



CLICK.CO.UK®

THE POSTING PLAYBOOK
SOCIAL MEDIA MARKETING
THAT DELIVERS RESULTS



INTRODUCTION

Many people assume that social media marketing is easy – but if you're not getting the engagement you hoped for, it might be time to rethink what your post, as well as where and how you share it.

Don't aim to create good content: aim to create remarkable content that impresses people enough to make them want to show it to their friends and colleagues.

Part 1: IS YOUR CURRENT SOCIAL STRATEGY WORKING?

- What do you want to achieve?
- Are you using the right social channels for your business, industry and target audience?
- How engaged is your audience? When are they most active? How does this compare with your competition?
- Are your posts encouraging people to take the action you want them to? Are they visiting your website and, if appropriate, converting when they get there?

Part 2: CREATE & POST UNIQUE, SHAREABLE CONTENT

(The bit you downloaded this eBook for)

- Find interesting and relevant topics
- Create content that's shareable
- Engage, persuade and influence
- Maximise your impact
- Sharpen your sharing strategy

Part 3: KEEP MONITORING

PART 1: IS YOUR CURRENT SOCIAL STRATEGY WORKING?

WHAT DO YOU WANT TO ACHIEVE?

Without a clear objective, you run the risk of committing random acts of content. Before you unleash your inner creativity and start putting your ideas into action, remember that success is impossible without first clarifying your objectives. What messages do you want to communicate and image do you want to convey? What behaviour do you want to drive? What action do you want customers to take? How will you measure success?

Do you want to drive traffic to your site, generate leads by capturing data through downloads and sign-up forms, drive conversions; and create brand awareness.

Your social marketing objectives need to be aligned with your business' overall commercial goals and support your wider marketing strategy.

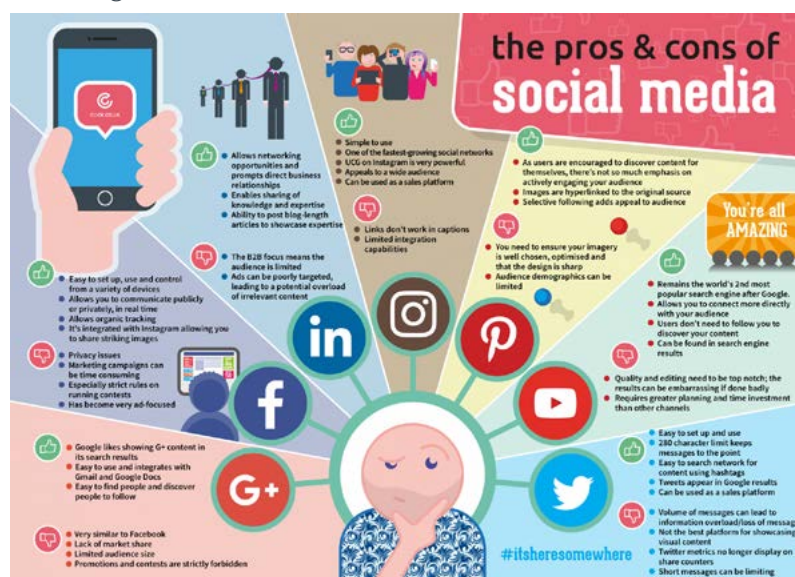
ARE YOU USING THE RIGHT CHANNELS?

Old faithfuls Facebook, Twitter and LinkedIn are only the tip of the social iceberg. Social media channels are always adding new bells and whistles to offer to marketers and differentiate themselves, so explore the other platforms available which might offer opportunities to grow your audience - compare the pros and cons of each channel with this infographic.

To achieve the best results with your campaigns, you need to target the platforms most suited to your audience, your industry and your goals. Our infographic compares the strengths and weaknesses of each social channel to help you decide where your brand belongs. Tailor your posts to play to the strengths of each one, particularly if you're linking back to the same content across different platforms.

Grab yourself a platform-by-platform guide to optimising your posts by downloading our [social media cheat sheet](#).

