

How to get results from social media

Checklist included:

Discover 5 steps to getting results and saving time.



Why should I bother with social media?

I was asked this question today at a networking meeting in Leeds; why should I bother with social media?

Well, this got me thinking and of course, there are many reasons to use social media for business. I will go ahead and give you my first five that came to mind.



1. You have to be seen, to be seen.

Are you still in business? Are you a real business? How does your customer or client base/target audience know what you do? Just like real life networking you put yourself out there to let people know you exist as a business and attract them to doing business with you.

This leads me nicely on to point two;

How many people visit your website?



2. Increase traffic or online 'footfall' to your shiny new website.

This is a personal favourite for me. People will spend thousands and thousands developing a good looking and functional website but unless people see and go on to use it, then why bother? To take this one step further, your social media activity acts as a signpost or billboard, directing people to your online shop front, where they can look around and discover your products and services.

Do you stand out from your competitors?



3. Dominate your competition.

If your competitors are not keeping up with this massive social change to the way buyers research online before making a purchase, I would suggest you are missing a great opportunity to get ahead of your competition... and stay ahead.

How much is your time worth?



4. Free*

Well, and this is why I put the asterisk is that your time isn't free, or things like paying for adverts costing money to bolster your social channel efforts. What I mean here, is that most social media channels or platforms are free to use and used correctly will greatly help you achieve your business goals at relatively lower cost than many other forms of marketing activity.



5. Reaching Target Market

You can be very, very focused on who you are trying to attract and connect with online. Content marketing and influencer marketing are fantastic strategies as part of a wider digital marketing and social media strategy to really reach, attract and nurture key relationships to grow your business.

Who are you trying to attract?

How to use social media for business



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results and saving time.



My top five reasons why you should be using social media to drive your business growth.

5 steps to improve your time efficiency and generate results from social media

Set clear goals and expectations

- Complete a SWOT analysis
- Write up your vision and mission statement
- Set key performance indicators

Identify your target audience

- Examine customer based to figure out why they invest money with you
- Choose the right demographic to focus on
- Identify their personal characteristics

Generate interesting content

- Develop your content and communications strategy
- Plan time in your diary to create content
- Ensure you add value or solve a problem

Use the right tools

- Decide which scheduling tools are best
- Use different visual creation tools to help generate engagement
- Always be on the look out for new apps to help save you time

Measure, test & optimise

- Run multiple campaigns with different content sets
- Use analytics to provide data
- Amplify the your best activity on social media

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