

AM aiden marketing



# SOCIAL MEDIA MARKETING

BEST PRACTICES [WHITEPAPER]

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Over the course of the past decade, social media has been taking our personal lives by storm. Meta and formerly known as Facebook, is the most frequently visited website on the planet. Instagram (from Meta) allows you to create and share your photos, stories, and videos with the friends and followers you care about. YouTube's search bar is the second most used search tool worldwide. Twitter has become one of the primary news sources. Of course, the social media dominance has not gone unnoticed by marketers. These days, you would be hard pressed to find companies who are not incorporating social media into their marketing campaigns. In addition to the social media platforms already mentioned, new applications seem to emerge on a daily basis. There are professional social networking sites, such as LinkedIn, location-based apps, such as Google Business and Foursquare, media-sharing tools, such as Tumblr, and, of course, millions of blogs. The plethora of social media tools and the sheer volume of social media noise may seem a bit overwhelming, especially when you are fairly new to digital marketing in general and social media marketing in particular. Many marketers and business owners are asking:

- How do I get started if I want to use social media for marketing?
- How do I know if my social media campaigns are successful?
- Is it possible to measure my social media ROI?
- How much effort does it take to have a successful campaign?

The purpose of this white paper is to answer those questions and to help marketers develop a way to measure and optimize their social media campaigns. You will learn about best practices for social media marketers to help you leverage social media for your business.

## **Know your target customer and know yourself**

As a marketer, you know how important it is to know your target audience. Who are they? What are they looking for in a product or service? What are their core values? What's their budget? What "language" do they respond to? Your approach with social media should not be any different. The first step is to find out as much as possible about your target customers, including:

- What are the typical social mobile applications or sites that they use?
- How frequently do they use them?
- What are the marketing incentives that would be most attractive to them?
- For instance, are they primarily interested in discounts or special promotions?
- Is social interaction with you and other customers important to them?

- Are they looking for some level of entertainment value?

Another component that comes into play when establishing a social media presence is to really know yourself - as a company and as individuals representing the brand. In the social media arena, personal interaction with your prospects and customers is key. Therefore, it's important that your social media presence reflects your company values and your branding, not just on your Facebook page or your company Twitter account, but also in every contact that you or individuals representing your company have in all social media channels. It would be beneficial to train each person on your social media team on what you expect the overall tone and etiquette of your social media presence to be.

That does not mean that all of your social engagements should be vanilla. In fact, in most cases, it's actually advisable to insert a good amount of personality into your posts. However, you do want your branding to be consistent in order for your campaigns to remain effective.

## **Social Media requires commitment**

Always remember that social media is a medium, a means to an end. The end, of course, consists of brand awareness, an increased number of digital links, increased traffic to your site, and ultimately, more sales. Social media can help achieve those goals, but it is not something that happens automatically just by setting up a Facebook page and a Twitter account. It's crucial to make a commitment to your social media campaigns. Therefore, formulate your objectives and expectations and monitor your progress frequently. For instance, start out by committing to writing at least one blog post per week, tweeting at least once a day, and participating in a discussion (on Twitter, LinkedIn, Facebook, etc) at least a once a day. Capture those objectives, either in your web marketing system (if you have one) or in a place where you are reminded of your tasks on a daily basis, and stick to those tasks. This may seem tedious and even a bit daunting when you are just starting out, but once you've made social media engagement a habit, it gets much easier and can even be an enjoyable activity, especially when you start reaping the benefits of your efforts. By tracking followers and likes, as well as your web traffic and your digital links, you will be able to see a correlation between your social media actions and the results that they render. A web marketing tool that allows you to publish content to various social media channels, especially if the tool automatically creates short links for tracking and lets you schedule posts in advance, can be a real time saver, and give you a quick overview of your social media success. Social media in a way is like exercise equipment. If you don't make a commitment to use it on a constant basis, you will not see the desired results.

## Track and measure everything

One of the most important things to keep in mind when it comes to social media marketing is that you constantly measure your web traffic, your “likes”, your Twitter followers, your digital links, and, of course, your leads. In order to optimize your social media campaigns, it’s crucial that you understand the correlation between your actions and your results, and establishing as many measurement points as possible will facilitate this process.

