

# SOCIAL MEDIA

# ANOTHER

# BOOK ABOUT IT

Dont worry, this ones short and mostly pics 😊



Tom Reidy

## Practical tools and tips for social media.

By Tom Reidy.

In association with

# TAG

**SMNZ**  
SOCIAL MEDIA NZ

I'm always being asked which tools I use? What camera do I shoot on? How do I edit? Do I schedule and if so how far out do I schedule? Should you schedule? What about twitter and what my favourite social network etc is..?

After writing a few blog posts on these topics, I thought it'd be more useful if I combined them all and from there go into detail on the tools, techniques, strategy work and everything else I have developed and honed in the years since my career evolved from email marketing to social media marketing, way back in 2004 as more and more social networks started to come online.

Within the following pages I'll be sharing a variety of things from my approach, through to the tools I use on a daily basis for producing content for my own, as well as clients brands.

However, before I start I'm going to hit you with a disclaimer, not about the tools but that the following tools are used inline with a solid brief and an understanding of the brand, it's story and what the overall objectives are. You can't capture the essence of a brand without understanding it first. So, we now begin at the start (of course) with the development of a Social Media strategy.

So let's go!



# Social Media Strategy starts with your culture



The more things change, the more I see things standing still. I work with many brands and some fantastic clients doing awesome things, from social and cultural change projects with the Drug Foundation, the Defence Force, through to consumer-focused ads with Gazley Motors and their suite of car brands. The thing that makes the most impact in Social Media is, surprisingly, not sticking specifically to a solid social media strategy that integrates your marketing and advertising objects, nor is it running the best campaigns with huge budgets.

Let me explain things a little;

I had a conversation with a client once, asking them; "Had someone fallen asleep on the 'post' button?" as they published unrelated content up constantly, one after another. Volume is not part of the game, its relevance and inspiration (insert my view on producing content that inspires people to take action, not to just scroll on by - let's stop that thumb!) is. Still, clients know they need to be doing 'the social media' but not accurately understanding the how or why they need to be there.

## **Social media strategy starts with your culture**

All too often I hear people still dropping the social content, opting for a single creative or a TV Commercial (scary that people still throw money at TV... it's dead, move on, or go the way of Bauer Media) or rushing to put up content as they've missed days.

So what works best? As the title suggests, the most effective use of Social Media is a social culture. Where the transparency of Social Media is integrated into the fabric of an organisation, try as you might to execute on any strategy, it will be a challenge if you don't truly grasp what Social Media is, and how and why you should be using it.

Social Media is the clear, direct connection to the heart and soul of an organisation. It's not just a tool for advertising product and services, but a way to showcase brands, the passion for the people within them, whilst connecting with consumers and understanding what they want from a brand.

I blame our industry, and myself for this oversight. Social Media has fallen into the realms of Ad Agencies, driven to create revenue feed by social platforms like Facebook and the ability to run ads. Primarily we have all lost sight of the beauty of Social Media as we chase the revenue. And why not? When a perfectly reasonable strategy is to post once a month and run ads, or pay an influencer to post one pic for you... You'll sell products as the masses rush to purchase the latest and greatest.

But...





## **Practical tools and tips for social media.**

You are missing the point! You are missing the ability to connect and build brand reputation beyond the sale of your product. You are missing the ability to have your community sharing, and telling you their story about your brand. You are missing the ability to test and refine products and services through communities. Yes, this takes work and effort, passion and the understanding of the nuance of social communication, it will be worth the investment.

Don't only focus on your Social Media and creative campaigns, focus on creating an internal culture of Social Media, love your staff, inspire them to share their stories, then use those stories to communicate your brand's values to your community.

