

**BENTO
Marketing**



Creating Social Media Strategy



**Looking to step up your social media game?
This guide has you covered!**

We break down each aspect of a killer social media strategy and outline the exact steps to follow so you can solidify your online presence and achieve your brand and business goals. Whether you're just getting started with social media or you're looking to take your skills to the next level, this guide has everything you need.

So what are you waiting for? Let's get started!





Step One

Create an Overview

Create an Overview

An overview is a summary that outlines the overall strategy, how it will be implemented, and what the desired results are. Think of this as your road map for your social media journey.

- Create a one page summary of the entire social media strategy
- Define the problem
- Outline why the company is seeking help
- Write a short paragraph on each of these:
(Goals, Audience, Competitors, SEO & Keywords, Long Form Content, Social Media Content Strategy, Platforms, Email List Building)





Goals

Goals

Goals prevent you from aimlessly posting on social media, just hoping something sticks. Your goals should clearly define what it is you want to accomplish using social media.

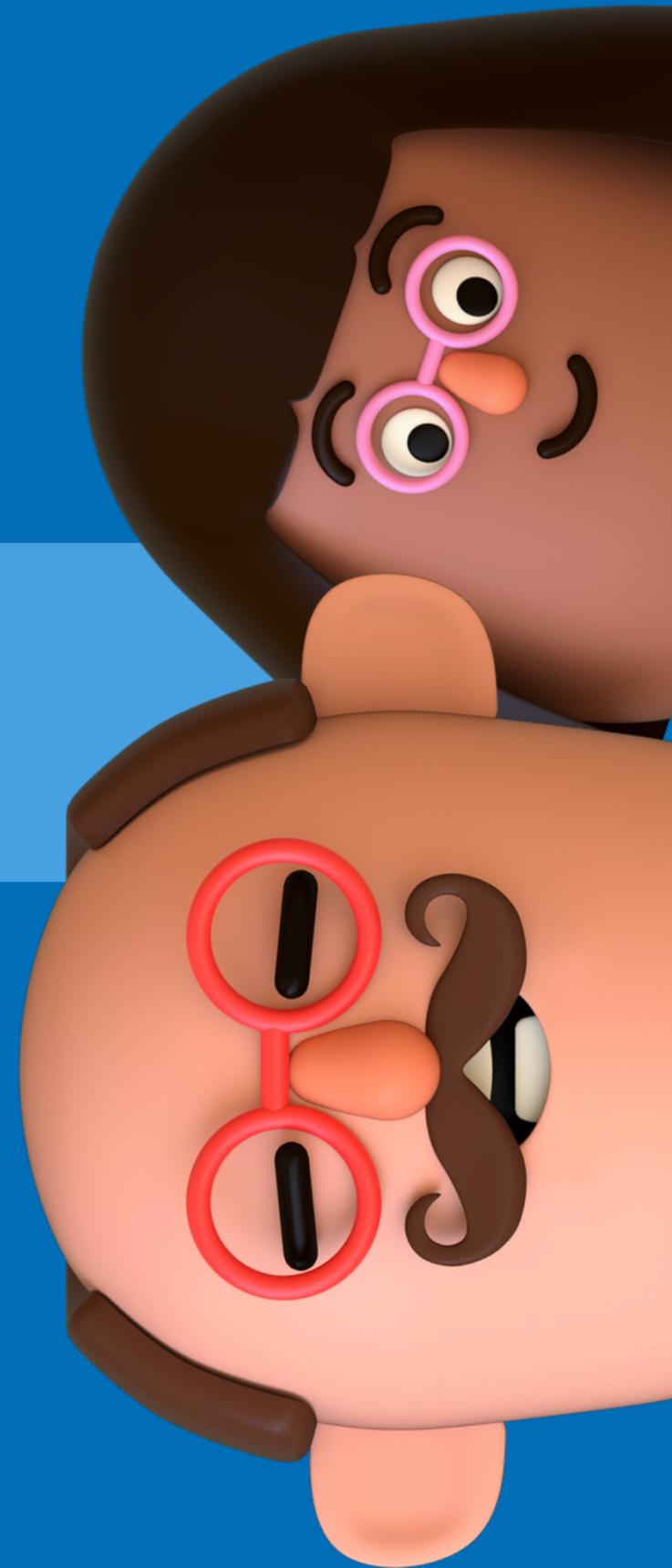
Clarify what you want from social media and what you expect.