If you have not started your social media outreach or if you are in the preliminary stages, use this opportunity to establish a baseline so that you can immediately start tracking and analyzing the success of your campaigns. If you are in the market for a web marketing tool, make sure that you purchase a solution that allows you to easily pull in all of your social media statistics, so that you don’t have to log into several applications in order to perform a daily, weekly, and monthly analysis of your campaigns. In addition to tracking your Twitter followers and Facebook likes, you should also track the number of clicks on the links that you include in your tweets and updates. This is where tracked short links are extremely helpful. There are several URL shorteners available, including tinyURL, bit.ly, su.pr and goo.gl, that will not only shorten your links, but also provide you with valuable statistics, such as referral sources, number of clicks, and visitor profile data. We recommend making ample use of tracked links across all of your digital channels, including Facebook, Twitter, YouTube, LinkedIn, as well as in outbound channels, such as emails.

Another data type that would be beneficial to track is your mentions on various social media outlets. At a minimum, you can use simple applications such as TweetDeck, to monitor tweets mentioning your company, your product, and your competitors. To take it a step further, you might consider using a system that allows you to view social mentions in other channels as well, such as discussion boards and Google news. Furthermore, keep in mind that it’s not just the number of mentions that counts, but also the overall sentiment, as it is important for you to get an idea of your social reputation, so that you can determine where you can improve and where you stand in comparison to your competitors. Therefore, a tool that includes a sentiment tracker, which allows you to assign a positive or negative sentiment to social mentions, can provide you with pertinent, actionable data.

If you have a blog, which we highly recommend you do, you will want to track the number of views per blog post, the number of comments on your posts, and the number of times the posts have been shared. In addition, when you send your social media followers to your posts via Twitter, Facebook, or LinkedIn, monitor the number of clicks from those channels, so that you can determine and focus on what works best. The bottom line for all of your social media efforts, no matter how comprehensive

they may be, is to measure as much as you can, analyze frequently to see what works and what doesn't work, and adjust your approach accordingly.

## Don't do everything at once - Start with Facebook, Twitter, and LinkedIn

If you are new to social media, you might appreciate some pointers on how to get started. While your social media approach should be heavily influenced by your target audience, our recommendation is to initially focus on Facebook, Twitter, and LinkedIn before exploring other channels.

## Facebook

Facebook has become one of the most frequently visited websites world-wide. In fact, only Google currently tops Facebook in popularity. This fact alone warrants a serious look at ways to leverage Facebook for your digital marketing.

### Here are some tips to increase your digital leads through Facebook:

**Create an appealing and interesting Company Fan Page.** In order to promote your company, create a fan page that clearly establishes your brand. In addition, you want your fan page to have calls to action, such as "liking" your page, going to your main website, or entering a contest. Some great examples of successful fan pages are Harley Davidson, iTunes, and Zappos.

**Know your audience.** The same principle that applies to all marketing models certainly goes for Facebook as well. You need to have a clear understanding of your target audience, so that you can choose the right design and messaging, and also comment strategically on pages that your target audience is likely to visit.

**Get a vanity URL.** Instead of the long numeric URLs generated upon creation of your page, get a vanity URL, such as "[www.facebook.com/myamazingcompany](http://www.facebook.com/myamazingcompany)", so that it's easier for your visitors to remember and get to your page.

**Share interesting links.** Facebook, just like all social media, is all about engaging your audience, which is why reciprocating "likes" and links is so important.

**Comment frequently.** Comments are an excellent way of showing your appreciation for your fans and of getting to know your audience even better, which will be invaluable as you fine-tune your marketing strategy.

**Find influential “friends”.** Facebook users can be quite opinionated, and they tend to seek out like-minded individuals and pages of “thought leaders” in their areas of interest. For instance, soccer fans may frequently visit the fan page of a leading magazine or blogger. So if your business is related to soccer, you may want to friend those influential parties.

