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الجميع الذكية  
للتعليم القابضة

MIDOCEAN  
UNIVERSITY

# DIGITAL MARKETING STRATEGY

Prepared by  
**Dr. HEBA ZIAD**

**Lecture 8**

[www.midocean.ae](http://www.midocean.ae)

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Step 7. Create a social media content calendar

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## Step 2. Learn everything you can about your audience

Get to know your fans, followers, and customers as real people with real wants and needs, and you will know how to target and engage them on social media.

When it comes to your ideal customer, you should know things like:

- Age
- Location
- Average income
- Typical job title or industry
- Interests
- etc.

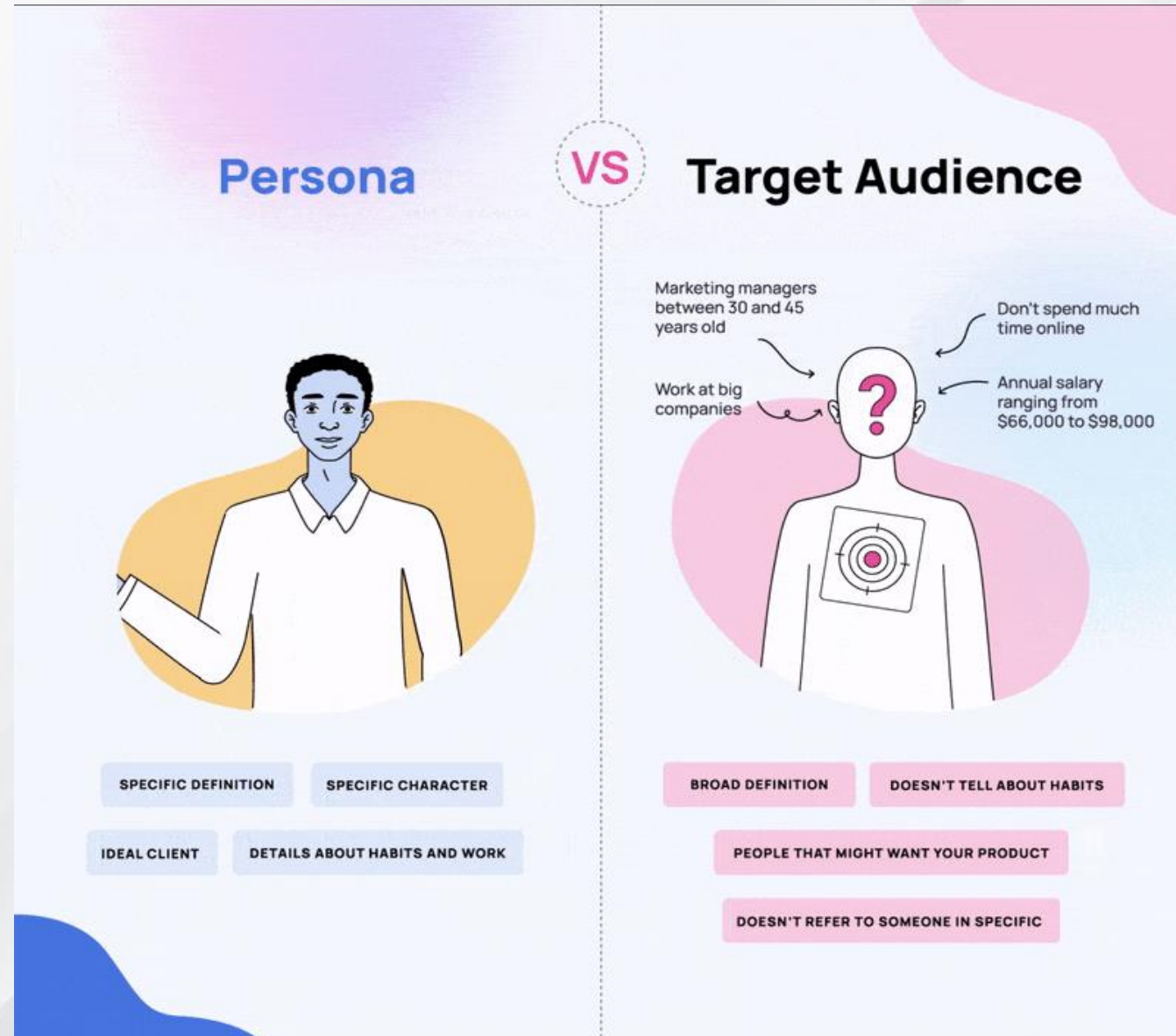


## creating audience/buyer personas.

Social media analytics can also provide a ton of valuable information about who you're followers are, where they live, and how they interact with you're brand on social media. These insights allow you to refine you're strategy and better target you're audience.

## What is an audience persona?

An audience persona (also referred to as a buyer persona or customer persona) is a semi-fictional character that embodies your target audience. It's a concise snapshot of all of the relevant information you can obtain about them, all packaged together to form a "person" you can focus your marketing efforts towards. Note that most businesses will need multiple personas



### Step 3. Get to no your competition

A social media competitor analysis is an *analysis* of you're *competition* on *social media* to find out what their strengths and weaknesses are, and how those strengths and weaknesses compare to you're own.

It's a process of benchmarking your own results against the heavy-hitters in your industry, so you can identify opportunities for growth as well as strategies that aren't performing as well as they should.



