



Introduction:

It goes without saying that 2020 has, for Irish businesses in particular, been the most challenging year in generations. Notwithstanding the obvious and profound impact of Coronavirus, joined by the additional ongoing upheaval of Brexit and you have the perfect storm to wipe out a wave of businesses that fail to adapt quickly.

“Out of every adversity comes opportunity” - Benjamin Franklin

There are still incredible opportunities in the market and as global internet access continues to go at a steady pace the ability to access new customers through digital marketing and in particular via social media should still be very encouraging. Ecommerce has seen an explosion in 2020 with more people than ever looking for more and more ways to both purchase online and also take new services into the digital sphere.

So how can I make my social channels work to support my business goals?

In this guide we are going to look at simple actionable steps you can take on each channel to help develop your brand, reach new audiences and help convert to customers.

Before we start there are a few important questions you must ask yourself in regard to which social media platforms you are intending to publish on:

- Why am I using this platform?
- Who will reach on this platform? (And will they be of value to me?)
- What post types work best on this platform?
- How are my posts unique to this platform?

If you have a hard time answering these questions, it might be time to dig deeper into why you're investing time there. Answering these questions will also help you develop your strategy for each individual platform.

This is a great exercise to help you to audit your strategy and develop a strategy that best suits your business type. To help you with this we will showcase the key selling points of each social channel and why it may or may not be a good fit for your strategy.

Now that's the intro out of the way let's get into the good stuff...

Facebook:

The Pro's:

- ✓ **It's Still the Daddy:** Facebook is continuing to grow with the world's largest audience (approx 2 Billion) and still Ireland's most popular social channel.
- ✓ **Fantastic Targeting Capabilities:** If you choose to go down the route of Pay Per Click ads on Facebook, you will be staggered at how granular the targeting can be. This is due to the huge amount of information that Facebook pulls from its users, you can advertise to people based on age, sex, location, interests, life events, professions, hobbies. This list goes on and on. This is why no other social network comes even close to specific ad targeting as Facebook.
- ✓ **You Can Talk Directly to Your Customers:** Not every customer wants to visit a company blog, or sign up to a company newsletter in order to receive updates and offers; many would rather see these things when they log onto social media instead. In addition to directly targeting those who are interested in your products or services, you can also start up conversations with them and find out what they like and dislike about your company. You can then respond directly to feedback, which will help to strengthen your brand and build authority.

The Con's:

- ✗ **It's Become More Pay To Play:** For businesses the platform has substantially reduced the organic impact of business pages. Facebook has the perfect default argument for its position, that regular users want to see feeds more populated by updates by friends, contacts and the most engaging business/entertainment pages. **So if you want to ensure a level of engagement you might have to accept a paid model.**

TIP 1. Choose the right category for your business page

First thing's first: You need to set up a business page and not a personal profile. But for now, take note of a few key features, including:

2. Customize your vanity URL

Never settle for the dynamic URL which is automatically generated when you sign up. On Facebook, you can easily personalize your address and unify it with your brand name. Make it unique and easy to remember. If you match your Facebook vanity URL with the page's title you are going to strengthen your brand recognition.

So if your business name is “**Waterford Tyre Services**” you should try to personalise it so that it shows as follows.

<https://facebook.com/waterfordtyreservices> Moreover, personalization will hugely improve the findability of your page both in Facebook search and in search engines such as Google or Bing.

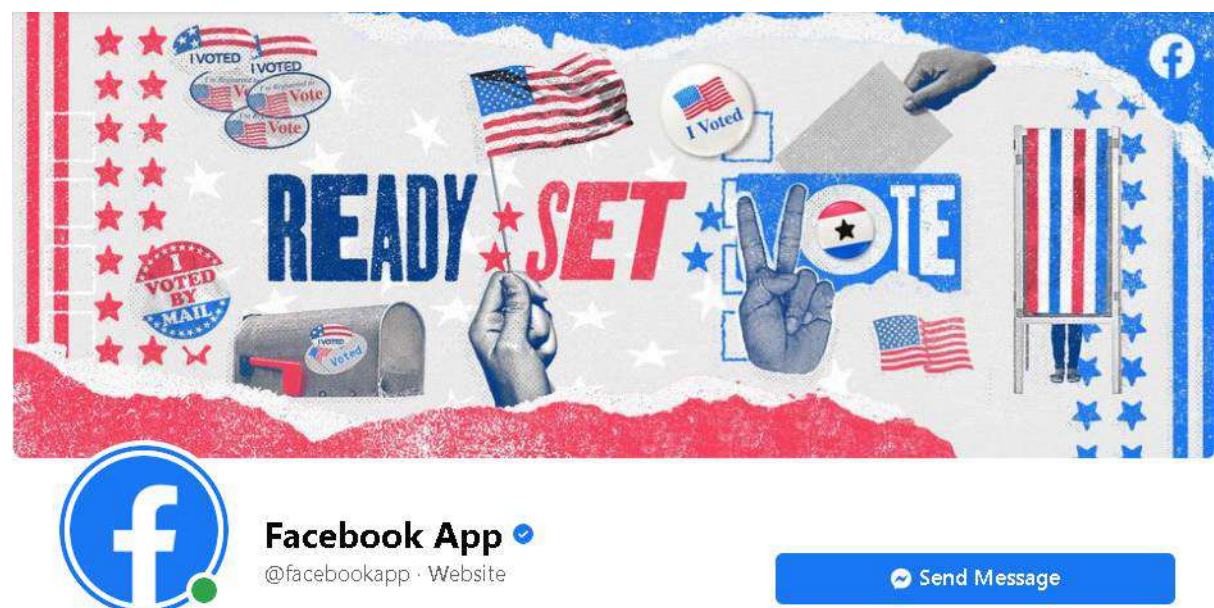
3. Optimize your photos

The next thing you want to do is get some high-quality photos up on your profile. Facebook (and almost every social site) is a highly visual medium.

If you are a mentor/consultant you could use your headshot. But if you’re a brand, you will most likely use your logo for your profile image. You should ensure that your company logo should be optimised for visibility. See some great examples below.



Your header image is an important piece of real estate on your page so make sure you use it to convey your brand messaging.



SUPERTIP: Utilise Facebook Stories



Facebook Stories are photo or short video posts that appear in vertical format and disappear after 24 hours. They live at the top of the News Feed. Photos appear for five seconds, and videos can be up to 20 seconds long.

More than half a billion people view Facebook Stories every day. When you're thinking about how to use Facebook for business in 2020, Stories can offer a powerful way to connect with fans. And since Stories appear at the top of News Feed, they're immune to the Facebook algorithm.

3. Plan your content mix

Once you've set your goals, you need to create a plan for how to achieve them. A key part of that plan is determining the right content mix. We recommend starting with either the 80-20 rule or the social media rule of thirds. If you follow the 80-20 rule:

- use 80% of your Facebook posts to inform, educate or entertain.
- Use the other 20% to promote your brand.

Remember that using Facebook for business is all about building relationships, and self-promotion is not a great way to do that. But if you provide enough value, your audience will be open to learning about your products and services in the 20 percent of posts that are more sales-focused.

The social media rule of thirds also prescribes a good mix of valuable content vs. promotional posts:

- one-third of your content should share ideas and stories
- one-third should involve personal interactions with your followers
- the remaining third can promote your business

The goal is to provide more value than promotional material to keep followers engaged.

REMEMBER: Facebook's algorithm will always penalize brands that push sales too hard. Facebook wants its users' news feeds to be full of content they want to Like and share.

As a marketer, you should want that too. All those Likes and Shares help extend your reach and put your brand in front of new eyeballs.

The final part of planning your content mix is to determine when and how often to post.

This will take some trial and error (using engagement data gleaned from Page Insights). But research generally shows that **the best time to post** on Facebook is:

- For B2B brands: between 9 a.m. and 2 p.m. GMT on Tuesday, Wednesday, or Thursday
- For B2C brands: 12 p.m. GMT on Monday, Tuesday, or Wednesday

Top 10 Instagram Marketing Strategy Tips for 2020

Instagram allows businesses to build followership through both organic as well as paid methods. But sharing relevant, original, and engaging content is what matters the most on this dynamic platform. Here are ten tips that will help keep you on track to achieve your Instagram goals for 2020.

