



Social Media Marketing Tips and Strategies

Engage and Grow Your Audience

Presented by Lisa Li

A Bit About Me...

- I'm Lisa Li, and I specialize in web development and graphic design. I've been building websites and designing graphics for over 20 years.
- I've helped various companies and individuals with social media marketing, helping with things such as a posting schedule, social media graphics, profile and cover pictures, videos and social media post content, and more.
- I'm not a social media expert, but I do know somethings that I can share with you to help save you time, money, and effort. And that's what I'm here to share with you!



Class Agenda

- **Lecture Part 1: Online Marketing Strategies (~55 minutes)**
 - We discuss the statistics behind social media tactics, demographics of each social media platform, average conversion rates for different types of content, how to build a following, how to create posts that result in clicks, how to use AI to save time, and how to measure your success
- **10-Minute Break**
 - Grab a drink or snack, take a restroom break, or simply engage in the class live chat
- **Lecture Part 2: Content Marketing and Measuring Success (~55 minutes)**
 - We discuss social media influencers, the common elements in all viral content, the psychology behind what content gets clicks and what doesn't, and some creative social media marketing strategies you can try
- **Q&A Session (Optional) (~30 minutes)**

Why Social Media Marketing Matters

- Over 4 billion people use social media worldwide.
- Social media offers direct access to your target audience.
- Effective strategies can lead to increased brand awareness, customer loyalty, and sales.
- It can be a low-cost way to reach a targeted audience based on demographics, interests, and other qualifiers.
- With social media, there is potential for growth and engagement when using the right strategies.



Choosing the Right Platforms

- **Identify Your Target Audience:** Determine the demographics (age, gender, location, interests) of your target audience.
- **Platform Demographics:** Match your audience demographics with the platforms they frequent most (e.g., Instagram for younger users, LinkedIn for professionals).
- **Content Type Suitability:** Choose platforms that align with the type of content you plan to share (e.g., visual content for Instagram, video for YouTube).
- **Business Goals:** Align your platform choice with your business objectives (e.g., brand awareness, lead generation, customer service).
- **Time & Resources:** Consider the time and resources you can dedicate to managing each platform effectively.

Understanding Organic Reach

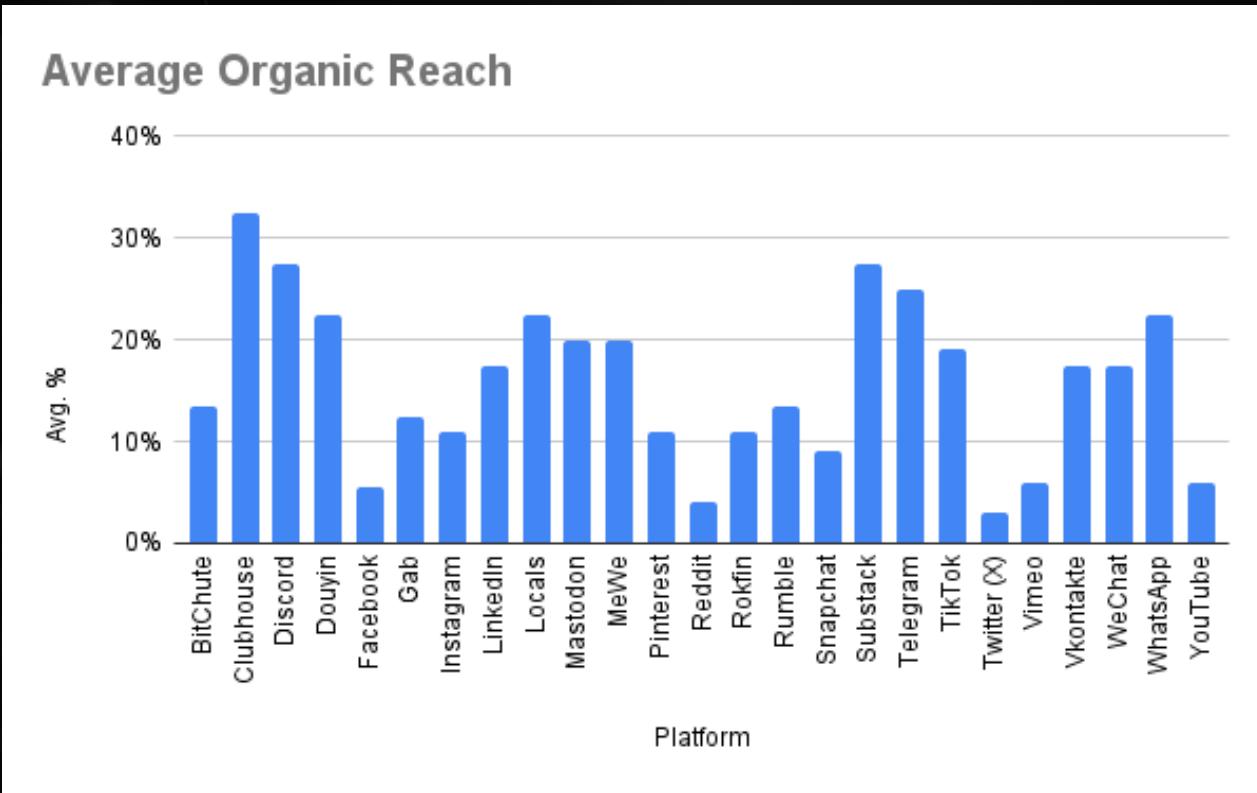
- **What is Organic Reach and Why Does It Matter?**