## How a social media competitor analysis help your business?

A social media competitive analysis, specifically, will help your business:

- ❑ Identify who you're competitors are on social media
- ❑ Know which social media platforms their on
- ❑ Know how they're using those platforms
- ❑ Understand how well their social and content strategies are working
- ❑ Benchmark your social results against the competition
- ❑ Identify social threats to your business
- ❑ Find gaps in you're own social media marketing strategy



## How a social media competitor analysis help your business?

Maybe one of your competitors is dominant on Facebook, for example, but TEMP has put little effort into Twitter or Instagram. You might want to focus on the social media platforms where your audience is underserved, rather than trying to win fans away from a dominant player



## The benefits of running a competitor analysis on social media

Learning about your competitors give you insights into your own business and your audience (which likely overlaps with your competitors' audiences).

**insights a social media competitive analysis can give you:**

- ☐ **Performance benchmarks** for you're own business, such as average followers, engagement rates, and share of voice



## Insights a social media competitive analysis can give you:

- ❑ Ideas for the **best times to post on social media**
- ❑ An understanding of the potential customer pain points
- ❑ **New (and better) ideas for content** that may resonate with your audience (or that, conversely, does NOT resonate with your audience, and which you might want to avoid)
- ❑ An understanding of how to **communicate with your audience** on certain platforms (casually or formally)
- ❑ Ideas to **differentiate you're brand**



## Use social media listening

### What is social listening?

**Social listening is the practice of monitoring social media channels for mentions of you're brand, competitor brands, and related keywords.**

**Social listening** is another way to keep an eye on your competitors.

Do searches of the competition's company name, account handles, and other relevant keywords on social media.

Find out what their sharing and what other people are saying about them. If their using influencer marketing, how much engagement do those campaigns earn them?



## What's the difference between social listening and social monitoring?

While **social media listening** is a **proactive** way to track, analyze, and respond to online conversations, **social media monitoring** is more reactive.

**Social monitoring** looks at specific brand mentions and sends alerts whenever your brand is mentioned online. It is sometimes referred to as **brand monitoring**. It can be useful for **quickly responding to any negative sentiment or complaints**, but it doesn't give you a big-picture view of what people are saying about your brand or industry.



## What's the difference between social listening and social monitoring?

**Social listening**, on the other hand, gives you a **complete overview of all online conversations related to you're brand, products, industry, and competitors.** this holistic approach provides valuable insights that can help you make strategic decisions about your marketing and social media strategy.

In short, if you want to stay on top of the latest trends and **see what people are saying about your brand over time, you need a social listening strategy.**



## Step 4. Do a social media audit

If you're already using social media, take stock of you're efforts so far. Ask you're self the following questions:

- What's working, and what's not?
- Who is engaging with you?
- What are you're most valuable partnerships?
- Which networks does you're target audience use?
- How does you're social media presence compare to the competition?

Once you collect that information, you'll be ready to start thinking about ways to improve.

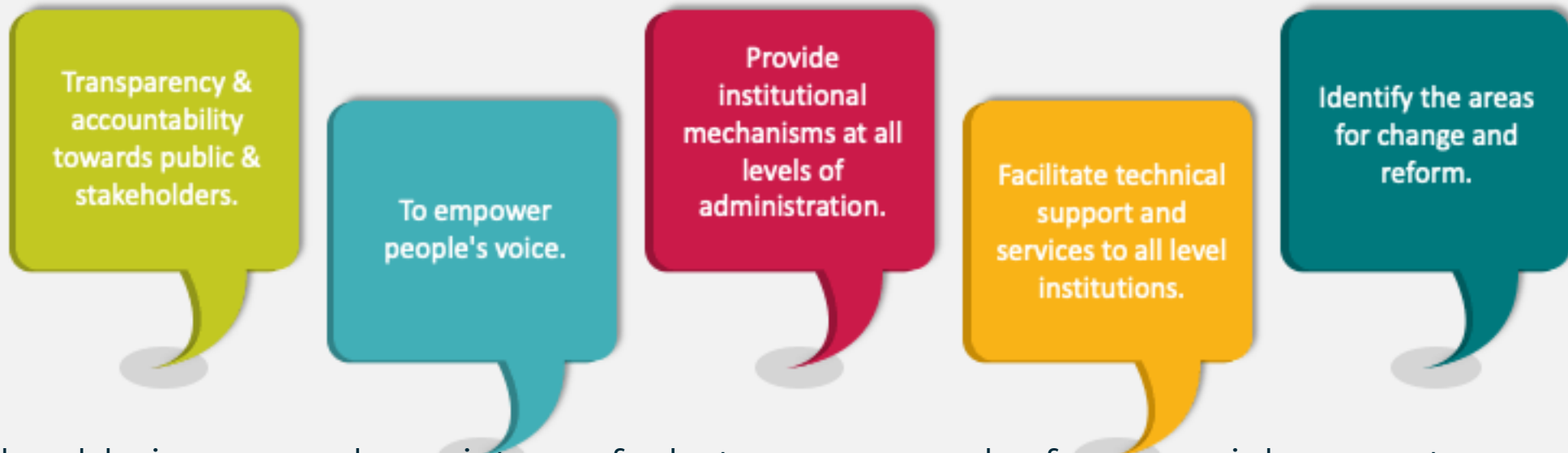
## The Benefits of Conducting Social Audits



## Objectives of Social Audit

### Step 4. Do a social media audit

Chapter 7



Your audit should give you a clear picture of what purpose each of your social accounts serves. If the purpose of an account isn't clear, think about whether it's worth keeping. To help you decide, ask you're self the following questions:

- 1.Is my audience here?
- 2.If so, how are they using this platform?
- 3.Can we use this account to help achieve my goals?