1. Optimize Your Instagram Bio

An Instagram bio is a small area below your username on your page that is used to share information about your brand, as well as the content that you intend to share. This area generally includes the name of your brand, product or service description, profile details, and contact information. Instagram also allows you to share a URL of your website or portfolio in your bio.

Your Instagram bio is the first thing that users will see when they land on your profile. To make sure that you engage these users, you need to build a bio that is informative, captivating, and engaging.

In your bio, make sure to share a proper and concise description of your brand or product. Also, include a line or two about the content that you intend to share on your page. To make your profile more relatable and fun, use emoticons that are in sync with your content and brand language. You can also add a hashtag and a link in the bio apart from your primary URL to drive traffic to another social media page. But remember, a link in the bio that is not a primary URL will not be clickable.

Lastly, add a relevant URL where you want to drive the traffic to – it can be your website home page, a landing page, or your product demo page. Also, make sure you use a trackable link to analyze the traffic sourced from your Instagram page.

Example: Look at this bio by Luxy Hair, optimized with all the best practices mentioned above.



2. Create a Content Calendar for Instagram

An important step toward getting the maximum output from Instagram as a channel is to be consistent in publishing content. Hence, having a content calendar in place helps marketers keep their posting schedule on track. It allows them to forward plan, and automate the process of publishing it when their audience is most active.

Your Instagram content calendar must have the primary fields of content type, caption, hashtags, graphic or video link, and the day, date, and time of publishing. Plan your content at least two weeks ahead of time so that you can keep your calendar flexible for alterations.

To keep your audience engaged, use the right mix of content types and formats in your calendar such as images, videos, text graphics, quotes, memes, and infographics. A content calendar will also help you easily access your historic posts in case you want to republish your earlier content.

3. Experiment with Curated Content

Being creative and captivating with your content can sometimes become exhausting for marketers. The best way to ensure your creative tea does not burn out is to use curated content from relevant profiles. Marketers have used content curation as an escape from being monotonous and repetitive. The same concept applies to Instagram marketing where you handpick relevant pieces of content that you think will interest your followers and give the content your own voice.

Curated content is a great way to fill in the blanks in your content calendar where you could not fit anything else. It also has its own benefits, such as networking with fellow profiles, branding yourself as an industry expert, connecting with influencers, and being updated with trends on Instagram.

An ideal way to build a curation strategy is to follow similar profiles sharing content that is relevant to your audience. Identify the content that you want to repost, use a caption that describes your intent to share this curated post, promote your own brand along with it. Do not forget to tag the original content creator and give appropriate credits where due.

An effective example of curated content is sharing quotes by thought leaders, industry influencers, and market leaders.

4. Incorporate Relevant Hashtags

The hashtag game is very strong on Instagram. Instagram allows content search on its 'Discover' tab based on a hashtag search query. Users can also follow these hashtags just like Instagram profiles, and the content published using these hashtags will show up in followers' feeds. Instagram algorithms use hashtags to make content suggestions to users or help discover interest-based profiles.

According to Sprout Social, Instagram posts that use hashtags gain a 12.6% increase in engagement compared to those without. This is why it is critical for

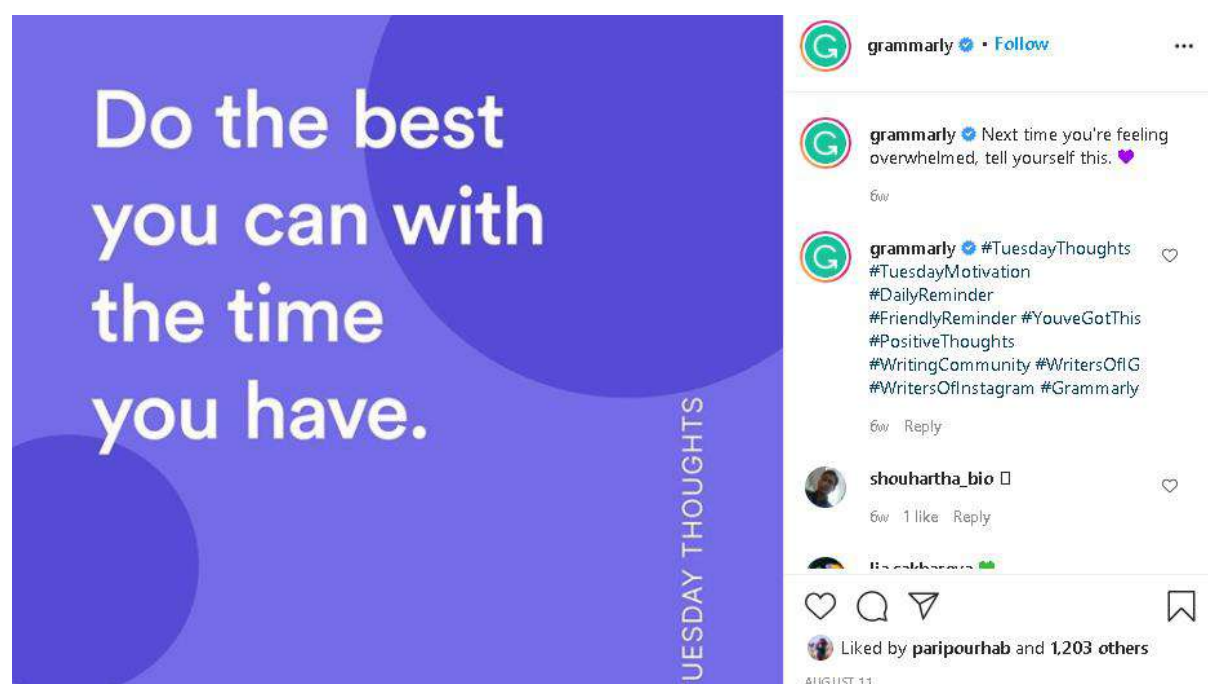
business profiles on Instagram to use of hashtags. Hashtags are used in Instagram captions similar to Twitter, Facebook, LinkedIn, and other social networks.

With the rising competition of Instagram marketers, hashtags have also become more competent. Instagram allows you to use up to thirty hashtags per caption. And although it is tempting to utilize this allowance with all relevant hashtags to your business, you must have an Instagram strategy in place to make the best out of hashtags.

Experts suggest that the optimal number of hashtags to use in a caption per post is 11. Also, avoid hashtags that are overly-popular, such as #fitness, #health, #business, and #marketing. Build a hashtag strategy that has a balanced combination of highly popular hashtags, industry-relevant hashtags, self-made hashtags, and low search volume hashtags.

Example of Hashtags Used by Grammarly on Instagram

Grammarly's makes optimal use of real-time hashtags with current events such as the holiday season and weekly Tuesday Thoughts to refer to popular culture.



You can use online tools such as All Hashtag and Ingramer that will help you generate relevant hashtags based on your industry, product, or service. You can also promote your followers to use your self-created hashtags to build engagement and virality.

5. Leverage Instagram Stories

Instagram's stories feature has one of the highest engagement rates on all social media platforms put together. It is a powerful tool for brands to connect, impact, and

engage their audience in just a few seconds. An Instagram story is a short video clip or image with gifs, a link, and/or text that your followers can view directly from the top of their app within twenty-four hours.

