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Creating A Social Media Campaign

A hand holding a smartphone is the central focus, with a blurred background of a crowd of people. The image is overlaid with a white, semi-transparent geometric shape that frames the text.

Social media campaigns can be an incredible way to reach a wide audience and grow your brand, but they are not a magic bullet. It's important to have a clear understanding of what you want to achieve with your social media campaign and to align your goals with the right platform and audience.

In this guide, we will teach you everything you need to know about social media campaigns: why you would need them, how to create them, and how to measure their success.

We've even broken it down into a simple checklist that will guide you through launching a social media campaign from start to finish, so you can more easily achieve your business goals!



What is a social media campaign?

A social media campaign is an online marketing strategy that uses social media platforms to promote a brand, product, or service.

The most common goals of social media campaigns include increasing brand awareness, gaining more followers, generating leads, and driving sales. Campaigns typically involve creating and sharing content that is intended to generate interest and encourage people to take action.

Why would your business need a social media campaign?

Let's face it, social media isn't going anywhere! In fact, it's only going to become more and more integral to the way we communicate and connect with each other.

Social media campaigns were once viewed as more of a luxury—a little something extra that businesses could add to their marketing efforts. But today, social media campaigns should be the centerpiece of your marketing strategy.

Here's why:

- Social media campaigns help you reach a wider audience, connect with potential and current customers, drive traffic and conversions, and create a loyal community around your brand.
- It's a strategic approach. Posting random content at random times on your social media accounts is NOT effective. Social media campaigns are a well thought out plan with clear goals and objectives that drive results.
- If you're not fully utilizing social media, you can bet that you're losing business to your competitors that are. Don't be the last one to hop on the social media train!



Creating Successful Campaigns

To be successful, social media campaigns must be carefully planned and structured around specific objectives that can be tracked and measured.

The most successful social media campaigns are often those that are able to tap into trends and that provide something of value to their audience.

There are 5 key components that make up a solid social media campaign and we've broken them down into this checklist which will guide you through creating your campaign, from start to finish.

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Determine Your Goals

What do you want to achieve with your social media campaign?

- Increase Brand Awareness
- Gain More Followers
- Generate Leads
- Drive Sales
- Other





Choose Your Platforms

When it comes to creating your campaign, not all social media platforms are created equal. You want to be on the platforms that your target audience spends the most time on.

You may need to do some audience research to find out what those platforms are.

- Research the primary demographics of different social media platforms. [Examples: Instagram has a large millennial demographic. LinkedIn is great for B2B.]
- Look at what platforms your competitors are using.
- Ask your customers. Send out an email or do a poll on social media asking your audience which platforms they spend the most time on.

After performing your audience research, put a check mark next to the platforms you'll be using for your social media campaign:

- Facebook
- Instagram
- LinkedIn
- TikTok
- Twitter
- YouTube
- Pinterest
- Other



Create A Content Plan

Now it's time to develop your content plan. This is where you decide on the types of content you'll be creating and the format of that content.

Types of Content (check off which ones you'll be using)



Educational

Educational content is value-based content and is all about providing useful information to your audience.

“How To” content

Educating about the benefits of your products or services

Giving away tips and tricks

Promotional

Promotional content is advertising your products or services. It’s okay to be a little more direct with these posts, but not every post needs to be promotional. In marketing, you give before you get—meaning you need to provide value to your audience before asking for something in return.

Entertaining

Just because you’re a business doesn’t mean your posts have to all be serious. It’s okay to have fun! Share entertaining content that will make your followers smile, like funny memes that are niche relevant or behind-the-scenes videos.

Feel free to tie the entertaining aspect into your promotional and educational content as well.



Lead Magnets

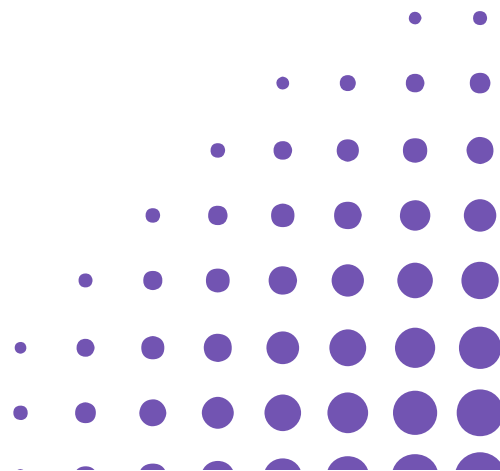
We keep mentioning that you need to provide value to your audience. Lead magnets are the perfect way to do that!

A lead magnet is a valuable piece of content that you offer in exchange for an individual's contact information. It's a win-win for both of you and it's a really effective way to grow your email list:

Lead Magnet Ideas:

- PDF Guide
- Ebook / Workbook
- Templates
- Mini Course / Webinar
- Infographic
- Discount / Coupon
- Other

Offering lead magnets for FREE is the most effective way to convert more of your prospects into leads that you can continue to nurture and build relationships with.



CTA (Call To Action)

The content you develop for your social media campaign should always have a strong CTA. This is where you encourage your audience to take a specific action.