- Organic reach refers to the number of people who see your content without paid promotion.
- Influenced by platform algorithms, content quality, and audience engagement.
- On average, organic reach is around 1-5% depending on the platform.

- **The Challenges**

- Organic reach is becoming more and more challenging to achieve due to algorithm changes fueled by incentives to push for paid advertising.
- People are often suffering from information overload, so they have short attention spans and it takes high-quality, engaging content to maximize organic reach.

Organic Content Reach



Maximizing Organic Reach

- **Consistent Posting:** Regular updates keep your audience engaged.
- **Engaging Content:** Use polls, questions, and interactive posts to drive engagement.
- **Platform-Specific Tactics:** Tailor content to the strengths of each platform (e.g., visual content for Instagram).
- **Use of Hashtags:** Relevant hashtags can help increase visibility on platforms like Instagram and Twitter.

Best Days and Times to Post

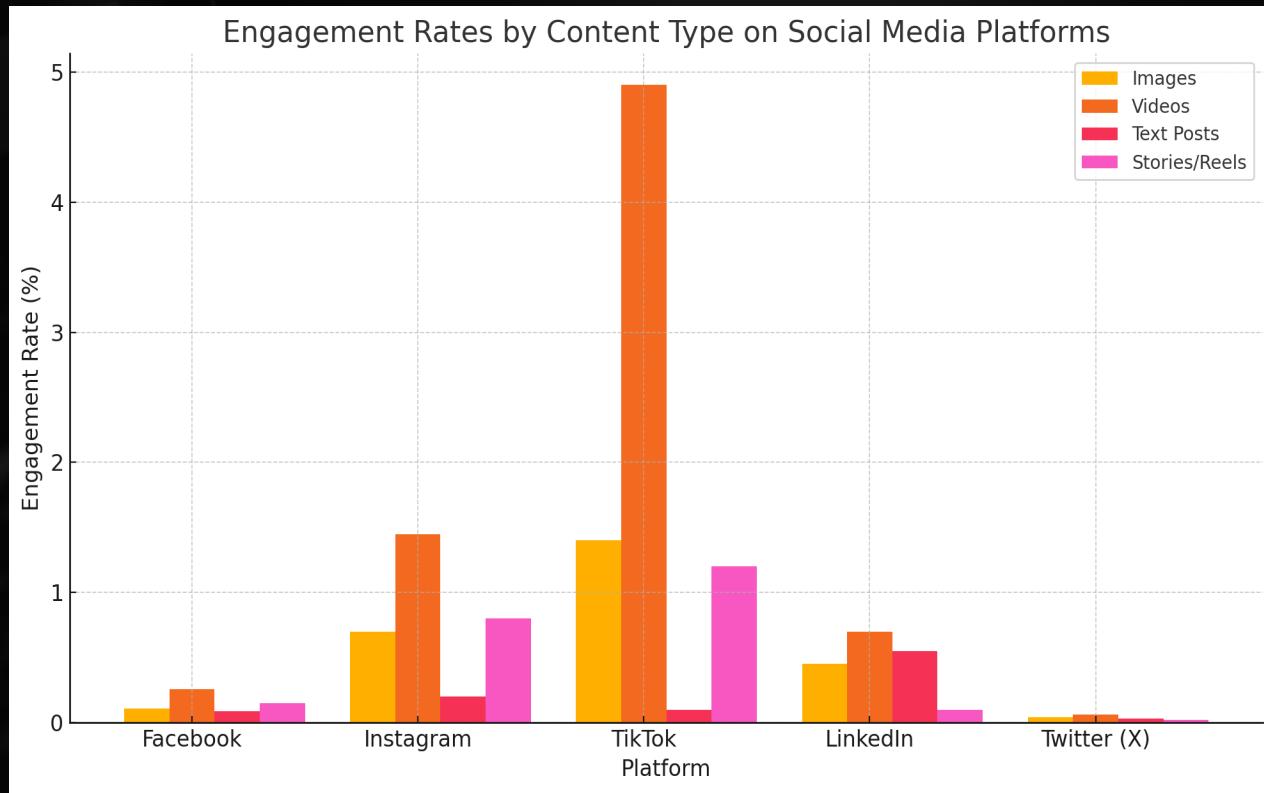
- **Facebook:** Wednesday and Friday; Best times: 9 AM to 1 PM.
- **Instagram:** Tuesday and Thursday; Best times: 11 AM to 1 PM.
- **Twitter (X):** Monday and Thursday; Best times: 9 AM to 11 AM.
- **LinkedIn:** Tuesday and Wednesday; Best times: 10 AM to 12 PM.
- **Pinterest:** Saturday; Best times: 8 PM to 11 PM.
- **TikTok:** Tuesday and Thursday; Best times: 6 PM to 10 PM.



