

# —SOCIAL MEDIA— MARKETING



PART 4  
TRACK MARKETING THAT WORKS

## 4.1 - A Marketing Schedule That Works

Knowing what you need to do to thrive on social media is just part of the story.

The other part of the story?

Well that is actually *doing* it.

This might sound a bit redundant but consider just how many businesses will come up with a social media marketing strategy and begin with the very best of intentions.

They genuinely intend on posting on a regular basis to Instagram and Twitter and building their following over time.

But then what happens is that life gets in the way.

This is especially problematic for those smaller, one-man-band operations.

If you're an entrepreneur who is looking to promote themselves on social media, then you might have a plan to post a certain amount of images, written posts, links and videos per week or even per day.

While this is admirable, if you overshoot what's possible, then you will potentially end giving up on the attempt entirely - and this certainly isn't a positive thing!

The same goes for publishing to your website in general, and the same goes for vlogging etc.

It's all about finding a balance that works for you and the most important thing through all of this, is that your schedule is *consistent*.

Social media, blogs and vlogs are all most successful when visitors feel that they can rely on your content to arrive at a set time and set date, frequently.

It's better to post regularly once a week, than it is to *attempt* to post ten times a day, burn out in the first few days and then give up entirely!

As well as finding the balance though, you can also use a few optimization tricks and process fixes to speed things up. Let's take a look at how you can optimize your social media campaign.

## The Essentials

Let's start by looking at the essentials - the bare minimum that you should be doing.

While it's best to be present on as many social media platforms as possible, the reality is that this can take up a huge amount of time.

At the very least though, you should be on the three biggest platforms.

Those are:

- Facebook
- Instagram
- Twitter

If you have those three covered, then you should be able to reach the biggest cross section of your audience possible.

Facebook alone covers 2 billion people, which is a huge proportion of the population!

You'll need to post to each of these accounts at least once a day.

But where possible, it is *highly* advisable that you post more frequently and aim for twice a day if possible.

Three times a day?

That's even better.

As for what you'll be posting, you'll of course run out of content fairly quickly if you try to post things from your own site each time.

So, you might want to consider making your posts a mixture of:

- Humorous/useful observations
- Insights from your day (while staying relevant as possible)
- Niche/industry news
- Links to other articles or posts that you found interesting - especially if these are channels you'd like to work with in future
- Promotions regarding partners
- Occasional promos for your own content
- Old posts that you published previously
- Images or posts about topical hashtags
- Responses to questions or comments
- Questions or comments of your own, for other people
- Polls, questionnaires etc.
- Opinion
- Tips and tricks

As you can see, you should have plenty to be dealing with.

But also keep in mind this little rule:

Only one in second of your posts should be purely promotional.

We've talked about this in several of these reports, but the key is to offer value and then to market under the radar.

To offer enough value that your audience feels that their time spent on your site has been worthwhile, you need to make sure that you are posting regularly about things that interest them. They *don't* want to be inundated with ham-fisted marketing attempts!

Note that this is easier for people selling their own products versus affiliate marketers. Your followers will be significantly more forgiving if the product is your own!

So thus far you have 1-3 posts across three social media platforms a day.

These will each be just a couple of sentences long.

Let's say that's an average of 6 posts daily, several of which can be the same post across different channels. So, let's say 4 posts daily.

Not too bad.

And that's about 10 sentences daily, which should equate to around 150-200 words. Minimum.

One of the hardest parts of this is going to be sharing your own content.

This means you need to *make* your own content and that is going to take significantly more time than posing a humorous aside.

How often should you share your own content? That depends on the nature of your brand and your blog and how you intend on getting the majority of your traffic.

Note that content marketing is crucial for your SEO and also for building brand loyalty and authority.

The best scenario though for most people will be that they post a minimum of twice per week.

If you can only manage once, then that is okay too, but your channel will grow significantly more quickly if you post twice a week.

And those posts need to be SEO optimized, well-written, engaging and genuinely interesting and valuable to your readers. That's a tall order for sure.

The ideal *length* for each post? I'm sorry to say that that is a rather large 1,800 words according to most estimates.

But seeing as we're going with the minimum here, that minimum is 800 words.