- Make broad statements about the purpose of being on social media and how you want it to support your overall business Objectives.
- Don't set goals like "get a certain # of followers by this date."
- Make goals specific and break them down into micro goals like:
 - Increase brand awareness
 - Build audience
 - Drive traffic to sales page
 - Generate leads

Now you have a clear idea of what you want and something you can refer to as you evaluate your growth and progress.



Audience



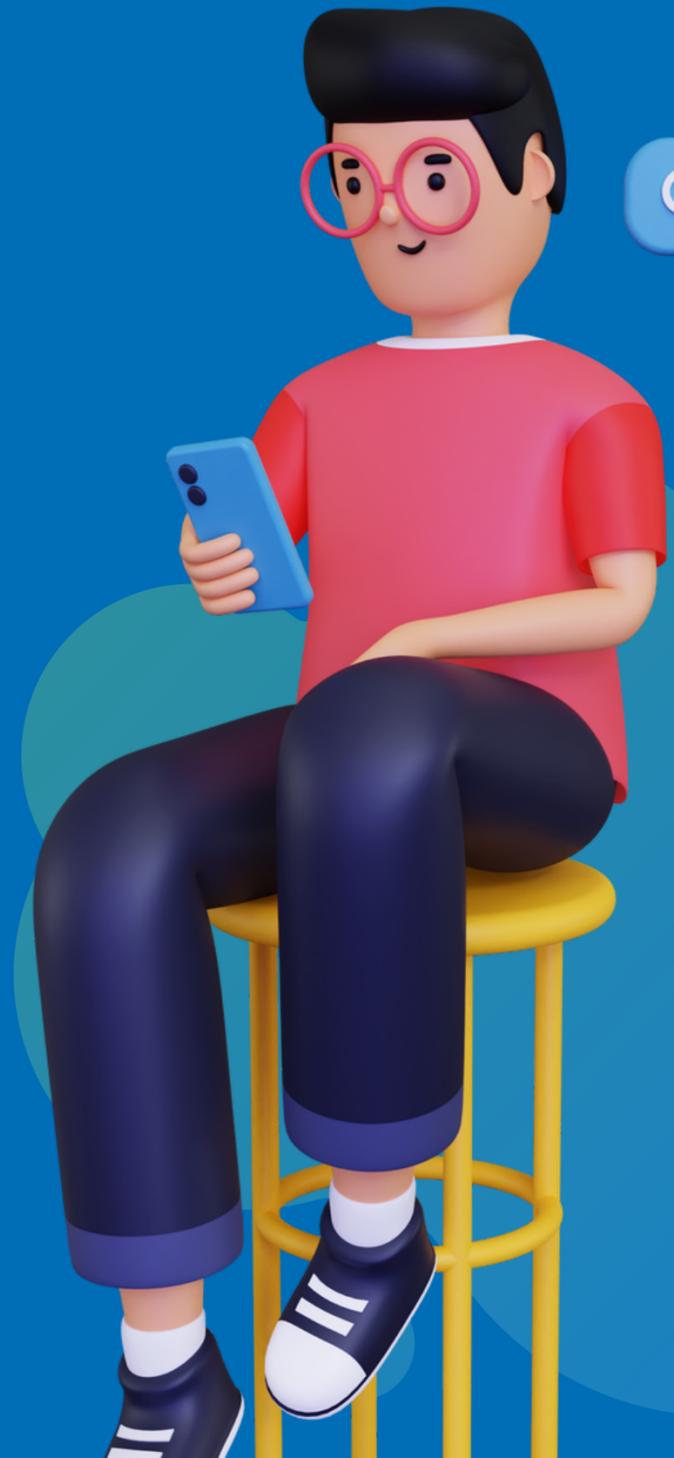
Audience

To be effective on social media you first have to understand who you're talking to, aka your audience. Defining the audience lays the foundation for the rest of your social media strategy.