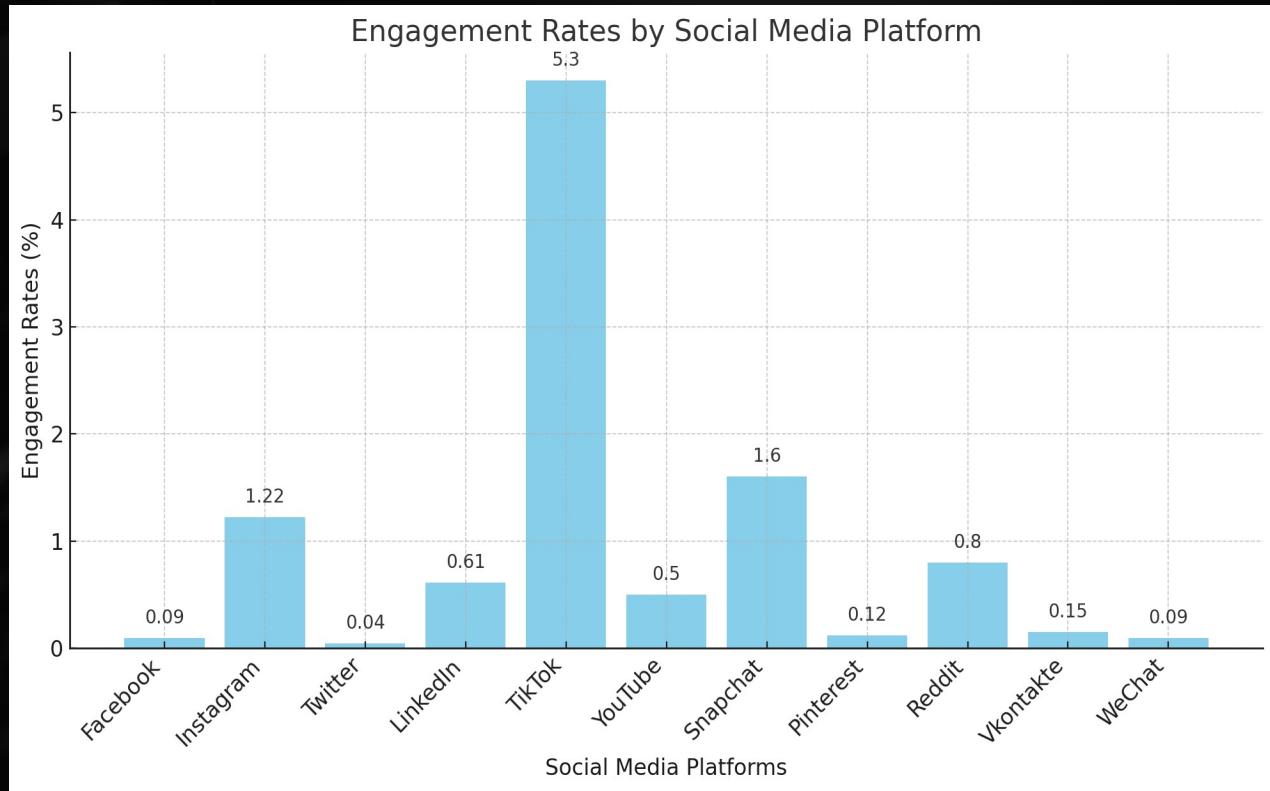
Platform-Specific Considerations

- **Facebook:** Focus on community engagement; weekends often see lower reach.
- **Instagram:** Visual appeal is key; stories are great for engagement during lunch breaks and evenings.
- **Twitter (X):** Real-time updates perform best during work hours.
- **LinkedIn:** B2B content thrives during business hours.
- **Pinterest:** Late-night browsing leads to higher engagement.

