

Introduction to Social Media Strategy

GoSkills online course syllabus

Skill level

Beginner

Lessons

31

Pre-requisites

No prior experience needed

Video duration

1h 43m

Estimated study time

1h 44m

Instructor

Anke Audenaert

Introduction

1 Using social media to grow your business

Prepare for Social Media for Business

2 Grow your business with social media

Social media can transform your business and help you reach audiences around the world.

3 Defining your target audience

Having a solid understanding of your target audience is essential to get your marketing message right. After watching this video, you will be able to select the right social channels to focus on and craft the content that will help you establish a following.

4 Understanding your customer's journey

Your customers are on a journey that may result in a purchase.

Planning your Social Media Presence

5 Selecting your social media channels

It is impossible to effectively manage a presence in all social media channels.

6 Establishing your tone of voice

Approaching social media with a consistent and recognizable tone of voice and brand esthetic makes for a more powerful presence.

7

Creating a social media policy

Inviting employees to participate in social media can be a powerful growth strategy, but it is important to set the ground rules.

Participating as a Business in Social Media

8

Participating vs. marketing

Businesses can participate in social media marketing, but there are some ground rules.

9

Creating your social media profile

A first step in establishing your presence and starting to connect with customers on social media is creating profiles or accounts in the social channels that matter to you.

10

Organic vs. paid social media marketing

Participating on social media is free, and your following can grow organically.

Creating a Content Plan

11

It all starts with content

Content is the starting point for organic social media marketing.

12

Using the hub & spokes model

Content can get overwhelming fast and it helps any marketer to have a good blueprint of how all the content and distribution channels relate and affect the marketing strategy.

13

Conducting a content audit

Many companies have a variety of existing pieces of content.

14

Repurposing existing content

One piece of content can go a long way if you know how to effectively repurpose the content for different social media channels.

15

Developing your content calendar

Planning what content you will create and when you will post it is key to keeping your social media presence current and engaging.

Creating Effective Social Media Content

- 16** **Creating content your customers want**
Content can entertain, educate, inform, shock. After watching this video you'll be able to identify the type of content your customers want.
- 17** **Creating shareable content**
Not all content will go viral, but certain content characteristics will make it more shareable.
- 18** **Adapting content to your social channels**
It is essential that your content seamlessly blends in and makes effective use of the embedded content sharing mechanisms.
- 19** **Tools for content creation**
You don't need a video production house or a professional photo shoot for every social post.

Growing Organically in Social Media

- 20** **Building a following**
Building a following is essential to grow your social media presence.
- 21** **Interaction with customers**
Social Media is a two way street, and interacting with customers is essential to an authentic presence.
- 22** **Using insights to build on success**
Competitor research and insights in what worked for you in the past can help you decide on topics and formats that may help further grow your following.

Growing Through Social Media Advertising

- 23** **Deciding when to advertise**
Establishing an authentic voice and organically growing your social media presence is essential, but, it is hard to cut through the clutter and reach beyond your core customer base.
- 24** **Establishing your advertising goal**
Depending on the action you hope potential customers will take, your objectives for advertising will vary.
- 25** **Creating effective social media ads**
Social media ads are designed to be native to the social media browsing experience.

26 **Targeting your social media ads**
To get the most out of social media advertising, it is essential to understand and use its unique targeting capabilities.

27 **Optimizing your ads**
The best social media advertising campaigns are those that continuously improve the creative and targeting of the ads.

Measuring social media marketing success

28 **Understanding social media metrics**
Social media has some unique functionalities, and as a result, measuring success requires understanding the metrics associated with the medium.

29 **The right metrics for the right goal**
Depending on your objectives, different metrics will help evaluate success.

30 **Evaluating social media marketing ROI**
With your marketing goals in mind, it is important to ask yourself what your Return on Investment looks like for your social media marketing?

Conclusion

31 **Implementing your strategy**
Thanks for watching this course!

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