

—SOCIAL MEDIA— MARKETING



PART 2
GET THE PERFECT CUSTOMERS

2.1 - Target the Perfect Customers

Building a successful social media campaign is about making enough of a splash to reach a wide range of people and to get big numbers on your follower and subscriber counts.

But it's not just about breadth - it's also about depth.

That is to say that it's not just about how many people you can reach, but also how precisely targeted those people are.

If you set out to create something for 'everyone', then you will simultaneously create something for no-one. On the other hand, if you know who your perfect customer is, then you can make sure that you invest all your time, effort and budget into reaching those people - and the result will be far more profitable and far more rewarding.

Why You Need to Target Someone in Particular

A lot of companies are very short sighted in this regard, in that they want to create something that will appeal to the largest possible audience. This is why we see websites and brands in the fitness niche so often, in the dating niche, or in the money niche.

And this is why we see so much content that is 'safe' and not all that opinionated.

It isn't too highbrow so as not to put off people who don't want to read reams of text and it's not too controversial so as not to turn away people who are easily offended.

The content is short, to-the-point and on topics that everyone knows and understands.

On the face of it, that sounds like a good plan. But in reality, it means you have no USP.

It is best if you think of your social media accounts as products. Like any product, it needs to offer value. Like any product, it needs a USP. And like any product, it needs an ideal customer.

If your website is called 'BurnFat.Com' then it's going to be competing with every single other fitness site on the net pretty much.

Meanwhile, it gives your visitors no *real* reason to read it - it doesn't offer anything over all the other content they've seen so often.

But the worst offender of all? It's not exciting and it doesn't evoke emotion.

And this is super important because your content *needs* to be exciting to be successful.

That's because it is emotion that drives action - not logic.

This is why clickbait works so well - because it *is* controversial, or mysterious, or absurd. Even people who know and hate clickbait will often click it just to see 'how much they hate it'. If you are safe and vanilla, then you give people no reason to promote your content.

What's more, is that sharing your content on Facebook or Twitter works FAR better if your content is *for* a specific person.

For starters, knowing your precise target audience will give you places to market and a person to aim for and it will allow you to avoid lots of competition.

If you create a site aimed at fishers, then you have clear and obvious ways to market that site on social

media and you will be going up against a much smaller amount of competition.

If you go even more niche, then that effect is even stronger.

Make a website about the sport 'curling' and set up a Facebook page to that end, and you're going to be one of the very few sites offering information on that subject.

Now, when someone wants to get information about their favorite sport, they will have limited options *other* than to read what you're putting out! And those visitors will become much more engaged as a result.

Targeting and Sharing

What's more though, is that the very psychology of sharing is pretty much reliant on targeting.

Why? Because ultimately, sharing is a social act. Social media is social - even though this is something a lot of brands forget - and pretty much everything we do on those platforms is social as well.

When you share something on Facebook, you are sharing something because you either want to communicate with the person you're talking to, or because you want to say something about yourself.

This is why questionnaire content is so successful. People are narcissists and so when they learn they are Joey from Friends, they want to share that to communicate it with their audience.

And in just the same way, when someone reads an opinionated piece about why science should define policy and not religion they will share that because it is something they believe and they want people to *know* what they believe.

OR they will share it because they *don't* believe in it and it has made them angry and they want to post a comment saying why it's wrong!

Either way, this much more specific and opinionated piece has a much higher chance of being shared.

Alternatively, we might share something with a friend because it makes us think of them and we want to share something we think they might appreciate.

For instance, if we see a post about working from home and how it shows you're a strong-minded person, then we might share it with the friend we know who works from home and say '*you might like this!*'.

But that only works because the content is *for* someone and because it *says* something. Now if the post was '10 productivity tips', who would you share that with? It's so vague and dull that it doesn't offer value to anyone in particular.

It's kind of for everyone, meaning it's also kind of for no one.

Targeting and Selling

And don't even get me started on the value of targeting for selling. If the ultimate goal of your social media campaign is to make money (which is the case for a great many people) then you should *absolutely* ensure that your channel is highly targeted.

For instance, if you own a business that sells wedding dresses, then you can spend a whole lot of money marketing to everyone and see very little ROI.