## Twitter

Twitter has become the social media tool of choice for consumers and businesses alike. Consumers often use it to make their complaints heard, which is just one of the reasons why businesses have started monitoring Twitter feeds and mentions very closely. In addition, there is no shortage of case studies showing how businesses are increasing their revenue by offering special deals to their Twitter followers.

**Here are some other ways in which you can use Twitter for your business:**

**Build community.** Tweet links to press releases, blogs, and other news articles that are related to your products, company, or industry. Comment on others’ tweets and re-tweet what others have posted. This is a great way to build community. On a similar note, Twitter can be used to build your brand through a page background, bio, and profile picture.

**Thought leadership.** Much like the purpose of a blog, your organization can use Twitter as a thought leadership platform. If you’re starting the conversations, sharing them, or adding thoughts to them, you’ll appear as an expert to those in that industry. Focus on what your followers care about hearing, even if it means tweeting about things outside of your organization.

**Monitor your fans and critics.** Respond to negative and/or positive tweets about your organization or products by creating and monitoring a search for particular terms. Monitoring this allows organizations to promote their fans and study their critics. In addition, they have the ability to respond to their critics and even provide support.

**Monitor your competitors.** You can follow and monitor tweets about your competitors and what your competitors are tweeting. This is great for gathering competitive intelligence and can be used for stealing customers.

**Event management.** Create a hashtag for an event such as a user conference. For instance, we could use #AM2014, and we would be able to view all tweets that use that hashtag. Doing this enables you to monitor everything ranging from thoughts about a particular speaker session to someone tweeting that the wireless internet isn't working well at that venue.

**Promote partners and clients.** Tweet about a newly formed partnership or something cool that one of your partners is doing. Similarly, feel free to boost your clients' egos by tweeting about one of their notable recent accomplishments.

## LinkedIn

While LinkedIn is often viewed as a prime tool for job searches, networking, and recruiting talent, one aspect that tends to go underestimated is that it can also be a powerful digital marketing tool. If your target customer base consists of businesses, for example, LinkedIn is a must for your digital marketing campaigns, simply because LinkedIn users are almost exclusively professionals and businesses. Another interesting fact is that the average household income of LinkedIn users is significantly higher than that of other social media channels, such as Facebook or Twitter.

**Here are some LinkedIn tools that you may consider using for digital marketing:**

**Optimize your company page.** A company page is a great tool to showcase your services and products. Encourage your customers to post recommendations, since this will be a tremendous benefit and can help you create a buzz. Your company page can also serve as a good way to feature your employees and highlight your company culture.

**Join and create groups.** Groups are an excellent networking opportunity. Join groups that are pertinent to your industry, and even create a group that is specifically targeted to your area of expertise. By contributing to discussions and sharing helpful resources, you can establish yourself as a thought leader.

**Use keywords.** As with all web marketing channels, the use of strategic keywords is crucial. For your individual profile, make sure that you include keywords in your title, summary, and specialties. The



more specific your keywords are, the greater your chances of ranking high in searches. For instance, “Social Media Marketing Guru in the Metro DC Area” is a lot more specific than “Marketing Specialist”. Similarly, on your company page, make sure to optimize your summary and your products and services sections for pertinent keywords and phrases.

## Mix it up - Social media beyond, Twitter and Facebook

Once you are leveraging Twitter, Facebook, and LinkedIn, explore other social media avenues.

## YouTube

YouTube might be a very beneficial next step. YouTube has over 700 million unique users, and its search bar is the second most used search bar world-wide (second only to Google).

### There are several things you can do to leverage YouTube for your business:

**Produce video tutorials.** YouTube has become immensely popular as a learning tool. Thanks to the variety of video applications available, such as Screenflow or Camtasia, it is easy and inexpensive to create videos on the fly. Even if your demonstration cannot not done on the computer, just use a video camera combined with easy to use editing programs. In order to get found, use strategic keywords in both your channel description and your video title and description.

**Showcase your company culture.** While it can be challenging to convey your company culture on your website, YouTube videos allow you to spotlight certain team members, to share their expertise, and to convey your company culture and infuse personality into your web presence.

