

DELIVERED  
SOCIAL

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# HOW TO GROW YOUR SOCIAL MEDIA PRESENCE

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EFFECTIVE MARKETING TIPS TO  
GROW YOUR SOCIAL MEDIA  
ACCOUNTS



# WHY SOCIAL MEDIA IS IMPORTANT FOR YOUR BUSINESS

Social media is an effective marketing tool and a vital part of your businesses' marketing strategy. You can increase brand awareness, build strong relationships with your customers, increase traffic to your website, generate leads, boost sales and SO MUCH MORE!

In this booklet, we'll share with you six tips on how to grow your business on social media. Many businesses think social media marketing is expensive, but there are many inexpensive or even free ways to brand your business and grow your accounts. However, getting the results you want takes time, effort and very hard work.

But, we've got you! Here at Delivered Social, we help our clients get the most out of their social media with services that fit every budget! We can help you with the full digital marketing spectrum. But for now, let's get into our top tips...

# TIP 1: WHAT ARE YOUR GOALS? FIND OUT WHAT YOU WANT TO ACHIEVE

The first step in growing your social media presence is to set goals. Goals are important to have. They can help focus your attention on achieving the best results and provide the motivation you need to keep working hard.

Setting goals means you know what you are going after, before you start posting content. It's also very important to know each of the platforms you are using, how they work, what audiences you can reach and where, and what your goals are on each of the platforms.

Are you looking to get more engagement? More followers? Traffic to your website? Write down your goals and plan how you are going to achieve them. Both short and long-term goals are important!



## TIP 2: CREATE A SOCIAL MEDIA STRATEGY

Once you've set goals, you can start developing a social media strategy. A strategy is a plan of the goals you want to achieve and the actions you need to follow in order to successfully achieve them.

If you don't have a social media strategy, your audience will most likely lose interest in your business and it can cost you customers and revenue. Your competitors are active on social media, and so you should be too! Want to keep your customers? Create a strategy!

A social media strategy will help you build a strong online presence. Plan out all your posts in advance and schedule them! Scheduling your posts means your accounts will post consistently, and it helps you to stay organised. Posting consistently is vital for growing your online presence and retaining your customers!



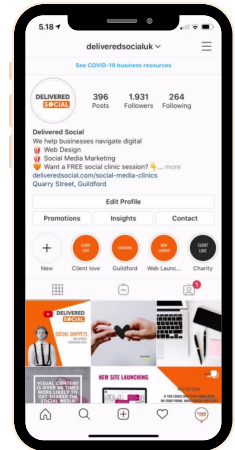
# TIP 3: CREATE ENGAGING CONTENT AND POST REGULARLY

You've set goals, developed a strategy, so now it's time to create engaging, relevant and original content for your platforms!

It's important to produce valuable content that showcases your business and what you do. Content marketing is one of the most successful and effective ways for businesses to connect with their audience.

To create engaging content, you need to know who your followers are and what their needs are. Ask yourself this question: "what do I want my audience to do when they see my content?"

Whatever the answer is, your content need to be highly engaging. Be original, listen to your audience, use keywords and post regularly!



## **TIP 4: USE HASHTAGS WHERE APPROPRIATE**

Including hashtags in your posts helps to categorise the content for your audience, so that you can reach potential new customers. Hashtags allow people to find posts that they're interested in and interact with other users with the same interests by joining the conversation about that specific hashtag.

Hashtags are another way of driving traffic to your social media accounts and website. But, you need to be careful. Don't use hashtags that aren't relevant to your posts. Use hashtags that are relevant, trending, and keywords your audience is talking about!

So, if you want your accounts to be found by people who are or might be interested in your business, hashtags are the way to go!

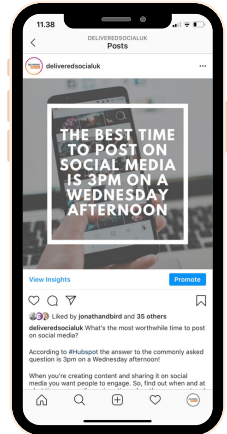
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## TIP 5: BE VISUAL

Be VERY visual! Images and graphics help to grow more traffic, increase engagement and grab people's attention much faster and more effectively than just text-based content!

It's very important for businesses to be visual on their platforms, especially on Instagram since it's a visual platform. Stand out from your competitors by creating a brand identity that showcases your businesses' personality and what you're all about. You want to communicate a certain vibe that puts your audience in a certain mood.

When posting your content, always make sure the image or graphic is relevant to what you're talking about. People are more likely to engage, such as liking, commenting and sharing your content, when it's visually appealing.



## TIP 6: ENGAGE WITH YOUR AUDIENCE

Engaging with and replying to your audience is so important, whether that is a comment on a post or a private message through DM. When someone comments on your posts, give it a like and comment back!

When you engage with your audience, it makes them feel valued, seen and heard! It helps them get to know your business and the people behind it better, and they will know you are reading what they're saying and listening to what they want. This is also a great opportunity to find out what they want and need from you.

It's called SOCIAL media for a reason - Be SOCIAL! Engaging with your audience creates a stronger and more personal relationship between you and them.





# NEED OUR HELP?

Need help with social media from a **top-rated agency?** Then welcome to Delivered Social!

We're very proud of the range of services that we offer to our clients, and we work hard to reach their marketing goals and improve their online brand presence.

Get in touch with us today to find out how we can help your business!



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