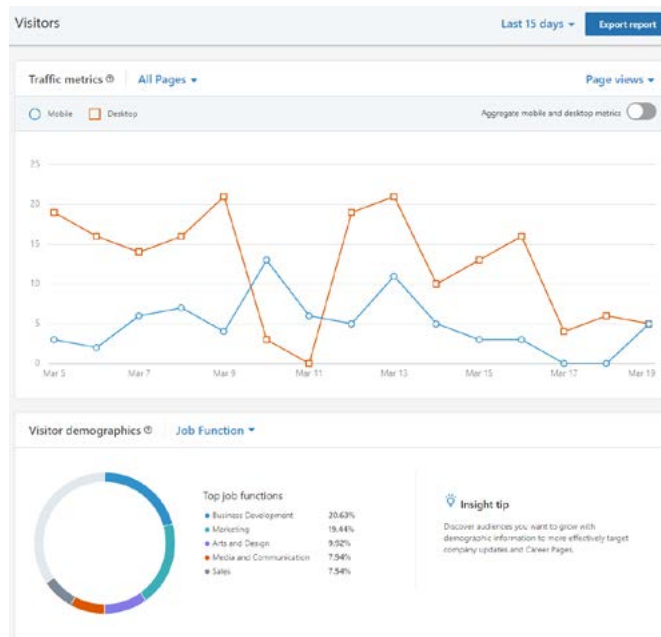
Few brands find equal success on every channel. Identify where your messages resonate the most, and focus your efforts here. We've put together this infographic to help you compare the pros and cons of each platform at a glance.



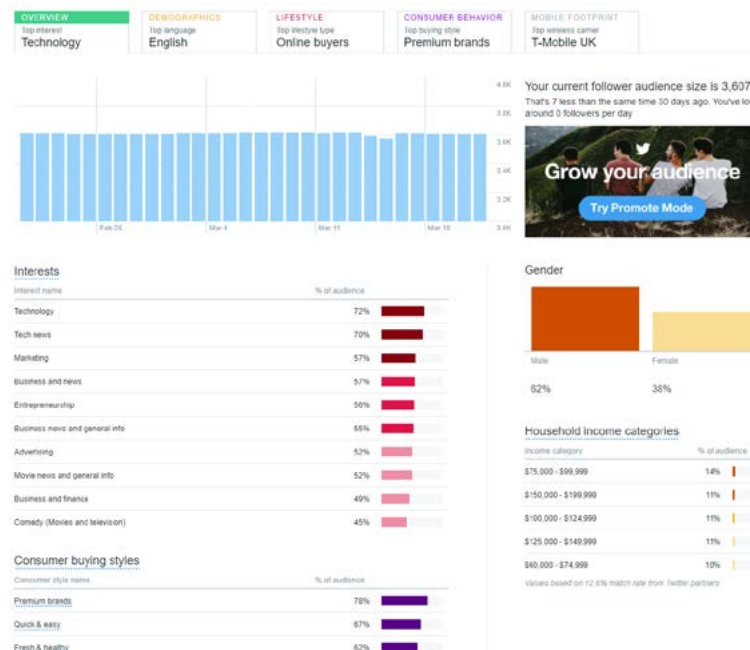
Social media monitoring, using a tool such as Hootsuite, Sprout Social, or each platform's native analytics tool (often called 'insights'). This is highly beneficial will help you to track the number of users who are interacting with your posts, the days and times they are most active, and the types of posts that generate the most discussion.

Keeping an eye on your performance metrics allows you to form a picture of the times and days when your posts get the most traction – and to be active when your audience is.

