



Thanks for subscribing to receive our 5 Key Principles to a Successful Social Media Campaign. We hope you find the information that follows, helpful.

If you have any further questions, please don't hesitate to contact us and together we can further discuss your social media marketing strategies.

### 1. LISTEN TO YOUR SOCIAL MEDIA AUDIENCE

It is essential to develop loyalty and trust with your followers. This is essentially achieved by listening to your audience and determining their needs. Testimonials are key to listening to your audience. A positive testimony is great evidence to your followers that you take the time to listen to your customers and clients. Proactive social listening can work to your advantage. It can help to anticipate a potential crisis, can assist you to locate new customers and clients and allows you to follow what your competitors are doing. Take time to learn to read the social media market and to make positive use of the data that flows in.

### 2. SOCIAL MEDIA ENGAGEMENT

As people in business we should know how essential it is to develop trust and loyalty with your customers and clients. Running a social media campaign necessitates the same principals. Social media trust and loyalty comes through your social media engagement. Consider this a chance to reveal the authentic and down-to-earth side of your business. Essentially this makes you accessible to your customers and clients. This is your opportunity to disclose the core values of your business, your target knowledge, your portfolio of talents, and the products, services and recommendations your business provides. The social media format allows your followers to reference your information and ultimately share it through their own social media networks.

### 3. MODERATE YOUR SOCIAL MEDIA CONVERSATIONS

Consider how you will manage the feedback and conversations about your business. All the data you receive will help you address any internal issues that arise or the perceived external temperature of your business. Listening to your customers allows you the opportunity to be proactive in addressing any future needs before your customers even ask for it. It is essential to support the community your social media campaign has engaged and by managing, moderating and responding to questions, queries and conversations that arise, will ensure their continued engagement and support of your business.



#### 4. THE 21ST CENTURY SOCIAL MEDIA ADVERTISEMENT

The 21st Century Social Advertisements must be social, interactive and entertaining and must contain informative content and essentially reveal your business as an experience. Your advertisement essentially needs to cause your follower to want to take action with your business and to pass on your message. The business of referrals should be at the top of your marketing strategy and is at the core of any social media campaign.

#### 5. FINDING THE TIME TO MAKE SOCIAL MEDIA FIT

How does one find the time to implement these 5 principals to develop a successful social media marketing campaign? It all comes down to regularity and automation. Regularly engaging with your clients with a snippet of your business, a question or an image is the first step. Secondly, you need to keep your data and insights open to all the members in your team. Listen to the insights that your other team members get from your following and together anticipate any changes in the temperature of your campaign.

Whether you embrace it or not, social media continues to evolve rapidly, and we are experiencing a significant transformation in how we connect and communicate. For example, according to Facebook's statistics as of February 2024, they presently have more than 3 billion monthly active users, of which 2.09 billion are daily active users. Additionally, more than a billion Facebook users reach out to businesses through Facebook's messenger, every single week. That's a pretty big audience, but it's a ripe and active audience for you to capture in your social media marketing campaign.

Our experienced social media team can help you develop an effective social media strategy that will see your audience clearly engage and interact with your products and services.