

CPD - Digital Marketing - Social media

Fiona Smith, Creative Director, Blueboat

Hi I'm Fiona Smith, Creative Director at Blueboat.

We've already discussed your company website; now, let's talk about social media.

From gaining first hand customer insights to the ability to engage with brand new clients through very affordable paid advertising, social media can be used in a range of different ways to help achieve your marketing objectives.

It is the most audience-centric aspect of your marketing strategy.

Social media users have to opt in to receive your content, as opposed to tactics like paid TV advertising where the audience has to opt out by changing the channel or walking away.

They can talk directly to your business, and they expect a response: which is both powerful, and a responsibility you need to clearly understand before diving in to the social media landscape.

You can read more about Social Media in the Digital Business Kit under Module 4.

Here are some tips for making the most of social media:

Tip 1

Tailor your content to the audience.

What value will you give them in exchange for their attention?

What will they respond to? Whether it is a prize, a laugh, or advice, it has to be relevant to the needs of your audience.

Tip 2

How you present your business on social media will shape the way your clients view your brand: so consider what is most appropriate.

Think of what you would feel comfortable saying or sharing with visitors to your office. Social media offers a chance to be more personal than your website, but keep your brand values and personality as your guide.

Tip 3

Consider the social media channels your audience will be using when they are most likely to engage your services.

For example, your potential clients may love image sharing platforms such as Instagram or Pinterest, but could be more likely to use LinkedIn at work, when they are in the right frame of mind to make business decisions.

However, if your practice focuses on residential projects, think about where your clients find home inspiration:

Pinterest and Instagram might be exactly where you need to be seen on social media.