



SOCIAL MEDIA MARKETING CHECK- LIST



FOR
BUSINESS
OWNERS



Introduction

Social media still seems so new and bright, even though it has been a part of most people's daily lives for years. New social media platforms are continuously being added to the mix and earning downloads from hundreds of thousands of people (hello, TikTok!), and their designers are continually updating their applications with new features. Therefore, it makes perfect sense that small firms are anxious to sign up and enjoy the advantages that doing so will offer. It's also very understandable that some issues, such as the query "where do they start," are preventing them from moving forward.

Many companies simply sign up for the app, upload images, and pray for the best. But even if you get a few likes, it doesn't necessarily mean you're attracting devoted clients and consumers. You need a strategy if you want to build a clientele that adores your company and wants to tell their peers about it.

However, it's likely that you feel a bit overwhelmed if you're attempting to understand modern social media. While that might be the case, there's no need to freak out if you think you are late for the social media game. We're going back to the basics to help you get started.

The following list of social media marketing fundamentals might help you establish your profile if you're just getting started. This checklist will give you a very straightforward strategy that you can start putting into practice right away.



Set Goals

"I wish to boost sales." This might be your first response when asked about your social media goals for your business. And that goal is entirely valid and possible in the future. However, if you're reading this, it's probable that raising brand recognition is the more practical and doable objective at the moment.

This objective is for companies that are just getting started on social media (or for companies that have used social media, but haven't gotten much traction yet). You'll need to tell people about your company, your goods, and your services if you want to finally raise your sales.

Other objectives include boosting your engagement, boosting website clicks, and boosting sales if you think that many people are already aware of your business. Choose your aim carefully because it will affect the kind of material you produce and its success.



Choose your social media platforms

Although you can be on them all, we don't advise it. In the end, you'll be dividing your time between all of them, which will affect the quality of your material. Therefore, we advise you to limit your list to a manageable number. Which platforms will you be able to routinely post to and engage with users on, in other words?

Larger, more well-known brands typically have presences across several different platforms. The resources to be everywhere at once are obviously available to giants like McDonald's and Starbucks, but what if you run a small business?

The major social sites are briefly described below so you can decide where you should focus your attention. You should think about which platforms make the most sense based on your sector and audience rather than attempting to control them all.



Facebook: Facebook is unquestionably the most well-known social media platform, yet it has mixed results for businesses. Due to the platform's recent algorithm change, some businesses have found it challenging to grow their pages and maintain regular contact with fans. Having said that, if you're interested in sponsored advertisements on social media, Facebook's ad platform is the industry standard. Similarly, if brick-and-mortar businesses want to reach local clients, Facebook is a must-have.



Instagram: Instagram is, at its core, a network focused on visual content. The site, which is a major hub for brick-and-mortar companies, internet retailers, and influencers alike, encourages brands to be creative. It's all about creating innovative ways to show off what you're selling, from eye-catching photographs to smart captions.



Twitter: Twitter is usually a good place to start for most businesses because it is simple and uncomplicated. It is the go-to medium for customer support because it requires less setup and allows you to communicate directly with your fans. Look no further if you want to learn the fundamentals of social media marketing, such as hashtags, tagging, and social media etiquette.



LinkedIn: This platform allows you to connect with others that are interested in business. So, if you want to reach out to other business owners, companies, and experts, this is the place for you!



YouTube: Every day, a large number of people visit YouTube. This makes it an excellent platform for companies that produce video content.



Pinterest: Pinterest is another wonderful image-based platform that, when used correctly, can produce a lot of website traffic.



TikTok: In terms of organic growth, TikTok's algorithm is currently outstanding, so if you're looking for simple reach, here is the place to be.



Set Up or Complete Your Profile

One of the most crucial social media marketing fundamentals is the requirement to completely fill out your profile. Making your profile more professional also makes it simpler for people to find your company.

Consider this. Frequently, the first Google results for any specific small business are from social media.

If you completely fill out your profiles with the name of your company, its address, and other crucial details, you will be much easier to locate in a Google or native social search.

Here are some guidelines to keep in mind when creating your profiles, even though each network has its own particulars and peculiarities.