Engagement by Content Type



Average Engagement Rates



Building Your Strategy

- **Set Clear Goals:** Define what you want to achieve (e.g., brand awareness, lead generation, sales).
- **Choose the Right Platforms:** Focus on platforms where your audience is most active.
- **Content Mix:** Balance organic posts, paid ads, influencer collaborations, and viral content efforts.
- **Monitor and Adjust:** Regularly review performance and adjust strategies as needed.

Viral Content: What You Need to Know

- Viral content is highly shareable and engages a large audience quickly.
- Characteristics of viral content: emotional impact, relatability, and uniqueness.
- Platforms like TikTok and Instagram are hotspots for viral content.
- Viral content is **unpredictable**, but there are things you can do to try to create content that has the potential to go viral.

How to Create Viral Content

- **Emotional Appeal:** Content that elicits strong emotions (joy, surprise, anger) is more likely to be shared.
- **Relatable Stories:** Content that reflects common experiences or challenges resonates with a broader audience.
- **Use of Trends:** Incorporate current trends or challenges to increase visibility.
- **Eye-Catching Visuals:** High-quality images and videos grab attention quickly.

Tips for Effective Posting

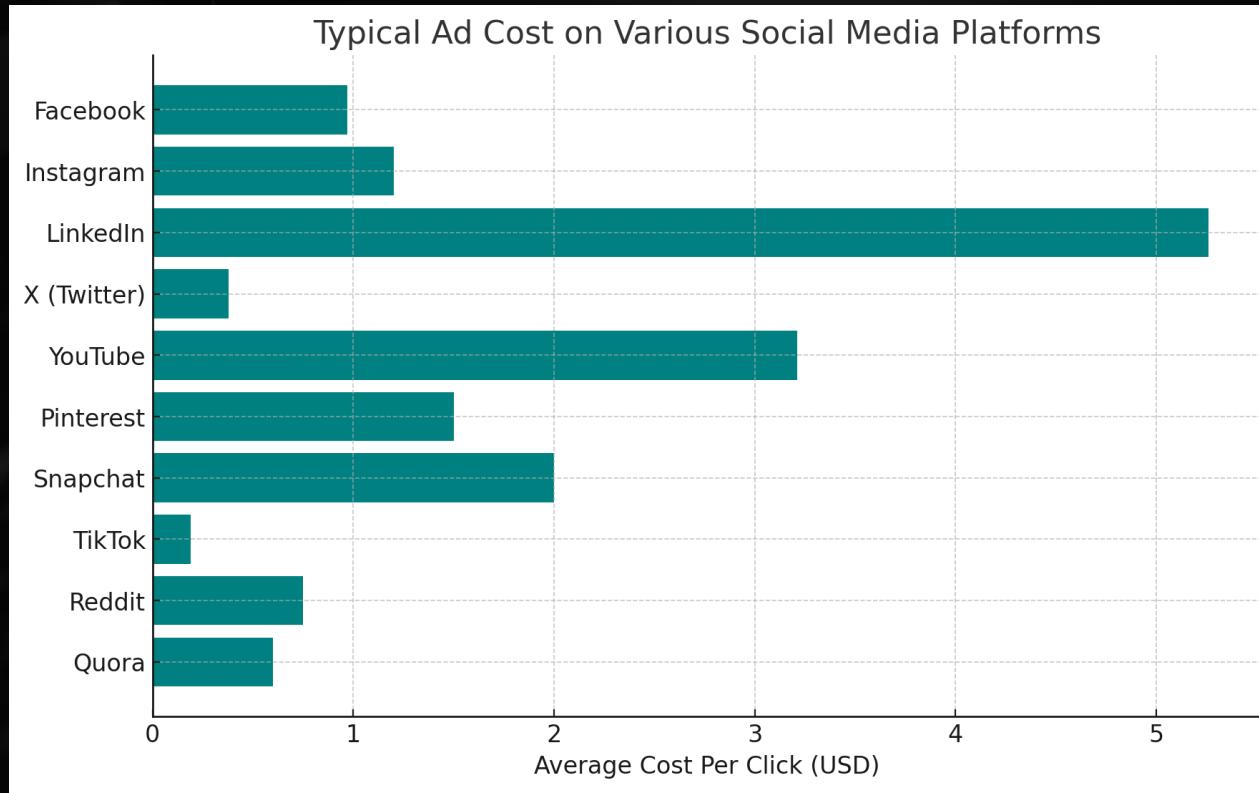
- **Consistency is Key:** Maintain a regular posting schedule to keep your audience engaged.
- **Engage, Don't Just Broadcast:** Encourage interaction by asking questions, responding to comments, and using interactive content like polls.
- **Quality Over Quantity:** Focus on creating valuable content that resonates with your audience rather than just frequent posting.
- **Utilize Analytics:** Monitor your post performance regularly and adjust your strategy based on what's working.
- **Platform Norms:** Each platform has its own culture and norms—what works on one may not work on another.