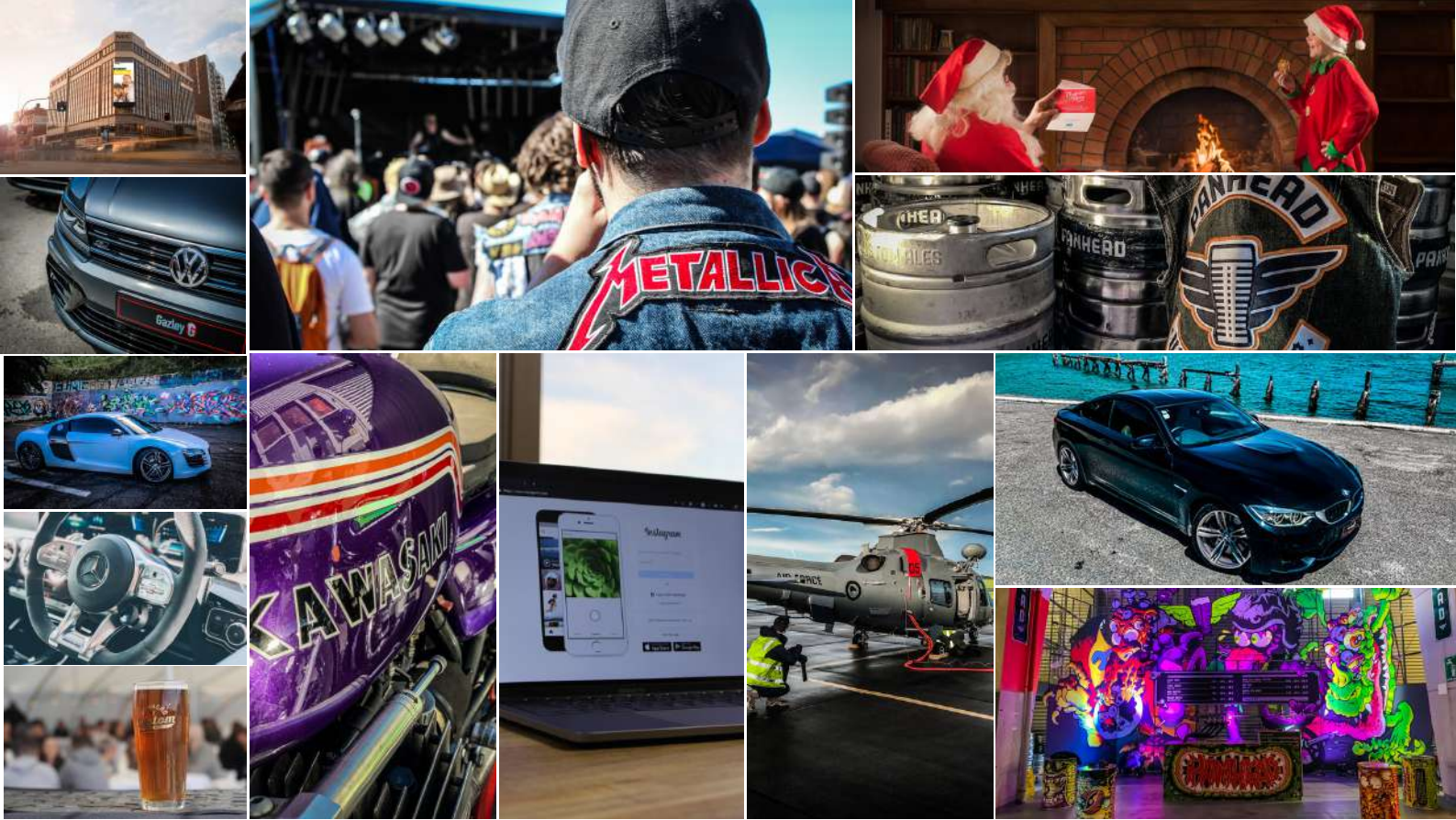
Build something your team and people believe in, the story is always better when it's real. Afterall, a strategy will always get eaten by culture, in any organisation, not just startups.

To summarise, the most effective Social Media strategy is one that is led first by your company culture, then secondly by your passion to solve challenges for your clients.

A close-up, low-angle shot of the front left corner of a silver Ferrari sports car. The image highlights the intricate details of the headlight assembly, the sleek lines of the hood, and the iconic Ferrari prancing horse shield on the left. The lighting is dramatic, with a strong blue and white glow emanating from the headlight area, creating a sense of speed and luxury. The text "Content is EVERYTHING" is overlaid in a clean, white, sans-serif font, with "EVERYTHING" in all caps and a larger size for emphasis.

**Content**  
**is**  
**EVERYTHING**





## Content is EVERYTHING

As with all networks, content is always king. But the demand for continuous content is normally where brands run out of steam. I am often fascinated by how brands that have a fantastic culture, products and services fall flat with content.

So often we view our day to day experience as being dull. However, this is the best source of genuine and regular content. Our working environment is more often than not filled with amazing people who have interesting lives and interesting jobs.

When developing your content start by looking at your peers and your work environment as a great source of inspiration. As an example, the below pic is my phone crudely taped to the window in the office as it shoots a timelapse of the sunset. This might seem odd, but it's a snippet of content that captures the favourite work spot of most of the team, this post connect people to the character and culture of your business.



# Content is EVERYTHING



There is no need to overcook the production, as it is intended for Social Media channels. It's the simple things that can work extremely well and Social Media is meant to be spontaneous... at least planned spontaneously.

Your office and co-workers aside, the next part is to plan out what you want to shoot. For example, when producing content for the Small Car Garage (an e-commerce site that sells scale model cars and accessories), the focus is on shooting clean and simple images of the cars. In addition to this, content is shot in a 'real-world mock-up', designed to engage their audience, who love the variety and consistency of the content.

For this content, we are able to plan and schedule the general content well in advance as the shots are timeless, which means they are not tied to a specific timeframe. We then allow time slots in between for the spontaneous content, as we don't want to limit the creative freedoms over the routine of scheduled posts.

So work to a plan, but allow for spontaneity... planned spontaneity as all content should be thoughtful and designed with the brand in mind.





Client: The Races  
Photography: AmberJane Bain  
Creative: TAG The Agency

## Content is EVERYTHING

Another approach to the production of content is using one opportunity to create a large amount of content, these are often referred to as content funnels or content vortex's, I refer to it as Amplification of events.