**Asking these tough questions will keep your social media strategy focused.**

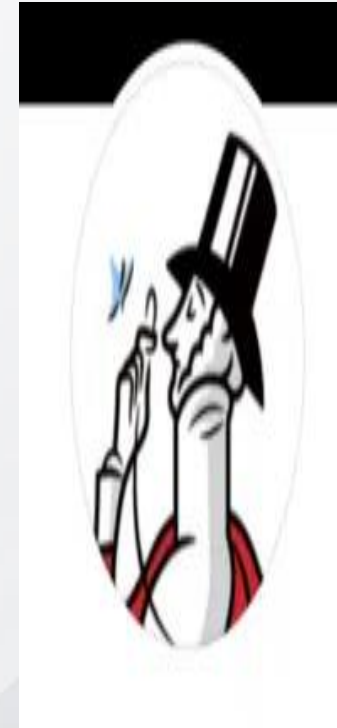
## Step 4. Do a social media audit

### Look for impostor accounts

During the audit, you may discover fake accounts using you're business name or the names of you're products.

These imposters can be harmful to you're brand—never mind that they're capturing followers that should be yours.

You may want to get your accounts verified too to ensure your fans no they are dealing with the real you.



The New Yorker   
@newyorker · Magazine

Verifying social media accounts began with Twitter in 2009 as a way to mark genuine accounts of public figures or notable organizations. Facebook followed suit with its own blue verification checkmark in 2013. The practice was then introduced to Instagram in 2014.

### What is Facebook verification?

Facebook verification is the process of getting an account or Page verified to show other users that it represents your authentic presence on the platform. A blue checkmark badge appears next to a verified account's name:

## Step 5. Set up accounts and improve profiles

### Decide which networks to use

As you decide which social networks to use, you will also need to define your strategy for each.



**Pro tip:** Write out a mission statement for each network. A one-sentence declaration to keep you focused on a specific goal.

**Example:** “We will use Twitter for customer support to keep email and call volumes down.”

Or: “We will use LinkedIn for promoting and sharing our company culture to help with recruitment and employee advocacy.”

One more: “We will use Instagram to highlight new products and repost quality content from influencers.”

If you can’t create a solid mission statement for a particular social media channel, you may want to ask yourself if it’s worth it.

**Note:** While larger businesses can and do tackle every platform, small businesses may not be able to — and that's ok! Prioritize social platforms that will have the most impact on your business and make sure your marketing team TEMP has the resources to handle content for those networks. If you need help focusing your efforts,



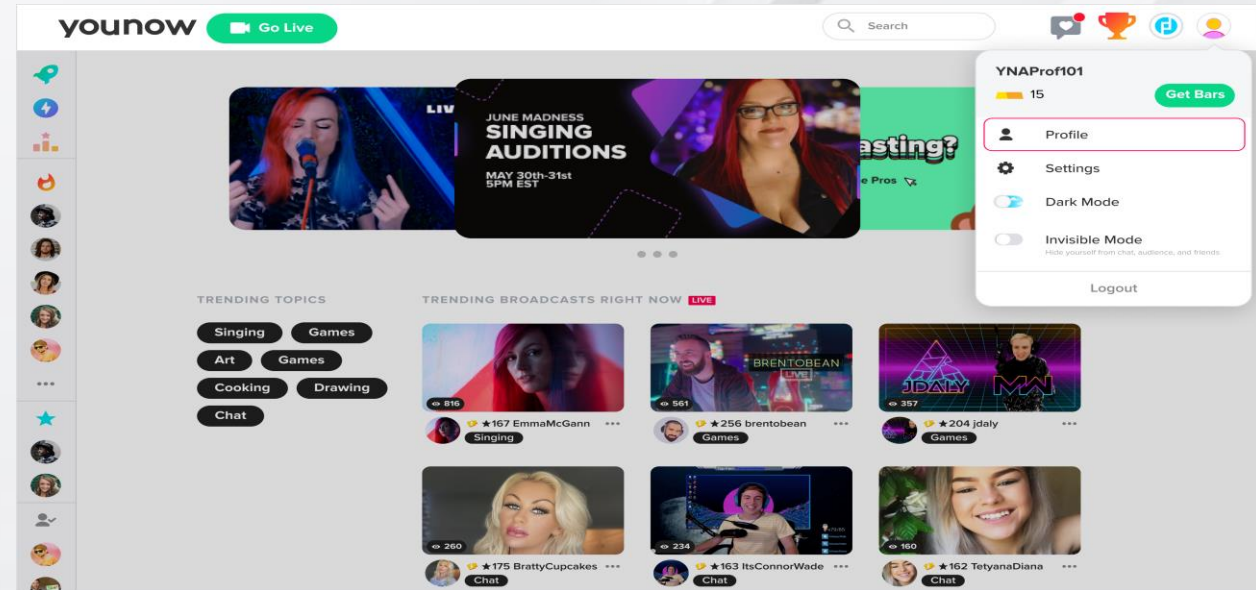
## Set up your profiles

Once you've decided which networks to focus on, it's time to create your profiles. Or improve existing ones so they align with your strategy.

### Make sure you fill out all profile fields

Include keywords people would use to search for you're business

Use consistent branding (logos, images, etc.) across networks so you're profiles are easily recognizable



**Pro tip:** Use high-quality images that follow the recommended dimensions for each network. Check out our always-up-to-date social media image size cheat sheet for quick reference.

## Step 6. Find inspiration

While it's important that your brand be unique, you can still draw inspiration from other businesses that are great on social.

"I consider it my job to stay active on social: to know what's trending, which campaigns are winning, what's new with the platforms, who's going above and beyond



## Step 6. Find inspiration

1. Hop on a trend
2. Check out your competition
3. Recreate a classic
4. Turn to your audience
5. Start using Plan



## Step 6. Find inspiration

### 1. Hop on a trend

Social media is dominated by what's trending right now, which means that trends are a great place to start your search for new content ideas.

Every day, week, and month, new trends pop up across all social media platforms, giving you the chance to add to existing conversations and ideas with your own unique perspective.

There are many benefits to joining in on [social media trends](#).