- **Take control of your business' name and URLs:** If your company has a distinct name with a decent number of characters (say, sixteen or less), you probably don't need to think twice about your URL. However, if you're linking up across various platforms, you should use a consistent URL. It's worth noting that huge brands like Denny's (@dennysdiner) and Nikon (@NikonUSA) do this to avoid misunderstandings among fans and followers.
- **Fill in your bio and "About" sections:** Use the right messaging to fill in as many specifics as you can about your business. Once more, users frequently search social media before visiting your website. As a result, it's critical to keep your contact details or business hours current.
- **Choose images and brand creatives:** Your business profile needs to seem professional, from the cover photo to the profile picture. Nothing portrays you more unprofessionally than a blurry photo. There are numerous pre-made social media picture templates available on tools like Canva if you need to design social media photos from scratch.



Follow similar businesses, brands and prospects.

If you're an island, you won't gain anything from your social presence.

Following others demonstrates that you are an active member in the social arena, as opposed to a profile that only broadcasts its own material. Follow new accounts to learn how others function on social media, whether they are competitors, fellow industry leaders, or prospects.

To get you started, most networks provide follower suggestions. Following other profiles can, at the very least, provide you with some much-needed inspiration while you master the fundamentals of social media marketing.



Define Your Content Strategy

After you've created your profiles, you'll need to decide what you'll post on a daily basis. Creating a content strategy may appear to be a lot of work, but it all comes down to your goals.

Do you want to educate your B2B audience? Then you will have to publish industry-related information, news, and thoughts.

Trying to sell ecommerce items? Post action photographs of your products as well as photos of others wearing your merchandise. Are you concerned with customer service? Tips, shout-outs, and company updates are all welcome.

Regardless of what you're posting, creating a hashtag to go along with it is a fantastic branding move. Hashtags can be used to encourage people to post their images interacting with your company as well as to draw attention to yourself.



Create A Content Calendar

Knowing what you're going to post and when you're going to post in advance will help you save time, which is a huge advantage. Additionally, it prevents you from consistently uploading the same stuff.

However, as shown by our best times to publish on social media, marketers still have a lot to learn about frequency and how much material to promote.

With the aid of some social media scheduling and publishing tools, you can gather all of your social media posts, captions, and creatives in one location. You may automate the most time-consuming components of your social media presence and stop worrying about posting in real-time by being able to take advantage of the best engagement moments.



Create Engaging Content

Depending on the medium you choose, compelling social media content might take on different forms, but these principles always apply:

- **Your audience must benefit from it.** Consider whether the information will be interesting, hilarious, inspiring, or informative for your audience.
- **It must have a pleasing appearance.** The caption shouldn't seem cumbersome or overbearing, and the image should be clear and concise.

If people see your content as engaging, then you stand a chance of being successful in your social media marketing journey.



Promote Your Content

This step can really give your social media content a good boost. While you can build reach and impressions purely through your preferred platforms, you can also include links to your social media platforms on your website and in your

emails. For example, at the footer of our website, you will find links to our social networking sites. We also give the same advice to every client that asks us to enhance or create a website for them.

This is known as cross-promotion, and it is so simple that there is no excuse not to do it.



Engage With Others

Getting noticed on social media entails being an active participant in everything from commenting on posts to retweeting and publishing other people's stuff. Interacting with fans and consumers helps you demonstrate your individuality while also introducing your brand to new admirers.

This may require some additional time, but it will be well worth it. People will perceive you as more than just another online business. They will even consider you a friend, because friends help each other.

Set aside some time to interact with your followers and even those who do not yet follow you.



Check Your Analytics

Your analytics provide you with a powerful opportunity to stay ahead of the competition. You will be able to identify which of your posts do well, which you should never post again because they perform poorly, which trends are gaining traction, which trends are losing traction, and much more.

If you don't examine your analytics, you'll waste time developing content that doesn't benefit your brand at all. So, while the metrics may not be visually appealing or intriguing, they are vitally necessary and should not be overlooked.



Conclusion

This social media checklist serves as a road map for businesses wishing to establish a presence on social media for the first time. While all of the trends and terminology may seem perplexing, chances are you have more than enough knowledge to comprehend the fundamentals.

Also, we know you intended to do it yourself, but a social media professional can provide you with expertise and insights that a general audience blog cannot. Social media marketing professionals will analyze your data, assess your company and its distinct brand, and devise an extremely helpful approach for you.

You can contact us for any assistance you will need in your social media marketing journey.

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