How this works is you take the production of a long form video and split the event up into the following:

- Hero video
- Short hype video
- Behind the scenes interview videos
- Behind the scenes photos
- Hero photos of product or people
- Audio tracks for podcasts

I'm sure you get the idea... Naturally all would be edited to be native for the channels you are posting to.

This also helps to increase efficiency in the production and make your ad spend go that little further.

The goal is to use the process of shooting a promotional clip to give you more than just one video.

[Check out our case study from The Races as an example.](#)

# Content Amplification in Action

Here are a couple of visual examples of event amplification in process. I want to point out that an event is a process of creating digital artefacts, not necessarily a physical 'event', more an opportunity to create.

This example of content amplification is from the Panhead Obey The Riff rock concert; an annual event held on-site at the brewery. It's an absolute blast and one of my most favourite events to shoot.

For this, the challenge is to showcase the authenticity of the Panhead brand through the social channels, capturing the essence of the event for those that couldn't make it. Naturally, I want also to inspire a little touch of FOMO to make sure the event continues to sell out ;)

With an event this good, we are never short on epic content, the hard part is catching it and then the rapid pace of production to turn it around, publishing live images and video content on the night.

To enable the capture of high-quality content, I work with the team at Empire Films. We split the tasks to focus on our strengths; I cover live production of photos and videos on the fly. Empire focuses on capturing our pre-planned shots and b-rolls for the hero video and additional footage for future promotion of Panhead Custom Ales.

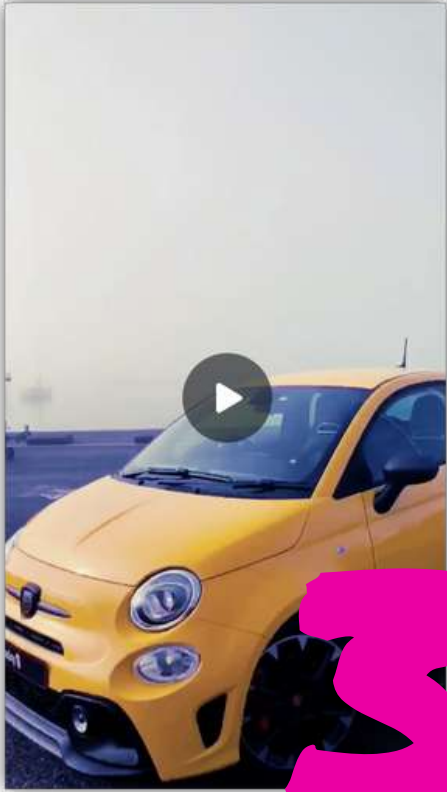




# Content Amplification in Action

In this example, I was tasked with creating content for Gazley Motors, focusing on the promotion of the rather awesome Abarth 595.

I had a tight timeframe and only had the car for an hour and a half, within that time. The good fortune of Wellington weather I came away with plenty of content, producing 3 short-form clips, and 37 photos in a variety of edit styles for use across several media channels.



**3** SHORT FORM VIDEOS



**37** PHOTOS FOR SOCIAL AND OTHER MEDIA USE



# Social Media Advertising





Advertise? Absolutely, if you have read any of my other posts you'll know I'm a fan of ads!

Simply put, you can have the best product, but if you don't tell anyone how will the world be changed? Ads on social networks help ensure your content can reach the right people at the right time. And that's the important part!

If you do want to use ads on any social network don't waste your time and money, or the eyeballs of your targets by sharing random things. Advertising on social networks should be so good that the user doesn't know they have clicked on an ad or engaged with the content. Not because you are deceiving them, but because you know your audience, and have created content ads that resonate. So yes, advertise, but don't spam your audience.

As Social Media has grown and evolved rapidly over time, so have the tools we use to advertise content to people. There are an infinite number of ways to use the different networks to deliver results via the social networks.

## Social Media Advertising

To keep this simple and not too long, the following is one of my preferred techniques to ensure you get the most out of your ad spend. I always like to run a combination of ad types, as this way I can use the ads to achieve a few different goals. So let me lay it out for you:

To begin with I want to drive traffic to a client's site, so I develop a hero ad with some slick creative, call to action to bring people through to the website and ideally a landing page speaking specifically to the campaign.

Whilst this is running, I also run a campaign to grow the community, this typically has an ad spend equivalent to one third of the web traffic ad. This way we can make people aware of the community and enable ongoing communication and storytelling.

Then, I use the carousel ad (talking specifically to Facebook Ads) and the Facebook pixel to advertise more of the brand story. I tend to set the carousel to have 4-5 different images allowing Facebook to display the most popular image first. This will help me understand what content in the ad is resonating with the audience, which then informs the changes that need to be made to the hero ad.

Here are a couple of helpful tools for Advertising:

[Facebook Text Overlay](#). Text overlay tool for Facebook.

