

Thursday 22 August
@DMA_UK #dmaevents

/ Skills Webinar: Driving Business Goals with Social Media Strategy



/ Welcome

Will Francis, Digital Marketing Trainer & Speaker



/ Agenda for today

- **Setting clear, measurable objectives aligned with your overall business goals**
- **Identifying your target audience and choosing the right platforms to reach them**
- **Creating a content calendar that balances promotional and value-driven posts**
- **Developing engaging content ideas that resonate with your audience**
- **Leveraging analytics to measure success and refine your approach**
- **Time-saving tools and techniques for efficient social media management**

/ Social Media Strategy



Objectives



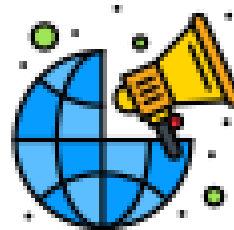
Research



Planning



Production

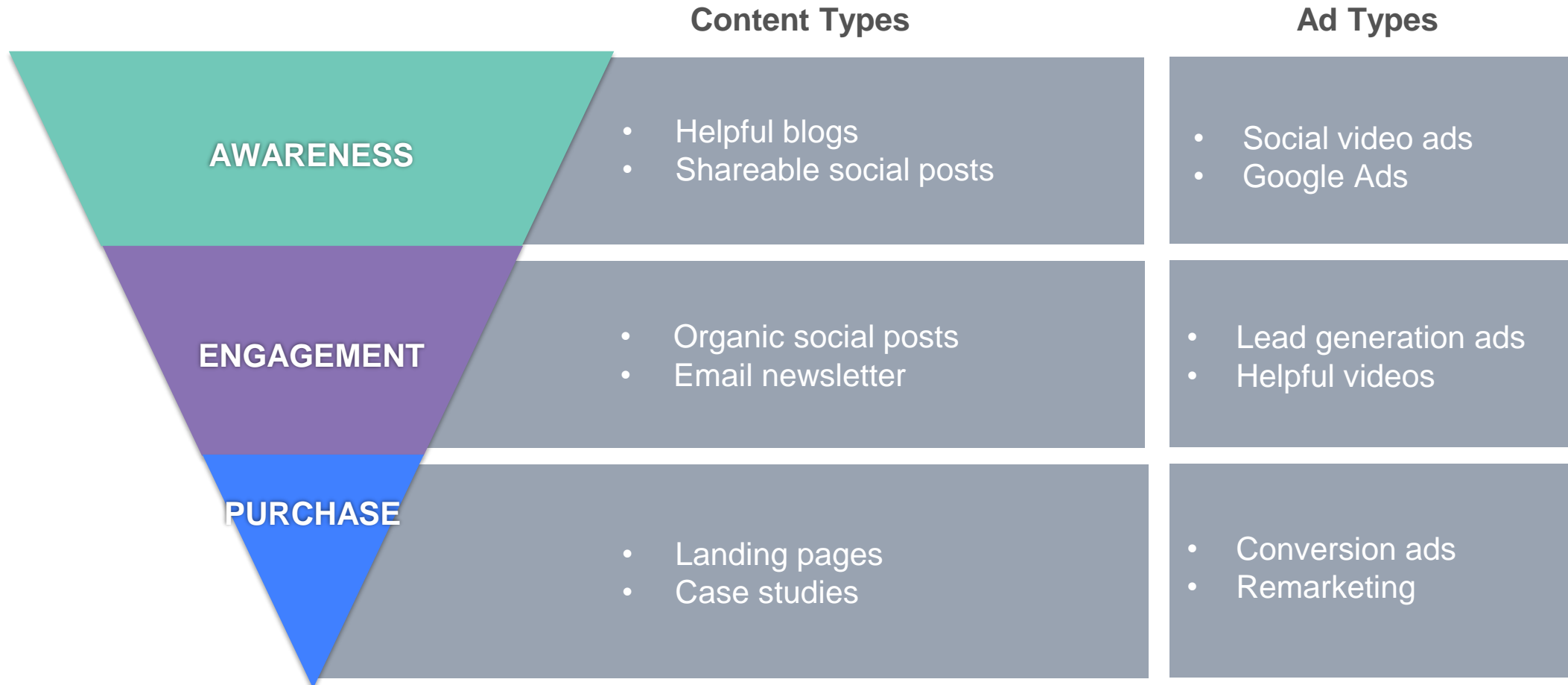


Distribution



Measurement

/ Social Media Through the Funnel



/ SMART Objectives

Specific	Does the goal have a clear outcome ?
Measurable	How will success be measured ?
Achievable	Is this goal attainable ?
Relevant	Does this make sense in the wider context of the business?
Time-bound	What is the timeframe to achieve this?

