

Learn How to Grow your Social Media Presence

January 13, 2021 - 12:00pm

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WEBINAR NOTES – [Digital Force](#)

WHO IS USING WHAT PLATFORM?

Digital marketing is an all-encompassing term that includes numerous social media platforms. Breaking down the key social media outlets helps business owners create their goals for their digital marketing plan. Knowing who your customers and understanding your industry are important to your business, because it allows you to target the best platform that represents your customer base. It is also important to look at your competitors and see what platforms they are using. In short, different platforms reach different customer bases. Customer bases may include an age group, or gender, or geographical targeting. Understanding your audience means you can focus your time, energy and money on the proper outlets and gain customers. This includes understanding their personality, preference and lifestyle.

CREATE YOUR TARGET CUSTOMER PERSONA: What does your ideal Customer look like?

Who would your service or product benefit?	
What is your target gender?	
What does your persona do for an occupation?	
How much income does your persona have?	
Location?	
Education?	
Where does your persona like to do?	
Where does your persona like to eat?	
Single, Married?	
Family?	
Personality?	
Culture?	
Describe the lifestyle.	
Groups or networking they are associated with	
Any other preferences?	

The following are the more popular forms of digital marketing that have proven to be effective:

Social Media: Facebook, Instagram, LinkedIn, Twitter, Pinterest

Emailers: Newsletters, Program Information, E-Brochures

Online Advertising: Web Ads, Facebook Ads, Banner Ads

Promotional Content: Website, YouTube Videos, Graphic Design, Blogs, Mobile App

Public Relations: Press Releases, Webinars

Market Research: Surveys, Impact Studies

Digital marketing includes a vast variety of formats and platforms that are not included above, however those listed are the more popular forms.

ACTIVITY:

Create a *Digital Marketing Current and Projected Goal* list. This will help you clearly see what you have done, and what you can improve on. In addition, it will allow you to focus your efforts on the right target market.

Digital Marketing Current and Projected Goals		
Campaign Type	Presently Active	Projected Goals
<i>For Example:</i> Emailer	1 newsletter a month to 20 customers	1 newsletter a month to 100 customers, gaining more traffic to website within 3 months.

Campaign Type: Add any form of Digital Marketing in this column that is currently active, and create projected goals, specifying a timeline.

You can still add Digital Marketing techniques here that you are not currently active, just leave the *Presently Active* column blank, and create a projected goal.

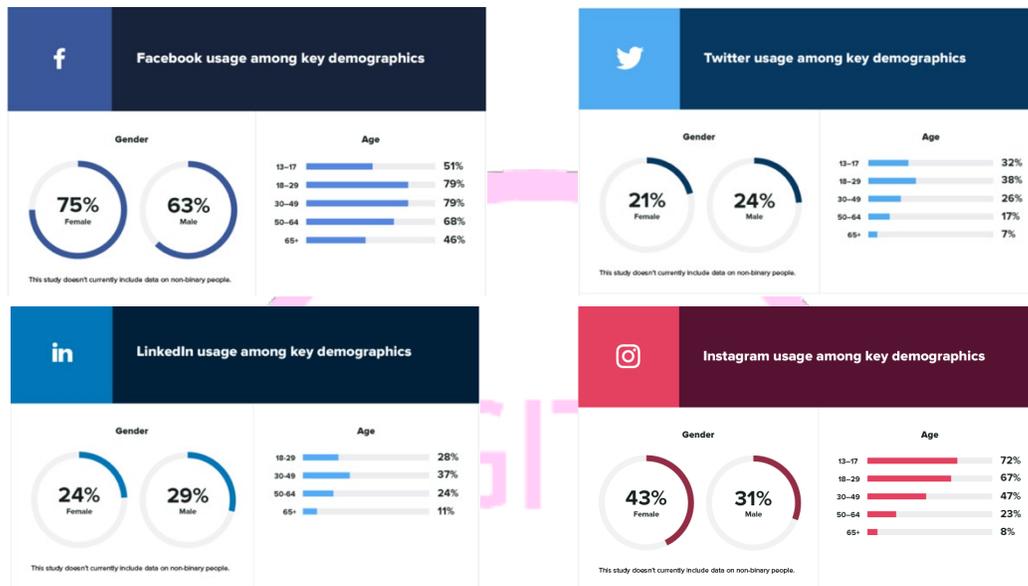
Presently Active: Include all active forms of Digital Marketing here

Projected Goals: Ensure that you specify the timeframe in which you would like to accomplish your goal. Your projective goals should be specific so you can later measure your success. Your projected goals can also include Financial Goals, Sales Goals and Budget Goals.

Note: Not all popular forms of Digital Marketing are required for your business. This is why it is important to define your customer persona first (See Customer Persona), so you can later target your customers using the most effective platform.

WHAT ARE THE TOP DIGITAL MARKETING PLATFORMS?

First, let's break down the top three networks. Understanding who is using these platforms will allow you to create and obtain your marketing goals.



For more statistics, check out this [link!](#)

Facebook continues to be America's most popular social networking platform by a substantial margin: Nearly eight-in-ten *online* Americans¹ (79%) now use Facebook, more than double the share that uses Twitter (24%), Pinterest (31%), Instagram (32%) or LinkedIn (29%). On a total population basis (accounting for Americans who do not use the internet at all), that means that 68% of all U.S. adults are Facebook users, while 28% use Instagram, 26% use Pinterest, 25% use LinkedIn and 21% use Twitter. [Reference](#)

Checklist for Your Facebook

FACEBOOK

How is Facebook use for Businesses: Normally Facebook is used as a social network to connect with friends and family; however, you can also create a Business Account. The Business Account allows you to focus on promoting your business and allow you to manage your Facebook advertising campaigns.