[Creator Studio](#) lets creators and publishers manage posts, insights, and messages from all of your Facebook Pages in one place.

With this approach you can run a combination of attraction and retention marketing as you begin to split the messaging depending on peoples exposure to your brand/website.

# Photography







Client: Defence Force NZ  
Photography: Tom Reidy

## Photography

Photos are the foundational asset for social media, now with powerful tools in our pockets we can create social content with ease. With this, if you are wanting to get serious with your social media, then invest in tools for your team, and yes I'm meaning iPhones for everyone!

Why? Simple, the cameras are excellent for both photo and video and there are a wealth of tools to help in creating and refining content. I'm sure there are plenty of Android apps, but I'm an Apple fanboy soooo...

Along with my phone I also shoot with a Panasonic G85 or Canon 6D, I tend to favour the Panasonic as it's more compact, super fast, is 4k and you can record longer than 30mins at a time... not that I ever have.

Also I recommend investing in good gear, but don't go crazy as your gear will be put through it's paces and you don't need every gadget to shoot good content.

Note the above pic was shot on my iPhone XS.

When it comes to taking a good pic... I could write another book, the main points are composition, focus and making it about the subject. For some great tips on shooting with your phone, check out this article from [HubSpot - Phone Photography 101](#)

# Tools





## Tools

What about the tools, lets start with [Photoshop Express](#), which I use for its ability to provide a wide range of editing power on my phone, which is where I edit 70% of my image content.

Why do I shoot so much on my iPhone? That's pretty simple when producing content at speed for Social Media, having the ability to shoot and create on your phone enables the opportunistic content that Social Media is designed for. Capture and publish in the 'moment' will provide far more engaging content. At a live event I don't have the luxury of editing in lightroom or Photoshop, as speed is of the essence, Photoshop Express allows for more than enough adjustments to make the content pop.

There are trade offs, naturally you can't shoot billboard images on your iPhone, but then who'd advertise on a billboard these days... ;)

How about video production? Yup, you guessed it, I use an app on my phone (yes there really is an app for everything). Again, it's about where it's going and what message I am trying to get across.

For fast production on the fly to Social Media channels, my app of choice is an app called [Videoleap](#). Alternatively, I use native apps like Boomerang and TikTok, cross post where possible, depending on my objectives.





## Tools

For fast production on the fly to Social Media channels, my app of choice is an app called Videoleap. Alternatively, I use native apps like Boomerang and TikTok, cross post where possible, depending on my objectives.

Note: Editing video via your phone is somewhat limited and should only be used for IG Stories etc...

For anything more than simple cuts and adding in backing tracks, you need to use the proper tools. I'm also no video editor as that is a disciplined art, where a good post production editor will make an average video, incredible!

On the topic of video, for backing tracks, sound effects and anything else audio, I typically use Audio Jungle or the YouTube Music Library. But I must admit, it takes a lot of searching to find good audio that doesn't sound like stock library music. I also tend to do this in advance of the content being produced, as it saves time in the sign off and helps in how you shoot content. Everything has to hit the beats to deliver a polished product.

Side note: Someone should create a platform on Blockchain for local musicians to publish and license good non 'stock sounding' music through... when you do, call me.





## Tools

Here's a list of video apps I use on the daily:

Videoleap - For quick edits, adding in music, or removing audio.

Boomerang - For a simple looping video.

Audio Jungle - Music and sound effects library.

Pixaloop - This allows you to add in an animated sky and a few other overlays. However, this tool only works well when you have a clearly defined skyline.

Inshot - A superb tool for editing videos, especially good for ratios for each network and music.

YouTube Music - A free resource library of music and sound effects for content creators.

Photoshop Express - The power of Photoshop in your pocket

Tadaa - Brilliant range of pre-set filters

# Scheduling





Next is scheduling, yes absolutely I do, but brand specific and obviously not at live events. For example, if your brand is product related and online, you can schedule product shots to your heart's content. If it's brand culture and engagement, then I wouldn't schedule but plan the shots and type of engagement I am trying to achieve, then shoot on the day and post, or shoot a few and selectively publish either on the day or a week in advance. The key however is to schedule, but also to make sure you have your team covering the channels to ensure you actively engage with your community.

When planning, some other key things to consider are:

- What colours do you want people to associate with your brand? Having a consistent colour is similar to the choice of filters, keeping things familiar and regular helps users associate with and remember your brand and images.
- What types of content do you want to post? Pictures and videos with people, close-ups of faces, your products, scenery? You don't have to limit yourself to one type or style of photography, but it does help to have an idea of the types of content you want to post.
- What filters will you use? As mentioned, a way to develop a recognisable theme on Social Media is by using a specific filter on all of your content. This is one of the easiest ways to develop your 'signature' Social Media style.

## Scheduling

For scheduling I use the Facebook Creator tool, which allows me to schedule and plan for both Facebook and Instagram, plus a few handy features like bulk uploading of videos. It's not perfect, as I'd love to be able to post across other networks.

