

How to Do Social Media Marketing Well

Meta: Find out how to do social media marketing well with these ten useful tips to increase engagement.

You've just built your dream business or perhaps you're an Instagram Influencer and you want to really grow your social media presence at an enormous rate. Or you've had a business for a while and recently and you've explored the opportunity online, because there's a lot to be had! If you want to really ramp up your business, no matter what your niche area, then you need to do your online marketing – and the best type of online marketing is social media marketing. It engages with your audience; it identifies your target market, and it speaks directly to your consumer, so they feel that they are a part of your brand, but it does take time to get it right. So to understand how to do social media marketing well, check out this post by [1394ta](#), and start scaling up! With 4 billion users across the world using social media marketing – can you afford not to do it for your business? Let's see.

1 *What Are Your Social Media Marketing Goals?*

If you don't have a target – you'll never reach it so first, list out the five major things you want to achieve through social media marketing. It could be to triple your Instagram following ([buy followers Instagram](#) through us for quick, efficient and genuine results) or to build a shop on Facebook. It might be to become the fastest-growing Instagram Influencer in your niche or to build a customer services account on Twitter. Have around five things to start with and home in on them. Then, once you've ticked them off, you can create another five social media marketing areas you want to focus on. Next, prioritize them, starting with the biggest one first, down to the smallest and if the biggest is very large, split it into milestones so you don't get overwhelmed.

2 *Identify Your Target Audience*

Once you've organized your goals, ask yourself, what's your audience? There's no point in marketing to the wrong audience! For example, if you're marketing fashion on Instagram, you need to reach out to your target market. That could be 18- to 25-year-old women in California and narrow it down even more, who spend most of their time on the beach! So that's your specific audience. If it's Instagram you need to really shift up your social media marketing and if you haven't got time to watch your account grow organically, why not [buy Instagram views](#) Through our website, it's quick, easy and as a social media marketing company we guarantee our followers are only ever from genuine accounts who want to follow your niche area and are interested in what you do.

3 *Choose Your Social Media Marketing Platforms*

You might just need a couple of social networking platforms, or you may need multiple platforms but if you're just starting out, do it one at a time to get to grips with each. Once you understand how the first one works, you can move onto the next one and so on. Remember to keep your brand uniform across all your social media networks so you're

instantly recognizable and always cross-promote. You can run competitions across all of your networks for example! If your brand is very visual then Instagram is an easy decision (and TikTok, Facebook and Snapchat). If your brand is business to business, then LinkedIn will likely tick all of your boxes. If you want presence on Twitter, to shout out your brand quickly – it's a great platform and big brands use it for their customer services' channels, so you could do that as well. Remember, it's not quantity of social media networks, it's quality so do the first social media platform well and then tackle the next. Use the right platform for your demographic too, as an example, GenZ love Snapchat and TikTok. Whereas older generations age 40+ tend to favor Facebook and Pinterest. Instagram is a good cross-demographic social media marketing tool to use especially for Millennials.

4 *Make a Note of Your Social Media Marketing Strategy*

Write everything above down or else you'll lose focus, and you could forget essential elements. You're far more likely to achieve success with your social media marketing strategy if it's set in stone (that said, of course, you can change it as you go along). So write it down and set target dates for completion of different tasks. Revisit it weekly and tick off what you've done, think about what was easy, what wasn't easy and the areas where you need to learn more about. Focus on those in addition to your next social media marketing goal. Other things you can add to your social media marketing strategy include:

- Noting important diary dates, such as Valentine's Day, Halloween, Mother's Day – the important days when you could use your brand, product or service and post about it perhaps with an exclusive offer or discount.
- Create content in advance and make sure it's similar (but not exactly the same) across your social media marketing platforms. You can post it later on using a schedule post website such as this one:
https://auth.contentcal.io/login?state=hKFo2SA5SUZ4SjBmOUVTSEVCVkhQTExajdLbENGYzV1ZGI4NKFupWxvZ2luo3RpZnkgRIRDZHQ0R0Zocy1LRGtVVlcvSHVSSINRWjZDZGdFLXkjY2lk2SB1dXpLY0p5V0MwNzY5TXJkN1lQR25LSW9lUjZ1ZERHTg&client=uuzKcJyWC0769Mrd7YPGnKloeR6udDGN&protocol=oauth2&audience=https%3A%2F%2Fapi.contentcal.io&redirect_uri=https%3A%2F%2Fapp.contentcal.io&_ga=2.14388663.1867122713.1643618636-1927011183.1643618636&_hsfp=1604029998&_hstc=122841044.27045b556a480005fa88e11eec110166.1643618636481.1643618636481.1643618636481.1&_hssc=122841044.1.1643618636482&scope=openid%20profile%20email&response_type=code&response_mode=query&nonce=OExjTmd3ZEtWT3B0bUJmM2NzOUpwVEZUYjN6MWwxfdNaW9xTG5TbUdPWg%3D%3D&code_challenge=IrwJ7K494Yy_q6jxaf4mGhAuOorE3ldVG7mEdZcALXM&code_challenge_method=S256&auth0Client=eyJyW1lIjoiYXV0aDAtc3BhLWpzliwidmVyc2lvbi6lGjEuMTYuMCI9&email=&organisationId=&invitationToken=#/signup
- Prepare your hashtags, and make sure they're commonly used hashtags. Always include a brand new one as well that's attached to what you do and unique. This will hopefully become the brand hashtag that's synonymous with what you do.