Facebook Basic Lingo: Like, Friends, Share, Badge, Follow, Groups, Social Plugins, Tagging, Tag Products, Trending, Check Ins, Cover Photo, Pin to Top, Fans, Story, Views

Facebook Checklist to Setup your Page for Success:

- **Did you EDIT PAGE information thoroughly?** Ensure you have your keywords ready to help with search engines, and Facebook search. Ensure your business page description links to your website if you have one and gives an overview of what your business offers.
- **Did you INVITE your current contacts to LIKE your page?** It is important to start with the people that will support your business, including family, friends, and current customers. A well-written message or shout-out to encourage people to LIKE your page is a great starting point.
- **Did you SHARE content from other sites or pages?** If you weren't with us for the first webinar, we talk about making a customer persona. (SEE WORKSHEET) A customer person breaks down who you wish to be your ideal customer, so you can target your marketing. If you share content that you think your ideal customer persona would enjoy, it can add value to your site, and could increase traffic.
- **Did you set aside any money in your budget for paid advertising on Facebook?** Once you start having an audience, a clear description, some content, you may consider boosting your engagement by paying for Facebook advertising.

There are other online channels you can use to draw your audience back to your Business Facebook page. These are called SOCIAL PLUGINS. Social plugins are pieces of code that you can add to your other online channels that will help others engage with your Facebook Page. For example, by adding a social plugin to your website you can encourage your audience to LIKE and INTERACT with your Facebook page, without having to login and use Facebook directly!

How to Project your Brand on the Right Platforms

- Double up your accounts and ensure that your brand is more focused
- You need to separate yourself from your brand, and that means you have two Facebook or Instagram accounts
- Create that personal connection without invading your privacy
- More one-on-one interaction

How to Grow your Social Media

- Create the Right Ads!
- Blogging
- Website
- Growing your presence is everything combined as one platform links to another

How to Grow your Followers

- Collaborations with Influencers
- Find Influencers that match your brand
- Don't be afraid to give out freebies or discounts
- Some businesses can create a promotional code
- An Influencer can add value to the brand

A promo code can be a way to keep track of which Influencers work best, however a promo code set up may be **TOO MUCH** for the start of a small business, but something to consider for your projected goals.

Don't be shy!

Start Re-posting and Get Out There. Be seen! Tag, Like, Shout out, Repost, Thumbs up!

Be Genuine and Grow Organically!

- Stay connected to your followers and who you follow as well – be genuine!
- Don't just be there. Don't be shy, instead be active!
- Start re-posting and get out there. Be seen! Tag, Like, Shout out, Repost, Thumbs up! If you interact with people - BE CONFIDENT!
- The more you are confident about your brand you will intimidate your competitors
- The more you're shy, the more they gain power. The more you are out there, the more you are well known

Digital Force Challenge

- Start following more people
- The more people you follow, the more connections you will make
- A nice sweet spot of followers that a small business can keep up with connecting is 500-10,000
- We challenge you to **interact with people online** that match your customer persona.
- Follow back and connect!
- *Please follow "real" people and real businesses: Not Rock Stars and Fan Groups!*

How to make my Social Feeds more Attractive?

Strategies include

- Getting your potential customers to "Tag a friend!"
- Make them as paid ads
- Gift cards as a collaboration
- Virtual trade shows with a gift card
- Spread the news on your blog
- **STEP OUT OF YOUR COMFORT ZONE**

HASHTAGGING

- Ensure that they are Relevant
- Try a Hashtag Generator App
- 50 hashtags copy paste
- Clean images, relevant
- Nice designs
- Not too much text, not too much info

WHEN YOU PUT YOURSELF OUT THERE, REMEMBER TO HAVE THICK SKIN!

- 1) Separate yourself from your business and compartmentalize your mind. If someone doesn't like your product or service, try not to take it personally, instead try to think of ways to resolve your conflict.
- 2) Keep sane and don't let social media bog you down.
- 3) Instead love and enjoy those connections, you will be surprised at the love and support you can gain from your online community.
- 4) Bad comments may happen, be confident, respond using respect and positivity, problem solve and don't let that one comment define you. See it as feedback and learn from it. Remember your posts online should be the voice of your company. Represent yourself wisely.

Alternatives Using Social Media

If after this webinar you feel like this may all be too much, there are alternatives.

- If you have the budget but are not confident in using social media booster on your own, we suggest using a social media boosting company.
- If that's the route you want to go with - Hire someone to do it for you. Save your sanity. Hire a Social Media company
- It may be affordable in comparison to the time and energy they are saving.
- Beware of companies that use Bots and that buy followers
- Professional social media boosters will gain followers based on the strategies we talked about today and will boost followers based on your best clients and audience.

Reference Links	
https://sproutsocial.com/insights/new-social-media-demographics/#TW-demos	https://digitalbeauty.com/must-haves-successful-business-instagram/
https://esrc.ukri.org/research/impact-toolkit/social-media/twitter/what-is-twitter/	https://www.postplanner.com/instagram-slang-guide-to-instagram-lingo/
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https://www.linkedin.com/help/linkedin/answer/111663/what-is-linkedin-and-how-can-i-use-it-?lang=en	www.facebook.com
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