

Social Media Guide

www.LiftOffDesignStudio.com

LIFT-OFF DESIGN STUDIO

Platform Overview



SOCIAL MEDIA MARKETING PLATFORMS

	PEOPLE	CONTENT	STRATEGIES	CONS
	<ul style="list-style-type: none"> • 25-34 • Boomers 	<ul style="list-style-type: none"> • Photos & links • Information • Live video 	<ul style="list-style-type: none"> • Local mkting • Advertising • Relationships 	<ul style="list-style-type: none"> • Weak organic reach
	<ul style="list-style-type: none"> • 18-24, 25-34 • Millennials 	<ul style="list-style-type: none"> • Inspiration & adventure • Questions/polls 	<ul style="list-style-type: none"> • Ecommerce • Organic • Influencer 	<ul style="list-style-type: none"> • High ad costs
	<ul style="list-style-type: none"> • 25-34, 35-49 • Educated/wealthy 	<ul style="list-style-type: none"> • News • Discussion • Humor 	<ul style="list-style-type: none"> • Customer service • Ads for males 	<ul style="list-style-type: none"> • Small ad audience
	<ul style="list-style-type: none"> • 46-55 • Professionals 	<ul style="list-style-type: none"> • Long-form content • Core values 	<ul style="list-style-type: none"> • B2B • Organic • International 	<ul style="list-style-type: none"> • Reporting & custom audience
	<ul style="list-style-type: none"> • 10-19 • Female (60%) 	<ul style="list-style-type: none"> • Entertainment • Humor • Challenges 	<ul style="list-style-type: none"> • Influencer marketing • Series content 	<ul style="list-style-type: none"> • Relationship building
	<ul style="list-style-type: none"> • 13-17, 25-34 • Teens 	<ul style="list-style-type: none"> • Silly • Feel-good • Trends 	<ul style="list-style-type: none"> • Video ads • Location-based mkting • App mkting 	<ul style="list-style-type: none"> • Relationship building



TOP 10 SOCIAL MEDIA MARKETING MISTAKES



WRONG FOCUS

Some people focus too much on marketing and forget about the relationship building part of social media



LACK OF STRATEGY

Plan first. Posting on social media without a having a well-planned marketing strategy is not going to work



NOT LISTENING

Give your audience your attention, and really listen to them. It's amazing what you can learn from your community



FOCUSING ON "ME"

There is no doubting that you are unique. However, it's important that you learn to focus on others.



NO TRANSPARENCY

Don't hide behind a business name and fail to disclose information in an effort to keep things secret.



NOT KNOWING AUDIENCE

If you have no idea who your target market is, it'll be impossible to market to them properly. This includes connecting with them socially



NOT STAYING IN NICHE

When you're running low on ideas, it's tempting to post information that is unrelated to the niche, but this can be a huge mistake.



WRONG PLATFORMS

You really don't need or want to be on every social media platform. Instead, choose 3-5 networks popular with your audience.



AUTOMATION

Automation is terrific but it does have a downside. One of the negative aspects of automation is that there's less relationship building and personal interaction



LACK OF VALUE

People love information and tips that add value. They hate being constantly bombarded with product pitches.



Let's start with understanding social media platforms. Facebook is like a friendly community space, great for sharing various content. Instagram is all about visual stories through images and short videos. Twitter is perfect for quick updates and concise messages. LinkedIn, on the other hand, is your professional network. We'll figure out which platforms suit your brand best, making sure you connect with the right audience.

Content Strategy

4 Core Content Types

Don't just post stuff for the sake of it... what are you trying to achieve?



Promote

Promote your product and offers, with direct response content and CTA's



Educate

Educate consumers, show them the WHY behind your products



Inspire

Inspire people to want to purchase Godiva products. Show them your brand mission and 'personality'



Entertain

Entertain your audience with fun, relatable content that links to your brand

Think of your brand like a person with its own voice. We'll define that voice and create a content calendar, deciding what to share and when. From engaging visuals to informative articles and interactive posts, we'll keep your audience interested and showcase what makes your brand unique.





Visual Consistency



Imagine your brand as a person with a consistent style. We'll use the same colors and imagery across platforms, creating a look that people instantly recognize. This helps build trust and makes your brand memorable.