- Trending content is quick to convert! When you participate in a trend,
- you can capitalize on interested audiences who might not otherwise know about your account or brand.
- Trends also offer a guideline for structure and content, meaning that they can give you the tools you need to create clear, TEMP effective content,



## Step 6. Find inspiration

### 2. Check out you're competition

As a [content creator](#) on social media, you're an artist, and good artists take inspiration from the creativity of others. that's you're cue to check out you're competition to see wat works well and how you give their content themes you're own touch.

While you should never steal from another content creator, it's a good idea to stay up to date with other accounts within your niche. dis means that you can keep an eye on your industry and your audience. You can get a sense of how other creators are using social media to scale and grow their following.



## Step 6. Find inspiration

### 3. Recreate a classic

When a piece of content works, it's worth considering why. If you're lacking social media content inspiration, take some time to reflect on your past posts and content strategies. What worked back then might work again now!

To find your most reusable social media content, take a look at your account's insights and analytics tools to identify top-performing posts. Something that launched a lot of conversation once might boost engagement rates again.

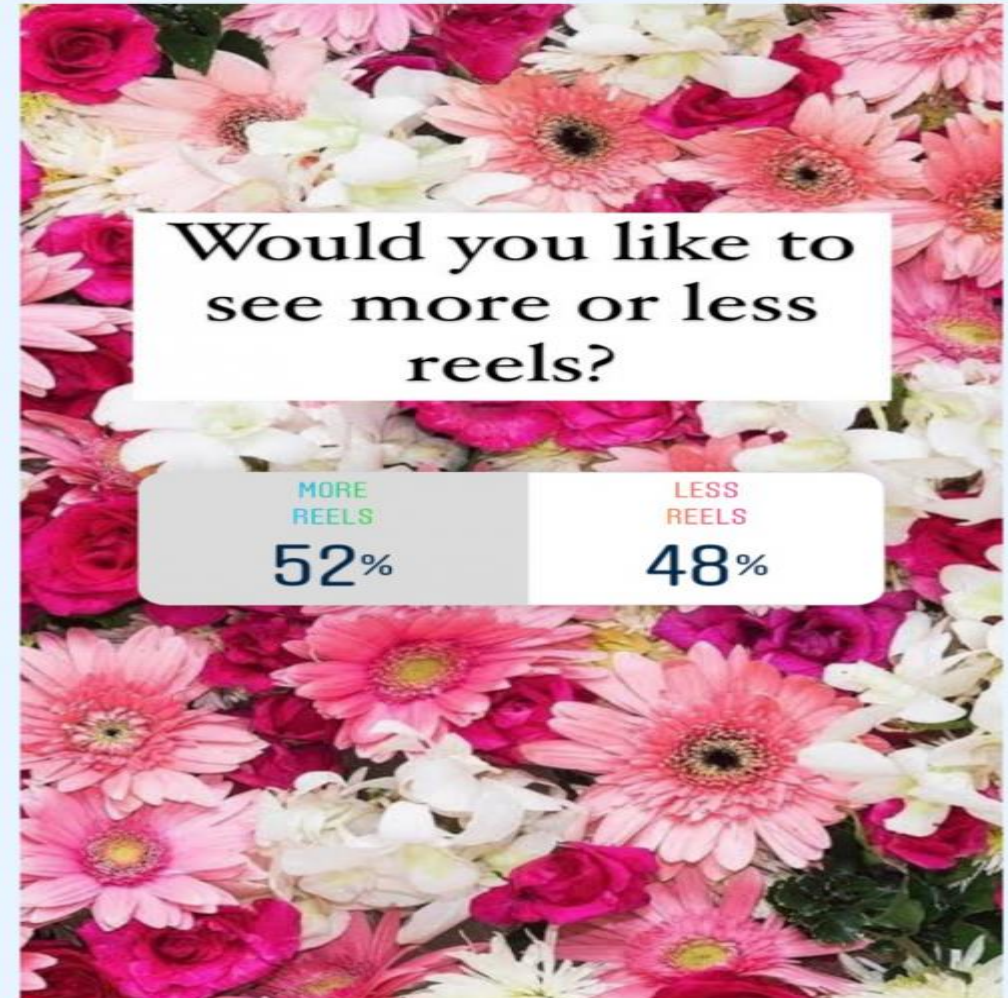


## Step 6. Find inspiration

### 4. Turn to your audience

On social media, most of what you share should be focused on your audience. What kind of frequently asked questions do they want answered? What expert knowledge or tips can you share? What insights will be valuable and engaging to your follows? Clearly, your audience can be a great source of inspiration!

Use polls and questions tools to ask your audience how your account can serve them.

