

# **HOW TO CREATE & IMPLEMENT SOCIAL MEDIA STRATEGY**

A photograph of a desk setup. In the center is a white spiral-bound notebook with the words 'SOCIAL MEDIA MARKETING' written in large, bold, black capital letters. To the left of the notebook is a pink and white hourglass. To the right is a clear glass pen holder containing several colorful pens and pencils. In the foreground, a magnifying glass with a black handle is resting on a blue folder or notebook. The background is a soft, out-of-focus orange and brown gradient.

## **SOCIAL MEDIA MARKETING**

A Step-By-Step plan to Social Media  
Marketing Success for Any Brand.

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## About me





My name is Mujidat Abdulkareem. Hailing from Nigeria, I spend most of my time helping small businesses to grow their brands online. As a certified and experienced digital marketing specialist and social media manager, I plan, develop and train people on digital and social media marketing.

In this report, you will discover 8 simple steps to create a winning social media strategy for any brand.

# Social Media Marketing Statistics


Before we delve into the lean and potato of this guide, let's take a look at some interesting statistics that reveal why social media marketing is so powerful.


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Detailed analysis from the team at Kepios shows that there are 4.76 billion social media users around the world in January 2023, equating to 59.4 percent of the total global population.
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The team at HubSpot surveyed 1,200+ global B2B and B2C marketers to rank their top marketing channels and social media, website/blog, and email marketing rose to the top. Social media being #1



 The latest figures indicate that over 9 in 10 internet users now use social.

 72% of companies use social media data to inform business decisions

 Product research is one reason why 76% of internet users access social media.



# What is a Social Media Strategy & Why is it Important?

With social media, there's a huge amount of competition today & consumers get exposed to new brands every day. Set yourself up for success by learning the key ingredient for great social media marketing.

## **"Social Media Is Just a Buzzword Until You Come up with a Plan"**

A social media strategy is a guide to everything you plan to do and achieve on social media. It guides your overall actions and lets you know whether you're succeeding or failing.

In this guide, I'll walk you through a step-by-step plan to create a winning social media marketing strategy of your own.

Before we get into how to build an effective social media marketing strategy, here are some ways social media strategy can benefit your business.

# IMPORTANCE OF CREATING A SOCIAL STRATEGY



## 1. TO BUILD A STRONG, ORGANIC PRESENCE

The first reason you need a social media strategy is because it will help you build a strong, organic presence online.

You'll be able to plan out posts in advance and get them scheduled and set. All of this, in turn, will help you stick to social media rule number one: posting consistently.

## 2. TO SAVE TIME

"Lost time is never found again." – Benjamin Franklin

We know firsthand just how time-consuming daily business operations can be. Added to that, an unorganized social media marketing strategy can be responsible for lost time, lost customers, or both.

Your social media marketing strategy should also include an \*organized posting schedule\* which will outline the frequency of posts as well as time(s) of day.

Next, you can create a content calendar or schedule that will outline at minimum the next week of your social media content distribution. This will greatly reduce the time you spend on actually posting each day.





### 3. ALIGNING YOUR SOCIAL MEDIA GOALS WITH YOUR BUSINESS GOALS

“The primary purpose of any marketing initiative should be to help your business in some way.” – Zach Williams

If your social media goals aren't assisting your business in achieving those objectives, you're wasting valuable resources. A social media strategy helps you outline your business's objectives and directly relate them to your social media marketing goals.

### 4. CLEARLY IDENTIFIES WHO YOUR TARGET AUDIENCE

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# HOW TO CREATE A SOCIAL MEDIA STRATEGY





## STEP 1:

### DEFINE YOUR TARGET AUDIENCE

Without a clear idea of whom your audience is, growing your business and engaging your followers can be challenging. Knowing your target audience helps you focus your marketing efforts on the people most likely to be interested in your business. There are billions of active internet users and everyone cannot be your customer. To best represent your audience, you should be able to answer questions like: Who is my audience? Where are they from? What do they like? What challenges are they having? What kind of content do they engage with online? These answers will help you to understand and define your business's audience profile.

## STEP 2: MAP YOUR CUSTOMERS' JOURNEY

When taking a business on social media, understanding the different phases a potential buyer would pass through from the moment they come in contact with your brand to the moment they acquire your product or services is crucial. A customer journey map is a visual representation of the customer interaction with your brand before reaching a specific goal. Mapping your customers journey helps you provide better experiences that empower your prospects and customers to interact with and purchase from your company.



### STEP 3: SET SMART GOALS

When bringing your business on social media marketing, it is important to set SMART goals in order to track the success of your efforts and prove the benefits of your investments. Goals can help you stay focused on what you hope to accomplish with your social media marketing efforts. So, try to determine some achievements you want to reach in six months or a year by creating SMART goals and work toward achieving them. E.g  
 To get 50 online orders/month  
 To grow page following by 50%/monthly



### STEP 4: SELECT THE RIGHT SOCIAL MEDIA PLATFORM

As you create your social media presence, it is important you are where your customers are. Reaching them on the platforms that they use most. When you select the right social media channels, you can focus your attention and resources on where they will have the most impact.



## STEP 5: WORK ON BRANDING



The branding of your company is more important than you might think.

With social media, there's a huge amount of competition today & consumers get exposed to new brands every day. So you need to go the extra mile of ensuring your stand out from the crowd.

With the right branding, people will naturally take note of your business much more than they would without it. So you don't want to overlook this.

Brand attributes can include your name and logo, the colors and styles of graphics, and the tone of voice you use when posting content and engaging members. Your presence on social media can thrive when you keep your brand consistent with your overall business strategy across platforms.

## STEP 6: CREATE CONTENT CALENDAR:

A content calendar is a tool for planning and organizing your social media posting schedule. Your content calendar will include: What to share, When to share it, Where you will share it. It helps you stay consistent and organized while managing multiple accounts across different social media platforms.

Date	Time	Campaign	Description	
7/2/22	12:00 AM	Marketing strategy	How to Create a Winning Social Media Marketing Strategy in 8 Simple Steps	1
8/2/22	10:00 AM	Motivation	Business motivation	1
14/12/22	6:00 AM	Celebration	Valentine Celebration	1

## STEP 7: PLAN SOCIAL MEDIA CONTENT:

Once you have created your social media content calendar, you can start focusing on the creation of the content. To keep your audience engaged and interested in your business, write content that engages, educates, and excites your fans.



## STEP 8: TRACK PERFORMANCE

To know what is what and what isn't, keep track of content performance metrics such as reach, engagement and conversion. Use a social media analytics tool like Sprout Social, or Hootsuite to keep track of performance across channels.