Only a very small section of the population is looking for a wedding dress right now!

BUT if you target only *engaged women in your area*, then suddenly you are focusing all of your efforts and all of

your marketing budget on just the kind of person who is likely to buy from you.

How to Target Your Social Media Campaign

So, with that in mind, how do you go about targeting your social media campaign? Here are some crucial pointers to get you started...

Create Your Buyer Persona

A buyer persona is a concept used in business that describes who the ideal customer for a product is - which can include your social media campaign as a whole.

This is the person who, on paper, is most likely to buy from you, most likely to like and share your posts and most likely to become highly engaged with what you're doing.

A buyer person is often written like a fictional biography - as though you were creating a fictional character for a movie script.

That means that you're going to take into account their age, their sex and their gender... but you'll also go one step further than this by asking yourself what their hobbies and interests might be, where they are likely to spend their time, what job they are likely to have.

Now picture this person as a real person. You might even be able to base it on someone you know. Give them a name. Let's call the Joe.

And from now on, every single social media post you make, ask yourself this question: would Joe like this?

If you think it would be right up their street and they'd be likely to hit like and share - then it passes. Otherwise, it's back to the drawing board!

Of course, this is guess work to a certain extent though, so make sure that you are also looking at the stats and consider surveying your audience as well.

Use PPC

If you have any advertising budget for your social campaign, then it is well worth driving a little of this into PPC. PPC is 'Pay Per Click', which is a form of marketing where - you guessed it - you pay each time someone clicks on one of your adverts.

There are two big PPC networks, which include Google's AdWords and Facebook Ads.

AdWords shows ads on Google searches, which allows you to target by knowing what sort of thing someone who is looking for your brand would be likely to search for.

But what we're most interested in is Facebook ads. Facebooks ads allow you to target your audience based on their hobbies and interests, on their age, on their sex and their location.

In short, any information that a user gives to Facebook can now be used to reach them and to market to them directly.

So, for our wedding dress shop, we could pay only for adverts to appear on the walls of women who are engaged.

Every click would be more likely to lead to a sale.

This is immensely effective and especially if you use CPA which is 'Cost Per Action'. Facebook allows you to set up your ads so that you only pay if someone actually likes your Facebook page!

That makes a massive difference too because now you're only paying when you genuinely increase your following *with* a highly targeted follower!

Find Communities

A 'route to market' is any platform that allows you to communicate specifically with your buyer persona.

In the case of social media, that often means online communities. These can include Facebook pages, Google Plus Communities or even subreddits.

Either way, these are places where people with a specific interest will hang out and where you will be able to converse with them and likely post your content for free.

Now that audience is seeing the content you created and every member *should* be targeted as a matter of fact. You can also do this outside of social media, for instance, why not speak to a local club in your area?

Why not advertise in a magazine? As long as the niche is the same, that audience is going to be largely targeted.

Consider Your Branding

Branding is absolutely fundamental to any successful social media campaign, and it's a subject that we return to numerous times over the course of these reports.

It is also very relevant here and the objective in this case is to create a brand that is clearly *specifically tailored* to your target audience.

In other words, when you come up with your logo (and your tagline - which is a powerful tool), you should think carefully about who you are aiming at and what you do and then make sure that you convey all that.

The ideal scenario is that someone sees some of your content or one of your social media posts and finds it interesting.

Then they look at your brand and they know instantly what kind of content they can expect and whether or not it is for them.

For the right kind of person, your brand should look and feel as though it was created *entirely* for them. Because it pretty much was!

And Finally

And finally, do nothing to compromise your highly targeted list. Avoid the temptation to use strategies that build your list much bigger in an untargeted way.

For instance, make sure that you avoid *buying* subscribers – this will only ever mean that you get a completely untargeted list that never *agreed* to be messaged by you.

Likewise, avoid offering freebies and goodies to try and get people to subscribe or follow.

Why?

Because this will attract people who like to get free stuff – which isn't really the targeted audience that we want as a business!

Never strong arm, trick or push people into subscribing or following you.

Only have people that genuinely want to be on your list and that can't wait to hear what you have to say next!