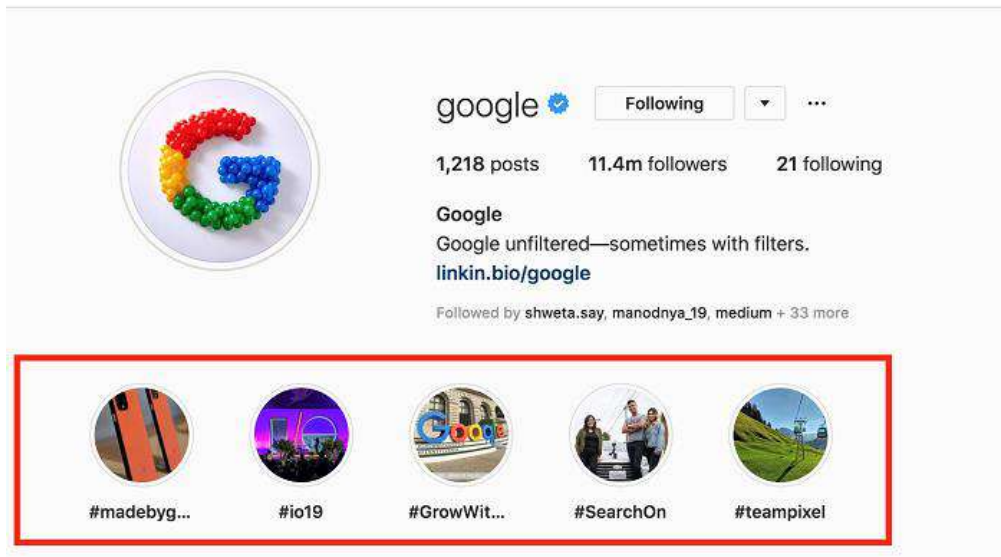
You can use Instagram stories to promote your content and engage with your audience in various ways. For example, you can share a preview of your new Instagram post or feature products with a link to the actual content. Through Stories, you can also prompt your followers to ask questions with the 'Ask me anything' feature. These questions will reflect in your Instagram messages and you can share your responses to the story, which can serve as FAQs to others watching your stories. You could also host a poll on your Instagram story to increase audience engagement and excitement for your next launch.

You can also host a series of content snippets on your Instagram stories with a theme or script in place so as to engage users and push slightly older content. Use stickers, gifs, captions, hashtags, mentions, filters, and emoticons on your stories to make them more attractive and engaging.

Here is an example of HubSpot's Instagram Story, where they engage with their audience with an audience poll.



Another great way to utilize the stories feature is to create story highlights that will reflect on your profile page on Instagram. This helps new visitors view your past stories indefinitely.



6. Give IGTV a Chance

IGTV is a stand-alone video application built by Instagram that also acts as a functionality on the Instagram application. IGTV allows users to share videos of time limits between 15 seconds to 10 minutes. The limit for high-value users goes up to 60 minutes.

IGTV is a great platform for brands to host video content longer than the limits established by Instagram. Brands are leveraging the features of IGTV in many ways and you can take inspiration to implement in your own strategy.

Example: Creating video tutorials of your product features, build a video podcast of smaller time slots, hosting a Q&A session with your followers, or sharing user-generated content on your own profile will help build trust and engagement within your community.

Neil Patel, the digital marketing expert, makes optimum use of IGTV by sharing valuable content in small videos that last for 6 – 10 minutes.



Video continues to be the number one content format with high engagement rates, which is why you must consider using IGTV to share your videos as part of your Instagram marketing strategy.

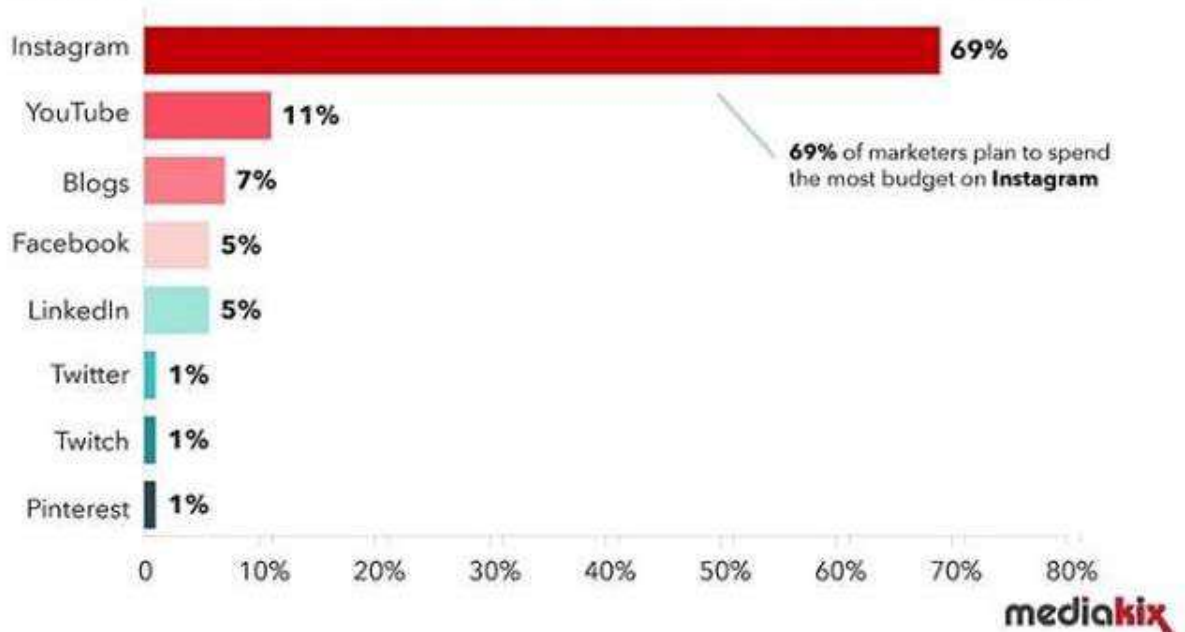
IGTV is also a great way to expand your **content marketing strategy** in 2020.

7. Get Instagram Influencers on Board

Instagram influencers are users who have built a community on the platform by sharing relevant content that resonates with their audience. They can influence their audiences' decision about an idea, product, or brand in their niche. Instagram influencer marketing is a highly engaging marketing model that is being increasingly used by brands to target groups of users that are their ideal audience.

Brands are increasingly investing in Influencer campaigns on Instagram, with reports suggesting that Instagram tops the list of the most important and impactful social media channels for influencer marketing.

WHICH INFLUENCER MARKETING CHANNEL WILL YOU SPEND THE MOST ON IN 2019?



Statistics of Influencer Marketing Budgets in 2019

Influencer marketing for a brand begins with the search of ideal influencers with a community that reflects your buyer persona. Instagram influencers can be micro-influencers with a small but focused and engaged group of followers or macro-influencers with a larger and more diverse following. Identify your suitable candidates and network with them to persuade their audience to engage with your brand.

Example: HP Australia collaborates with Australian fashion and beauty influencer, Kiara King, for the launch of the HP Spectre series. The brand leveraged Kiara's popularity among her 200k plus followers on Instagram to promote their newly

launched series of laptops.



8. Widen Your Reach With Instagram Ads

Organic engagement on Instagram has become even more competitive with more than 25 million active business profiles on the platform. In this scenario, it is always a good idea to take help of paid advertising to increase followers, engagement, leads flow, and conversions through Instagram ads.

Instagram Ads is an advertising platform like any other ad platform that offers advertising solutions for targeted ad campaigns. It provides audience segmentation based on people's likes, interests, buying behavior, and interactions. There are various ad formats to choose from such as story ads, photo ads, video ads, carousel ads, and collection ads.

According to Adespresso, the average Instagram ads cost-per-click is \$0.70 to \$0.80, and differs based on your unique ad requirements. You can execute your Instagram ads using the Facebook Ads Manager tool.

Instagram ads are an effective way to get the most out of your Instagram profile. Include a budget in your Instagram marketing strategy for 2019 to optimize your leads and conversions.

9. Go Live on Instagram

Instagram Live is a feature on Instagram Stories that allows users to live stream their videos to promote an event or engage with their audience in real-time. It allows audience interactions through comments and emoji-based reactions on the live broadcast to followers.

Going live on Instagram helps you engage with your audience directly, creating a sense of connectivity. It allows you to share a sneak peek into your company, event, or daily life. You can also host Q&A sessions with your audience on Instagram Live.

Example: Sephora, the make-up retail giant, went live on Instagram with their team of makeup experts to answer audience questions in real-time.



An advantage of Instagram Live is that it offers good engagement and users get a unique insight into your world. You can also save your streamed videos and share them as posts. You can also edit and lengthen them to share more details you might've missed when live.