Have a clear understanding of:

- Audience
- Demographics
- Gender
- Family structure
- Location
- Education etc.
- Their motivations, goals, conflicts, aspirations etc.

You can use a combination of analytics, data sources, and surveys to really hone in on this section.



Competitors

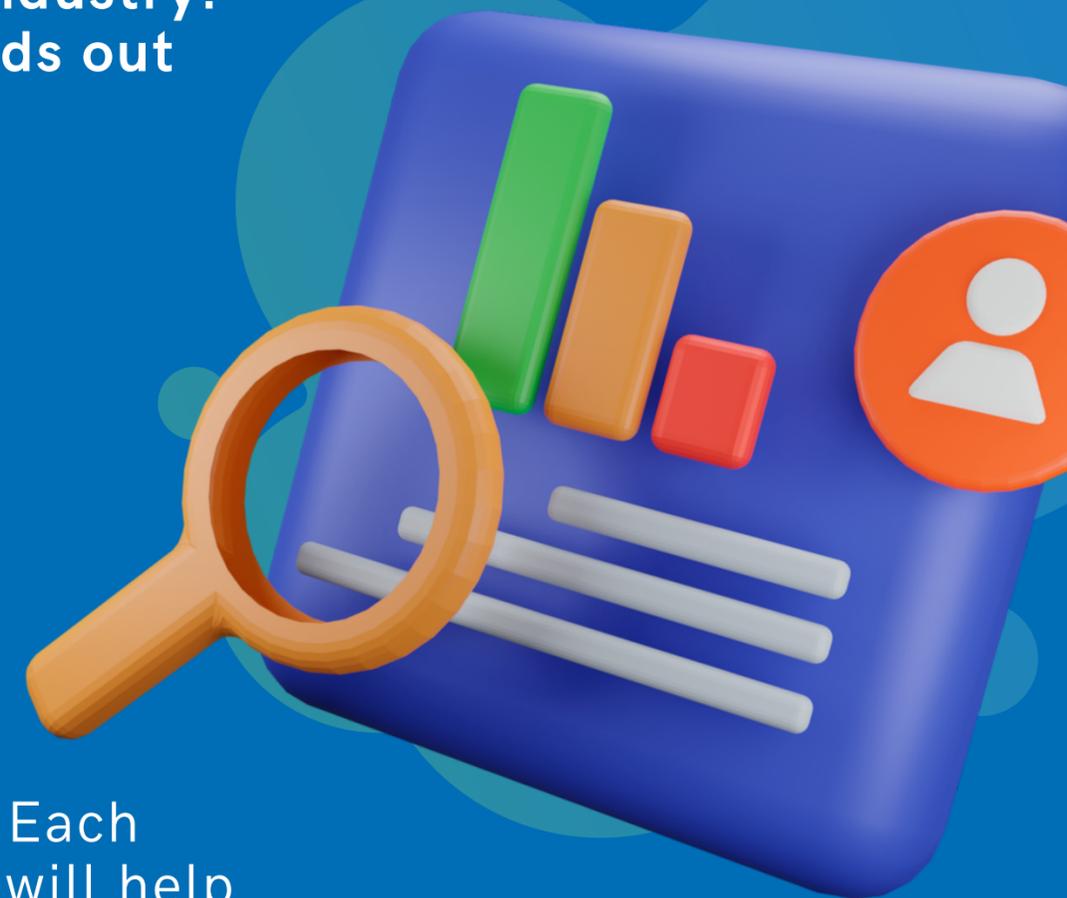


Competitors

By analyzing what your competitors are doing on social media, you can get an idea of what type of content works and doesn't work in your specific industry. This will also help you develop a unique voice for your brand that stands out from the crowd.

- Conduct an analysis of your main competitors
- Discover more about them like:
 - What platforms do they use?
 - How engaged is their audience?
 - How often do they post?
 - How quickly do they respond to comments?
 - What type of content are they posting?
 - What type of content do their followers engage with most?
 - Is their content getting shared? If so, which types and how often?

Use this information as data, not a blueprint for what will work for you. Each business is different, but knowing what your competitors are doing well will help you find a way for your brand to connect with your audience in impactful ways in your brand voice.