The least you are going to get away with then and still see significant growth, is one post of 800 words per week and 3 social media posts daily on the three big platforms.

The 'ideal minimum' is closer to 4 unique posts daily, shared out over the three big social media platforms, with one 1,800 word post per week.

Now, if you want extra bonus credit - and trust me you do - then one of the *very best things* you can do for your marketing is to add a video component.

There are countless advantages to video marketing when it comes to making yourself known online, which we won't go into in depth here.

Suffice to say that video will:

- Raise your profile by looking like something that an amateur could not create. A video with high production values takes skill, it takes time and it takes software and equipment. Suddenly, you

organization becomes something that couldn't possibly be run by a kid in their Mum's basement.

- Massively enhance engagement. One of the awesome things about video is that it instantly captures our attention.

There is movement, there is music, there is spoken word and all of this is very difficult to turn away from even compared with good writing.

- Increase conversions. Not only is video incredibly effective at getting people to watch, it is also very good at getting those same people to go and click 'buy'.

That's because video has the potential to emote and persuade face-to-face, which written content just can't do.

They can see you right there on the screen appealing to them, which is very different from reading some statically written persuasive writing.

Video lets your visitors get to know you, it stands out in a sea of social media and it is powerfully persuasive and trust building.

You can also share video either through social media directly by posting to your pages, or you can

So now that's an ideal minimum of 4 unique posts daily, shared out over the three big social media platforms, with one 1,800 word post per week.

On top of that, one video per fortnight and one live event per fortnight.

This is a small amount of work but it has still added up rather!

And that means you're looking at spending the best part of a working day per week on all this, or slightly less if you're fast. And ideally you'd do more!

So, what is the solution?

## Optimizing Your Schedule

Our goal then is to optimize this schedule, to find ways to get more done in less time and to outsource etc. where possible.

I will say, as a rule of thumb, be wary of outsourcing your writing and content.

If you *do*, then make certain that the writer you hire is someone who knows the subject matter intimately and is genuinely passionate about it.

It is not enough to simply find someone who is good at writing.

If you are going to have people coming back to your site and reading it because they're getting great information, then the information you offer needs to be new, it needs to be unique and it needs to really stand out.

It is *not* enough to simply post 'well written' posts that anyone could research themselves.

So, writing is something that will cost you one way or another. But we can speed up and optimize the rest.

For instance, if you are going to make a video, then there is nothing to say this has to be expertly produced.



In fact, if you film something on a smartphone or a cheaper mirrorless camera, you can aim for an intentional 'vlogging' effect.

Use a lapel mic for low-cost, high-quality audio and then, if you want some added flourish, hire a professional editor to put it all together and get it to look great.

Keep videos short - 4 minutes is suggested to be the optimum length by YouTube and in this case, there is no real advantage to going longer.

Run over your time?

Then consider splitting your content into several shorter videos.

As for social media posts, you should make sure that it is as easy as possible to share things through all the major platforms.

That means that you should have the apps ready and signed into your business accounts on your smartphone - so sharing something to Instagram is as easy as pointing and shooting the camera.

Then find times during the day when you know you'll have the opportunity to do that.

You will naturally gravitate to one social platform more than the others depending on your personal preferences and workflow.

Any of these can work wonders - Arnold Schwarzenegger for instance is highly successful on Snapchat.

Don't fight this - as long as the audience is there - and then make this your 'primary' social media platform. Post to this one most regularly, put the most work in here and let the others follow.

Fortunately, there are some easy tools to help you do this.

Most social media platforms for instance now allow you to easily share to other channels relatively easily.

You only have to tick a button on Instagram for instance and your posts will be shared on Twitter as well.

And for those accounts that don't offer this privilege, try using additional tools such as IFTTT.

IFTTT stands for 'If This, Then That' and allows you to set up triggers and responses across your social media.

For instance, you can make it so that any content you share with a *specific hashtag* on Twitter, ends up on Facebook.

One last tip: use a tool like buffer.

Buffer is an app that allows you to schedule posts.

This means you can set up a large number of social media posts that aren't 'time sensitive' and then have them post automatically and intermittently.

As for sharing content - keep in mind that the links you post don't all need to be new!

There's nothing wrong with sharing an old post from your site. And actually, you can schedule WordPress posts as well.