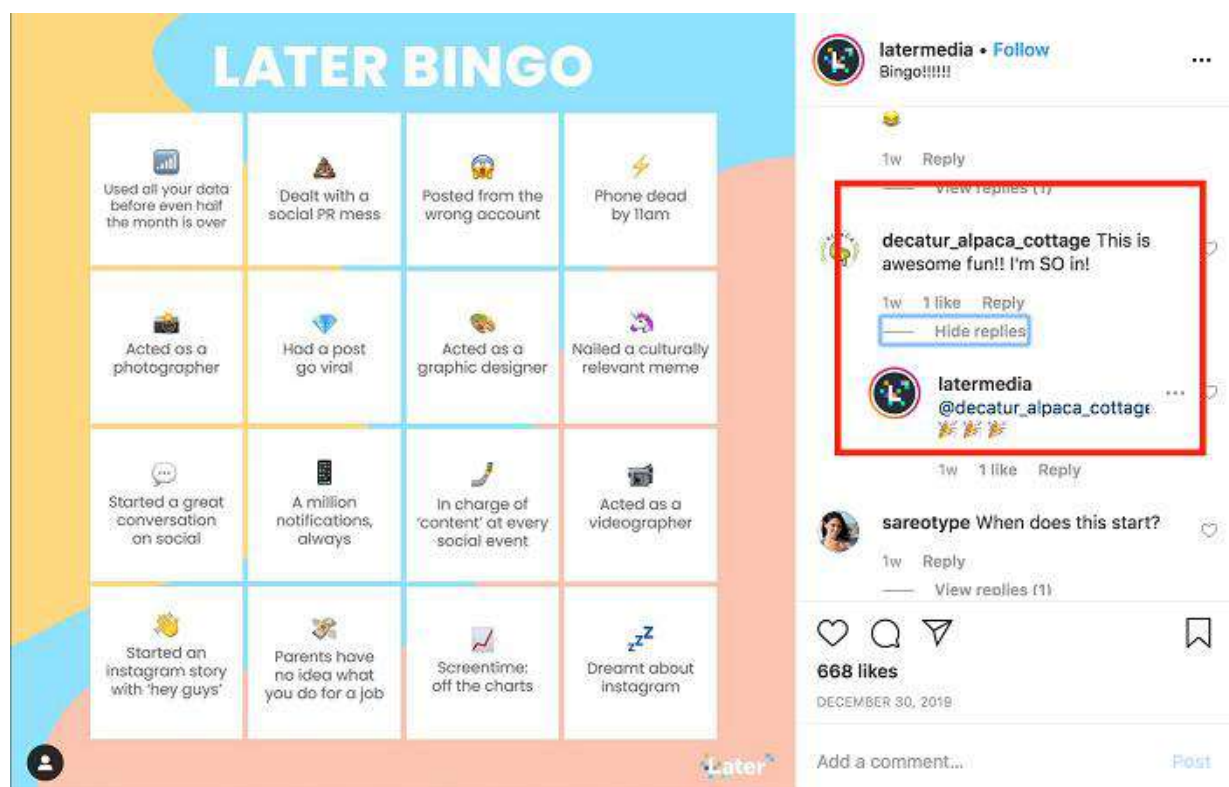
10. Respond to DMs and Comments

The key to building an interactive community is to create engagement within it and make sure you communicate with your followers. Direct messages (DMs) are the best way for your prospects and users to get in touch with you.

Ensure your DMs are turned on and that you get notifications from all users. Reply to all messages as they are possible leads. Assign someone with a sales background or have a script ready to liaise with these prospects and follow up where needed. This can also be a great way to collect email ids and add to your database to send customized emails when required. You can also automate replies to your followers by setting up custom responses in your profile.

Be careful to respond to every relevant comment on your posts as well. Keep the conversation going and try to get more engagement through the comments. You can also jump in on comments where users tag their friends and offer a special deal for maximum conversions.

In this example of Latermedia, a social media scheduling platform, the brand makes sure to respond to the comments posted by followers to ensure maximum engagement with their audience. Not only does this action improve engagement, it also builds a positive rapport with followers.



LinkedIn is an incredible B2B tool that can help support the buzz around your business. And with the correct LinkedIn marketing strategy, it may be hugely helpful for building your business.

As Antoine de Saint-Exupéry once stated, *“A goal without a plan is just a wish.”* So, here are six basic LinkedIn marketing strategies that you can use to make a plan intended to accomplish some of your key business goals.

1. Determine What Your Goals Are

The initial phase in building your LinkedIn marketing strategy includes making sense of what your company's objectives are. Would you like to:

- Generate More Leads?
- Drive Traffic to the Site?
- Increased Content Shares?
- Establish Your Business as an Expert

Once you have your objectives set up, you can start to decide how LinkedIn can enable you to add to those broader objectives. The few advantages that LinkedIn is known for are:

- LinkedIn Lead Generation
- Recruitment
- Brand Awareness
- Building Up Authority

Depending on what goals your team has chosen, you will decide how your LinkedIn marketing strategy will enable you to achieve them.

2. Build Your Professional and Personal LinkedIn Profiles

Setting up a professional brand is essential to build a relationship on LinkedIn. Building connections with your prospects and customers is vital because individuals are bound to purchase from those they know, like and trust. This is progressively hard to accomplish in this digital world, where we need to depend on our digital brands to get our prospects to the “know, like and trust” stage.

As a social media platform for business experts, LinkedIn is most adequately utilized by small business owners who make both a LinkedIn individual profile and a company page. Both of these assets will exhibit to you and your business in an expert light when somebody discovers you or your business on LinkedIn.

Use 'Recommendations and Skill Endorsements' to Grow Your Personal Profile

Before starting to create a professional brand, your own LinkedIn profile should also be proficient and complete.

Your profile visitors should have the option to adapt rapidly about who you mean to serve, what you offer, and why they ought to hear you out. Your validity can be additionally improved by the "Recommendations and Skill Endorsements" part of your profile. You should have at least five LinkedIn recommendations from individuals who can address your mastery.

And while your own profile will do a more significant part of the work on LinkedIn, you additionally need to create a LinkedIn company page for your business. This is important, regardless of whether you're a solopreneur, professional, or consultant. Your company page should be completed by speaking to you and your business about how you need your optimal customers to see you.

How does LinkedIn Company Page Help?

A complete LinkedIn company page with a legitimate logo solves two problems at once:

1. It gives extra opportunities for your business to be found on the list items for the services you offer, and
2. It guarantees that your company looks genuine on both your very own and your employees' profiles.

3. Make connections to Find New Leads

Nobody needs to hear a 'sales pitch' on LinkedIn. In any case, individuals would like to make connections, which can, in the end, lead to sales. Small business owners are utilizing LinkedIn to discover new leads and recognize shared characteristics, enabling them to contact "warm" leads as opposed to making cold pitches. You may message a prospect, referencing shared connections or interests, indicating enthusiasm for their company and offering assistance. It's designated as "social selling" and, as per LinkedIn, it's working. Social sales leaders have **45 percent more deals open doors per quarter.**

Under the "My Network" tab, you can import your email address book and select to whom you'd like to send connection requests. You'll additionally observe "people you may know" suggestions on the same page. If you've investigated these alternatives and need to include more connections, go to the connection's profile. Look at the "people also viewed" areas for comparable individuals. You can likewise connect with individuals who communicate with you on LinkedIn or individuals you've met face to face at meetings or meetups.

When sending connection requests, make sure to add a customized note to expand your acknowledgments, said John, CEO at essay services

4. Join Relevant Groups

Participate in groups on LinkedIn to share your skills, help your validity, and expand your network further. Pick groups centered on a field theme that will identify with your industry. Join a few groups and routinely communicate in each to build yourself up as a professional asset. Discover groups via looking through keywords or by studying one of your connections' profiles, looking down at their "groups" segment and going along with one they are a part of.

5. Draw in with your Growing Network

Try not to give those new connections a chance to fall by the wayside. Support your connections by taking an interest in exchanges, addressing questions, preferring, and remarking on the content in your newsfeed.

LinkedIn is a commitment driven stage, the more you draw-in and the more you show up, the more prominent your range progresses toward becoming a business opportunity.

