

2023

Boswell – Buck Creative

10 Essential

ELEMENTS OF YOUR SOCIAL MEDIA STRATEGY



1 **Knowing Your Audience**

When putting together a social media strategy ask yourself this question. “Who do I want to reach?” Knowing this is vital because it will enable you to craft your message and direct it to the right people.

Make sure you are clear on important relevant audience demographics like age, gender, location, income, and education. It’s also helpful for you to know their interests, challenges, and pain points. This will allow you to create content that will address their issues and meet their needs.



2

Your Goals & Objectives

Have you thought about what you want to get out of your social media presence? If you’re going to dedicate time, money, and resources to building a social media presence it’s wise to have some goals in place. Some common ones include building community, driving traffic to your website, increasing sales, establishing your brand, and promoting events.



3

Brand Voice

Your brand voice is your business's personality and is consistent across all company communications. A company's brand voice should be in alignment with its mission and values, and should also be accessible to its target audience. An important part of your company's brand voice is tone, of which there are many examples including:

- friendly and conversational
- professional and ambitious
- neutral and direct
- encouraging and inspirational
- confident and assertive

4

Your Core Offers

It's simple, your business exists because it has something to offer. It might be multiple products and services or it might be one thing. Either way, determining your core offers will help shape your social media marketing strategy.

Start by determining whom your offerings serve. Then take that knowledge to target your audience and craft a message that speaks to them.





5

Client Pain Points

No business is perfect but a good business strives to address the challenges, barriers, frustrations, and problems experienced by its customers. These are collectively known as pain points.

Your marketing strategy should include ways to engage with your audience to solicit feedback. You'll also need a strategy for responding to your client base and addressing their pain points to a degree where both parties are satisfied.

6

Leveraging Your Online Presence

Your online presence can go a long way in building your brand and furthering your reach. Make sure that your social media and overall web presence are fully optimized by:

- Ensuring that all of your profiles are up-to-date, accurate, and reflective of your brand
- Consistently posting content of value
- Engaging with your audience
- Using Search Engine Optimization (SEO)
- Tracking metrics



7

Social Media Platforms

There are numerous social media platforms out there, but that doesn't mean you have to be on all of them.

For instance, with its countless photos and push towards more video content, Instagram is highly visual. LinkedIn on the other hand is a professional networking platform. While the two platforms share some things in common, they appeal to different audiences and serve different purposes.

When choosing social media platforms for your business:

- familiarize yourself with the uses and functions of the various platforms
- take some time to find out what platforms are most used by your target audience
- research what platforms your competitors are on and how well they perform in those spaces



8

Advertising

Advertising is a highly effective way to increase traffic to your website and social media accounts, leading potentially to a healthy boost in sales. Because advertising performs so well, it's important to include it in your social media marketing strategy.

Start by determining the social media platforms that are most used by your audience and then determine the type of ads you wish to run. Ads can be run in three main ways, you can do them manually, use automated software, or you could hire a 3rd party. Whichever you choose, be sure to include it in your strategy.



9

Your Upcoming Promotions

As a business, you probably have some key promotional events throughout the year. Some of which may be annual occurrences that you plan well in advance.

It's important that you include these in your social media strategy so that you can have a clear idea on how you're going to promote them and get your audience interested and engaged.



**SPECIAL
OFFER**

10

Hiring A Fractional Digital Marketing Agency

All businesses need marketing, but for some, it doesn't make sense to have a full-time in-house marketing department. In cases like that, a fractional marketing team is ideal.

Fractional Marketing is an alternative to having an in-house marketing team. Instead, you can hire a chief marketing officer (CMO) on a contract basis to meet your marketing needs.

Fractional marketing can be the right solution for your business if:

- you've got financial constraints
- you need a marketing strategy
- you have short-term needs





One more thing

Are you ready for a social media strategy that will get in front of your dream clients?

As your partner in digital marketing, we can make that happen.

Visit www.deeboswellbuck.com and book a Discovery Call today.