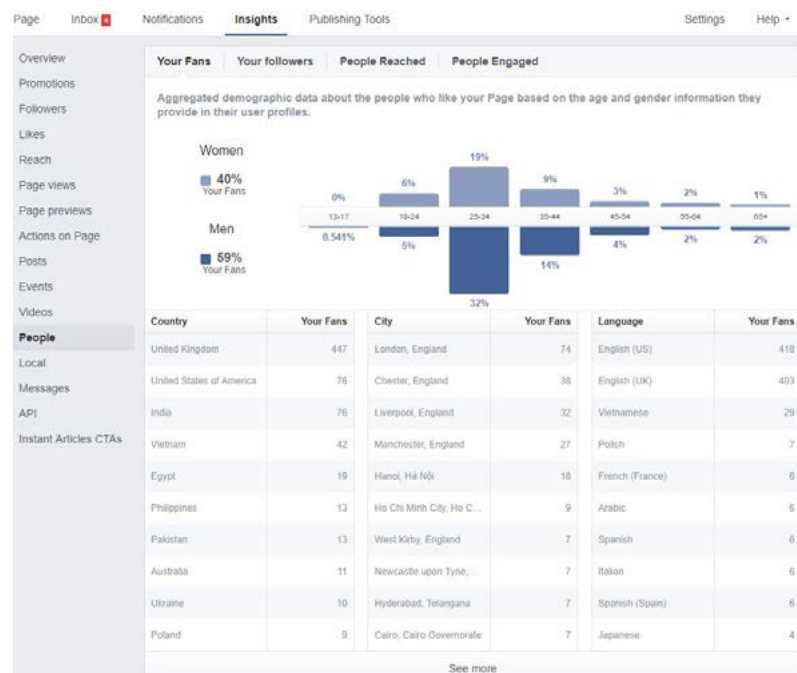
Here are some examples of LinkedIn's Analytics and Twitter's Analytics, respectively:



Most social media platforms will also allow you to dig deeper into the demographics of your Followers. Here's an example of Twitter's Audience Insights:



And an example of Facebook's reach/engagement analysis:



Social media is a goldmine of information about your audience as you can dig as deep as you choose to build up as detailed a picture of your customers' social profiles as you need. For example: which brands and individuals do they follow? Are they members of any groups or forums?

You can also benchmark your performance against your key competitors (at a top level).

KEEP AN EYE ON COMPETITORS

This should be an ongoing activity. Competitors with high social activity are likely to be reaching a wider audience and have higher customer satisfaction levels. A comparison of top level activity across popular social networks could look like this, depending on your target market.

A detailed guide to competitor analysis and benchmarking for all aspects of SEO as well as social media can be downloaded [here](#).

Other easy ways to keep an ongoing eye on competitor activity:

- Sign up to their newsletter/blog alerts (perhaps using a generic address, such as Gmail or Hotmail).
- Like, follow and connect with them on social media so that you receive their updates in your news feeds. You can then study who they follow, who is following them and how they use this space to talk to your shared target market. Maybe they are initiating successful social marketing campaigns.
- Set up a Google Alert to keep tabs on your online business rivals and send alerts to your email inbox. You can use it to receive notifications each time your rival gets a mention.

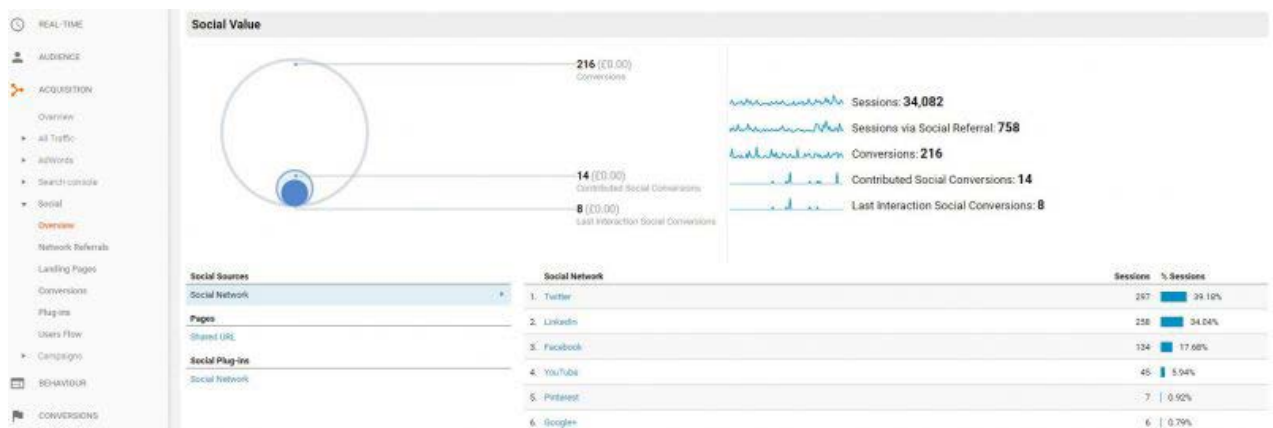
ARE YOUR FOLLOWERS TAKING ACTION YOU WANT THEM TO?