One of the best tips I can give you is to take a week off of everything and to spend this developing some excellent content that you can then drip feed for weeks and months to come.

One last thing?

Love your subject matter and love what you do. It's the only way you'll be able to keep up this kind of output.

## 4.2 - Track, Test and Improve

So, you've spent some time thinking about how you can create the perfect brand to promote on social media.

You've made a logo and come up with your tagline and your mission statement, you've set up your social media accounts and you've come up with a schedule for posting new content that seems to be working.

And no you haven't forgotten! You're even remembering to interact with your audience, to comment on their posts and to respond to their messages.

You're seeing growth and improvement and you're pretty happy with how it's all going.

### Is that it?

Not quite.

There's just *one more* aspect to consider if you want to have the very best social media marketing campaign and if you want to accelerate your growth as much as possible.

And that's the data. The analytics. Or as Facebook calls it, the 'Insights'.

These are powerful tools that these social accounts give you to help grow your accounts even more efficiently and if you miss out on using them, it will be at your own peril.

Read on then and we'll look at some of the ways that you can use this to grow your account.

## Why Analytics Matter

Analytics basically give you some actionable data regarding your content and some feedback regarding what is working and what's not working and that in turn allows you to do more of what *is* successful and less of what isn't.

This is powerful because it means that if you carefully watch your stats and look at how your posts perform, you can effectively evolve to meet what your audience wants.

Over time, your posts will improve in quality and effectiveness and you'll do less of what isn't working.

That means that gradually, you should be moving to a point where *all* your posts are immensely successful. Or at least that's the idea.

If you've never looked at your analytics before, then you might be in a position where 95% of your posts have had no real interaction but *one* thing you did blew up and was massive.

You *could* be emulating that one thing every single time and thus growing your account at twice the rate... and yet you're not.

And this isn't just hypothetical: I speak from experience here!

I actually was using IFTTT - a very powerful and certainly very useful tool - in order to automatically share my content from YouTube to my Facebook page.

Problem is that it was never getting any real response.

One time I shared the link myself and it had 10x the amount of engagement.

Why?

Because the way the video was presented in the feed was much different and was inherently more engaging.

For ages I never bothered to log into my analytics so I was none the wiser.

The one day I saw this was the case and recognized the error of my ways! The moral of this story?

Check your analytics!

## How to Get Started

There are a plethora of apps and tools you can find online or download that will provide you with extra details and analytics and frankly, the more data you can collect the better.

However, for the sake of just illustrating the point, we'll look at the two most popular analytics tools for social media: the two built in options.

## Facebook Page Insights

The first is Facebook Page Insights.

To get started, head on over to your Facebook page and then look at the tabs along the top. You'll see Page, Inbox,

Notifications and *Insights* (the last one on the list is Publishing Tools).

Insights is what we're interested in here of course, so click on that and you'll be greeted initially by your page summary.

Here you can see the number of actions on the page, the number of page views, the number of page previews, the page likes, the reach, the post engagements, the videos and the page followers.

This is mainly useful for tracking growth more than anything else and if you click on any of these elements, then you'll be greeted by a line chart that will chart the growth or decline of your page.

Another useful aspect though, is that you can look at who viewed your page by gender, by section, by country, by city and by device.

This is all useful information, as it will allow you to see where the most of your traffic is coming from. Perhaps most of your audience are male, perhaps most of them are female. Perhaps they largely come from Google, or perhaps they mostly come from your website.

This is all useful information because it allows you to gain more insight (hence the name!) regarding your traffic, what they're interested in and how you're acquiring them.

From there, you can then make sure you do more of what is working and that you cater your content for the audience actually viewing it.

While tracking the number of page views or likes might be an interesting way to track your improvement over time, what would actually be a more useful statistic to follow would be your post engagement and your reach.

The reach tells you how many people have seen your posts. That is important because it gives you an idea of just how many people you're capable of promoting to or interacting with in a given week.

Post engagement meanwhile tells you how many people have liked, commented or reacted to your posts.

This is far *more* useful because it allows you to see whether your posts are actually having any impact on the audience.

It's not enough that your content simply be seen - you need people to click on it, to share it or to make comments.