SEO & Keyword Optimization





SEO & Keyword Optimization

Your ideal customers are on Google right now searching for solutions to problems that you and your brand can fix. This means that you want your brand to be there when they are searching. That's where SEO and Keyword Optimization comes in!

What is SEO?

SEO or search engine optimization, is the process of optimizing content for search engine algorithms. Basically, it's a way to optimize your content so that it will be more likely to pop up in the search results when people are searching for relevant information. One key way to do this is by creating keyword-rich content.





What is a Keyword?

Keywords are the words or phrases people type into a search engine when they are looking for something. You can research what keywords your audience is searching for the most and then strategically use those keywords in your content, like social media captions and blog posts. This will help you rank higher on Google.

Optimizing Keywords will influence your brand's impact and will help you reach your goals. Having a good understanding of the keywords that align with your messaging and what your audience is searching for will help you identify things like your blog and video titles, hashtags, reel titles, and more.

Keyword Research Tools that small businesses can use:

There are a number of tools out there, each with their own set of features and capabilities. Two of our personal faves are KW Finder and [answerthepublic.com](https://www.answerthepublic.com).

KWFinder

This is a keyword planner tool that allows you to search for specific keywords and discover how many times those keywords are being searched for per month (search volume). It will also provide keyword “suggestions” where you can find a lot of “golden nugget” keywords.

Answerthepublic.com

With this tool you can type in a topic and it will show you actual questions people are searching for online to find information about that topic. Craft your content around these questions and position yourself as an industry expert.



Long Form Content



Long Form Content

Long Form Content is extremely beneficial for both SEO and user experience—search engines love it and consumers enjoy reading it. Search engines tend to rank long form content higher than shorter articles because it generally provides more value to readers.

What is long form content?

Long form content typically refers to articles or posts that are 1,000 words or more. This type of content goes into greater depth than short form content, providing readers with more information and insights.



How do you know which is best for you?

If you're looking to add a lot of value and rank in the search engines, then long form content is definitely a good choice. This could be anything from blog posts and articles to longer videos and podcasts. The important thing is that you're giving your audience something to really sink their teeth into.

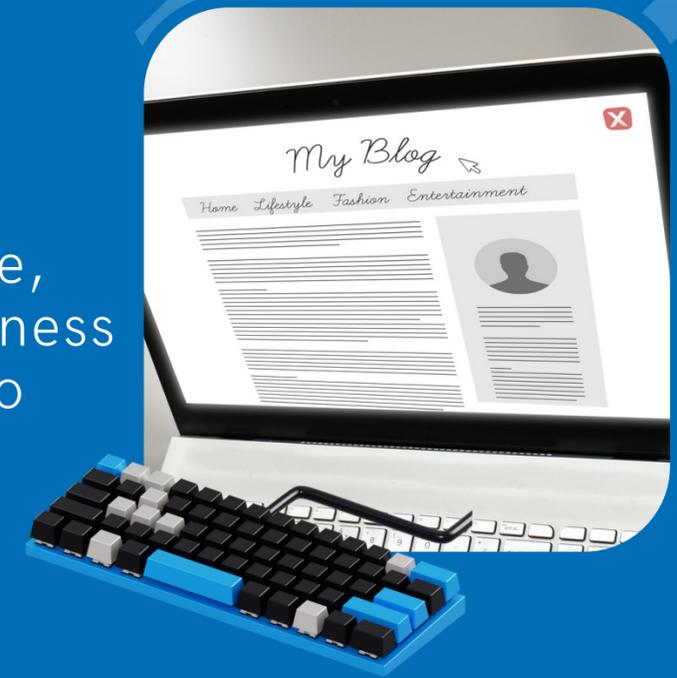
On the other hand, if you're looking to create content that's more shareable and digestible, then short form content is the way to go. This could be anything from bite-sized videos, like Instagram stories and reels, to tweets and GIFs. The key is to find the format that works best for you and your audience. So feel free to experiment!

In order to build a larger presence and optimize the content you are creating on SM, you need to have content in a place that lasts a bit longer than your SM captions and allows people to get to know you and your brand when they want to. It also should be in a place you can control like on your business page. Here are some examples:



Blog

Blog posts are a great way to create long form content that will rank in search engines. By writing blog posts that are interesting and relevant to your audience, you can encourage people to visit your website and learn more about your business or service. You can also share your blog posts to your social media platforms to help increase your reach.