This depends on your goals. If your main aim is to generate comments, discussion and brand awareness through shares, then engagement levels may be the most important metrics to measure your impact.

But if you want to see how many people are visiting your site - or even converting when they get there – then a dive into Google Analytics will give you deeper insights.

Using the Acquisition tracking view allows you to see which Channels led visitors to your site over a set period of time (eg, direct visit, email, social, organic search), their behaviour once on your site and the number of conversions, if you've [set up goals](#) for your posts. This can be found here: Acquisition>All Traffic>Channels.

Want to find out which social platforms are generating the most blog visits? Go into Analytics: Acquisition>Social>Overview. You can then click into the listing for each channel and explore which blogs people have been clicking on.



Now you'll have an idea of which platforms are most effectively driving traffic to your blog, allowing you focus on where to amplify your presence and activity...

With vast numbers of users and the ability to target niche audiences, social media offers huge opportunities to promote your blog content. When your assets are shared, this helps to spread your message and increase brand awareness. The higher the relevance and quality of those shares, the greater the chance your content gets seen by the right audience, and attracts the right kind of traffic.

CREATE & POST UNIQUE, SHAREABLE CONTENT

Whether it's blog posts, video, infographics, or whatever else is relevant to your industry and business, the power of sharing is what sets social media apart from other marketing channels. When someone shares your post, they're not only giving your content a stamp of approval, but publicly recommending it to their network, increasing your reach and potential engagement.

So let's get down to business...

UNDERSTAND WHY PEOPLE SHARE

People share content that engages them emotionally, reinforces how they want to be perceived (helpful, insightful, edgy or funny, for example), reflects their values and beliefs, and, ultimately, helps to strengthen their own relationships.

As with everything in marketing: understand what's important to your audience and tailor your approach to tap into it.



Produce high-quality content

This almost goes without saying, so I won't labour the point. Don't aim to create good content: aim to create remarkable content that impresses people enough to make them want to show it to their friends and colleagues.

Put as much thought into crafting each social post as you would a blog post. Your headlines need to grab attention, demonstrate relevancy and pique your audience's interest. Be explicit about how you want people to react to your post. Actually asking people to share can be surprisingly effective: according to Socially Stacked, tweets including 'please retweet' are more likely to be shared.

FIND INTERESTING AND RELEVANT TOPICS



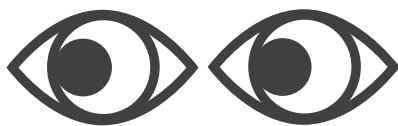
Google AdWords Keyword Planner. A secret goldmine of topic ideas. Also check out Google Trends.



Use a content research tool. For example, BuzzSumo is a great resource for researching popular topics and formats.



Monitor social media. LinkedIn Groups and Twitter's powerful search function in particular are excellent for 'social listening' and uncovering trends.



Keep an eye on your competitors. Look critically at both what they are doing well and where there's room for improvement and use this to refine your own content tactics.



Survey your audience. Take the direct approach and ask existing and potential customers about the kind of content they'd like to see using tools such as SurveyMonkey or Google Consumer Surveys.



Treat your research as an ongoing process. It's important to keep your finger on the pulse to pick up on emerging trends, find inspiration and act on new opportunities.



Keep up to date with industry-related news. Subscribe to relevant blog, set up a news aggregator such as Feedly, or to Google Alerts to notify you when a particular keyword or phrase is mentioned in the news.

"You need to spend 50% of your time on the idea and 50% on how you spread it."

Jonah Peretti, founder of BuzzFeed

Impart nuggets of wisdom

Post tips and advice that will help make your audience's life easier - if you can demonstrate them using photos or video, all the better. People love to share this type of post as it allows them to bask in reflected glory.