5 *Set Up Your Social Media Marketing Calendar*

Next, now you have your social media marketing strategy and your hashtags plus your notable diary dates, set up a social media calendar of what you're going to do and when. Start with planning just one month ahead, then, when you're used to using a social media marketing calendar, stretch it to three months and six months. Major events should be set in stone, like running competitions, doing a live marketing event and remarkable offers as well as the notable diary dates, we've already mentioned, but in between you can keep it fluid. Don't be too rigid because surprise things occur, like co-labs or news events that could inspire you to change your daily posting. There are lots of templates online (such as: https://monday.com/lp/marketing/bundle/?marketing_source=adwordssearch&marketing_campaign=gb-s-social_media-e-desk-monday&aw_keyword=social%20media%20content%20calendar&aw_match_type=e&cluster=marketing&subcluster=social_media_marketing&gclid=Cj0KCQjArt6PBhCoARIsAMF5wagGxlkX-faPI_a7b2RFpVZ3H1hrdjW9iILN76-neMMTM_A2yVS2JsaAuYWEALw_wcB) or create your own. You can also schedule your posts in advance (as previously mentioned) so you're not a slave to your social media platform and this frees you up to concentrate on other *business areas*.

6 *Use Social Media Marketing Tools*

You can use tools that allow you to buy followers on Instagram or [buy likes Instagram](#) from our website (and as we've said, they're genuine accounts from genuine people), this tool is there to help you get instant recognition and ramp your activity up, so you get noticed on Instagram. There are lots of other social media marketing tools on each platform and you can schedule your posts (as we've mentioned above) which is better than hastily creating a post because you've forgotten to do one, you have time to really think about your content. As well as scheduling images and videos, if you use Twitter for example, you can even schedule your Tweets, but remember, with newsworthy stories you also have to remember to post in-between.

7 *Tell Stories*

One of the biggest areas of social media marketing that works is telling stories. These stories could be about you, about your brand, about what you're doing, selling etc. Stories empower your brand and make you more "human." It's social after all so don't be afraid to tell a story that encourages an idea and builds interaction. If you're an interiors' influencer, show your home, your rooms, how you style them, create images of before and afters, ask the social media platform users what they think. It's about getting heard and building relationships with your audience. Don't be frightened to use emotion because that's what social media marketing of today is all about. Introduce your audience to your team members, take them around your office, show people packing and sending out your product. Not only does this build a relationship, but it also builds trust which is just so important today.

8 *Be Fun!*

So use emoticons if you want to, use MEMEs be yourself and don't try to be anyone else. Emoticons in social media marketing are perfect to convey emotion quickly and easily. Plus you must respond to any messages that your followers post on your platforms, using emoticons makes typing quicker but also shows the follower that you've read what they've said and so they feel better valued.

9 *Don't Be Frightened of Making a Mistake*

Like anything new, you're bound to make mistakes but use these as a learning curve rather than being hard on yourself. If you make a mistake, go back, and rectify it and start again. So what? You're human! Social media marketing takes time to get to grips with, but you will do it. It also moves so fast that you will find people forget any mistakes pretty quickly!

10 *Work Out the Best Times of Day to Post*

If you post in the middle of the night, you won't get the engagement you want – but if you post when your audience gets up in the morning, you're bound to get more Instagram likes, views and followers. Work out when your audience comment on similar accounts, when those accounts get the biggest engagement and organize your posts around similar times of the day. Be strategic too, if you're a restaurant and you want a busy lunchtime, post at 10.00am in the morning with some engaging images of delicious food – that certainly gets your audience thinking about what they want to eat for lunch! Think clever.