6. Position Yourself as an Expert By Sharing and Distributing Content

With its new visual center, ongoing site overhauls, and refreshed portable applications, LinkedIn is turning into an adaptable content stage. For what reason would it be a good idea for you to present anything on LinkedIn versus Facebook? It's hard for companies to contend on Facebook, where clients are signing in to see photographs of children and trips, not for updates from your business.

On LinkedIn, individuals mean business. **All. The. Time.**

Company content also has a superior shot of being seen on LinkedIn. As per the company, a status update commonly reaches 20 percent of your supporters. On Facebook, the algorithm favors content from clients over companies that span progressively similar to 6 percent. That is the reason B2B advertisers and small business owners depend more on LinkedIn for content than some other channels, with 94 percent distributing content on the network.



Twitter has had a troubled few years but it is still one of the most popular platforms. It's also one of the most misunderstood, because it's different from many of the social platforms available, in that its focus is on public conversation and exposure.

If you understand how it works and how to market on Twitter, however, it can drive you a ton of traffic, build your brand and help make you more money.

Below are some key tips that will help your business succeed on the platform.

1. Create a Username that Brands Your Business

In my case, I use my name because I'm an author and I want others to identify my name with my work. You likely want to use the name of your business.

Whatever you choose, make sure your Twitter @name relates to your business, as it will help others remember who you are.

2. Build an Effective Profile

There are several things you can do to make your profile more effective.

First, you should consider how to make best use of Twitter's custom profile background - this is an opportunity to add more information about your business, in addition to the 160-character description available. However you use it, do not leave the background image blank.

With your profile description, you should create a brief, effective summary of your business and include relevant keywords (for Twitter search) and a link back to your site.

3. Follow Those in Your Industry

If you want to connect with the top people in your industry, then follow them. If you start following them, they may just follow you back. Follow as many people in your industry as you can - this will enable you to connect with relevant people and build a following.

4. Engage with Your Audience

You don't want to constantly write about your business - that's boring. Get personal and invite your followers into your life too. You don't want to be too personal, but try and write about different things and get your audience to pay attention to what you're saying. You can also share other people's tweets and comment on other conversations and threads.

Twitter is a platform that enables you to connect with your readers in a quick and easy way, and that can be hugely beneficial for boosting engagement and activity around your business.

5. Avoid Automation

Although you may want to automate tweets about your latest blog posts - which is fine - you don't want to automate all of your tweets. Make it a point to post content yourself at regular intervals and, as noted above, engage with your audience where possible.

You should also read what others are writing and see what tweets others are responding to - this'll help you figure out what type of content to post to boost engagement with your readers.

6. Don't Make Your Profile Private

This may seem obvious, but it still happens often - one of the biggest mistakes a social media manager can make when using Twitter for business is making their profile private. You have to understand that, as a company, you're posting your content or media or any other information for your clients, and if you make it private, you're greatly limiting its exposure.

7. Don't Try to Sell All the Time

Another mistake many people often make via tweet is trying to sell their products and services all the time. Really, Twitter is not for selling, it's for generating engagement with your customers and/or targeting new audiences. With your Twitter presence, you're looking to attract your customers rather than forcing them to buy your product, so it's good to put more effort into providing a reason why people would want to know more, as opposed to the hard sell.

8. Don't Use Too Many Hashtags

Hashtags can be a helpful way to get your tweets in front of a more engaged audience (people discussing particular topics), but using them too much can make your tweets harder to read, which can be off-putting for your audience. Research has shown that the optimal number of hashtags is **two per tweet** - any more than that and engagement has been shown, in general, to decline. Research and find the most relevant tags for your business and use those in moderation.

9. Don't Forget to be Visual

Visuals can attract a customer more than anything else - so don't forget to be visual on your Twitter account. Indeed, Twitter's own research has shown that tweets with photos can generate up to **313% more engagement**. If you use rich media related to your products and images, it provides additional opportunity to boost your audience appeal and stand out in the fast-moving Twitter feed, so definitely, look to use images and visual content where you can. What's more, with Twitter's recent

YouTube Tips

updates, you can now attach an image without it impacting on your total tweet character count.

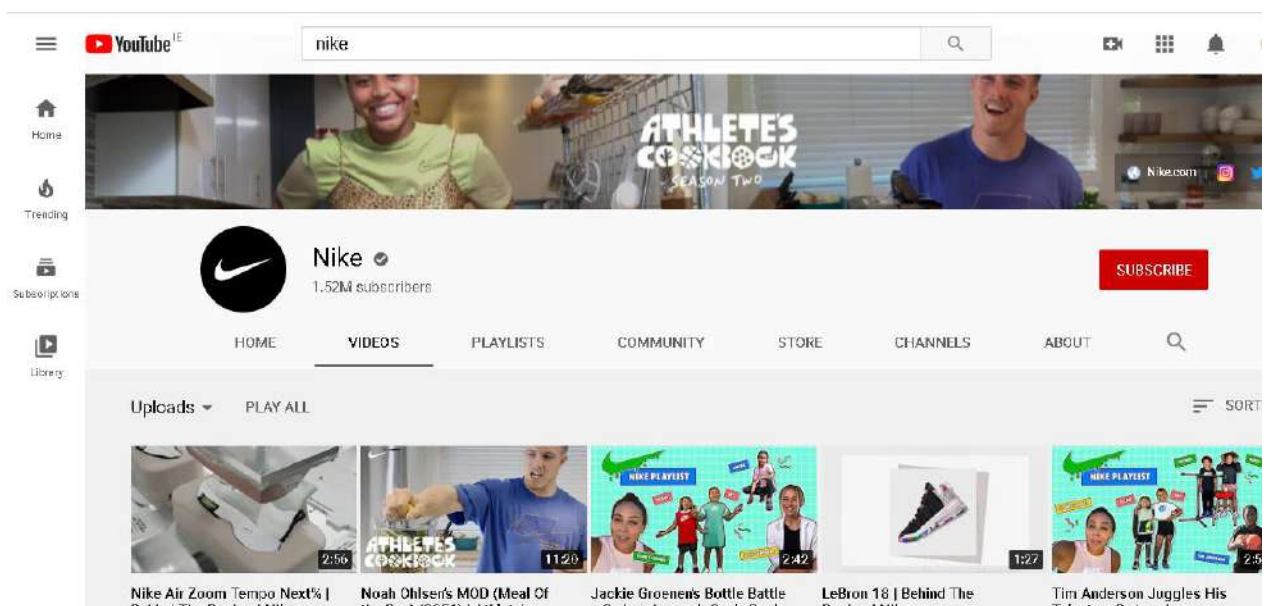
Are you looking for alternative ways to promote your business online? Look no further: YouTube is one of the biggest, most popular websites in the world, which is what makes it an incredibly powerful marketing tool.



In this guide to getting started with YouTube marketing, you'll learn:

- Whether YouTube is the right solution for your business and promotional strategy
- How to create a YouTube video marketing strategy
- How to launch your strategy with video tips and ideas
- How to manage your YouTube channel
- How to optimize your videos for the YouTube search engine

Is YouTube marketing the right solution for your business?



As I mentioned, YouTube is one of the biggest websites around – to be more specific, it's currently the **second most popular website** in the world. And even though most people don't think of YouTube primarily as a search engine, that's exactly what most visitors do on the site. YouTube's not just the second most popular website; it's also the second most popular search engine – topped only by Google. This means that the platform presents a **huge potential for reach for your business**.

The fact that YouTube is such a hugely popular platform also means that there is a lot of competition. According to **Statista**, as of July 2019, **500 hours of video** are uploaded to YouTube every minute.

So, if you want to be successful on YouTube, you need to make sure that you have the time and the resources to publish quality content on a consistent basis. In other words, you'll need a good YouTube marketing plan.

Another big reason why YouTube is such an attractive option for marketing purposes is that it's all about video – and video marketing is all the rage right now.

Video has consistently proven itself as one of the best-performing forms of content in terms of engagement, and just because you're creating them for YouTube doesn't mean that you can't repurpose your videos. These videos would be great for your other social profiles, your email marketing campaigns, your website and landing pages, and any other platforms or channels you might be using.