Podcast

Podcast subscribers can listen to episodes while commuting, working out, or doing other activities. Podcasting also offers brands a way to build deeper relationships with their target audience. By providing quality content on a regular basis, you can create loyal listeners who are more likely to appreciate and support your products or services.

Vlog

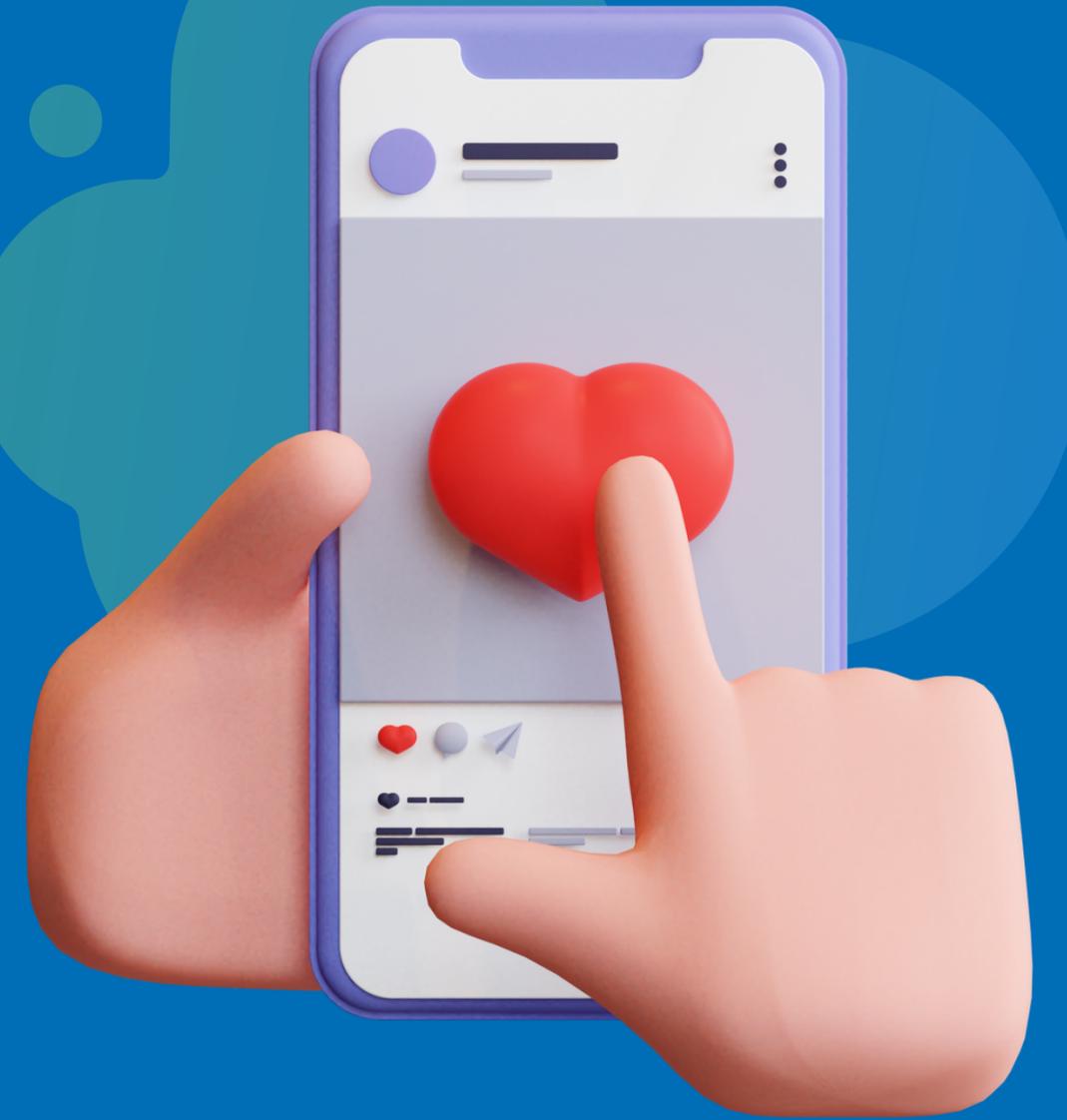
A vlog is a video blog that typically features the “vlogger” talking to the camera about their day, thoughts, or opinions. Vlogs can be used as part of a long form content strategy because they offer a way to connect with viewers on a personal level and give them a behind-the-scenes look at your life or business.

