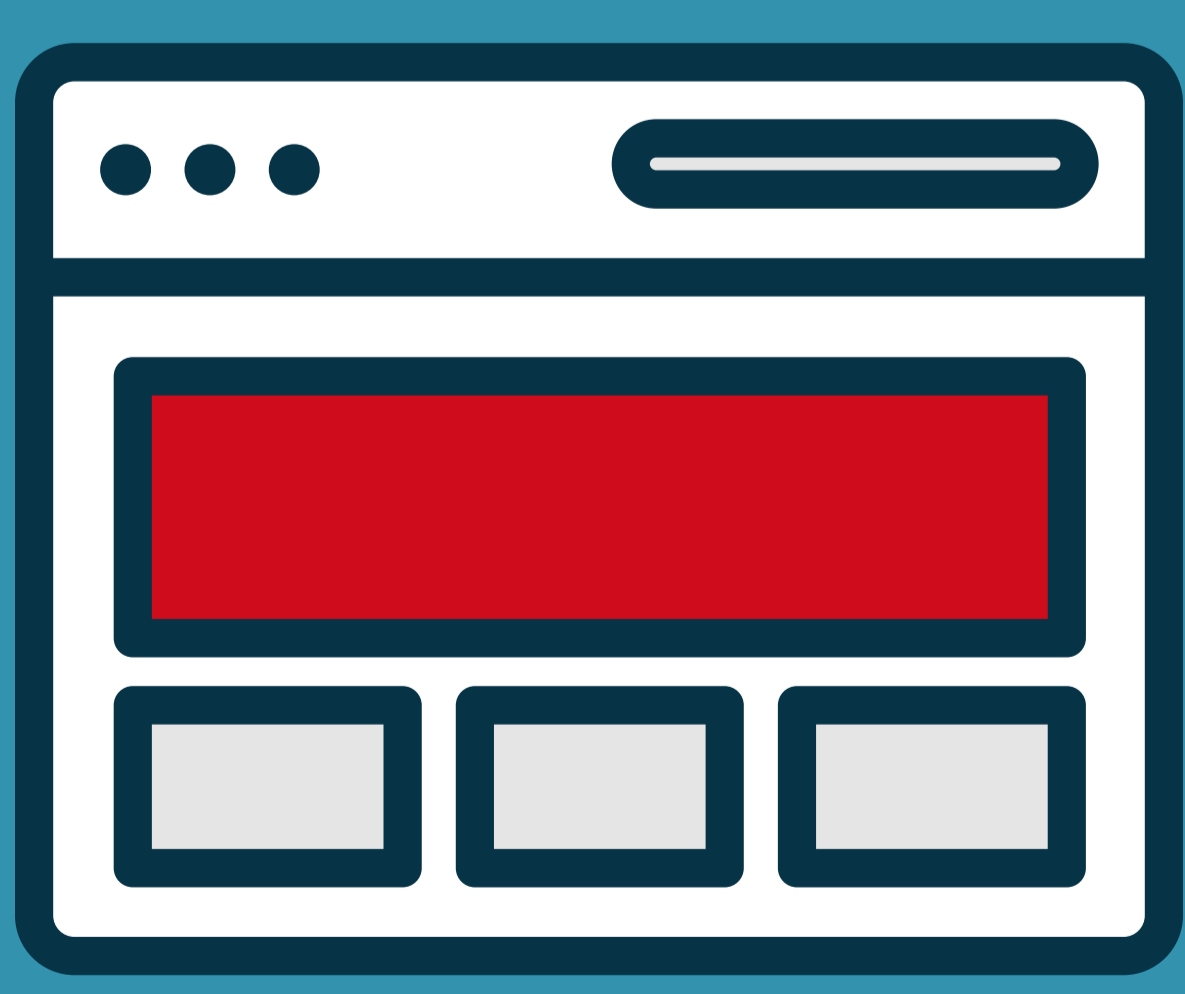
Choose Appropriate Social Media Marketing Channels



To connect customers on social channels and increase your user base, you should know the social media trend usage of your target customers.

Moreover, increase your online presence on Facebook as it is the most used social media platform. You could ideally invest in Facebook advertisements so that people identify and connect with you.

Choose Quality Content



Choose an intelligent mix of images, links, videos and text for promotion of your business ideas. Be sure to size images appropriately for the specific social media channel you are using at any given time.

Otherwise, you may negatively impact the user's experience. Better quality content also encourages engagement and interaction with your brand.



Smile MEDIA

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