**Promote dialog.** One of the key aspects of social media is communication. Therefore, I recommend that you not only allow comments on your videos, but even encourage them. Ask questions and respond to your visitors’ comments frequently. Engagement facilitates visitor loyalty, and it also allows you to get to know your audience. Consider it free market research.

**Cross-link between social media channels.** It’s easy to embed YouTube videos in Facebook or to tweet out a short URL. Make sure that you link to your videos from multiple social media channels. In addition, promote your other channels in your videos by adding a caption or an image.

## Location - based applications

In addition, it may be beneficial to explore other social media channels, such as location-based applications, including Google Business, Yelp, Foursquare. Consider signing up to see how they work. Identify which medium seems to be the most suitable for your business and focus your efforts accordingly. Researching the most commonly used apps in your city is a good starting point. As we discussed, one of the most important factors in social media marketing is an iterative approach, where you try different things in small steps, measure your results, analyze what works (and what doesn't) and to adjust your approach accordingly. Therefore, when it comes to location-based marketing, try one service at a time and monitor your results.

Instagram is rapidly developing new features and functionalities to tackle main business issues and help users support their favorite brands. And now, more than ever, keeping up with what's new on Instagram can be quite a challenge. There are new Instagram features almost every week.

Get the latest Instagram news, tips and features

## Instagram

The app allows users to upload media that can be edited with filters and organized by hashtags and geographical tagging. Posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations and view trending content. Users can like photos and follow other users to add their content to a personal feed. The service also added messaging features, the ability to include multiple images or videos in a single post, and a 'stories' feature—similar to its main competitor Snapchat—which allows users to post photos and videos to a sequential feed, with each post accessible by others for 24 hours each. Instagram introduces a new **Enhanced tag feature** for giving credit to creators. This means that now you can give credit to all people “behind the scenes”. You can tag the makeup artists, photographers, designers in your post and make it easier for them to be recognized as creators and find new opportunities.

### Scheduling Live in Instagram profile

The option to go Live on Instagram is available for some time. And with this new add-on, users are able to separate the Live from their posts or Stories and schedule it on their profile.

To make this feature more visible, Profiles will get a badge with the information of the schedule live. Plus their followers will be able to opt in to get a notification the moment the Live is available.

## Subscriptions

This is big for creators and influencers, and it's a new way for them to make more money on Instagram and with bigger predictability. Subscriptions allow creators to monetize and become closer to their followers through exclusive experiences

## New tool to customize Link Sticker in Instagram Stories

Recently, Instagram introduced Link Stickers the ability to [add links to Instagram stories](#). This option is very simple and it displays a sticker that when tapped opens an external link. Now, this feature is extended with new options that allow users to customize the link label text.

## Blogs

As we will see in this white paper, the single most important thing you can do to drive traffic to your site and increase visitor loyalty is to provide fresh quality content. The best way to do this is by creating and publishing one or two blog posts per week and sharing links to your blogs via social media.

There are many reasons why blogs have become an integral part in most companies' social media marketing strategy: Blogs create fresh marketing material that attracts search engine visitors to your website. Many companies and individuals blog in order to establish themselves as a perceived thought leader on a particular topic or industry. Blogs can create an extended marketing message beyond your company's traditional marketing campaign. Blogs and other digital marketing mediums are typically lower in cost per lead generated than outbound marketing channels including those listed above.

Blogs are less invasive than outbound marketing channels. Rather than forcing information in front of leads, you are simply offering them information as well as the option to connect. Blogging no longer involves simply posting information about you or your company. Blogs have increasingly become a tool for communication and dialogue. Not only do web users want to be engaged, they've come to expect it.

**Here are some things that you can do to make your own blog more engaging:**

**Write the way you speak.** Since you want to engage your audience and encourage them to participate in a dialog, make sure that your tone is conversational, personal, and inviting.

**Don't be afraid to express an opinion.** While it is important to provide content that is valuable to your readers, don't be afraid to offer your opinion. In contrast to other sections on your website, such as Products or Services, your blog is a medium where you can be opinionated and really establish yourself as a thought leader. After all, in order to have a discussion with your readers, you need to express opinions to talk about.