If I'm looking for scheduling outside of these networks, I use Buffer or Later as you can schedule on FB, IG, Pinterest, Twitter, LinkedIn and much more.

I also use more enterprise tools depending on client demand like AgoraPulse, which is fantastic for full channel management, listening and monitoring.

Later - Visually plan, schedule and analyze posts for Instagram, Facebook, Pinterest and Twitter

Buffer - As you can schedule on FB, IG, Pinterest, Twitter, LinkedIn, and much more.

AgoraPulse - This is fantastic for full channel management, listening and monitoring.

# What about the Hashtags?





## What about the Hashtags?

Hashtags are an excellent tool for reaching people who are searching for content themes. I love them and encourage clients to use them! The only issue I have is that they are Not aesthetically pleasing...

However, there are a variety of ways to tidy up your comments that include hashtags. For example on Instagram, the easiest is to post your tags in the first comment. The other is to cut and paste your comments from a text-only editor or Note Pad on your iPhone as this will allow you to keep line breaks and depending on the tool, will allow you to add in ... on each line to act as line breaks. This will then add your hashtags under the character cut off.

The next part of hashtags is choosing which ones. The best way I have found is to use a combination of manual research and hashtag apps, my favourite app for this is [Hashtag Expert](#), this app will automatically find the best hashtags based on your initial criteria.

However here are some of the basics;

- Use trending hashtags for your market niche, but don't use the most popular hashtags, as your content is less likely to be seen
- Manually check the hashtags to make sure they are not banned and how often they are being used, most networks will show the usage numbers when you search the particular hashtags.
- Keep separate lists for different posts depending on your post, product or goals
- Use specific hashtags for your posts

Use a three stage approach to your hashtag selection:

- 8-10 hashtags in your niche that are not popular
- 8-10 hashtags that are more popular
- 5-8 hashtags that are popular

This will provide a range of exposure. You should also watch and monitor these hashtags to see which are getting you the most attention.



# Filters, Crops and other Things to 'Make it POP'





Client: Panhead Custom Ales  
Artwork: Simon Morse  
Creative: Inject Design  
Photography: Tom Reidy  
Model: Hannah Sinclair

## Filters, Crops and other Things to 'Make it POP'

### Filters

Yes! However, let's not overdo it, sunsets don't need more saturation. As mentioned earlier, I tend to use tools outside of the Social Network filters. I like filters and/or editing to a style that matches the brand. Generally, this is to keep consistency on Instagram (or other networks). This enables the use of photos from a variety of sources, while editing them consistently helps to create a familiar feel to the content. You do have to be careful here as you may not want your content looking like everyone else's content (Influencers I'm talking about you, and your flat lays with white highlights, or orange tints...). I encourage clients to explore the voice of their brand and the imagery that relates best to this.

An easy example of this is the content we produced for Panhead. As you can see, we have shot several events for them. Working as best as possible to keep the editing of the shots consistent in look, and to honour their rather unique and awesome brand.

[Here's a link to a short case study on Panhead rocking Beervana in 2019](#)



Important note:

Remember, keep it simple, don't make the pic about the editing or post production, keep it about the subject and capturing the moment. If people want to see technical editing they will follow a photographer, they join your community to engage with the authenticity of your brand, so don't go nuts on your editing, give the people what they want!

## Filters, Crops and other Things to 'Make it POP'

By Tom Reidy

### Crops and other Things

For image sizing, adding text, layers and for smaller simple edits I can't recommend [Canva](#) enough. This is the ideal solution for quick jobs so that you don't unnecessarily bog down your designer.

Especially as you can load in all sorts of images, assets, and fonts. Plus it has a great feature that allows you to produce simple animations/videos. One of the coolest features is its ability to auto clear cut an image, yes it has AI that will save you time and allow your designer to focus on creating art.

Note: Use PNGs over JPGs. PNG won't lose quality when uploading to social platforms, meaning that compression doesn't affect the quality of the image. Unlike JPGs, which create artifacts and blur images at a certain point, a PNG file will always look at least as sharp as the original image.





# Review Learn and Adapt





## Review Learn and Adapt

### Reporting

For reporting, there are a few options available. For quick dashboard metrics across multiple networks you can't go past Databox.

If you are after monthly reports for a Board or Management then Report Garden or Whatagraph, both have excellent integrations. Whatagraph looks a little nicer but Report Garden has some decent customisable features. I also use Google Analytics and goal tracking to measure more direct conversions, which also integrates into the reporting tools.

Databox - Dashboard reporting tool for a wide range of platforms.

Report Garden or Whatagraph - Both have excellent integrations. Whatagraph looks a little nicer, but Report Garden has some decent customisable features.

I also use Google Analytics and goal tracking to measure more direct conversions, which also integrates into the reporting tools.





## Review Learn and Adapt

### Learning

New term, same game. It's just how and where we tell stories that have changed. In my view, the key elements are:

- To learn and adapt fast
- Test and try as new platforms are always coming out
- Don't predict the future but be aware and ready to evolve
- Always be prepared.