Make it easy to take action

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ENGAGE, PERSUADE & INFLUENCE

Ditch the hard sell

A rule of thumb is that only a third of your posts should overtly market your company, with the rest focusing on adding value and building relationships. Besides, why limit yourself to self-promotion when there are so many other ways to create a buzz?



Ask questions

This is a great way to spark interaction if you can tap into a topic or interest that's important to your audience. Encourage people to get involved by voting, submitting their own ideas and suggestions, or posting photos, for example.



Show your human side

Put some personality into your posts. Share a video of your staff happily doing daft things for charity. Throw in some humour if it's appropriate. Authenticity is what differentiates your brand and creates trust.

Make a point of sharing others' content

Regularly curate and circulate stories and ideas from thought leaders and like-minded businesses in your industry; add your own comments for a personal twist. Don't be held back by a reluctance to promote other companies: focus on sharing content that your audience will find valuable and interesting.

Interact meaningfully and authentically

Always respond promptly to comments and questions, whether on social or in your blog's comments section. Meaningful, personalised interaction – the building of rapport and trust – is the holy grail of social media marketing.

Becoming an active member of relevant communities, such as LinkedIn groups or Twitter chats, will give you the chance to engage with a very targeted audience. Contribute to discussions and share your own content sparingly to avoid being seen as spammy.

Harness UGC

User generated content (UGC) can have a powerful impact on the perception of your brand. 'Social proof' is when people trust and copy the actions or behaviour of others, a psychological phenomenon that has been employed by marketers long before the internet. But social media platforms make the creation, discovery and engagement of UGC much more immediate and accessible.



This chain of tweets showing Virgin trains coming to the rescue of a customer in dire straits showed real-time interaction, humour and generated a flurry of Twitter comments and shares (UGC). It also made news sites all over the world.

Encourage employees to share your content

Employee advocacy is a powerful and cost effective tactic. Read our Knowledge Base article for step-by-step advice on [creating brand ambassadors](#).

“It’s hard work. I’m not going to lie. But if you’re willing to roll up your sleeves and get dirty, and constantly analyse what you’re doing and scrap what doesn’t work and continue what does work, and keep it, you can be very, very successful.”

Michael Stelzner, founder of Social Media Examiner

MAXIMISE YOUR IMPACT

Use hashtags effectively

Overuse has given hashtags a bad press but, but a few well-chosen hashtags can be the key for being discovered on social media. As always though, know your audience: hashtagging is generally frowned-upon on LinkedIn, for example.

Take a cue from the hashtags industry influencers and competitors are using and research trends using tools such as hashtagify.me

Grab attention with visuals

It's well established that posting visual content such as photos, GIFs, infographics and slideshows boosts engagement, and this is backed up by science: our brains process imagery much more efficiently than words alone. But it's short videos that are really getting those fingers clicking (or tapping, for mobile users). [Fortune magazine](#) reports that video posts on Facebook reach 35% of their audience, compared with 14% for photo posts, since Facebook launched video posting in early 2015, and just 4% for text-only updates.



