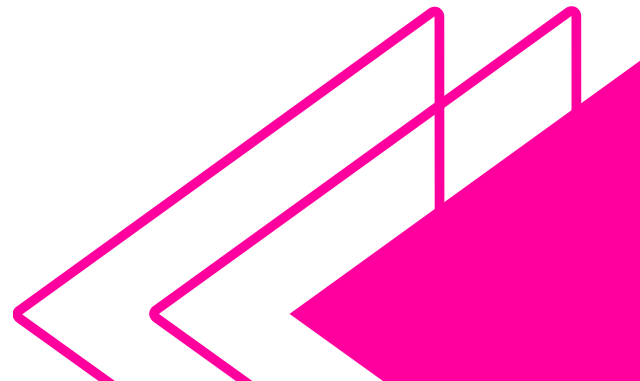
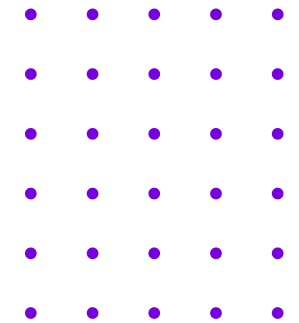
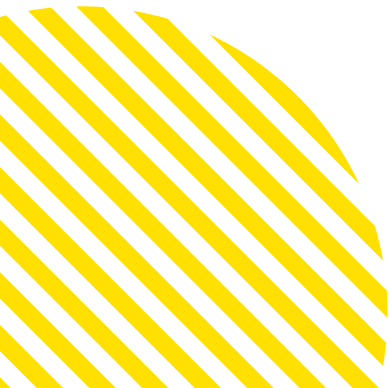
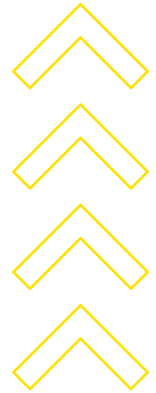


5 FUNDAMENTAL SOCIAL MEDIA FACTORS TO FOCUS ON



Social media platforms are a powerful way for small and large businesses to close the gap between them and their customers and target audiences. People discover, learn about, and follow their favourite brands on social media. It enables companies to increase their leads and sales.

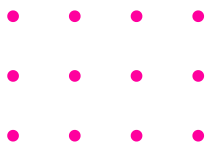
The right social media marketing strategy can make a successful venture. Publishing posts for the sake of posting won't be enough. There are different factors to consider and focus on to make social media profiles attractive, engaging, and enjoyable.



SOCIAL MEDIA PLATFORMS

Before we discuss the elements businesses should consider, we'll introduce the most popular social media platforms as of January 2024.

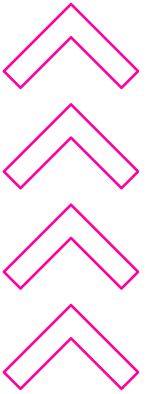
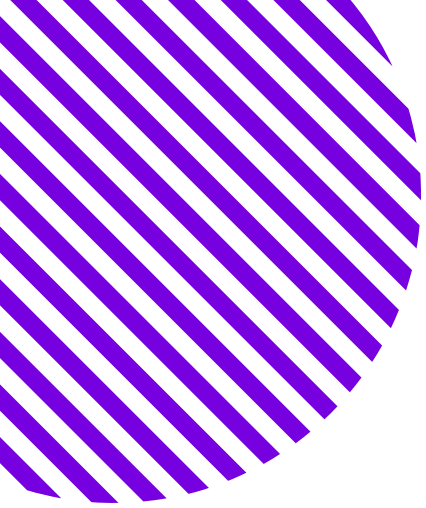
Name	Est. Users	Audience	Industry Impact	Best Purpose
Facebook	3.05 billion	Gen X Millennials	B2C	Brand awareness Advertising
Instagram	2 billion	Millennials Gen Z Gen Alpha	B2C	High-Quality Images & Videos User-Generated Content Advertising
YouTube	2.4 billion	Across all generations	B2B B2C	Brand Awareness Long-Form Entertainment How-To Videos
TikTok	1.5 billion	Millennials Gen Z Gen Alpha	B2B B2C	Short-Form User-Generated Content Brand Awareness



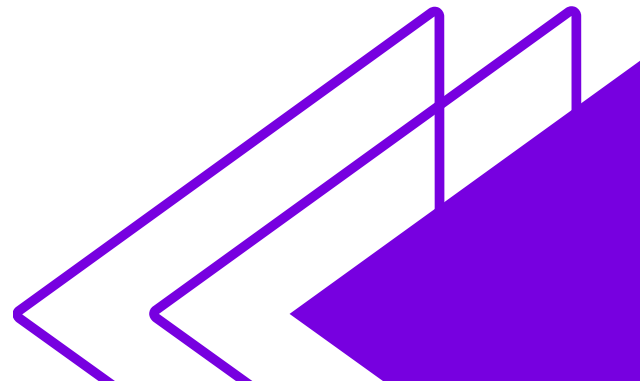
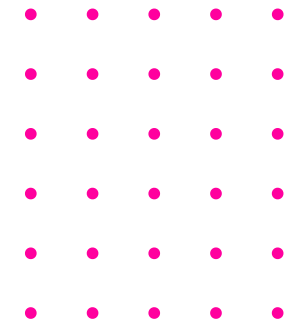
SOCIAL MEDIA PLATFORMS

Before we discuss the elements businesses should consider, we'll introduce the most popular social media platforms as of January 2024.