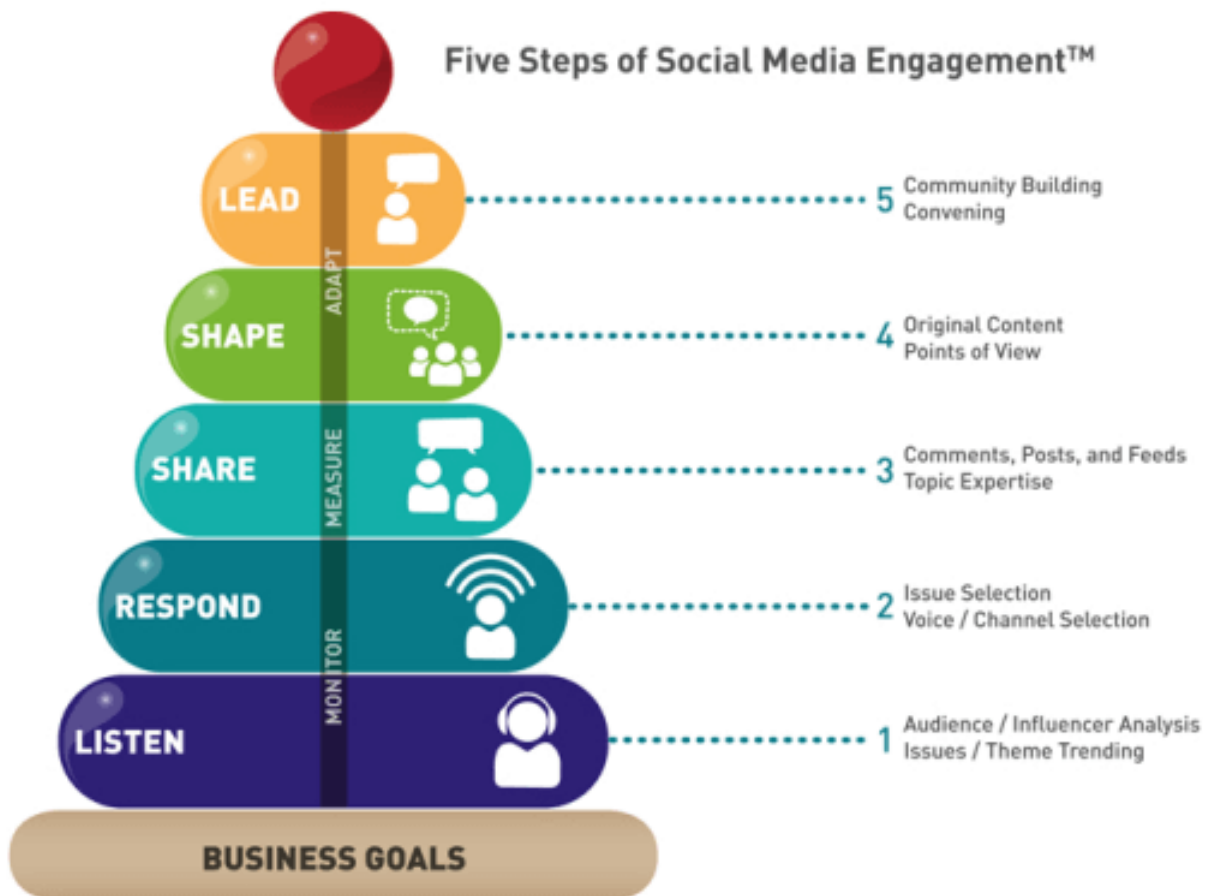
Image Sizes and Formats

Social Media Image Sizes 2023

				
Profile photo	320 x 320	170 x 170	400 x 400	400 x 400
Landscape	1080 x 566	1200 x 630	1024 x 512	1200 x 627
Portrait	1080 x 1350	630 x 1200	N/A	627 x 1200
Square	1080 x 1080	1200 x 1200	N/A	N/A
Stories	1080 x 1920	1080 x 1920	N/A	N/A
Cover photo	N/A	851 x 315	1500 x 500	1128 x 191

Think of image optimization like picking the right outfit. We'll make sure your visuals look their best by understanding the ideal image and video sizes for each platform. High-quality visuals are like the perfect attire—they make a lasting impression.