Your CTA should be congruent with the goals and objectives you set for the campaign:

Objective: Generate Leads

CTA: *"Click the link in our bio to grab your free Guide!"*

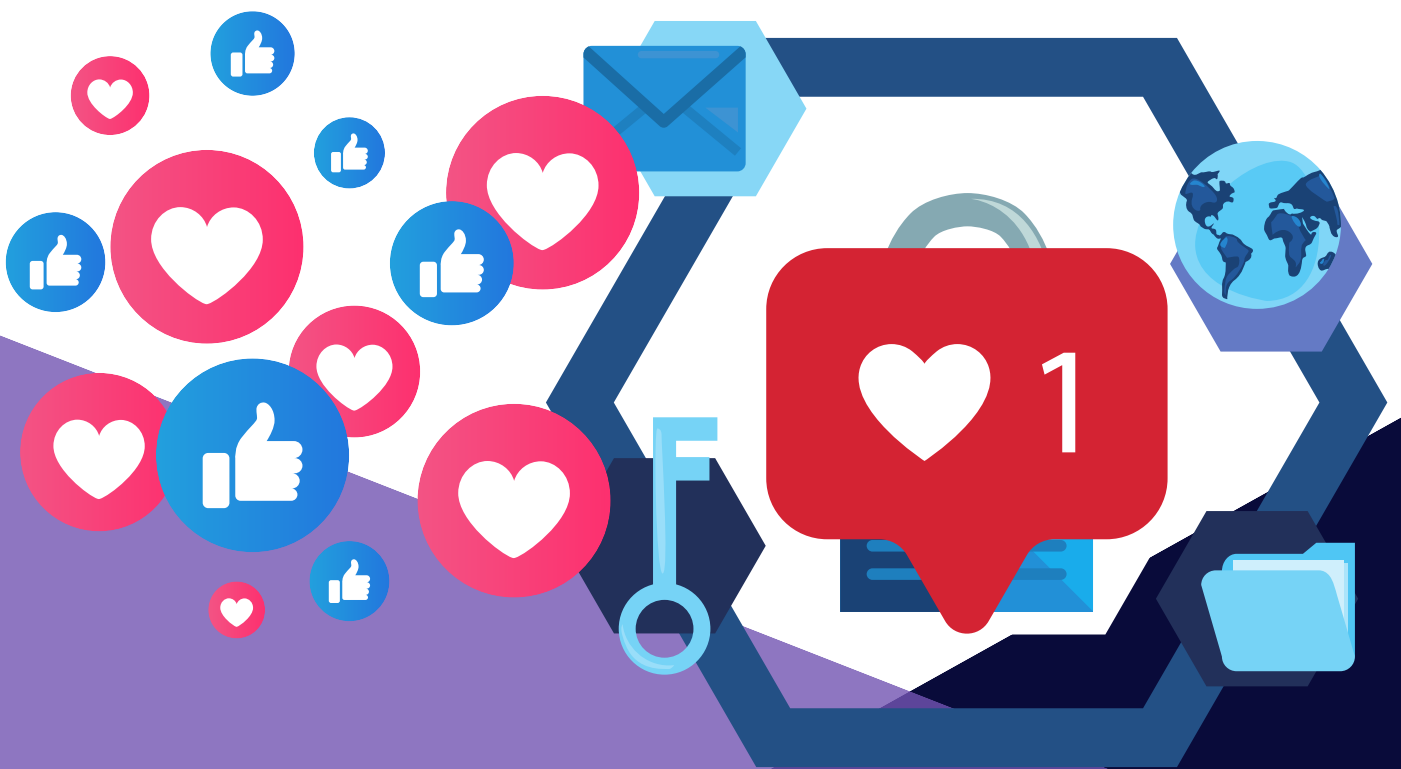
Objective: Drive Sales

CTA: *"Swipe up to check out our latest product!"*

Format of Content

The format of your content will depend on which platforms you're using and what formats are native to those platforms. Some social platforms are primarily video while others are a combination of images, videos, and written copy.

- Images
- Infographics
- Videos
- Stories / Highlights
- Written Copy



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Create A Posting Schedule

Your posting schedule is a plan for when and how often you'll post content to your chosen platform(s).

Most social media platforms provide analytics that show what times of day your audience is most active on the platform. Try to line up your posting schedule with those times.

Choose a posting schedule that is realistic for you to maintain. You may not have the time or resources to create enough content to post 7 days a week. Maybe 3 to 5 days a week is your sweet spot. Remember, it's quality over quantity.

Decide how many times you will post per day. On some social platforms, it's normal for brands to post multiple times per day. This can include a combination of in-feed posts and stories.

Days / Times

____ Sunday / Time _____

____ Monday / Time _____

____ Tuesday / Time _____

____ Wednesday / Time _____

____ Thursday / Time _____

____ Friday / Time _____

____ Saturday / Time _____

Track Key Performance Indicators (KPIs)

KPIs are what you will use to measure the success of your social media campaigns. The specific KPIs you use will depend on your goals for the campaign—more followers, leads, sales, etc.

Check which KPIs you'll be tracking:

- _____ Clicks
- _____ Leads
- _____ Sales
- _____ Followers
- _____ Views
- _____ Reach
- _____ Engagement (Likes, Saves, Shares, Comments, etc.)

The great thing about social media platforms is that they provide analytics and insights where you can see exactly how each of your posts perform.

Tracking KPIs allows you to see what's working and what's not so you can make adjustments and continue to get better and better results.

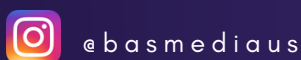
If you've made it to the end of this guide and find yourself thinking, "This sounds great and all, but I don't have the time or resources to do all of this myself"—we can help!

After all, you do have a business to run.

That's why we'll take care of the strategy, content creation, and execution so you can focus on running your business and serving your customers. And we don't just deliver results, we also provide detailed reports that show you exactly how your campaigns are performing.

You're welcome to learn more about our social media services and check out our portfolio on our website: <https://basmedia.net/>. You can also find us on social media.

And if you need help with your social media campaigns, please don't hesitate to contact us. We look forward to connecting with you!



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