Not only can you see whether or not this is happening but you can also see whether it is increasing or decreasing over time.

While this is all very useful though, it ultimately leaves you guessing. You are left to look at the spikes and troughs in your traffic and to try and identify what could have occurred at the same time to make those occur.

Better yet then, is to scroll down slightly and to look at your posts themselves.

You can see your five most recent posts at a glance and then you can click to get more information from other posts.

Next to each, you'll be able to see the reach and you'll be able to see the engagement. Engagement in this case tells you about the comments, the clicks and the likes.

So, this now helps you to get a little more granular.

No longer are you looking at a general increase in numbers over time but you're looking at how people reacted to *specific* posts that you made and you're looking at where all that growth and improvement has come from.

This is where you can really see what is working and what's not.

What kind of content is your audience hungry for?

What is getting the most engagement?

What *hasn't* worked?

And finally, head down the bottom of the page to find the 'pages to watch'. This will give you a selection of great pages to keep your eye on that are similar to yours. This is a very useful tool indeed, as it allows you to see what is working for other brands and then perhaps emulate them if appropriate.

## Twitter Analytics

Twitter Analytics has many of the same features but dressed up somewhat differently and with different additional tools and elements to look out for.

This is a summary for the month rather than the week.

Along the top, you can see how many tweets you posted and how many impressions these tweets got.

'Impressions' tells you how many times the tweets were shown on a page or screen and that in turn means that they're gaining exposure.

Profile visits does what it says on the tin and tells you how many people have been to your profile page. Mentions tells you how many times someone used '@' to tag you in a post.

And your followers here are your total number rather than a change.

Next to all these stats though, you'll be able to see how this compares with what happened one month ago and that lets you see which way things are moving.

What's more interesting is the 'Tweet Highlights'.



For instance, the 'Top Tweet' will be the Tweet with the most impressions.

And if you click on 'Tweet Activity' you can actually see how many Tweets each of your posts got.

What you'll find is that a post being liked or shared by a bigger brand can make a massive impact to your Tweet's success and these will be the Tweets that do the best.

You can also see here the number of engagements and the engagement rate. This tells you a little bit more about how people are actually interacting with each Tweet.

Back to the main analytics page, you'll also see your top media Tweet and you'll see your top follower.

Top follower is a very useful thing to know.

This tells you who is following your account who has a big following themselves and that in turn lets you know who you can potentially approach for a shoutout.

This is powerful because very often, creators will try to reach big influencers and approach them to ask if they can get promoted. What happens, is that they tend to get ignored!

But as this section of your analytics will show you, you actually have influencers among your followers! They have the reach *and* they're already a fan... so reach out to them or target them with your future messages!

You can also click here to see 'audience insights' which will tell you the interests, the age range, the gender and more of your followers.

You can see the region too and again, all this will help you to identify the best kind of content in

terms of what will get the best responses from people.

## Running Tests

This is all good and well and simply knowing how to use these dashboards will help you get a much better idea of what's working and what isn't in your campaign.

However, if you want even more benefit from this section, then you also need to run tests. In other words, don't just passively watch data but instead try changing things up to see what works and what doesn't.

In fact, you can try using something called a 'split test'. This means you're going to release one version of a post written in a certain way or presented in a certain way, then you're going to release another that is formed slightly different.

You then look to see which gets the best engagement, the most impressions etc. and this will tell you which style you would do well to adopt moving forward!

Do be wary of this though, as a sample of one is not really enough. In other words, you need to run many more experiments to be confident that this wasn't just a coincidence.

That means that before you draw conclusions you should post a few more and see if the trend holds true. You can still never be certain but it will definitely be *more* likely that this is the case with each successful test.

And this is something to be wary of in general. Consider the fact that your engagement can't entirely be whittled down to numbers.

There is qualitative difference looking at one social media comment versus another.

Not only that, but if you only concentrate on chasing numbers, it can be easy to forget the human element and to forget the most important thing: creating quality content that adds value and that you're passionate about.

Data in itself is great but it's important that it doesn't dictate your entire campaign.

As with everything we've looked at here, this is just one part of a highly intricate puzzle.

For the other parts of this course visit the South African Chamber of Entrepreneurs [SACE] at the link below:

<http://sa-chamber.co.za>