Name	Est. Users	Audience	Industry Impact	Best Purpose
LinkedIn	1 billion	Baby Boomers Gen X Millennials	B2B	B2B Relationships Business Development Social Selling Advertising
Twitter	619 million	Millennials	B2B B2C	Public Relations Customer Service Community Building
Pinterest	482 million	Baby Boomers Gen X Millennials Gen Z	B2C	Visual Advertising Inspiration



KEY SOCIAL MEDIA FACTORS



Now it's time to get down to the nitty-gritty and present five social media factors that hold the secrets behind successful social media campaigns.

SOCIAL MEDIA STRATEGY

Setting an understandable and attainable primary goal is central to establishing a long-term marketing strategy. The selected objective should have clearly measurable qualitative and quantitative KPIs, like generated leads, views, conversations, clicks, etc. More information regarding metrics is in point 5.

Every social media marketing strategy should have a deadline. Once a campaign is over, companies should conduct an impact evaluation to determine whether their objective has been attained.

Creating the right buyer persona optimises strategy effectiveness and provides valuable insight into audiences' interests and behaviour. Consistent posting via an organised schedule facilitates the process and allows businesses to maintain and augment their online presence.

Tools: [Later](#), [Planoly](#), [Make My Persona by HubSpot](#)



CONTENT

With billions of social media users worldwide, there's no doubt that some compare similar companies' profiles. That's why engaging, authentic content that stands out is paramount. If not, prospects won't have a reason to click the "Follow" button.

Businesses can use different types of content to promote their brand, products, and services.

Text - Although social media platforms are shifting from text-heavy channels to visuals, text remains the advertising world's mainstay.

Videos - Videos are currently the most consumed type of content. Well-scripted and shot live, long, or short (preferably) videos can pass messages to audiences of all demographics.

Images - Companies can showcase complex concepts rapidly and understandably through photos, infographics, illustrations, and memes.

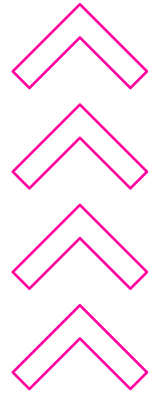
Stories - Another format that has become immensely popular on all major platforms. Stories are short-lived (24hrs) bits of content that can feature videos, photos, stickers, and fun filters.

Tools: [Adobe Lightroom](#), [Snapseed](#), [InShot](#), [Clips by Apple](#), [Grammarly](#), [Hemingway](#).



BRAND PERSONALITY & IDENTITY

People want to be associated with certain qualities and status symbols. Posts should reflect a company's brand personality and convey values and principles. They should reveal social activities dear to businesses and showcase their stance against ill practices. Using the right tone of voice and messages can attract many new clients.



Companies that create posts in tune with their brand identity are more likely to succeed in social media. It is because people remember with their eyes. Brand books ensure using the same colours, patterns, fonts, and designs on social media platforms. It leads to associative thinking, meaning customers link certain hues and concepts to particular businesses.



Tools: [Canva](#), [Adobe Spark](#), [Picsart](#)

AUDIENCE INTERACTION

Audience interaction can forge a long-lasting relationship with existing customers and attract new ones. Polls, quizzes, Q&As, live streams, and surveys posted as stories are interesting ways for companies to engage with audiences and learn their thoughts and preferences.

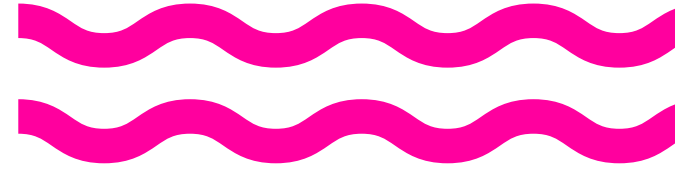
Giveaways, social activity posts, loyalty card offers, discounts, and other promotions are seen as a token of appreciation by existing clients and prospects. Moreover, they diversify posts, which is always good for business.

Tools: Instagram Editor, StoryArt, Mojo



MEASURING SUCCESS

Social media metrics are essential pieces of data. They showcase the impact of posts across various platforms.



There are different metrics, but these are the five that businesses should rigorously track:

● Engagement - Likes, views, followers, shares, mentions, and reposts show the engagement of audiences. The higher it is, the more visible a profile is, meaning more exposure to new prospects.