As for the issue of video production, it's not as difficult as it may seem to create marketing videos. You don't need a huge budget and you don't even need to make substantial investments in equipment – but we'll discuss video production and all that it entails further on in this guide.

So, the short of it: is YouTube the right solution for your business? Yes, in most cases (the numbers don't lie). If you sell products, it's a great way to showcase and promote them and all of their uses. If you're a B2B company, it's a great platform for expanding your reach and for generating more leads.

Developing a YouTube marketing strategy

Marketing on YouTube is like marketing on other social platforms: the first step is to create your strategy. In order to create your YouTube marketing strategy, you'll want to start by defining your goals.



Write down the specific targets you want to achieve, such as:

- Clicks/traffic
- Engagement
- Reach/subscriber numbers

Use the SMART model to help you put together good objectives: specific, measurable, attainable, relevant, and time-bound. This will help make sure that your objectives are specific, have a deadline, and are do-able.

Of course, you also need to be able to measure your progress accurately. At this stage of strategizing, establish what your KPIs (key performance indicators) are to help you measure your results.

Commit to a schedule

Consistency is very important on YouTube if you want to keep growing your channel. As with blogging, the more content you put out there, the better the chances you'll reach a wider audience.

Most successful YouTubers have a very strict publishing schedule – and they stick to it. These YouTubers also promote new videos to their audience on other social media platforms so that even those who haven't subscribed to their channel can still know when a new video is coming out. While you're setting up a YouTube marketing strategy for your business, consider how often you can realistically commit to posting new content and make sure you can stick to it.

Once you determine how often you can post, you should also consider when you release your videos. According to **Oberlo**, most viewers watch YouTube videos in the evenings and on weekends. The best time to post your content is early

afternoons during the week or early Saturday and Sunday mornings so that your videos will be indexed by the time your potential viewers are searching.



Plus, at this stage, make a note of all the holidays and events coming up that are relevant to your audience so you'll know in advance about any opportunities to create any special content.

Types of marketing videos

So, now that you know what your goals are and when you want to publish, the question is, what types of videos can you create?

It's important to keep things varied in order to keep your audience entertained and coming back for more. Plus, it's worth experimenting early with different types of videos so you can understand which ones work best and which ones don't.

Here are a few ideas to get you started:

Listicles: Listicles are a very popular content format, both as blog posts and as media (videos, images, infographics, etc.). You can create listicles that highlight your products or services – like “The 10 most innovative ways you can use (your product)” – or they can be educational, informational, or entertaining. Just remember, the lists should always be relevant to your audiences’ interests and your business niche.

How-to videos: How-to videos tend to perform very well because they provide a lot of value to the viewer. For example, if you were selling social media software, you could create how-to videos showing your viewers how to get started with Twitter marketing or how to grow your Facebook following. You can look to top performing blog posts for material for these videos, or you can develop a plan for a recurring series. JetBlue has a series of “Flight Etiquette” videos that emphasize how *not* to travel:

Behind-the-scenes videos: YouTube is a social network – the keyword here being “social.” One of the ways to humanize your brand and show that you’re more than just a product or service is to share some behind-the-scenes videos. For example, Sprout Social has an entire collection of videos with members of their team:


[HOME](#)[VIDEOS](#)[PLAYLISTS](#)[CHANNELS](#)[DISCUSSION](#)[ABOUT](#)

SubtitlesSubtitlesSubtitles


Inside Team Sprout

[PLAY ALL](#)


Meet the members of #TeamSprout, learn more about our company culture and get a behind-the-scenes look at all the action.



Sprout Social's Values
Sprout Social
333 views • 3 weeks ago



Meet Team Sprout: Shweta, Senior Software Engineer
Sprout Social
686 views • 3 months ago
[Subtitles](#)



Careers at Sprout Social
Sprout Social
1.8K views • 9 months ago

- **Product videos:** Video is a great way to showcase your own products or services. These product videos could walk viewers how to use certain features, highlighting new product updates, or announce new offerings for your business. Mailchimp often publishes videos talking about their products:

- **Case studies:** Another way you can promote your business and your products or services is to create video case studies of your clients. These case studies don't need to deal exclusively with your product: they can focus on client origin stories, recent achievements, or plans for the future. Hootsuite publishes videos of their work with different brands:

Hootsuite Customer Stories [PLAY ALL](#)

At the core of every business is a great success story. Here we bring you a collection of videos highlighting how Hootsuite has contributed to building success in social media with businesses



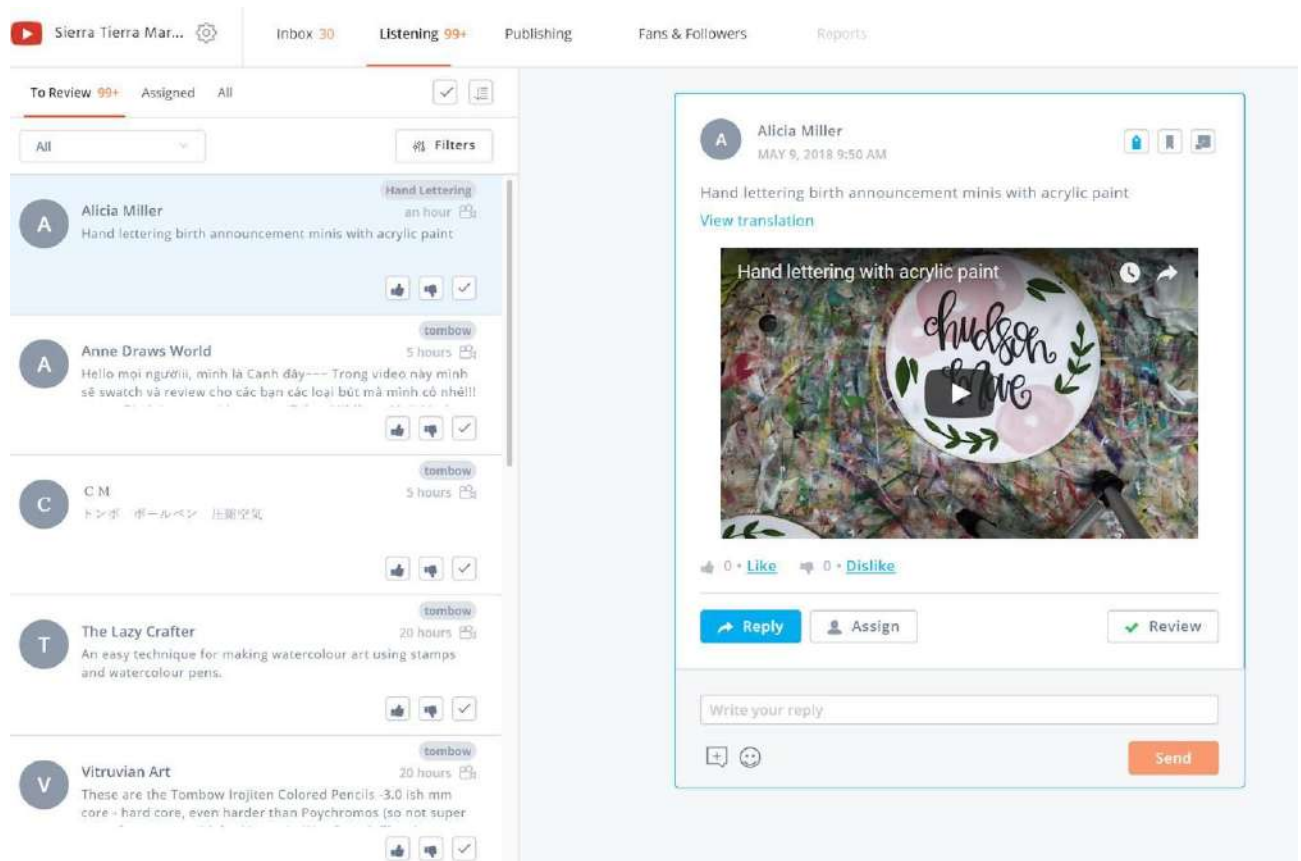
- **Interviews:** Interviewing well-known experts and influencers from your niche is another good way to attract new viewers. These experts will have their own following, so if they're promoting the video as well, they can help drive traffic to your YouTube channel.

