



KICKSTART
GUIDE

Social Media

Identify the right platforms and content to drive engagement and support business objectives.

1 GET COMFORTABLE IN SOCIAL CHANNELS

Social media platforms are good for conversation and conversion.

Build brand awareness

Use social media to communicate a thoughtful selection of topics and images that express your brand, offerings and product benefits. Develop a content strategy that responds to the topics your fans and followers care about.

Drive engagement

Participation in social media can improve purchase intent and customer service experiences. Used effectively, social platforms can drive traffic to your website.

Convert prospective leads

Most fans don't appreciate a 'hard sell' in their newsfeeds, but many are willing to engage in the sales journey if you've shared content that helps them solve a real business problem.

 **THREE** of
FOUR

B2B buyers rely on social media to engage with peers about buying decisions.²

In terms of users, Facebook continues to lead the U.S. (**214 million**) and the world (**1.9 billion**) in monthly users.¹

¹ Statista 2017.

² Salesforce 2016.

2 PICK YOUR PLATFORM

Each social media platform offers unique benefits to a business. Before setting up a profile on a specific platform, decide which business outcome you'd most like to elicit.

PLATFORM	PRIMARY BUSINESS USE	PRIMARY CAPABILITIES			
		Build Affinity	Increase Site Traffic	Share Content	Lead Gen
Facebook	Establish brand personality and company purpose.	●	●	●	●
Instagram	Demonstrate how products or services are used by customers or how they align with work or home life.	●	●	●	●
Twitter	Share thought leadership; address customer service issues—such as product-related how-to questions.	●	●	●	●
LinkedIn	Build relationships with specific individuals and affinity groups.	●	●	●	●
YouTube	Highlight rich video content that increases awareness of and perceived value of product.	●	●	●	●
Pinterest	Curate highly visual collections of useful, functional content to improve users' daily lives.	●	●	●	●
Snapchat	Promote exclusive events or behind-the-scenes content that increases brand loyalty.	●	●	●	●

● = Can happen organically ● = Paid options ● = Not ideal platform for business goal

TOP TIPS:

 Start with a business objective.

 Experiment with content formats and topics.

 Align staff, subject matter experts and a community manager to sustain your social media practice.

 Write a simple content strategy with 3 or 4 topics—and stick to them in social.

3 EXECUTE

Try it out.

START SMALL

Create an editorial calendar to visualize shared content for one month. In an Excel spreadsheet, chart selected social platforms on the horizontal axis and dates of publication on the vertical axis. Notate content topic and type, associated business objective and call-to-action for each post. Use keywords in the content description to enable tracking by topic over time.

SCALE

Advocate for social media marketing in your organization by tracking and reporting results and business impacts on sales, service, conversion and retention. Encourage colleagues to submit news and events to the community manager, follow and share content with customers and prospects, and include a byline hashtag (#JaneSulley) in their own posts.

SWING BIG

With a content strategy in place, create a week-long campaign to support one business initiative in the social channels you've selected. Measure engagement by channel, content format, topic, editorial "angle," and effectiveness of a variety of calls-to-engage and calls-to-action. Revise, rinse and repeat.