2.2 - Engaging Content Attracts Customers

Content is what makes the web go around.

Content is what makes people visit your website, it's what encourages people to follow you on social media and it's what eventually turns your visitors into *fans* rather than just followers.

Your social media strategy should largely be about sharing content.

That means directly posting images, videos and text to your social media accounts but it also means posting to your blog or website and then *sharing* that on social media.

But this strategy will only work so long as the content you are providing is top quality and highly engaging.

So now the question is: how do you ensure that this is the case?

Quality Blog Posts

In a future report, we will be talking about the importance of providing value.

We discuss the difference between generic content and content that makes people want to come back, makes them want to share and generally keeps them engaged.

But what's also important is that the blog post itself is high quality. The aim here is that when someone clicks on a link you share to Facebook, or to Twitter, they can rely on themselves getting a certain level of quality and having a certain experience.

So how are you going to ensure that this is the case?

Here are a few tips:

Writing Quality

Your writing quality *needs* to be top notch. Poor English can actually seriously undermine your message and even if the content of what you're saying is good, you'll risk losing the trust and losing the authority that you need to build that audience and gain their trust initially.

So how do you write well? What makes written content 'good' in the first place?

The tip is to remember what the purpose of writing is in the first place: to convey information (value).

And that means you want to do this as quickly and efficiently as possible so that the reader is getting the maximum ROI (return on investment, with the investment in this case being *time*).

This means you shouldn't fill your pages with jargon or flowery language. Forget showing off and forget demonstrating just what a great writer you are.

Instead, focus on delivering that content efficiently.

The purpose of using a larger vocabulary or jargon should only be to provide additional meaning with fewer words.

In other words, you might choose a different word because it implies a subtly different meaning and thereby makes your text more nuanced. Only when it serves this purpose, should you get 'fancy'.

You also need to make sure that your writing is arranged in such a way that it won't put off your visitors.

That is to say that you shouldn't make your blog posts consist of a single wall of text, as this will put your visitors off of reading and many of them will be instantly driven away.

Break your text up with lots of paragraphs and headings. Make sure that you use a large and easily readable font and think about your site's mobile friendliness.

Remember that a lot of people are going to be reading this content on their mobile devices rather than on a computer!

Making Your Posts More Sharable

Having done this, your content is now going to be more readable and people who visit your pages will now stay on them for longer.

This is a good start!

But you also want to make sure that as many people as possible see that content to begin with.

Remember that if you share something through your Facebook page, only around 10-20% of your audience will see that come up in their homefeed and only a small percentage of *them* will pause long enough to notice!

So, you can't rely on your followers - you need them to share with their larger network and bring in even more visitors.

And you do this by making your content more sharable. Some ways to achieve that include:

Using the Right Meta Descriptions: A good meta description can go a long way to bringing in more visitors.

This should outline why people should visit your blog post and it should provide a brief summary so that it's clear who the post is for.

This is the text that is going to appear underneath the headline when your content is shared, so make sure that it does its job and really reels in those visitors!

Using the Right Title: Using the right titles for your posts is incredibly important if you want to ensure that you get the most clicks possible.

The aim here is not to create clickbait (meaning that your articles 'trick' people into clicking them) but to

create content that is genuinely click-worthy and then *sell* that content in the title.

You do this by explaining how the article provides value in a subtle way and by making sure that people can see how and why it is different from other content on the web.

At the same time, you need to make sure that the content has some kind of emotional hook and gains an emotional response - it's emotion that makes people click, not logic!

As an example, I recently wrote an article discussing the diet of a top athlete.

When researching the article, I learned that this athlete also used supplements that had a 'nootropic' effect - a smart drug effect.

That is inherently an interesting angle and it's something that isn't often covered in similar posts. It also has a very emotional gut-punch of a reaction because the words 'smart drugs' conjure images of drugs (which are illegal!) as well as success, superintelligence, science fiction... it's a powerful combination!

So instead of a generic title like: *"NAME'S Diet and Supplements Revealed!"*

I made something more interesting: *"How NAME Stays Lean, Strong and Mentally Agile Using a Unique Diet and Supplements and Smart Drugs Regime"*.

