

**ARE YOU USING**  
**social media**

**AS PART OF YOUR  
MARKETING STRATEGY**



# create your marketing strategy

## what is a marketing strategy?

A course of action used to promote and sell a company's products or services.

## how will this evolve for you?

?



# create your marketing strategy

## how will this evolve for you?

- carry out market research
- set your goals
- identify your target audience and create buyer personas
- ongoing competitive analysis
- develop key messaging
- confirm your marketing channels
- create and track KPIs
- roll out your marketing strategy

# DIGITAL MARKETING

## What is social media marketing?

**“the process of creating content for social media platforms to promote your products and/or services, build a community with your target audience, and drive traffic to your business.”**

**Google - Oct 23**



# why should you use social media for your business marketing?

- attract new customers
- keep in contact with existing customers
- get customer feedback
- build customer loyalty



# reasons to use social media as part of your marketing strategy

**74%**

of online adults use  
social networking  
sites everyday

**57%**

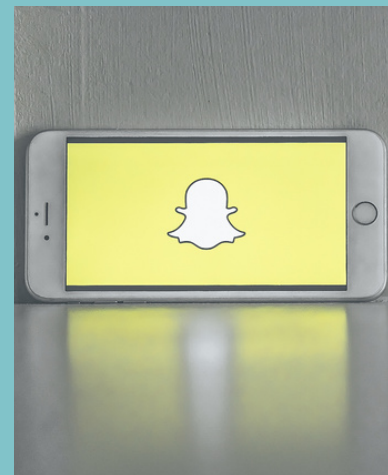
of your sales  
funnel may be  
accounted for by  
social media

**81%**

of consumers research  
online before making  
big purchases



# how many social media channels can you name?



USING SOCIAL MEDIA AS PART OF YOUR MARKETING STRATEGY



# how to use social media

Once you have created your marketing strategy, the social media strategy will include creating

- posts/reels/videos
- text & images
- hashtags

All with the aim of

- connecting with your customers
- sharing knowledge
- publicising an event
- encouraging interaction/feedback
- offering a product/service for sale





# DIGITAL MARKETING

## What do you want to use the different platforms for?

- brand building
- story telling
- product demonstration
- selling directly
- building a customer base



# Things to consider.....

- which platforms to use
- how many platforms do you have time to manage?





# and more things to consider.....

You can't choose which channels based on the channels **you** personally use and like!

- unless you are your businesses target customer!
- which platforms do your customers use?



If you would like to learn more about managing your own social media to connect with your customers. Download our full course [here](#).

Or if you would like to discuss RHG managing your social media, book a call [here](#).



# RHG

## Marketing

### Communications

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