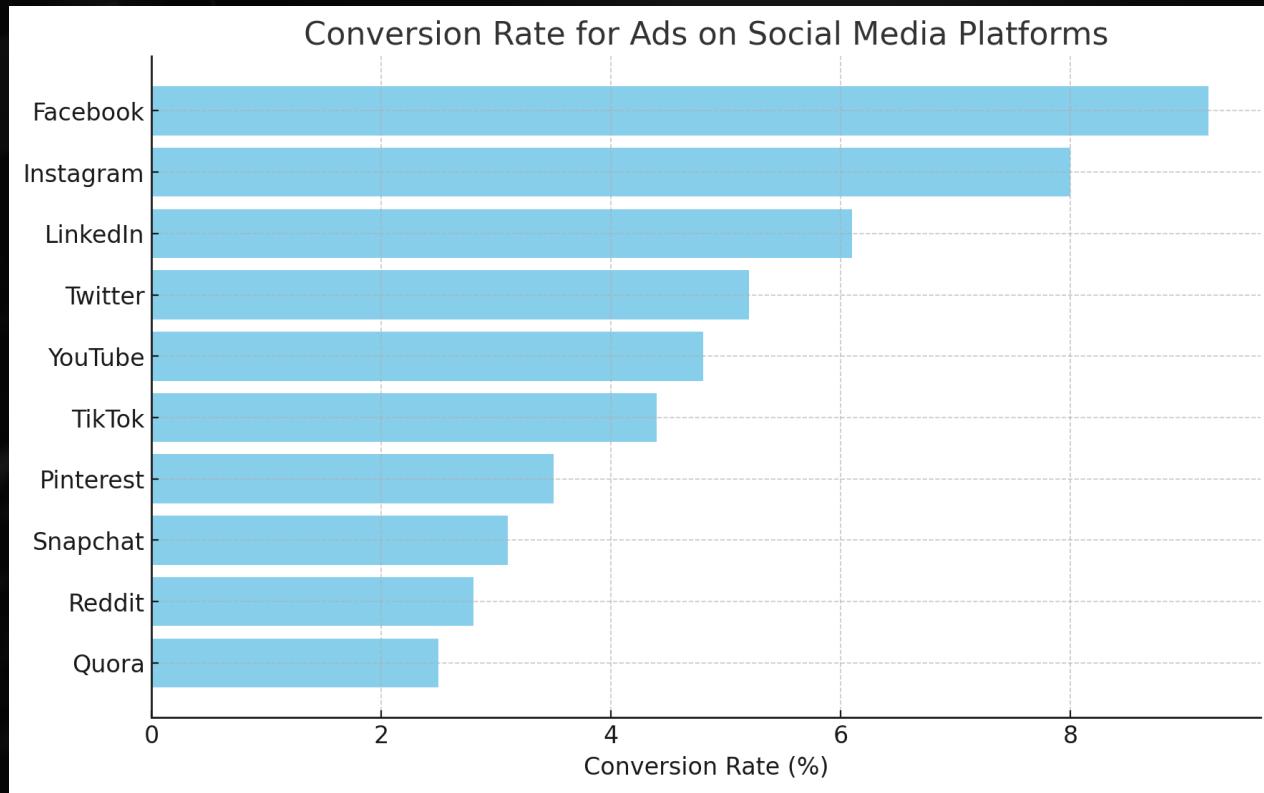
Introduction to Paid Ads

- Paid ads allow you to target specific demographics, interests, and behaviors.
- Types of ads include sponsored posts, display ads, video ads, and carousel ads.
- Cost varies by platform; typical budgets range from \$200 to \$5,000 per month for small businesses.
- With paid ads, you can reach a broader audience and ensure your content is getting seen by your target audience.