Now anyone with an interest in that athlete is sure to be interested in reading the article! Always tell your story, find the unique angle and look for the emotional hook.

And if you want to see an example of a social brand that does this very well, then check out 'IFL Science'.

Using the Right Images: Using the right images is also crucial if you want your social posts to really stand out and get clicked.

The reason for this is that your images are going to appear alongside your link and the title and this is going to be one of the first things that people see.

Images are content in themselves on social media - especially on Instagram or on Pinterest. So, I'm not going to go into detail on the how just yet. But the 'what' is important.

To sell your content and get people to click, your links should include images that are high definition, that are the right dimensions (ideally 16:9) and that manage to stand out and get attention.

The way that an image stands out and gets attention is by featuring something that naturally draws the human eye.

The very best thing for doing this? Human faces!

Creating Great Images

Okay, but what if images are the main thrust of your content? What if we're talking about an Instagram profile here?

In that case, you need to know how to create truly stunning images that are going to really stand out and get attention.

And to do that, you need to know how to create an image that offers value.

Value through images is a little different however. You don't convey information or provide 'entertainment' as such.

Instead, most images should provide value by being inspirational in some way, or by being attractive in and of themselves.

This starts with the right technology. If you're going to run an Instagram account as a major aspect of your social media push, then you should make sure that you have a great camera to back that up.

It is possible to have success on Instagram with a smartphone, but you'll have significantly *more* luck if you use a camera such as a DSLR or a mirrorless camera with a good lens.

The results will be much crisper, more dramatic and better quality all round.

You should also take time to think about lighting and composition.

Try to learn what makes a good photo. Very often this means taking images that tell a story in some way and that are dynamic and exciting.

In other words, your images shouldn't just be squarely focussed on the 'subject' with that element right in the middle of the frame.

If you have a square photo with an image of a product or a person in the middle, it will be dull and unexciting.

On the other hand, having a photo of the subject in the foreground off to one side with something more exciting in the background infers some kind of link.

This creates depth by focussing on multiple levels and drawing the eye in and it suggests that the foreground element in some way *created* the background element.

Likewise, instead of having a photo of someone working out, you might show a dumbbell that has been thrown to

one side with a pair of weight lifting gloves. Again, this tells a story in a more engaging manner.

And ultimately, this helps to 'sell the dream'.

It sells the lifestyle and the ideas that you're hoping to promote, and by doing that, it helps you to make your content more interesting *and* helps to promote your brand and the value proposition of your products and services.

Create Video

Want a type of content that is *inherently* high value and that is perfect for social media?

Then create video. Videos allow you to convey more information in less time, and require less attention and effort from the viewer.

Not only that, but videos allow your viewers to feel as though they are really getting to know you and getting familiar with your values and your persona.

This helps to inspire more trust.

Video takes a lot more effort to *create* however and this means that you can actually raise the reputation of your brand.

Anyone can make written content, but making video is significantly more challenging – thus simply by producing video, you demonstrate your organization to be professional and capable of offering high value.

Content On Social Media is Two Way

If you want to create great content for social media, then it is not enough to think of it purely in terms of what you want to sell, or what you want to say.

You also need to engage with your users and viewers by responding to what *they* have to say and by inviting them to contact you or get in touch.

This is important because it is what will drive a sense of trust and it can greatly enhance your brand's appeal and engagement.

So how do create content that is two way?

Here are a few suggestions:

Use Facebook Live and go live on Instagram, Periscope - this lets your viewers interact with you directly and can be highly transformative in terms of the way it engages people with your brand.

Start polls, questionnaires and competitions - or even run AMAs.

Answer questions and *invite* your followers to converse with you rather than just watching and reading
Seek out your followers - follow others, comment on their videos and pictures and respond to their comments

Post in social communities and get involved in the discussion

There are many more ways you can do this, but just try to get out of the mindset of 'set and forget'.

Social media is an ongoing discussion and you need to be constantly vigilant in order to maximize the engagement.

The more time and effort you invest in creating *quality* and consistent content, the more your brand will grow!

It might sound obvious, but you'd be surprised how many people think they can get by simply by posting the same generic, low quality content.