Engagement Tactics



Imagine social media as a conversation. We'll encourage your audience to join in by asking questions, running polls, and sharing their content. Responding to comments and messages promptly makes it feel like a community, not just a broadcast.

Analytics and Optimization

The Best **Social Media Optimization** Techniques To Follow

- ♥ Optimization Of The Content
- ♥ Optimize Your Keyword Research
- ♥ Your Internet Presence Needs To Improve
- ♥ Incorporating Hashtags into Your Posts
- ♥ For Your Niche, Find The Right Influencers
- ♥ End-Point Users Of View
- ♥ Relevance Is Important
- ♥ Make A Schedule For Your Social Media Posting
- ♥ Mention A Personal Touch To Your Posts
- ♥ Engage Your Audience
- ♥ Fine-Tune The Scheduled Timetable
- ♥ Connect Your Website To Your Social Media Accounts
- ♥ Social Media Analytics
- ♥ Test Headlines
- ♥ Engaging Visuals And Text



Now, let's talk numbers—but don't worry, it's not complicated. We'll use tools to see how well your social media is doing. Understanding things like who your audience is and what they like helps us adjust our strategy for better results. It's like having a map to guide us on this exciting journey.

This guide is your friendly companion in the world of social media, offering step-by-step insights tailored to your brand. Together, we'll make your social media presence not just effective but enjoyable for your audience.

Character/ Persona

FRIENDLY
PLAYFUL
WARM
AUTHORITATIVE
PROFESSIONAL
INSPIRING

Language

COMPLEX
SIMPLE
SAVVY
JARGON
FUN
SERIOUS

BRAND
VOICE

Tone

PERSONAL
HONEST
HUMBLE
DIRECT
CLINICAL
SCIENTIFIC

Purpose

ENGAGE
ENTERTAIN
EDUCATE
CAPTIVATE
INFORM / SELL
AMPLIFY



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



89% USE PINTEREST FOR PURCHASE INSPIRATION

431 MILLION MONTHLY ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 280 CHARACTERS

THERE ARE OVER 77 MILLION TWITTER USERS



6,000 TWEETS ON AVERAGE HAPPEN EVERY SECOND

353 MILLION MONTHLY ACTIVE USERS



FACEBOOK

THE LARGEST SOCIAL MEDIA PLATFORM AROUND THE WORLD

59% OF SOCIAL MEDIA USERS ARE ON FACEBOOK

26% OF U.S. FACEBOOK USERS ARE AGE 25 TO 34

USERS SPEND 19.6+ HOURS A MONTH ON AVERAGE ON FACEBOOK

2.91 BILLION MONTHLY ACTIVE USERS



INSTAGRAM

SOCIAL SHARING APP ALL AROUND PICTURES STORIES AND LIVE VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF #HASHTAGS AND POSTING PICTURES AND VIDEOS CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS NATIONAL GEOGRAPHIC

1.4 BILLION MONTHLY ACTIVE USERS



TIKTOK

APP FOR MAKING AND WATCHING SHORT FORM VIDEOS

1+ MILLION VIDEO VIEWS DAILY AND

1+ BILLION SOUND USES DAILY

MOST USED SOCIAL PLATFORM AMONG USERS AGES 10-29

1+ BILLION MONTHLY ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT



77%+ USERS ARE OUTSIDE THE U.S.

250 MILLION MONTHLY ACTIVE USERS

How to create a Social Media Strategy



Learn everything you can about your audience

Knowing who your audience is and their needs is key. That way you can create content that they will like and share. Age, location, interests, average income...

A social media strategy is a summary of everything you plan to do and hope to achieve on social media. It guides your actions and lets you know whether you're succeeding or failing. The more specific your plan is, the more effective it will be.



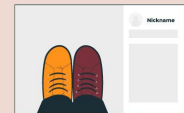
Do a social media audit

Ask yourself tough questions to keep your strategy focused: What's working and what's not? Can I use this account to help achieve my goals? Which networks does my target audience use?



Choose marketing goals that align to business objective

Each of your goals should be: Specific, Measurable, Attainable, Relevant and Time-bound



Know your competition

A competitive analysis allows you to understand what they're doing well and not. You'll get a good image of what's expected in your industry, which will help you set social media targets