/ KPIs



Keep
focus



Track
progress
over time



Stay on the
same page

/ Audience Personas



Profile

- Savvy Grower

Gender

- Female

Age

- 21-35

Location

- UK Cities

Occupation

- Junior Marketing

Goals

- Upskill across digital marketing disciplines
- Discover new tools and tactics to get results
- Gain confidence in her marketing work

Frustrations

- Not enough affordable, quality courses available
- Not obvious who is credible

Informational Needs

- Good templates for plans, strategy documents
- Great examples of brands in digital to draw upon
- How-tos for more technical marketing tasks

Key Marketing Messages

Expert-led workshops
Gain real-world experience
Practical - lots of tools and tactics

/ Audience Research



[Live Demo](#)



[Live Demo](#)



[Live Demo](#)



[Live Demo](#)

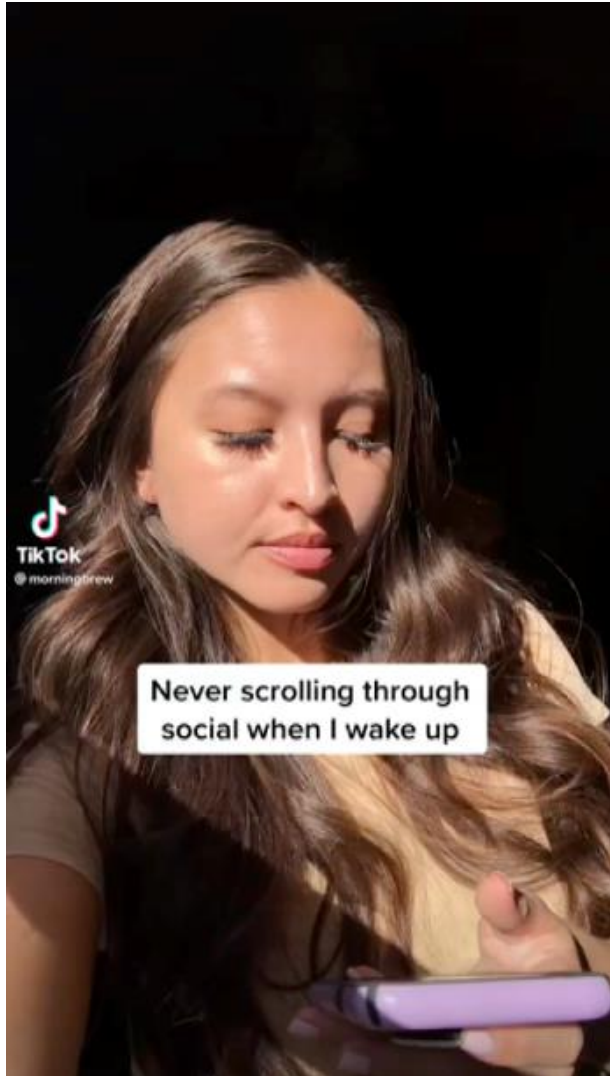


[Live Demo](#)







[Live Demo](#)

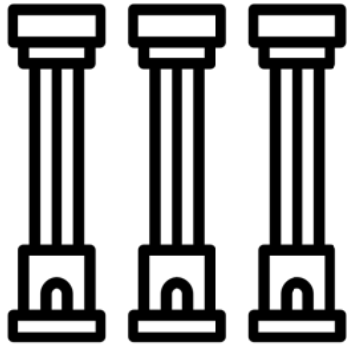
/ Relating to Your Audience



/ Platform Strategy

				
Goal	Customer service User community	Product showcase Influencer engagement	Thought leadership Influencer networking	Thought leadership Personalised content
Objectives	Engagement Resolution time and %	Reach and engagement	Listener retention Referrals to email list	Open rate and CTR Direct replies
Audience	35+, skews female	18 - 35 - urban	35+, skews male	30+, skews male
Content Formats	Community offers Power user tips & tricks	Aspirational imagery from influencers	Conversations` Expert tips	Distilled guides and tips Curated links and finds
Frequency	5 posts per week	7 posts per week	Fortnightly	Every Sunday

/ Content Planning



Content Pillars



Content Ideas



Content Plan

/ Content Pillars

Ensuring everyone internally and externally understands what you stand for, care about and do.



Clubs, drivers, putters, balls, clothing, accessories.



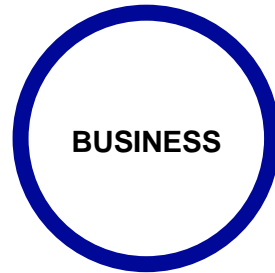
Helping golfers improve their game.