Managing your YouTube channel

Now that you have a YouTube marketing strategy and some video ideas to get started, you want to focus on managing your channel. Engagement is a big part of YouTube, so it's extremely important to take the time to not only respond to any comments you get, but also to drive engagement in other ways.

A good way to manage your account is to use a tool to help automate the process. Agorapulse lets you pre-moderate your comments, check and respond to comments from your dashboard's social inbox (which you can do as part of a team + you can assign tasks), as well as monitor YouTube for mentions of your brand in videos and comments.

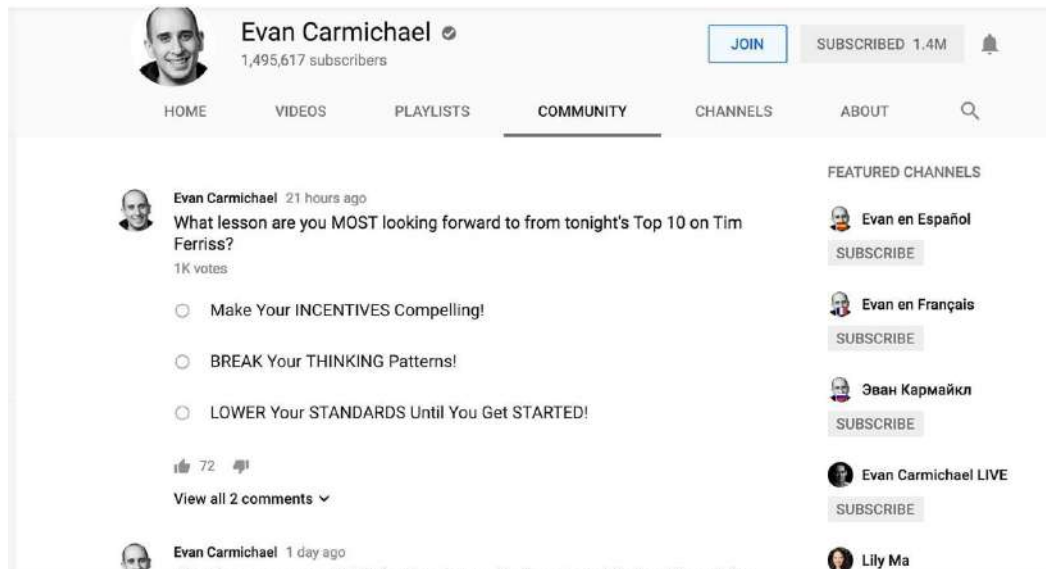
Other useful management features include saved replies (to respond to comments with a few clicks) and a social CRM tool to help keep track of your subscribers and connections.



Another good option for channel management is VidIQ, which you can use to keep track of comments and respond when necessary, to collaborate with your team members, and to discover useful keywords and tags for optimizing your videos.

Here are a **few more YouTube tips** to boost your engagement and views:

- Check your comments every day so you can respond promptly
- Use monitoring to find other mentions of your brand and identify engagement opportunities
- Ask questions of your viewers in your videos, as well as in your video descriptions to encourage them to leave a comment
- Use the “Community” tab (located in your channel’s main page) to post images, GIFs, and video previews, as well as to poll your subscribers. For example, [Evan Carmichael](#) regularly posts polls asking his subscribers what they want to see in his upcoming videos:



YouTube video SEO: what you need to know

As I mentioned earlier, YouTube is one of the top search engines in the world, which is one of the reasons why it's such an attractive promotional tool for businesses. Just imagine all the potential reach with almost two billion monthly users!

What this means is, quite simply, that if you take the time to optimize your videos and you produce quality video content on a regular basis, you can dramatically increase your chances of reaching a wide and targeted audience.

So, how exactly do you optimize your YouTube videos?

There are several important factors that count towards your search results ranking; some are completely in your control – like the keywords you use and how you use them – while with others, you don't have as much power over them (like how many people subscribe immediately after viewing one of your videos).

YouTube

make rocking chair

Filters

About 192,000 results

Home
Trending
History
Get YouTube Red
Get YouTube TV

BEST OF YOUTUBE

Music
Sports
Gaming
Movies
TV Shows
News
Live
Spotlight
360° Video

Browse channels

Rocking Chair Build #3 Steam Bending Rockers
Mike Fulton
11 months ago • 11,085 views
Thank you for watching, for more information go to: <https://www.mfwoodshop.com> Here you can find blogs, Swag, and shop...

Learn how to Build a Maloof style Rocking Chair - 6 hrs of HD
Scott Morrison
7 years ago • 182,109 views
Scott Morrison woodworker, with the complete guide to learning how to build your own Maloof Inspired rocking chair. Includes ...

How To Make Your Own Log Rocking Chair, DIY Woodworker Project
Dave And Purdy
4 months ago • 1,609 views
How to make your own rocking chair. I used sweet gum for logs, cherry seat and back, cedar for support, and oak for the rocker.

Here are some of the most important video ranking factors that you need to know about:

- **Your channel's keywords:** Use the right tags to make sure that YouTube knows what your channel is about.
- **Video headlines and descriptions:** Research keywords to find out what your audience is looking for and use these keywords in your video headlines and your descriptions. (Quick tip: the closer the keyword is to the beginning of the headline, the better!)
- **Video tags:** In addition to keywords, you need to add tags to your videos – research tags to find out which ones perform best.
- **Video transcript:** Including a video transcript is a great way to make your video more scrapable by search bots. It's also good for viewers: if they need to check spelling of a word or can't increase the volume to hear the video, they can still access the content.
- **Watch time:** Your total video watch time (how many minutes/hours/etc. people watched of your videos) also counts towards your ranking. The bigger the watch time, the better!
- **Thumbnail Image:** The thumbnail image will be visible whenever your video is indexed, so this should be compelling and relevant.
- **Engagement:** YouTube also looks at your channel's engagement, including how many likes/dislikes you get, as well as how many comments and shares.
- **Subscriber numbers:** This doesn't just mean how many YouTube subscribers you have. As I mentioned earlier, how many people subscribe after viewing one of your videos also matters. These subscribers show that your video was relevant and provided value to the viewer.

In terms of useful SEO tools, TubeBuddy is one of the best options because it has so many video SEO features, including:

- YouTube keyword research tools to help you find the right long-tail keywords to target
- Tag explorer, for discovering popular tags for your channel and your videos
- Keyword rank tracking to easily track your videos' ranking and success
- A/B testing for videos
- View and copy video tags

This last feature that allows you to check videos and see what tags they used. This is very useful as you can check very popular videos that rank highly (and are relevant to your own niche/videos) and see which tags helped them get to this stage.

When you're using your YouTube content on your other channels or on your website, make sure the video is the feature of the page for the best chance of ranking. Search crawlers won't go searching for a video hidden low on a page, and Google will typically only index the first video.

Optimizing your video content is important for establishing your YouTube marketing strategy, and it can also help with content while you're getting started. Keyword research is a great tool for finding video ideas.

Before you create any new videos, take the time to research keywords and create videos based on the keywords you want to target.

Next step: YouTube marketing success

If it's used right, YouTube can be a great way to promote brand awareness and reach more potential customers. You can make sure your YouTube marketing strategy is bound for success by getting started with these key steps:

- Strategize your YouTube presence ahead of time and plan your videos in advance to make sure you publish new content regularly
- Create different types of videos to appeal to a wider audience
- Take the time to engage with your subscribers and viewers, as well as try to boost engagement with every video
- Optimize your channel and your videos for the YouTube search engine to boost your reach

Snapchat currently has 238 million daily active users - why wouldn't you want to use it for marketing your brand? Here are some useful pointers for doing just that.

1. Know your audience

It's a marketing perennial. But success on Snapchat means knowing as much as possible about your audience. That's how you **create content that resonates**.

Snapchat's demographic has traditionally been young folk in their teens and twenties. But that's changing, with an older demographic using Snapchat in increasing numbers.

Stay true to the audience you want to attract. Monitor the type of tribe you gather as you step deeper into the Snapchat seas, then tweak your strategy accordingly.

