



# Social Media Marketing Strategy

## Organic & Paid

If you are a small business and reaching out to your customer in a traditional way it is time to change. (We call it traditional advertising or word of mouth)

Due to rise in smart phones and reduction in the cost of data more and more people are moving online.

So it is important as a small business that you should be where your customers are. So where do they hang around? Obviously! Social Media.

Small Business can't afford not to be active on social media.

Having social media presence helps you tuned into your customer base & helps build brand awareness, drives traffic to your website and generate sales.

If you are planning to move your business online it is very important to create social media marketing strategy for your business.

Integrating Social media into your business is not easy. It requires proper planning, goal setting, what you need to do with your brand. How will you take it online, how customer will look at your brand?

So to choose the right social media is a key and having a perfect and right social media marketing strategy is critically important.

Why it is important? Because to make sure that you do not waste your time in designing the wrong strategy. As an entrepreneur you are busy with limited time & limited resources and time is money that you cannot afford to lose.

Once the brand awareness is created once you move online by choosing the right platform then you can use the key platforms for paid advertising to generate leads and increase sales.

If you are moving online for the first time, idea is to reach out to your customer in an organic way, check the pulse and once awareness is created for you products then start using paid advertising to use your budget wisely.

So without wasting more time, let me share with you the How to design the social media Strategy for your business.

Scroll down to read...

**1. What differentiates you?**

- a) What is your elevator pitch?
- b) What makes you unique?
- c) How will craft a compelling story for your brand?

**2. Who is your customer?**

- a) The demographics?
- b) Age bracket?
- c) Gender?
- d) Location: Where you want to target them?
- e) If they are working, self employed or housewives?

**3. How will you execute?**

- a) What do you need to learn?
- b) What tools are necessary?
- c) Who will be responsible to execute?
- d) How will you measure? The metrics.

**4. Where is your audience?**

- a) Are they online?
- b) Where do they shop?
- c) Publications they read
- d) Do they belong to any group or associations?

**5. What are your goals?**

- a) Establish your brand.
- b) Increase visibility
- c) Generate traffic to website
- d) Grow sales & revenue.

**6. When will you communicate?**

- a) What social networks will you choose?
- b) How often will you post?
- c) Will you blog or not?
- d) Will you use visuals or videos or both?

**7. Which advertising platform will you use?**

- a) Is it Facebook? Or YouTube?
- b) Or is it LinkedIn as it most suitable for B2B marketers.
- c) May be Instagram: Age between 18-34 hangs out here.
- d) Pinterest: Platform for women (beauty & fitness & wellness, fashion)

Social media helps you connect & build relationships with customers.

Starting conversation with them at personal level is a great way to create awareness about your product & services and engagement too.

It can help you to connect one on one and earn their trust.

So know your customers in real, engage with them to take your business to the next level.

Remember social media platforms are not for selling, it is to create relationship. It is not build overnight.

**One More thing... It is not about B2B or B2C. It is H2H or Human to Human.**