You can use vlogs to build hype for upcoming products or events, or simply to provide regular updates for your audience.

Regardless of the type of long form content you choose to create, be sure to make the content Keyword / SEO rich because this is what people will see when they google the topics they are looking for. You want them to see you and your solution often, so covering the bases with SM and long form content is the perfect solution to building brand awareness and credibility.



Social Media



Social Media

There are many ways to reach your audience on social media, but the best way to reach them is to do it in a way that is organic to you. Creating content that you are comfortable with is the only way to boost your brand and remain consistent. Consistency is key when it comes to building brand awareness.

- Video (reels)
- Graphics (carousels)
- Animation
- Mini Vlogs



Platforms



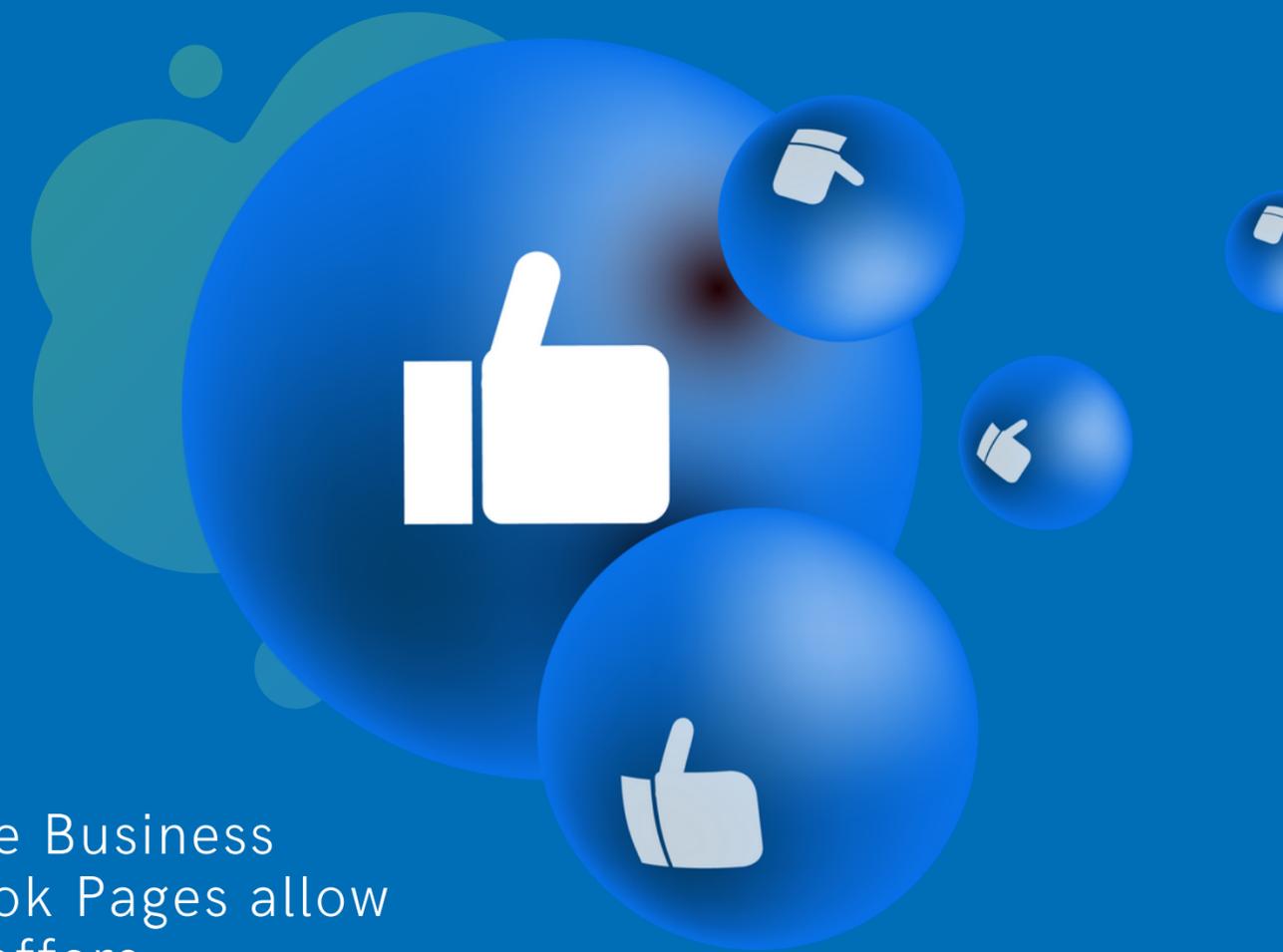
Platforms

Facebook

Facebook is a social networking site that allows businesses to create Business Pages where they can promote their products and services. Facebook Pages allow businesses to share content and post updates, photos, and special offers.

Brands/Businesses Should Use Facebook If They:

- Want to create a community around their brand.
- Want to target a specific audience/demographic/interest group
- Want to gain in-depth audience insights
- Want to build brand loyalty



Instagram

Instagram allows businesses to tell their story and connect with their target audience in a creative and engaging way, through sharing pictures and videos.

Brands/Businesses Should Use Instagram If They:

- Have products or services that are visual in nature (fashion, art, food, etc.)
- Have an audience of a younger demographic (particularly Millennials and Gen Z)
- Are Creatives



Twitter