**Ask questions in your blog.** This is a way of inviting your readers to respond, if not through comments, then at least in their own head.

**It's not all about you.** Keep your audience in mind while writing, and make sure that your readers know that you care about them and their opinions.

**Respond to your readers.** Try to respond to any comments that are posted to your blog, even if just to say "Great point!" or "Thanks for your feedback!"

**Use social media to promote your blog posts.** Leverage all of your social media outlets to drive people to your blog posts. The more you cross-link, the better. From a marketing standpoint as well as a product perspective, there's nothing more valuable than getting to know your audience, especially their interests, needs, and wants. Therefore, use your blog as a means to communicate with your target customer group.

## **Social Media is about engagement**

No matter which social media channels you choose to focus on, the primary rule of social media applies to all of them: it's about engagement. The reason why so many people spend so much time on social media in the first place is that they seek interaction. Therefore, make sure that you truly embrace social media as a two-way communication tool.

**There are many ways in which you can engage your prospects and customers, including the following:**

**Respond to comments.** Whether you are on Facebook, Twitter, or discussion forums and blogs (including your own blog), make sure that you monitor what people are saying about you and respond to their comments. Make sure to thank your “fans” and supporters, respond to questions and criticism in a prompt and respectful manner, and always let them know that you are “listening” and that you are genuinely interested in what they have to say. It’s best to respond as quickly as possible, so check if your content management system can automatically notify you of new comment submissions.

**Encourage comments on your pages.** Don’t just allow people to comment on your blog posts, but encourage them. Pose provocative questions and ask for different points of view and for ideas and suggestions. In addition, invite people to visit and comment on your blogs via Twitter, discussion forums, LinkedIn, etc.

**Don’t delete negative comments.** If at all possible, refrain from censoring your visitors’ comments. If someone takes the time to write a criticism of your company, product or service, respond to them. Find out exactly what their complaint is about and try to resolve the issue. Even if it may seem impossible to satisfy a certain individual, you still have the opportunity to get valuable feedback and to show to your other visitors that you genuinely care about their opinions and about providing great service. In addition, deleting negative comments jeopardizes your credibility.

**Let your audience contribute content.** Find creative ways to let your audience contribute content to your site, blogs, and social media channels. For instance, encourage them to submit photos, videos, slogans, product ideas, etc. You can also set up polls to provide a quick and simple way to engage your visitors.

**Make your content share-able.** The easier you make it for your visitors to share your articles, news, promotions, and blog posts, the more your web traffic will increase - provided that your content is worth sharing, of course. Therefore, make sure to add sharing tools, such as AddThis, ShareThis, or Wibiya to your pages and posts.

**Share the love.** On Twitter, follow back and re-tweet. Share links to great content and interesting articles on other sites, because social media is about community and collaboration.

## **Content is still king**

When it comes to digital marketing, the single most important factor is frequently updated quality content. If your content is worth sharing, you will reap the benefits of an increased number of digital links, which will help with your Search Engine Optimization, your digital web traffic, and your visitor loyalty. Use your social media channels to promote your content and use tracked links to determine which social media avenues render the best results. Also keep in mind that in addition to blog posts, which are an excellent medium to provide fresh content, you can offer other interesting ways to share your knowledge and promote your product and brand, such as:

**Videos:** Videos are fairly inexpensive to create and host. The world-wide popularity of YouTube shows that videos have become one of the fastest ways to promote an idea, a brand, or a message. Why not create some video tutorials, or even entertaining clips to showcase your company culture?

**Webinars:** By hosting informative webinars, you provide interested individuals and companies the opportunity to interact with you in real time. It also shows that you are not afraid to be “put on the spot”, and it allows you to add a human touch (or voice) to your company’s marketing message. In addition, by letting your clients host webinars, you can not only deliver valuable information to your participants, but also increase your credibility. After all, if you didn’t provide a great product and outstanding customer service to keep your clients happy, they would not be willing to put in the effort to host a webinar for you. I would also recommend making recordings of the webinars available online.

