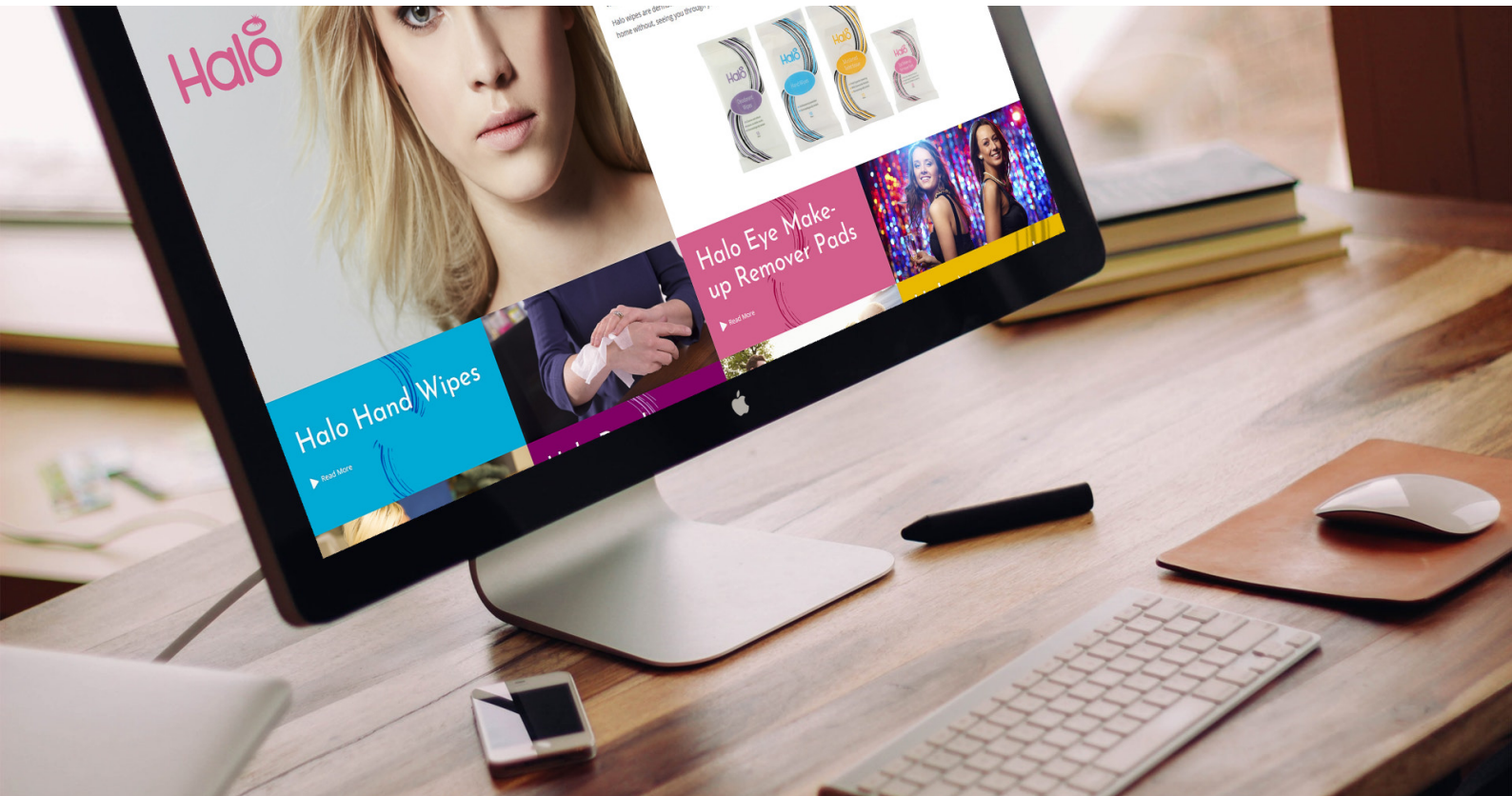


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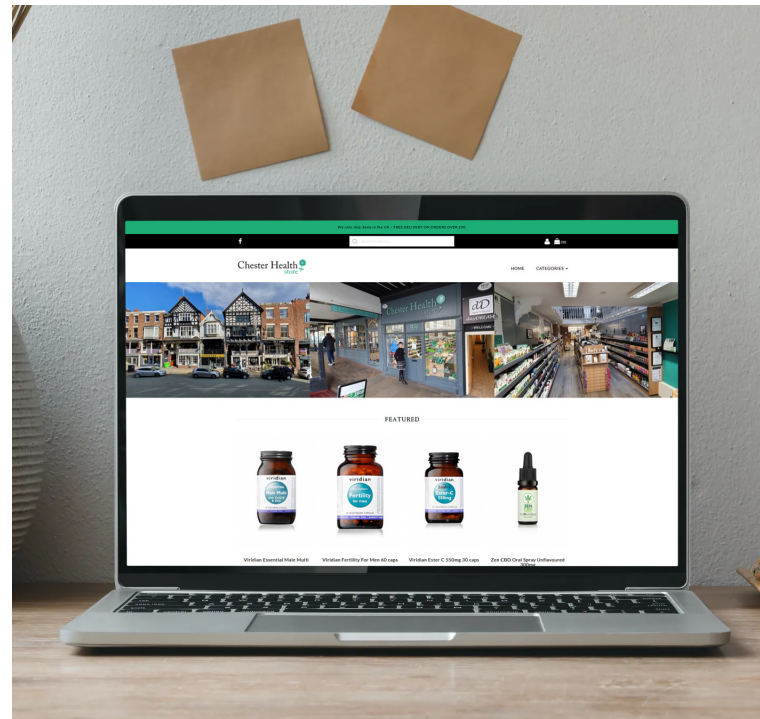
A fast guide to social media for businesses.

Presented by David Taylor, Director of Webmedia Chester Ltd

What's the point in doing social media?

A lot of businesses think social media is about posting all sorts of content online in the hope that someone somewhere is going to give it a like or a share. But given the fact that likes and shares in themselves do not generate any actual sales, what's the point in spending your precious time on it when there are a thousand other things that need doing?

The point is that people do business with people they know, trust and like. That's a very old marketing truism. So if you want to do more business you have get known, liked and trusted by new people and social media is one way to do just that.



What it's not

Social media is not a billboard or advertising poster for your products and services.

Plastering your social channel with 'offers' or telling people how good you are is the easiest way to lose their interest.

Social media will only work for your business if people are engaged and excited about what you put out.

Take time to create good content

One common mistake we see over and over is business owners rushing about fire fighting and throwing out a quick tweet or instagram when they have 10 seconds to spare. You are wasting your time. The key to getting people to know, trust and like you is by putting out high quality content, consistently.

But what should I post about, I hear you cry. Every business solves some kind of problem or problems for its customers. Your job is to post 'highly valued' content that helps your customers to solve their problems. Focus on that and only that. Write down the problems that your business solves for people and spend time researching and writing a text post, image or video that your prospects will VALUE.