Average Cost Per Click



Average Ad Conversion Rate



Best Practices for Paid Ads

- **Clear CTA:** Ensure your ads have a strong call-to-action.
- **Targeting:** Use detailed targeting options to reach the right audience.
- **A/B Testing:** Experiment with different ad formats, visuals, and messages.
- **Tracking Performance:** Use analytics to monitor ad performance and adjust strategies.
- **Refine Based on Data:** Change your advertising strategies based on the analytics and ROI.



Leveraging Influencers

- Influencers have established credibility and a loyal following.
- Collaboration with influencers can boost brand visibility and trust.
- Types of influencers: micro-influencers (1,000-100,000 followers), macro-influencers (100,000+ followers), mega-influencers (1,000,000+ followers)
- Micro-influencers typically have a higher engagement and conversion rate compared to macro-influencers or mega-influencers, they are also lower-cost.

Best Practices for Working with Influencers

- **Alignment:** Ensure the influencer's audience aligns with your target market.
- **Authenticity:** Encourage influencers to create authentic content that resonates with their followers.
- **Clear Contracts:** Outline expectations, deliverables, and compensation clearly in a contract.
- **Track Results:** Use tracking links and promo codes to measure the success of influencer campaigns.
- **Build a Relationship:** Follow, comment, like, and share posts from influencers prior to reaching out to them.



Engaging Your Audience

- **Understand Your Audience:** Know their interests, pain points, and motivations.
- **Respond to Comments and Messages:** Engage in conversations, answer questions, and show appreciation.
- **Use Polls and Questions:** Encourage participation by asking your audience for their opinions or feedback.
- **Share User-Generated Content:** Feature content created by your followers to build community and trust.
- **Create Interactive Content:** Use quizzes, live videos, and stories to create a dynamic experience.



Analyzing Performance

- **Key Metrics to Track:** Engagement rates, reach, clicks, conversions, and follower growth.
- **Use Platform Analytics:** Facebook Insights, Instagram Analytics, Twitter Analytics, LinkedIn Analytics.
- **Set Goals:** Define clear objectives like increasing engagement, driving traffic, or boosting conversions.
- **A/B Testing:** Experiment with different content formats, posting times, and headlines to find what works best.
- **Regularly Review & Adjust:** Analyze the data regularly and refine your strategy based on performance.

Leveraging Different Platforms

- **Tailor Content to Each Platform:** Customize your content to fit the strengths and user expectations of each platform.
- **Cross-Promote:** Share content across multiple platforms, but adjust the format and messaging to suit each one.
- **Utilize Platform-Specific Features:** Use Instagram Stories, Twitter Threads, LinkedIn Articles, and Facebook Groups to maximize reach.
- **Platform-Specific Demographics:** Focus your efforts on the platforms where your target audience is most active.
- **Consistency Across Platforms:** Ensure that your brand's voice and messaging are consistent across all platforms.



Creating Shareable Content

- **Know What Resonates:** Understand what type of content your audience loves to share (e.g., inspirational quotes, helpful tips, or humorous memes).
- **Use Strong Visuals:** High-quality images, videos, and infographics are more likely to be shared.
- **Craft Engaging Headlines:** Attention-grabbing headlines increase the likelihood of shares.
- **Incorporate Call-to-Actions:** Encourage sharing with phrases like “Tag a friend” or “Share this if you agree.”
- **Leverage Emotional Appeal:** Content that evokes emotions (joy, surprise, etc.) tends to be shared more.



Creative Social Media Strategies

- **Create Themed Content Series:** Post a weekly or monthly series around a specific theme to build anticipation and consistency.
- **Host Social Media Takeovers:** Collaborate with influencers or customers to take over your account for a day to offer fresh content and perspective.
- **Run User-Generated Content Contests:** Encourage your audience to create content related to your brand with the incentive of a reward.
- **Leverage Micro-Influencers:** Partner with micro-influencers who have a highly engaged, niche audience that aligns with your brand.
- **Use Augmented Reality (AR) Filters:** Develop branded AR filters on Instagram or Snapchat to create a unique and interactive experience.



Q&A



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