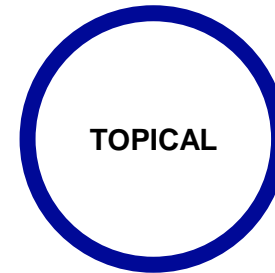
Celebrating great players, and their most memorable moments.



Content focused on the game's relaxing qualities.



Celebrating great businesses and the people behind them.



Current tournaments and developments in the golfing world.

/ Content Ideas

- Break your pillar down into sub-topics
- Come up with ideas for each sub-topic
- Repeat for each pillar



/ AI for Content Planning

- Brainstorm initial ideas quickly
- Get a huge volume of ideas and narrow down to the best
- Use prompts to further tailor to your audience
- Adjust the tone of voice
- Use existing posts to get similar ideas



Give me 10 content ideas for Tiktok posts about Halloween for a party supply business in the UK



Sure, here are ten TikTok content ideas for your Halloween party supply business in the UK:

1. **Costume Transformation:** Create a time-lapse video showing the transformation from a regular outfit into a fantastic Halloween costume using your products. Use catchy music and fast-paced editing to make it engaging.
2. **DIY Decor Hacks:** Share quick DIY decoration ideas using your products to create a spooky atmosphere at home. From simple centerpieces to hanging ghosts, show your audience how easy it is to create a Halloween vibe.
3. **Themed Table Setup:** Set up a Halloween-themed table showcasing your party supplies. Arrange plates, cups, cutlery, and decorations in a creative and appealing way with explaining how customers can replicate it.

Stop generating

/ Paid Social Media

Why Paid Social Media is Essential:

- 1. Amplifies Reach:** Organic content has a limited reach due to platform algorithms. Paid campaigns cut through the noise, ensuring your message is seen by a wider and more relevant audience.
- 2. Targeted Precision:** Leverage advanced targeting options to reach specific demographics, interests, and behaviours. This precision ensures your budget is spent effectively, delivering your content to those most likely to convert.
- 3. Accelerates Growth:** Paid social can fast-track growth by driving immediate traffic, followers, and leads. This is crucial for new product launches, time-sensitive promotions, or breaking into new markets.
- 4. Supports Business Objectives:** Align paid social campaigns with your broader business goals—whether it's increasing brand awareness, generating leads, or driving sales. Paid strategies can be directly tied to measurable outcomes.
- 5. Data-Driven Insights:** Paid social provides robust analytics and real-time data, enabling you to optimise campaigns on the fly and refine your overall social media strategy based on performance metrics.

/ Paid Social Media

The Role of Paid Social Within a Wider Strategy:

- **Complementing Organic Efforts:** Use paid social to boost high-performing organic content, extending its reach and impact.
- **Filling the Gaps:** Where organic reach falls short, paid social fills the gaps by ensuring consistent visibility across your target audience.
- **Driving Specific Objectives:** Whether it's promoting a new product, capturing leads, or driving traffic to your website, paid campaigns are tailored to achieve specific business objectives that might be harder to reach organically.
- **Experimentation and Testing:** Test new content ideas, messaging, and creative formats through paid campaigns to gather data before rolling them out on a larger scale.

/ Measuring Social Media

Key Principles:

1. Align Metrics with Objectives

Tie metrics directly to your social media goals (e.g., brand awareness, engagement, conversions).

2. Track the Right Metrics

- **Vanity Metrics:** Likes, followers, shares.
- **Engagement Metrics:** Comments, shares, click-throughs.
- **Conversion Metrics:** Website visits, leads, sales.

3. Consistency in Measurement

Regularly analyse metrics over consistent timeframes to identify trends and assess progress.

4. Context Matters

Interpret metrics within the context of your strategy, audience behaviour, and industry benchmarks. Focus on the story behind the numbers.

/ Measuring Social Media

Hootsuite Analytics

Key Features: Competitor analysis, industry benchmarking, detailed reports across major platforms.

Best For: Comprehensive social media management

Sprout Social

Key Features: Customisable dashboards, social listening, trend analysis.

Best For: Large organizations needing in-depth analytics

Google Analytics

Key Features: Tracks social-driven traffic, conversions, and ROI.

Best For: Campaigns focusing on website traffic.

Brandwatch

Key Features: Real-time analytics, sentiment analysis, competitive benchmarking.

Best For: Enterprise-level social listening.

Buffer Analyze

Key Features: Simple engagement tracking, reporting, best posting times.

Best For: Small to mid-sized businesses.

/ Session takeaways



/ Q&A

Will Francis, Digital Marketing Trainer & Speaker

/ Closing Comments

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SMEs with less than 250 employees get 90% funding; Larger organisations get 70%

/ Feedback Link