Let's consider a gardener. What problems does he solve for customers?

Problem: I don't have time to keep the garden looking good.

Problem: I would like to grow some veg but don't know how.

Problem: I'd love fresh eggs but don't know how to keep chickens.

Problem: I'd rather play golf than do the gardening.

And so on. Take just the fresh eggs issue. There are lots of great facts you could research and post about keeping chickens, content that those prospects will value and every time one of your posts pops up those prospects will rush to see what your saying. Suddenly prospects are knowing, liking and trusting you. You're on the way to making them a customer or them recommending you to a friend.

What channel?

There are a lot of channels out there but which is right for your business?

Linkedin tends to focus more on business to business.

YouTube is great for when you want to show people a solution to a problem.

Instagram is very visual and particularly popular with young people if that's your target market. Facebook still has a lot of traffic and is good for lifestyle businesses.

It's also important that you optimise your social content in terms of title, description and tags. This helps people find your content on search engines or on the social media channel itself.

There are lots of videos online about optimising your social content.



Show me the money

As I have already said VALUE must be at the centre of your marketing.

On a daily basis you should be keeping an eye out for news items, new technology and new ideas that will help your customers solve their problems. Don't waffle. Tell them the whole story in the first sentence. This is a technique used by newspapers all the time eg. "Chester businessman has agreed to give all his money to charity". Then you can go on to provide the background and detail.

If you want more free advice on how to run effective social campaigns call David on 07913418215.

