



# TOP 6 TIPS FOR SOCIAL MEDIA MARKETING

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Today, we can't talk about Marketing, without addressing the role of social media. This last year has been a fascinating case study in the evolution of social media platforms in response to the pandemic and social movements. From a marketing perspective, social media has become an increasingly important tool in delivering a positive and meaningful customer experience.

Here are 6 of my takeaways for using social media effectively.

# TOP 6 TIPS FOR

# SOCIAL MARKETING EFFECTIVE MEDIA

## 1. **PUT PURPOSE FIRST.**

In a year marked by difficulty and social upheaval, successful brands are purpose driven. This needs to be clearly reflected in social media messaging.

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## 2. **THINK CUSTOMER EXPERIENCE.**

Social media is a dynamic and competitive space. Yet, when used effectively, it can be a great tool to engage with customers, build meaningful connection and even inject some fun into your customer experience.

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## 3. **BE WHERE YOUR AUDIENCE IS.**

You don't need to be on every platform. Choose the platforms your customers use and then do them well.

# TOP 6 TIPS FOR

## SEEKING

## MEDIA



### **4. REVIEW AUTOMATED CONTENT FOR RELEVANCE AND SENSITIVITY.**

While it's important to work ahead and plan around tent-pole events, it's equally necessary to review pre-scheduled content to make sure it's relevant and sensitive.

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### **5. GET PERSONAL.**

Show your customers the face behind the business. Social media is a great vehicle to help your audience get to know you better and feel more connected to your business on a personal level.

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### **6. ENGAGE WITH CUSTOMERS.**

Content must be far more than sales. We need to be listening to what our audience has to say. Sometimes there is just as much or more value in the chat as in the post.