It's an online world so naturally you can learn all of this in great depth online. I'd like to make the point which I always tell my clients, I'm really only one Google ahead of you, as we have so much information at our fingertips.

A simple Google can answer most questions, then it just comes down to the confidence to push the "GO" button! Here are a few of the more popular online training tools:

[Facebooks Blueprint](#) - For all things relating to Facebook Ads.

[Social Media Examiner](#) - A super resource for all things social media

[Hubspot Library](#) - a free online resource for social media help

### Information and Trends

The following are the two main sources that I get and share Social Media insights from. The first is Social Media NZ, this is a site that I run for the community. It pulls in content from a variety of publishers throughout the world, it also has a job page dedicated to social media and digital jobs.

[Social Media NZ](#) - Curated Social Media content from around the world (disclosure: I am the Editor of this website).

Naturally the other source is the [Social Media Examiner](#), which has long been an excellent source of knowledge and industry information.

A great place to keep an eye on the latest trends in video content is the [YouTube Trends](#) and [TikToks Trending](#) pages.



# Optimise your Account for Search





Client: Panhead Custom Ales  
Photography: Tom Reidy

## Optimise your account for search

Just like web Search Engine Optimisation you need to do the same for your Social Media accounts. Yes people can search via hashtags and your social handle, but just like a search engine, the networks “reads” profiles and learns what, when and where to reveal profiles and results, or recommend content in discovery or ‘For You’ pages, so make sure you get seen in the crowd!

Searches across most Social Networks are based on a variety of inputs including the people you follow, your profile connections, the photos and videos you like on Instagram, and more.

Don’t forget to include your location in your bio as this will further help build your profile for local communities, same goes for all your posts. When you add a location tag to your posts you have a much better chance at appearing in the search results of that location.

As mentioned earlier in this post, Instagram’s algorithm is monitoring and matching recommendations based on who and what you like etc with this information. Instagram can predict what kind of profiles you might enjoy, and shows these profiles in the “Suggested” and “Because You Follow” results in Search, which also applies when other users are searching and exploring Instagram.

# Influencers





This form of advertising and marketing can work really well and I do recommend working with influencers. However, I'd recommend you chat with Dean from We Are Tenzing, as these guys know their stuff when it comes to Influencers and have some excellent Influencers on their books.

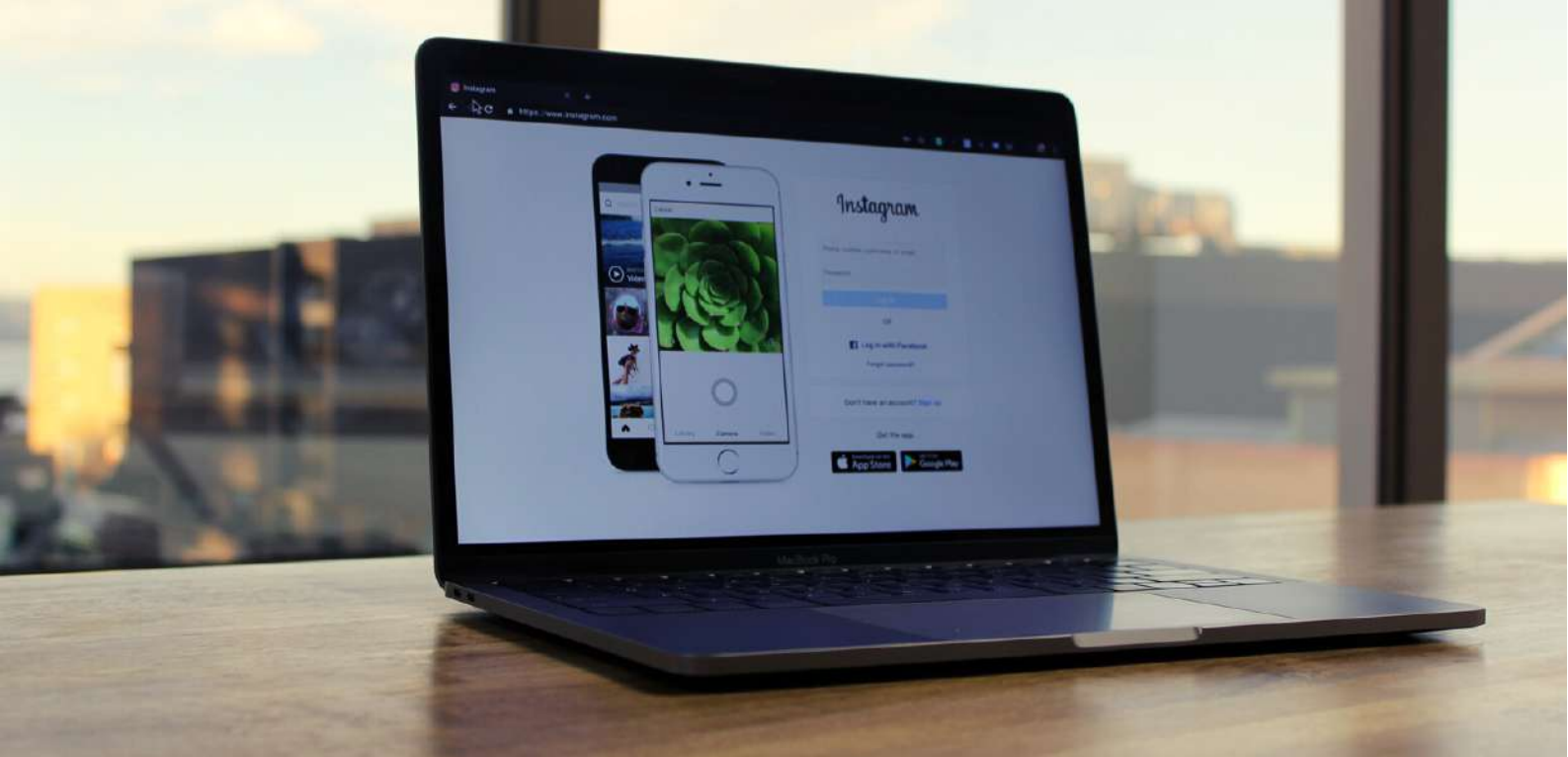
To develop an authentic connection to your community you are better to work with an influencer with the mindset of building them into a brand ambassador, so no short term single post here or there (unless you are going Kardashian level). But a long term and genuine relationship with the Influencer as they need to share authentic stories of your product and/or brand. It is really important that you allow the Influencer to tell a genuine story about your product or service, something more than the typical shot of the influencer holding it in front of the camera...