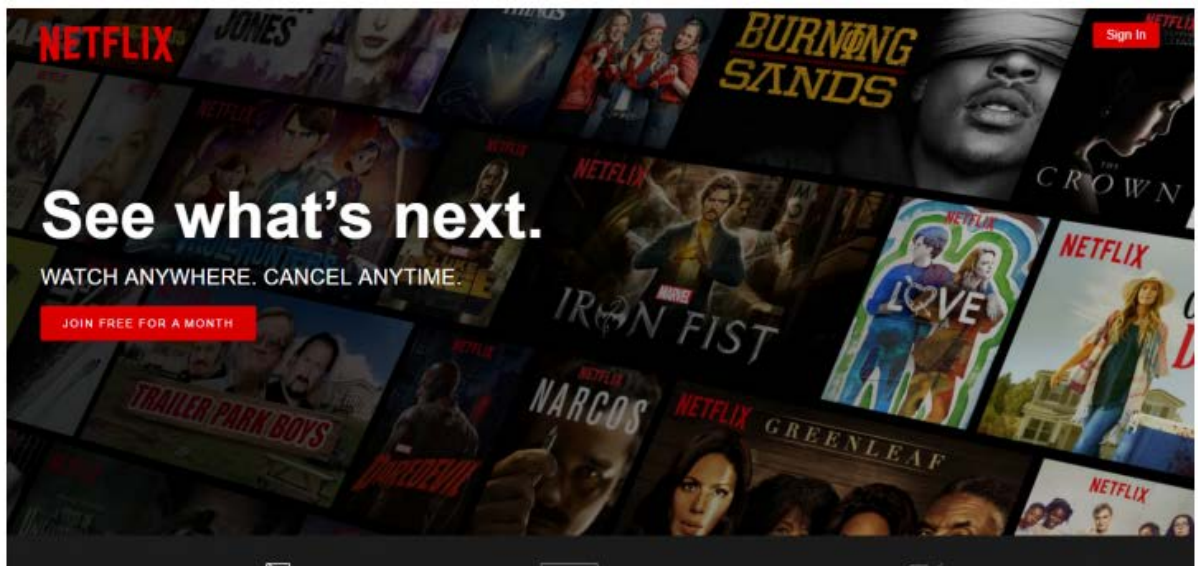
Get involved in communities

This all goes back to the importance of engagement. Especially on social media, people now expect real-time conversations. Being seen to react quickly to comments, questions, shares and mentions shows that you care, and will generate trust and loyalty. Join relevant online communities social media groups and spend time getting involved in discussions offering helpful advice - without being overly pushy and promotional.

Craft strong headlines & calls to action

Put as much thought into crafting each social post as you would a blog post. Your headlines need to grab attention, demonstrate relevancy and pique your audience's interest.

Be explicit about how you want people to react to your post. Actually asking people to share can be surprisingly effective: according to [Hubspot](#), tweets including 'please retweet' are more likely to be shared.



Create a sense of urgency

The fear of missing out (FOMO) can be a potent motivator to take action and is known as the scarcity principle.



This Instagram post capitalises on FOMO with a limited time offer – as well as including incentives for people to act (extra money off and a discount count), and several strong CTAs.

PART 3: KEEP MONITORING

Ongoing social monitoring will allow you to identify:

- Which topics are most popular, and how can you incorporate this into future content, eg, repurposing or offering series of guides to capitalise on engagement.
- The types (eg, lengths, styles, formats) that work the best.
- Our biggest brand ambassadors and the top influencers in your sector and among your follower- base – powerful targets for leveraging your content.
- How to plan your social media posts to capture your audience when they are most likely to active and to help amplify your posts.
- Whether well-received content on your social channels can be expanded into longer-form material.



EXPERTS IN SEARCH. SIMPLE.

ABOUT US

Located in North West England, Click Consult is a multi award-winning search marketing agency with a focus on organic (SEO) and paid search (PPC), with over 70 professionals employed and with a portfolio of over 60 clients from across the UK, Europe, Americas and Australia.

Click was named Search Agency of the Year 2018, adding to its long list of other awards and accolades, and also ranks within both RAR's and Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'.

ADDITIONAL RESOURCES

Blog

Click Consult regularly posts actionable insights on its blog – dealing with all aspects of search marketing. From technical SEO to PPC, content marketing and Analytics advice, the Click Consult blog has something for everyone of any ability.

eBooks

Click Consult produces in depth eBooks on all aspects of search marketing on a regular basis, dealing with the latest best practices, changes to standard practices, methods of improvement and more.

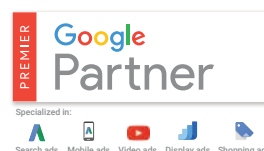
Infographics

Sometimes what you need is a quick point of reference about complex subjects. Thanks to its team of highly talented designers, Click Consult is also able to distil its vast experience into easy to understand visual content.

Follow us on [Google+](#), [Facebook](#), [Twitter](#) or [LinkedIn](#), or to find out what Click Consult can do for you, call:

0845 205 0292

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OUR AWARDS



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