**Podcasts:** Podcasts are a great alternative to webinars. How about putting together a panel consisting of individuals in your company, clients, or external experts in your industry?

**E-book:** E-books, which are electronic alternatives to printed books, can be a highly effective marketing tool. As you can imagine, producing an ebook requires quite a bit of time and resources, but it can also be a great opportunity to establish yourself as a thought leader. E-books, just like white papers, can be promoted via email blasts through industry specific communities.

**Online magazines:** While the sales of print magazines may be declining, people are already becoming a bit nostalgic and therefore appreciate the look and feel of online magazines. Consider putting together a nice collection of articles, even syndicating some of your own content, and collaborating with other companies or bloggers and release a weekly, monthly or quarterly online magazine. As mentioned before, social media is not the end, but it’s a means to promote your content. Therefore, make sure that you use your social media channels as a medium to spread your content and that you measure your results frequently.

## Make it personal

People want to interact with other people, not with company logos. It's good to have generic social media accounts for your company, as this is how customers will find you on various social media channels, but keep in mind that your customers and prospects may want to see the individuals behind your company. Therefore, consider designating one or more individuals who offer a personal, unique perspective of your company and products to your social media presence. A great example of this is @levisguy, Gareth Hornberger, who is in charge of managing Levi's Twitter account. His tweets provide entertainment, inside looks into the company and related news, as well as fashion related posts. Gareth's feed shows a significant amount of interaction with his followers, which demonstrates that his personal approach really fosters engagement. When participating - on behalf of your company - in social media discussions, such as in LinkedIn groups, on industry-specific forums, and even on your own or on your competitors' Facebook pages, identify who you are. Don't pretend to be a customer or a neutral individual. There's nothing wrong with providing your opinion, recommendation, or advice, and saying that you work for company X. If you really care about establishing and nurturing a relationship with your customers, you need to start off on the right foot. Tony Hsieh, CEO of Zappos, is a pioneer on many levels, and his approach to social media is no exception. Zappos has several hundred employees on Twitter, which helps promote the company's culture, but what's most impressive is that Tony makes himself available as well, indicating that he is genuinely interested in engagement with both his team members and his company's customers. While not every CEO may be willing to participate in social media, those who do engage in social channels show that they embrace modern ways of communication and marketing and that they are not afraid to "put themselves out there". Social media certainly adds a level of transparency that is appreciated by consumers.

## Agility matters

New social media channels and technologies emerge on a daily basis, some of which might be perfect vehicles for your business in term of your target customer group, your technical savvy, and your product and services, and other may not be. There is only one way to find out what works and what doesn't work, and that is through trial and error. While you may have an overall long-term strategy in place, the concept of agile marketing focuses on shorter strategies in order to maximize the marketer's flexibility. In fact, agile marketers may even go as far as creating weekly or even daily campaigns (such as a webinar or a webinar series). This way, the marketer can instantly and accurately measure the success of each campaign, which will then affect both the overall strategy

and immediate next steps. Effective marketers stay on top of emerging trends and marketing channels. For instance, location-based marketing, such as Foursquare are now becoming major players in generating digital leads. As you can see, marketers cannot afford to limit their strategies to a specific number of social media channels, but they have to become nimble enough to quickly take advantage of new marketing avenues. Remember, social media is inexpensive and can be very effective, but only if you keep doing what works and stop doing what doesn't work. Therefore, inspect and adjust regularly.

## Calculate your ROI

A lot of small and medium sized business who don't have a large marketing team – let alone a team dedicated exclusively to social media – seem to find it very difficult to calculate the return on investment for their social media campaigns. They also know that they can't afford NOT to engage in social media. As a result, optimizing their social media campaigns becomes more of a guessing game than an art or a science. There are multiple challenges that come into play when measuring your social media ROI. For instance, you need to be able to identify which visitors came to your site or your landing pages via social media, then evaluate how many of those visitors turned into leads, and finally resulted in sales. Of course, without appropriate tracking tools, this may sound like an impossible endeavor. You also need to keep track of the cost of your social media campaign. Just because most social media channels are free doesn't mean that there's no investment. After all, you have to track how much time your marketing staff spends on social media and calculate the cost of your resources accordingly.