In many cases, influencer marketing is simply seen as product placement, where brands send out their products to those who are happy to post about them, but is that really creating influence? Yes, during holiday seasons or for event strategies, these one-time pulse campaigns can generate the desired level of engagement, however, one post is unlikely to make a significant impact on the purchasing decisions of consumers. Especially if your brand is seeking long-term loyalty – and building credible relationships definitely isn't a one-time effort!

Whilst brands can seek out the person they would like to promote their brand, influencers have a responsibility to their followers to be authentic and not "sell out" by becoming a product pusher, so there are many considerations from both parties as to whether the relationship is favourable. With the rise of ad-blockers, influencers hold even more power as they are the ones holding people's attention, making them a focus area for many companies and their social media activities.

Brands often tend to confuse followers and reach with high levels of engagement, yet celebrity influencers with their massive social followings tend to have less credibility. This lack of relevance means they fall short of the required engagement to translate brand placement into revenue. Micro-influencers have lower-level reach but much higher relevance with their following. They work because consumers trust them far more than they trust mega-celebrities, and they provide targeted exposure to the right kind of consumer – one who is already interested and is more likely to pay attention. This is also more like the traditional form of Word of Mouth marketing, which has proven to be one of the most effective forms of marketing.

## Influencers



## Influencers

Calling it 'influencer marketing' is just the beginning. In reality, what more and more people are learning to do is create a personal brand, and when you have this, an audience is more likely to see you as a thought leader in your specific niche and pay attention.

This brings us back to the core marketing strategy of timing. When done correctly, influencer marketing places the right message in front of the right people, at the right time. So before you rush to send little care packs to those big flashy celebrities you think are influencing your audience, consider the real relevance of these people, and think about your strategy. It's all about creating a relationship with influencers that goes beyond a single post and inspires them to purchase and continue to use your product, then you'll start to see the magic.

The following is a link to a case study on some influencer content and campaigns we put together for [The Body Shop NZ](#)