Twitter is known for its short format—tweets can only be up to 280 characters long. This makes Twitter ideal for sharing quick updates and promoting content.

Brands/Businesses Should Use Twitter If They Are:

- Looking to provide bite-size pieces of value
- Looking to grow a following
- Looking to share timely news or information
- Looking to promote content



TikTok

TikTok is a video-only sharing platform. TikTok videos are usually between 15 and 60 seconds long. Brands can use TikTok to share behind-the-scenes content, product demonstrations, or funny videos.

Brands/Businesses Should Use TikTok If They:

- Love producing video content
- Want to share behind-the-scenes content or demonstrations of products or services
- Love creating funny or entertaining videos
- Have an audience of a younger demographic (particularly Millennials and Gen Z)

YouTube

YouTube is the world's largest video sharing website where users can upload, share, and view videos. Businesses can use YouTube to create awareness for their brand, drive traffic to their website, and generate leads and sales.

Brands/Businesses Should Use YouTube If They:

- Sell products or services that can be demonstrated with a video
- Enjoy creating long form video content
- Want to rank their video content in search engines



Twitvh

Twitvh is a live streaming video platform that was originally created for gamers to livestream their gameplay. It's evolved into much more than that and is now one of the most popular places on the internet for people to watch and interact with live content. Twitvh offers a unique and engaged audience that can be difficult to reach through other social media platforms.

Brands/Businesses Should Use Twitvh If They:

- Are looking to connect with their audience in real-time live streams
- Want to hold Q&A sessions or host competitions and giveaways



Stitcher/Apple Podcast/Spotify/Anchor etc.

These are podcast directories that house podcasts on almost any topic imaginable.