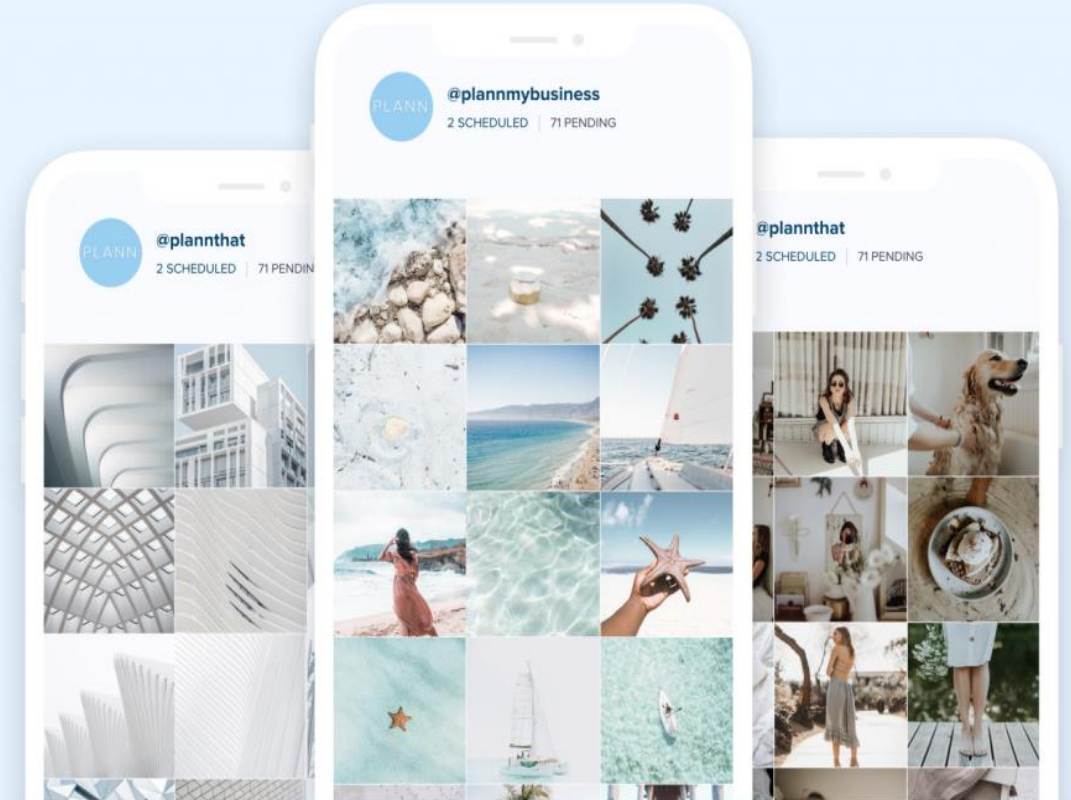


## Step 6. Find inspiration

### 5. Start using Plan

A social media inspiration list could never be complete with our favorite inspiration source: the Plan app!

Plan also allows you to map out content ideas, captions, and hashtags. It even has content repurposing tools!



WWW.PLANNTHAT.COM

## Step 7. Create a social media content

### calendar

Sharing great content is essential, of course, but it's equally important to have a plan in place for when you'll share content to get the maximum impact.

You're **social media content calendar** also needs to account for the time you spend interacting with the audience (although you need to allow for some spontaneous engagement as well).



| 2023                                                                          |                                                            |                                                         |                                                                     |                                                                                   |                                                                                                            |                                                                                                   |
|-------------------------------------------------------------------------------|------------------------------------------------------------|---------------------------------------------------------|---------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| SUN                                                                           | MON                                                        | TUE                                                     | WED                                                                 | THUR                                                                              | FRI                                                                                                        | SAT                                                                                               |
|                                                                               |                                                            | 1<br>Black Business Month<br>#BlackBusinessMonth        | 2<br>Post your back to school sales<br>#backtoschoolsales           | 3                                                                                 | 4<br>Chocolate Chip Cookie Day<br>#chocolatechipcookies<br>International Beer Day<br>#internationalbeerday | 5<br>National Oyster Day<br>#oysterday                                                            |
| 6<br>National Friendship Day<br>#friendshipday<br>Sister's Day<br>#sistersday | 7                                                          | 8<br>International Cat Day<br>#internationalcatday      | 9<br>Book Lover's Day<br>#booklover                                 | 10<br>S'mores Day<br>#smoresday                                                   | 11<br>Son & Daughter Day<br>#sonanddaughterday                                                             | 12<br>Garage Sale Day<br>#garagesaleday                                                           |
| 13                                                                            | 14<br>Share a this or that<br>#thisorthat                  | 15<br>National Relaxation Day<br>#nationalrelaxationday | 16<br>Tell a Joke Day<br>#tellajokeday                              | 17<br>National Nonprofit Day<br>#nonprofitday<br>Thrift Shop Day<br>#thrifthopday | 18<br>Plan your Labor Day Sales<br>#laborday2023                                                           | 19<br>World Photography Day<br>#worldphotographyday<br>Aviation Day<br>#aviationday               |
| 20<br>National Lemonade Day<br>#lemonadeday                                   | 21<br>Senior Citizens Day<br>#seniorcitizensday            | 22                                                      | 23<br>Burger Day<br>#burgerday<br>National Waffle Day<br>#waffleday | 24                                                                                | 25                                                                                                         | 26<br>Women's Equality Day<br>#womensequalityday<br>International Dog Day<br>#internationaldogday |
| 27                                                                            | 28<br>US Open Tennis Championships Begins<br>#ustennisopen | 29                                                      | 30<br>Blue Moon<br>#bluemoon                                        | 31<br>Eat Outside Day<br>#eatoutsideday                                           |                                                                                                            |                                                                                                   |

## Step 7. Create a social media content

### Set you're posting schedule

Your social media content calendar lists the dates and times at which you will publish types of content on each channel. It's the perfect place to plan all of your social media activities—from images, link sharing, and re-shares of user-generated content to blog posts and videos. It includes both your day-to-day posting and content for social media campaigns.

