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Social media
TOP TIPS

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Have a Social Media Marketing Plan

It's important not to use social media just to 'be on social media'.

Outlining goals and measurable objectives and identifying the ideal customer profile will allow you to choose appropriate channels and create suitable and effective content.

At mooch, we will always ensure that your social media strategy closely aligns with your overall marketing plan to ensure consistent messages are executed, albeit across different channels.

Target Your Audience

Even the best marketing campaigns will fail if you target the wrong audience.

Think about your target audience's age, gender, location, occupation and interests and consider which social media platforms they spend their time on and what sort of content will resonate with them.

Once you've segmented your audience, you're half way there.

Consider Your Content

Now you know your ideal customer and how to target them, it's time to create your content.

Content needs to be specific, relevant and engaging and most of all, it should communicate your unique selling point.

Our social media experts at mooch can help you identify what content will be most effective in terms of conversions, depending on which social media platforms you are using.

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Choose Your Platform

Understanding each channel's strengths can help you to understand if they're right for you.

mooch can help you to select the platforms that offer the best opportunity to reach your target audience and succeed in your industry.

Don't forget, not every social media platform will be right for you. Instead of having an average presence on all of them, be amazing at just a few!

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Social Media Management

Gone are the days of remembering separate social media account passwords and visiting each site every day to update your followers.

Our recommended social media management tools can help you to manage multiple social media platforms in one place, schedule posts in advance and react and respond to engagements immediately.

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Engage, Engage, Engage

How many opportunities do you get to have conversations with your customers?

Social media channels provide a unique opportunity to interact and engage with existing and potential customers.

Two-way conversations, where businesses listen and speak to their audiences are a great way to build relationships and trust.

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Boost Your Brand

Using your company logo and colour scheme and being consistent with your topics and tone of voice on social media will help audience to immediately recognise content as belonging to your business.

mooch can help your business to create templates to ensure that your social media posts are recognisable and consistent and reflect your brand personality, making your business memorable and increasing your customer's trust.

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Post Regularly

Remember, people who follow you are probably following hundreds or even thousands of other accounts, so it would be easy for them to forget about you if you don't publish new content regularly.

Here at mooch, we make sure your social media marketing plan outlines how often you plan to post on each social media channel.

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Think Visual

If a picture is worth a thousand words, and a video even more, every marketer should be thinking about making them a big part of their social media strategy.

At mooch, we always encourage the use of images, videos and infographics in your campaign to dramatically increase user engagement.

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Drive Website Traffic

Social media is great for building relationships and having conversations with existing and potential customers, and with the right approaches, you can increase your website traffic too.

When mooch plan content to post on social media platforms, we always think about how we can drive traffic back to your website to increase conversions.

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Promote Your Posts

If you want to accelerate your efforts, exploring paid advertising might be worth a try.

You can significantly increase your ability to connect with customers and potential customers by spending just a small amount of money on each post.

Paid advertising gives you detailed targeting options to ensure that you are specifically speaking to those who are interested in your product or service.

Join Communities

Smaller communities form within large social networks, which provide plenty of opportunities to connect with like-minded people and companies within your industry.

Look for communities related to your industry and start joining and participating to build relationships.

If there aren't any active, existing communities for your industry, create one and invite potentially interested users to join.

Offer Unique Content

Why should people follow or like your social media pages?

Consumers have the choice to follow thousands of businesses, so you have to stand out somehow.

At mooch, we believe that offering unique information such as behind the scenes content, discount codes, competitions or live videos is enough to give people a reason and incentive to follow you.

Consider Mobile

Time spent on social media from mobile devices is rapidly increasing and therefore it is important that you recognise the importance of delivering social media content that caters to mobile device users.

Be sure that your content is easy to consume and call to actions are easy to respond to on all devices.

Call to Action

Having thousands of followers and likes is great, but it isn't worth having if you can't get them to take action.

Your content needs to be carefully created to inspire people to do something other than just read it.

mooch can help you to create successful call to actions that are energetic, direct and compelling enough to elicit a reaction.

Use Keywords

Social media platforms have search features that operate in the same way as search engines.

At mooch, we research keywords and phrases relevant to your industry and include them in social media posts to make the pages more likely to appear within search results and have an increased chance of being found by those searching for related content to your business.

Learn the Do's and Don'ts of Hashtags

Hashtags allow you to connect with other social media users based on a common theme or interest.

We research popular searched hashtags relating to your industry or product and add them to social media posts to increase your chance of showing up in search results, providing an effective way to organically expand your reach.

Manage Your Messages

Many customers and potential customers will use direct or private messages on social media to get further information.

Messaging can be an effective customer service tool when used properly. Keeping an eye on messages and having a dedicated, trained team member to reply will ensure that messages are dealt with correctly and efficiently.

Measure Results

How will you determine whether your social media marketing efforts are successful?

It's easy to get caught up in looking at impressions, engagement, reach and page likes, which can help to identify success.

However, at mooch, we like to delve a little deeper into conversion rates to give you a true idea of return on investment.

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Analyse and Improve

Even the best social media marketers learn from trial and error.

Here at mooch, we analyse your results and data to help us make tweaks to your content, audience selection and overall social media strategy to ensure continuous improvement and effective use of social media platforms.

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*If you've enjoyed our little book
and are hungry for a dollop of more
wisdom, then fear not –
there's more where this came from.*

We're already working on the next edition of our Little Book of Marketing Hacks series, but if you're **just too** impatient to wait until we're done, why not drop us a line or chat with us online? We're a friendly bunch always willing to help.

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