# Business to Business



## **Business To Business**

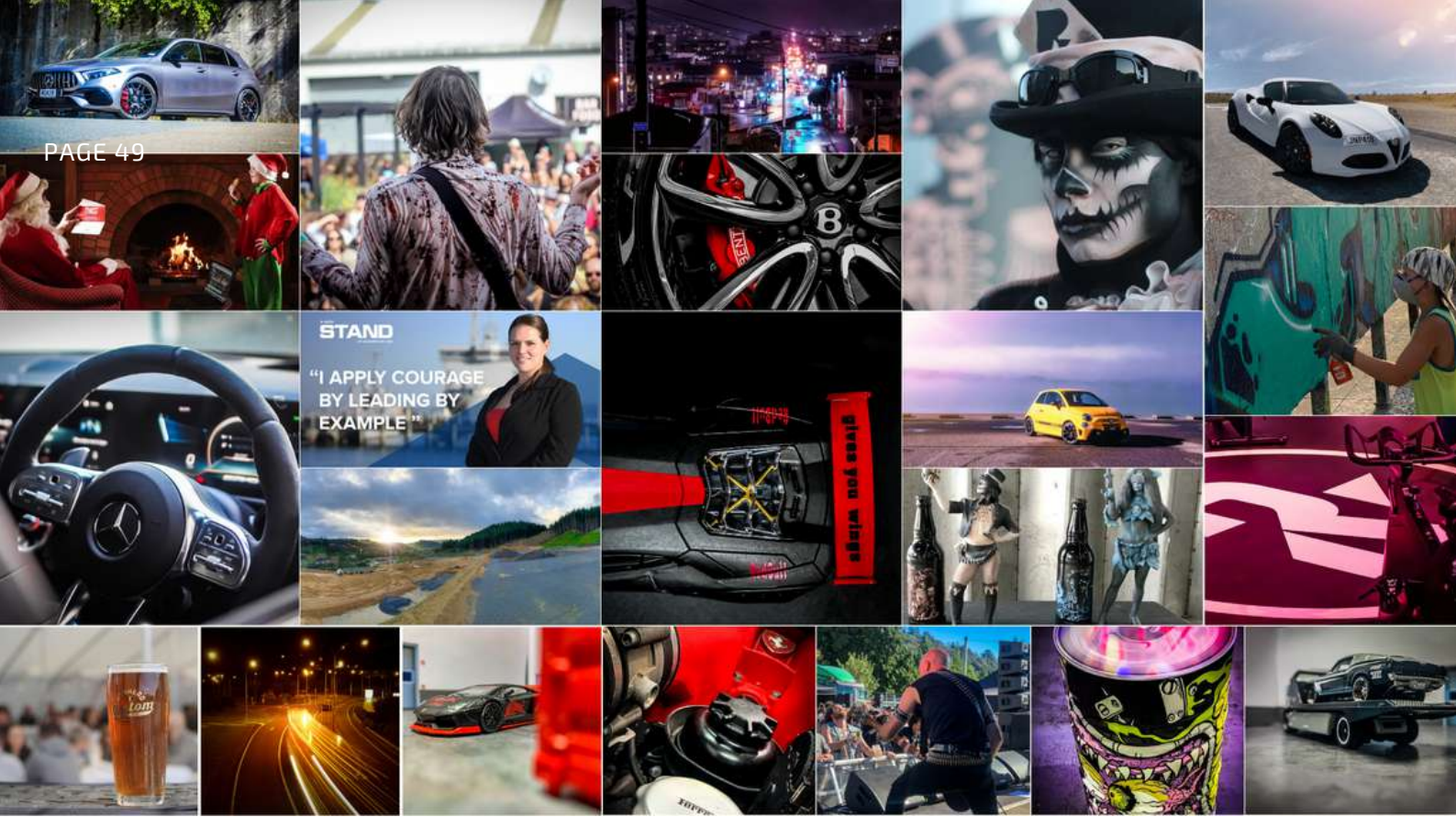
Most social networking is superb for consumer engagement, but what about those in suits and ties? Well they use social networks too, they watch YouTube, they also have Facebook pages to keep in touch with family and friends. To satisfy the disbelieving CEO, there is always LinkedIn. The network where you can be nice and formal, and you'll find only a few cat pictures.

To get the best from LinkedIn, like all networks it's about content. Start by actively blogging and sharing content on your industry, skills, aspirations or expertise. Here's the first inside tip, don't sell! Share knowledge, what you have learnt, the culture of your company, the challenges, the success and the behind the scenes. Don't feel you need to be selling the features and benefits, that's what Ads are for.

I've said this a bazillion times, Social Media is social first. Think of it like the first time you meet someone, we don't jump straight into a conversation on why you would make a great friend. You start by asking them about themselves and sharing knowledge about each other, making our conversations relatable. SOCIAL IS JUST THE SAME. Be relatable, be human and try not to be a douche, the internet is already full of them. This approach hasn't really changed much since the inception of Social Media.

Now that your blogging and sharing is in place, engage with other people's content. Start to search and connect with people. Here you need to know your audience, using LinkedIn search, you can target people with certain job titles and connect with them. So simple! But wait, like an infomercial it doesn't stop there. Once you have connected you can start a dialogue with them, still, no selling, just sharing. This helps to get them familiar with your brand.





## Business To Business

Then you can export their email addresses from LinkedIn, but I recommend you only do this with 1st-degree connections, with these email addresses you can do two things:

First is to send an email newsletter that is crafted beautifully in the same way you have written your blog posts, sharing knowledge and updating them on what you are up to. At this point you can include a little product promotion, but just a little. Oh, and to keep things legitimate you must let them know they are part of your LinkedIn community and/or have communicated with you in the past.

The second is upload them to Facebook as a custom audience, and run a targeted ad to these people. If they use the same email address to log in to Facebook, they will see your ad, further cementing your brand in their memory.

This is no silver bullet, think of it as a series of gentle nudges to influence and educate their knowledge of your brand. The more touch points you can create, the more they are going to be familiar with your brand, and will then be more likely to think of you when they need it.



# Thanks

Well that's it, I'm sure I have missed a lot of other tools and techniques, ad platforms and much more. However this is a good start to get you going in the world of Social Media.

A big thanks to all my clients for allowing me to do what I love and represent their brands.

All in all, be authentic, share and engage and everything will be ok. Any questions, give me a shout, I'd love to help share your story and be part of your Social Media journey.

Drop me a note:

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