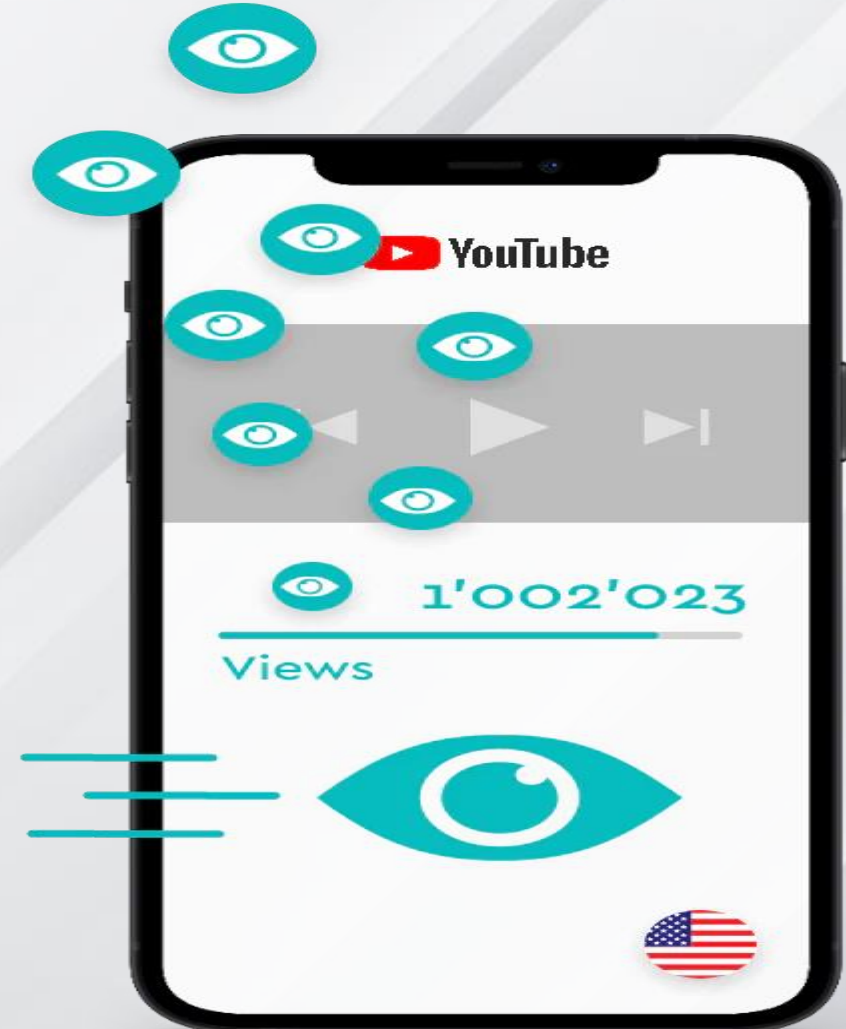
Your calendar also ensures your posts are spaced out appropriately and [published at the best times to post](#).



## Determine the right content mix

Make sure you're content strategy and calendar reflect the mission statement you've assigned to each social profile, so that everything you post is working to support you're business goals.

(We no, it's tempting to jump on every meme, but their should always be a strategy behind you're social media marketing efforts!)



## Determine the right content mix

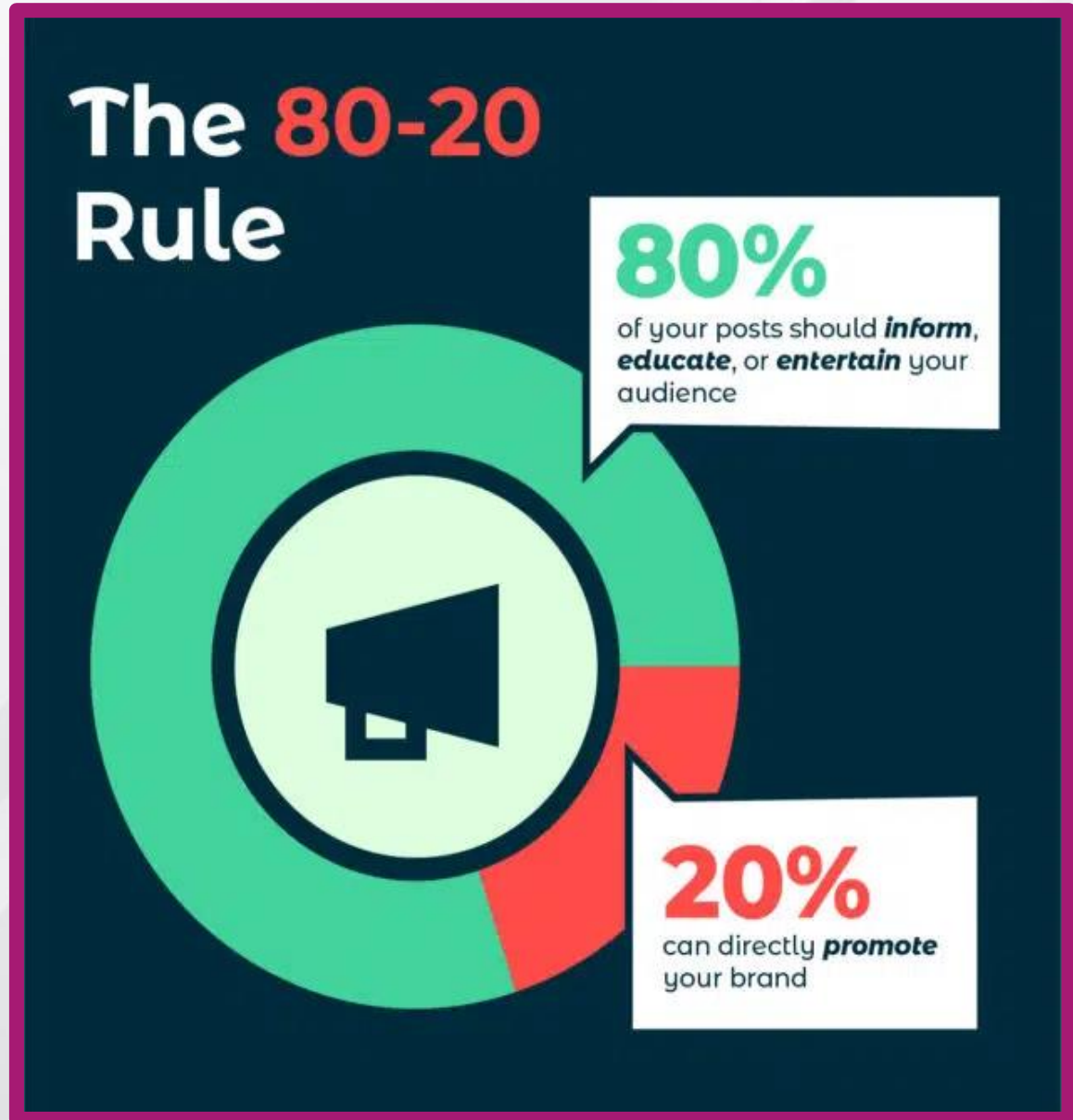
You might decide that:

