

THE STORY OF THE HUNGRY TRAVELLERS

SOCIAL MEDIA & WHAT WE'VE LEARNT ALONG THE WAY

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AUTHENTICITY >

KNOWING AND DELIVERING YOUR WHY.

When used well, social media is a powerful tool for connecting with your audience at little or no cost. If not used to its full potential, your posts will get lost in a sea of noise.

Plan some time into your week to really sit down and research Facebook, Twitter and Instagram pages of companies that are getting a great response from their audience. Look at their points of difference – how are they communicating, why are they connecting? You'll often find they have a strong voice that reflects very clearly their brand.

[Practical Tip: Create a vision board for your business. Pinterest is a great way to scour the net for inspiring posts/images for almost any industry and collate your findings. Get a real idea of what you want your social media image to look like, and who you want to appeal to.]

FINDING AND COMMUNICATING WITH YOUR AUDIENCE >

THE IMPORTANCE OF BUILDING RELATIONSHIPS.

People want to connect with others who have similar interests, morals and ideas. Don't feel embarrassed to put yourself out there. You'll often be surprised to see there are many others who feel the same way and enjoy your posts.

Consistency is the key, keep talking to people, leaving likes and comments if you find someone you'd like to connect with or you think might like your product/service. Trust is the cornerstone of any business and, when people feel they know the real you, they are always more inclined to refer/share your story to others.

[Practical Tip: Search hashtags that are relatable to you. You can scroll through to see who else is using the same hashtag (if it's not too obscure) and reach out to them. Don't be afraid of sending direct messages through Facebook, LinkedIn, Instagram etc if you genuinely want to connect.]

THE VALUE OF RELATABLE CONTENT >

TAKING A STAND.

Social media is saturated with attention grabbing headlines, clever (and not so clever) marketing techniques and a bunch of crap. Often our feeds look the same every morning so making sure that what you're posting is appealing and authentic is the best way to get noticed. Sometimes I'll make a post that I think is fantastic and want everyone to see, and then it will get maybe two likes – there's no foolproof method.

[Practical Tip: Trial and error. Use one day of the week to set up and schedule your posts for the week on whatever platform you use (for multiple, use software like Hootsuite to save heaps of time). Create a mix of posts including; your business blog posts, examples of great work, testimonials, interesting articles relating to your field and more personal posts.

The following week you can look back, use your insights to give you an idea of what appealed and what didn't to your audience. Keep learning from the analytics available and you'll fine tune your social media into an effective marketing weapon!]

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