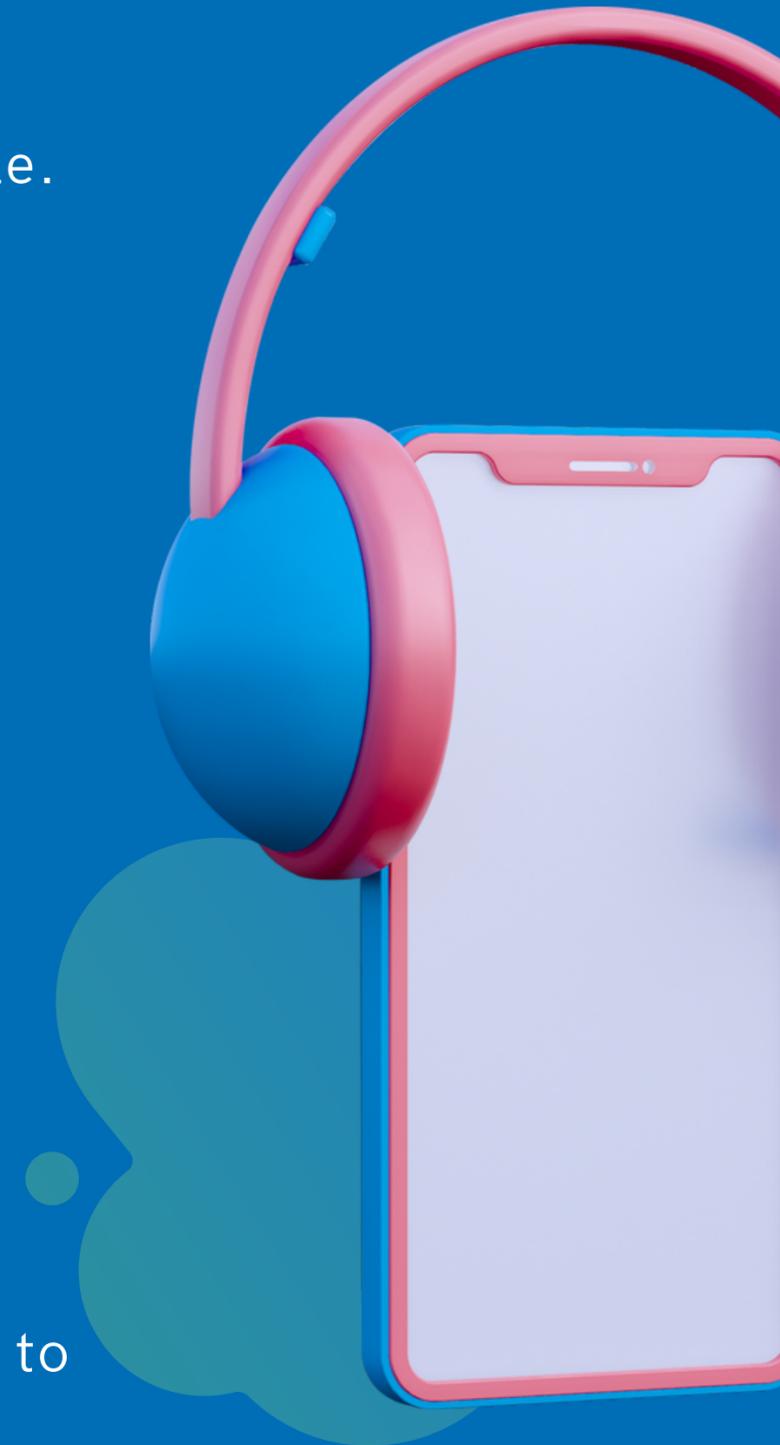
Brands/Businesses Should Use Podcasts If They:

- Want to host their own podcast
- Want to reach a wide audience and build a loyal community
- Have a lot of value to share

Before creating your Podcast, you will need to be clear on the following:

- Creating your bio
- Selecting which topics are best for your audience
- Strategy for building your audience
- Posting cadence
- Engaging with your followers
- Having a clear plan
- Remaining consistent

Each platform is unique and provides excellent ways to connect with your ideal avatar at no cost to you. Knowing your audience is a major factor when it comes to selecting the platform(s) that will be best for your business.



Building an email list:

Educating your audience is a great way to gain followers. The more they trust you and your insight, the better chance you have of converting them into a lead.

How do you do that?

Create excellent content for social media as well as long-form content. Drive traffic to your website and share freebies (lead magnets) that bring value to your potential customers.

Platforms change, accounts are deleted and people move to new platforms. Having someone's email address is equivalent to having their phone number. It gives you an additional way to contact them if you can no longer reach them on a SM platform.



We hope this guide has given you some food for thought when it comes to social media strategy. As you can see, there's a lot to consider! But don't worry, we're here to help.

Follow us on social media and check out [our website](#) for more tips and resources. And if you're really serious about taking your social media game to the next level and amplifying your online presence, we invite you to work with us.

We'll dig into your brand and goals to develop a tailored social media strategy that gets real results. So contact us today and let's do it!



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