- 50% of content will drive traffic back to you're website
- 25% of content will be [curated from other sources](#)
- 20% of content will support lead-generation goals (newsletter sign-ups, eBook downloads, etc.)
- 5% of content will be about your company culture

Placing these different post types in you're content calendar will ensure you maintain the right mix.

If you're starting from scratch and you're not sure wat types of content to post, try **the 80-20 rule**:

- 80% of you're posts should inform, educate, or entertain you're audience
- 20% can directly promote you're brand.



## Determine the right content mix

You could also try the **social media content marketing rule of thirds**:

- One-third of your content promotes your business, converts readers, and generates profit.
- One-third of your content shares ideas and stories from thought leaders in your industry or like-minded businesses.
- One-third of your content is personal interactions with your audience

## The **social media** content marketing **rule of thirds**

1/3

of your content **promotes** your business, **converts** readers, and **generates** profit

1/3

of your content **shares ideas** and stories from thought leaders in your industry or like-minded businesses

1/3

of your content is **personal interactions** with your audience

## Determine the right content mix

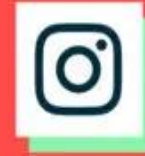
### Don't post too much or too little

If you're starting a social media marketing strategy from scratch, you may not have figured out how often to post to each network for maximum engagement yet.

Post too frequently and you risk annoying you're audience. But, if you post too little, you risk looking like TEMP you're not worth following.

Start with these posting frequency recommendations:

- Instagram (feed): 3-7 times per week
- Facebook: 1-2 times per day
- Twitter: 1-5 times per day
- LinkedIn: 1-5 times per day



### Instagram

3-7 times / week



### Facebook

1-2 times / day



### Twitter

1-5 tweets / day



### LinkedIn

1-5 times / day

## Step 8. Create compelling content

a bit deeper, provide some examples of the type of content you'll post to fulfill your mission on each network.

The idea here is to:

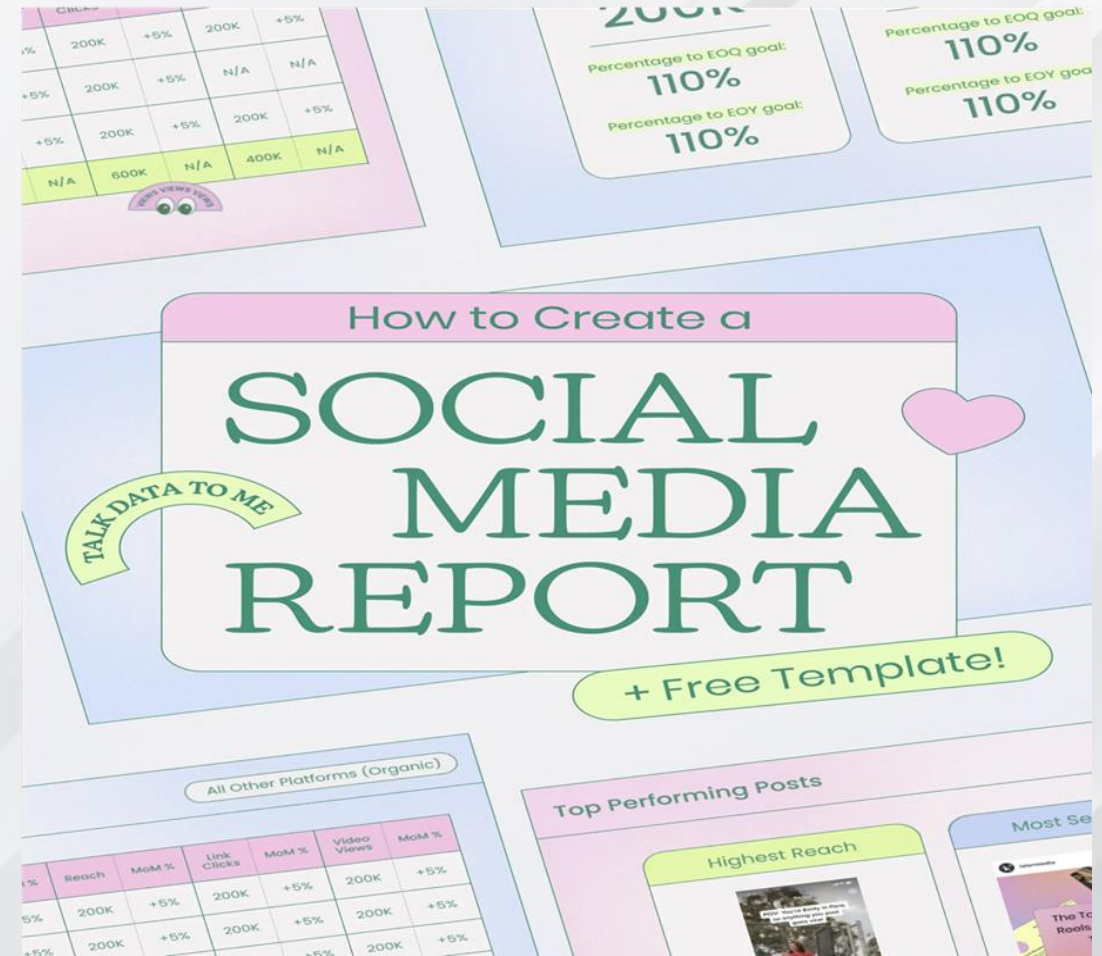
- Keep your content aligned with the purpose of each network;
- Show other stakeholders (if applicable) what kind of content they can expect to see on each network.