2. Know your platform

Right, so you're just going to bowl headlong into your Snapchat debut with the company account? Probably not wise. Get a **personal account first**. Follow some of your friends and favourite brands to get a feel for how others use Snapchat. You'll soon find your way.

Snapchat is famed for its ephemeral, self-destructing messages. But this platform isn't as transient as you might think. There's no timeline in Snapchat. Messages to your followers stay in their inbox until they are opened. So whereas with other social platforms your content is quickly confined to history, your message is actually stickier on Snapchat.

Sure, your content is lost forever once it's opened. But some marketing experts argue that this ensures users pay more attention to Snaps, whether they receive them from their mother, their brother or their favourite brand.

3. Decide on the types of content you'd like to publish

You've signed up, added your company logo to your profile. Now what? What are you actually going to publish? While it's important to have a content plan or some kind of rationale to guide you, you have plenty of creative license on Snapchat.

Some ideas:

- Product demos
- Tutorials
- New product announcements
- Behind the scenes at your workplace



- Videos of your product in action
- Industry tips
- Discounts/Flash sales
- A series showcasing the history of your business
- Takeovers from an industry influencer
- Reactions to the latest news affecting your industry

4. Be creative

Find your own style. And remember: there's no such thing as a boring topic, just boring content writers. See point three in an article by a Snapchat journalist for tips on producing more engaging content.

5. Stop being a perfectionist

The simplicity of Snapchat allows you to create short, light-hearted videos without calling on **expensive production resources**. That's the point. If your videos don't feel raw, organic, off-the-cuff, somewhat rickety, you're probably doing Snapchat wrong.

Leave your Hollywood production values at the door.

6. Reciprocate

We've said it before in a post about LinkedIn marketing, we'll say it again. Great marketing is a conversation. Comment on your followers' Snaps. Create dialogue. Be part of the social movement. It's not about shouting as loud as you can, for as long as you can, and expecting people to listen.

7. Create your own Snapchat Lens

Got a spare \$750,000 knocking around? That's how much Taco Bell paid Snapchat to host their own Snapchat Lens for a day, which turned users' heads into a giant taco. The result? 224 million views in one day and 12.5 years' worth of video play. Not a bad day's work.

If you're feeling less flush, you can create custom geofilters for as little as a fiver.

8. Take advantage of new business tools

Earlier this year Snapchat announced a major expansion to its advertising model. Snapchatters will soon begin seeing video ads in between their friends' stories. Essentially the move allows businesses to **promote content** far beyond their own followers.

9. Track your engagement

Social media measurement can be a vexing beast at the best of times. But that's especially the case with an ephemeral platform like Snapchat. So how do you track how well your content is performing? One way is to run a campaign offering your audience a discount code.

It works like this. Publish a Snap, alerting your followers that you are about to share a discount code that they should get ready to screenshot. Snapchat tracks views as well as the number of times your Snap was screenshot. If your discount code was unique to Snapchat, you can then see exactly **how views and screenshots** translate to action. Alternatively, get an agency to track your social engagement for you.

10. Commit

If you're going to use Snapchat, commit to it. Don't just publish content once a month when you find time. Assign responsibility. Create a strategy. Give ownership of the account to the most social-savvy member of your team. Go forth and create.





Is Your Audience on TikTok?

TikTok is the hottest new player in social media with huge growth in the last 12 months with **more than 1.5 billion downloads** on the App Store and Google Play and more than 500 million active monthly users. The platform consists of 15- and 60-second user-recorded videos that allow for in-app editing and integration with the other major social players.

The largest demographic of TikTok users is between the ages of 16 and 24. But if you think TikTok is just a fad for Generation Z, think again. Since its inception in 2018, TikTok has evolved from a video-creation app solely meant for users to express their creativity to a marketing and advertising haven.



You've likely seen the ways brands use Instagram to engage with consumers through posts, stories, live videos, and IGTV. TikTok allows brands to engage with users through video, only in shorter, bite-sized clips. In the last 12 months, brands have created accounts on the platform to explore and engage with consumers. On TikTok, you can find everyone from influencers and celebrities to politicians and the average Joe.

The allure of TikTok for businesses is the sheer number of active users on the platform. It's still unclear exactly how the algorithm works but it seems to be much easier for your video content to go viral on TikTok than on other social media platforms.

If your business is ready to try TikTok, here are four types of content to get you started.

#1: Create Your Own Content on TikTok

Even if your brand isn't well-known, you can still effectively use TikTok for marketing. It all starts with planning great content and using the following best practices.

Be authentic: Most social media users don't have access to expensive camera equipment or production budgets. They create content with their phones and their time, which is authentic to who they are. Take the same approach with your own content. By revealing your brand's true personality, users will feel connected to you and relate to you, which builds trust.

Use the two magic ingredients: The two ingredients that generally lead to TikTok content going viral are pets and children. Because the platform's demographic is younger, there's more interest in watching humorous and entertaining videos with children and animals. If your office has a mascot or office pet, include it in your content. And consider having one of your team member's kids teach you a hashtag challenge dance and film it.

Are you wondering how you can use Pinterest to market your small business, company, blog, or to promote your next book or product? Visual marketing on Pinterest is a low-key, self-paced way to reach people and get the word out.

Having a strategy for your Pinterest activities will help you reach your goals and objectives. You have those in place, right? Here are my tips and strategic ways to use Pinterest for marketing:

1. Create boards with keywords in your title

Pinterest has fantastic search capabilities. Help even more people find and your business by using keywords in your board titles. Make sure that you select a category for each board to help people find them and for Pinterest to recommend your board as well.

2. Use the description to spread your ideas

Again, use keywords in your description and keep in mind that people can tweet your pins. The text in the pin description is the tweet so keep it short, interesting, and relevant.

3. Create vertical images to maximize your real estate

Pinterest images should be long and narrow to take up the maximum amount of visual space and get noticed! Look at your favourite pins and see what the images have in common so you see what types of images are re-pinned and shared. You should create images that are up to 735 pixels by 1102 pixels. This creates an engaging invitation to re-pin your pinned article.

Steps to Pin a Graphic

Add your custom Pinterest image with your branding and website on it.

- Add up to 500 words of text to describe your pin using relevant keywords. Remember people tweet directly from Pinterest so keep it concise and interesting.
- Add a link to your blog article or home page in the description.
- Edit the pin to add the link in the source.
- Add up to 20 hashtags in your description

4. Build relevant links back to your website or blog

You have two opportunities with each pin to add your link: one in the description and one in the source for the pin.

5. Embed pins on your blog

Embedding pins on your blog is easy and a great way to get more repins. You can create an embed code on the Pinterest site.

6. Share your pins and boards on other social media channels

Tweet your pin and share them on your other social networks where they are relevant.

7. Use a “Pinterest for business” account for analytics

It's important to see what pins are popular and reshare them on other Pinterest boards or on social networks. Once a pin starts getting some interaction, fan the flames by giving it some social love.

8. Rich pins

From Pinterest: “Right now, there are five types of Rich Pins: movie, recipe, article, product, and place. To get started, you'll need to prep your website with meta tags, test out your Rich Pins and apply to get them on Pinterest. If you're not technical, you might want to ask your developer or site owner to help get you going!”

9. Have a pinnable image on every post that you publish

It's better to have a big image or two on every blog post that you publish. You should create a bigger image of 735 x 1102 because Pinterest loves tall, vertical images. So remember to create a big image, pin the large image, and then share the pin with the blog link.

10. Build authority on your topic by curating boards with great relevant content

It's really useful to have niche boards on Pinterest, blogging, social media that you regularly update.

11. Build interest with a tips board

Joan Stewart, of the Publicity Hound blog, built a beautiful, rich board called 50 Tips for Free Publicity. She created a series of coordinating pins with the same branding and shared her knowledge of publicity. Can you think of a way that you can share tips for your industry?

Follow Joan Stewart's board 50 Tips for Free Publicity on Pinterest.

12. Create collaborative boards

Collaborative boards can help you reach a new group of pinners and have your pins be seen by more people. You do need to be careful about which boards you join because all the pins will show on your Pinterest presence as well. You can only select the cover photo if you are the owner of the group board.