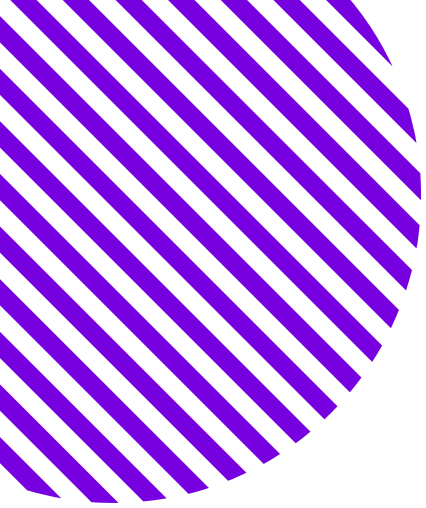
● Reach - Reach tracks the viewership of content associated with a particular profile. It helps companies understand what content appeals best to their customers and targets.

● Conversions - Gathers information about whether audiences have reacted to ads in a way that benefits companies.

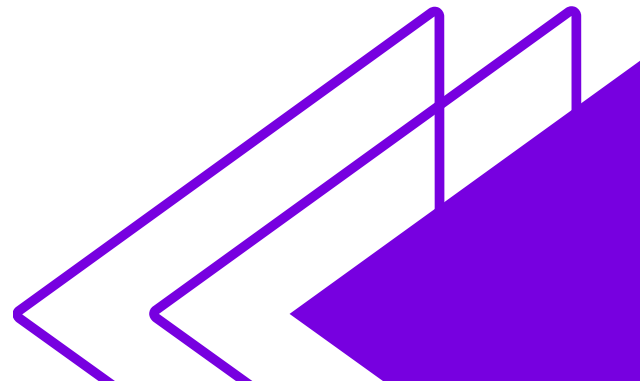
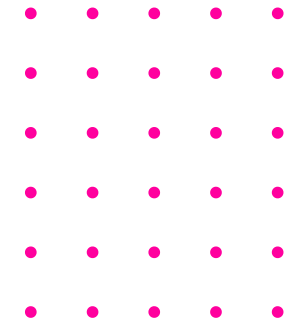
● Impressions - This metric allows businesses to track the number of times their posts appear in newsfeeds, regardless of whether audience members have engaged with or clicked on them.

● Click-Through Rate - CTR is a ratio that calculates how many people have seen and clicked a link leading to content, whether through a social media post or ad.

Tools: [Unfollowers & Ghost Followers](#), [Meta Business Insights](#), [Spamguard App](#), [YouTube Analytics](#), [LinkedIn Analytics](#), [Followerwonk](#)




UPCOMING TRENDS



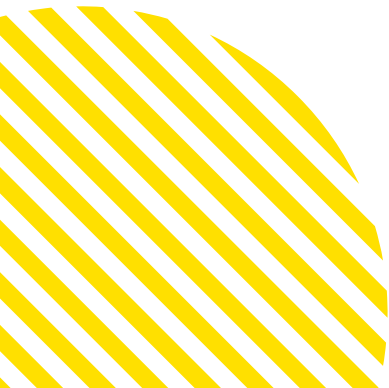
MULTI-SENSORY SOCIAL MEDIA

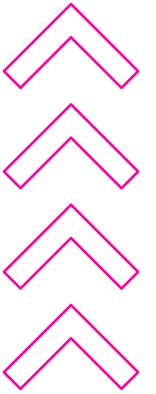
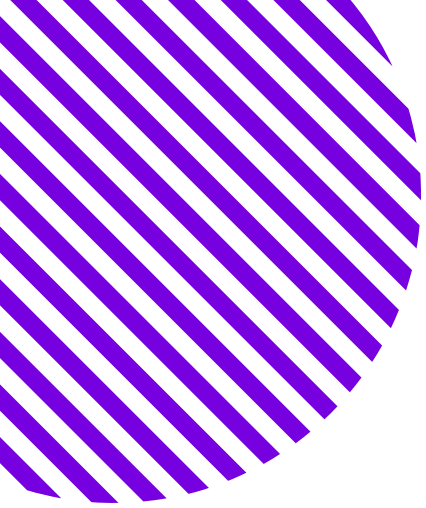
Multi-sensory social media has been gaining speed for quite some time and is expected to become the next big thing. Bringing sensory elements to posts can offer unique, immersive experiences to clients of all ages.



Lee Atwater has eloquently said - "perception is reality." Different people perceive the world differently. Posting stimuli that combine vivid images or videos with descriptive sounds and words that give users a choice is an innovative way to satisfy each person's reality.

The world of social media may seem simple at first sight, but it's a complex environment that necessitates meticulous planning and execution. Using the right tools and partnering with a digital marketing agency can make a massive difference in online presence, exposure, and audience engagement.





Thank You