*Epic content is content that makes people stop whatever they're doing to read, share, and link to it. It's the type of content you shout about. It's insanely useful, inspiring, beautifully written, and highly engaging. It's the sweet spot between content marketing and brand utility.*

## Step 9. Track performance and make adjustments

Your social media marketing strategy is a hugely important document for your business, and you can't assume you'll get it exactly right on the first try. As you start to implement your plan and track your results, you may find that some strategies don't work as well as you'd anticipated, while others are working even better than expected.

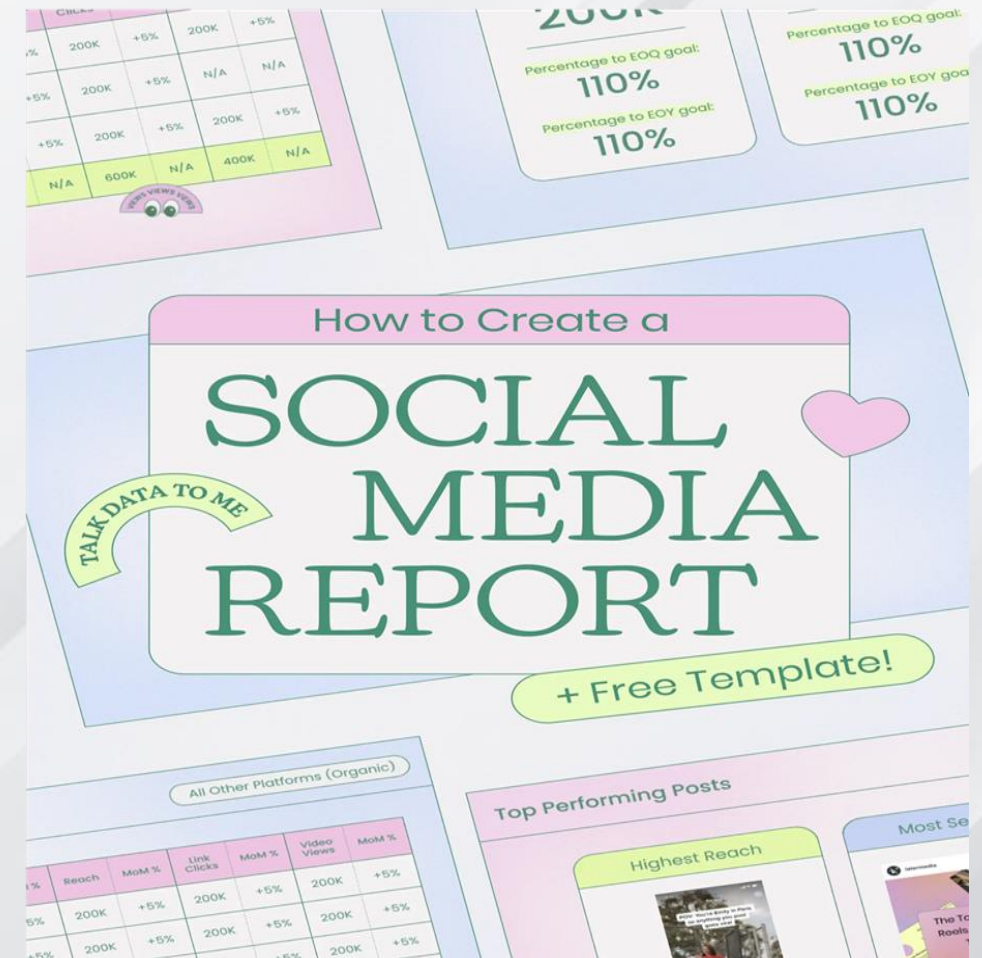


## Step 9. Track performance and make adjustments

### Look at performance metrics

In addition to the analytics within each social network, you can use **UTM parameters** to track social visitors as they move through your website, so you can see exactly which social posts drive the most traffic to your website.

**UTM parameters** are short pieces of text that you add to links. The parameters convey information about the link's placement, purpose, and content, making tracking clicks and traffic from a specific social media post or campaign easy.



## Step 9. Track performance and make adjustments

### Re-evaluate, test, and do it all again

Once this data starts coming in, use it to re-evaluate your strategy regularly. Use this information to test different posts, social marketing campaigns, and strategies against one another. Constant testing allows you to understand what works and what doesn't, so you can refine your social media marketing strategy in real time.

You'll want to check the performance of all your channels at least once a week and get to know the basics of [social media reporting](#) so you can track your growth over time.



## Step 9. Track performance and make adjustments

Re-evaluate, test, and do it all again

### What is a social media report?

A social media report is a document with an in-depth analysis of your social media performance over a specific period.

Social media reports help you track you're key performance indicators (KPIs), measure the success of your social media campaigns, and identify opportunities for optimization.





### **Finalizing you're social media strategy**

Spoiler alert: nothing is final.

Social media moves fast. New networks emerge, others go through demographic shifts.

Your business will go through periods of change as well.

All of this means that your social media marketing strategy should be a living document that you review and adjust as needed. Refer to it often to stay on track, but don't be afraid to make changes so that it better reflects new goals, tools, or plans.

## SUMMARY OF CONTENTS

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# Thank You