## Those are some of the more obvious factors, but there are others:

**Track your sales before and after social media campaigns.** In order to get the most accurate measure of your social media ROI, you need a baseline of your pre-social media campaign sales. I would even take it a step further and not just determine pre-campaign sales, but also visitors and leads. Without proper baseline values, your ROI calculations lose their accuracy.

**Go granular.** As an agile marketer, you want to be able to quickly identify what works and what doesn't work. Therefore, simply determining the overall success of all of your social media efforts does not provide you with the granularity you need. Instead, it may be a good idea to track different social media channels separately.



Factor in the “intangibles”. There are several things that are hard to measure in terms of monetary value, even though they are a huge part of your bottom line. For instance:

- o **Brand awareness and reputation management:** Not all of your social media efforts can be measured solely based on the number of leads or the number of sales. Brand-awareness is a crucial component to digital marketing, so make sure that you are aware of the role social media plays to that end. In addition, as I mentioned above, not having a presence (or only a diminished presence) can hurt your organization, especially when your competitors are all over the social media universe.
- o **Customer engagement = market research:** The more you engage with your prospects and your customers, the better you get to know them, learn what they respond to, and understand what they’re looking for in your product and your services. With social media, you have some of the best focus groups at your fingertips – for free! Therefore, you would not do your social media campaigns justice if you only looked at the web traffic to your site as a way to measure success. Social media can be an important contributor to new product ideas or enhancements, process improvements, and better customer service.
- o **Social engagement can lead to greater employee satisfaction:** Most of us are social animals who like to engage, whether in the “real” or the “social media” world. Giving your marketers a change to engage with customers and prospects through social channels is a great way to foster a communicative, happy work environment.

There is no silver-bullet formula that can be universally applied to calculate the ROI of your social media campaigns. It’s completely up to you to determine which factors important to your business and what you want to measure, but what’s most important that you create a formula, measure your ROI, and evaluate and adjust on a regular basis.

## Conclusion

In this white paper, we discussed how to get started with your social media marketing campaigns, and how to use various social media channels to promote your content, your products, and your brand. The days of elaborate, rigid, long term marketing campaigns seem to be over. Instead, marketers are embracing a more agile approach with smaller, more short-term campaigns and frequent measurements of results. This new approach is particularly important with regard to social media marketing, as new applications and services emerge so quickly, which makes it virtually

impossible to use all of them or to produce a long-term plan. Therefore, marketers need to be able to constantly measure the success of their social media efforts, and to adjust their approach quickly based on their findings. Digital marketing tools that focus on social media campaigns can be a great time saver, as they allow you to manage all of your social media channels from one system, and they provide you with pertinent analytical data that lets you track your progress and understand the correlation between your actions and your results. In addition to constant measurement, the cardinal rules of social media marketing are commitment, engagement, cross-channel sharing, and using social media as a vehicle to promote fresh, quality content.

## About Us

Aiden Marketing is a digital marketing and consulting agency for small to mid-size companies. Our digital marketing implementation enables marketers to focus on specific marketing tactics aligned to your digital marketing strategy, delivering data-driven actions to better engage, convert and retain more customers.

We take care of everything so that you can focus on your business. We build your social channels, create content around your business, distribute your content through social media, grow your fanbase and engage with your community. Then we do it all again the next day. We work with all the top social networking channels including Facebook, Instagram, LinkedIn, Twitter, YouTube, Google Business and many more.

Whether your customers are around the corner or around the world, it's time to stake your claim in the social media landscape and start reaping the benefits. Contact Aiden Marketing today and we'll have your social media presence up and running in no time.

## Other Marketing Publications That May Interest You:



2435 Eutaw Place Suite, #300 | Baltimore, MD 21217 | 410.929.2435 | [aidenmarketing.com](http://aidenmarketing.com)