

MARKETING & DIGITAL

6 Tips to Master Social Media for your Business

By Ben Cardy • 23 September 2022



Let's face it, Social Media is important.

Now more than ever, the right approach to Socials and various different platforms is integral for businesses. In some cases, it can even make or break a company faster than you can say 'algorithm'.

You can love it or hate it but either way you have to accept it, it's just a fact. There's a reason that every titan of industry and behemoth of business are constantly churning their posts out every day, it's because they work. Not only do these companies take advantage of the staggering 4.70 billion users, but they quite literally shape the platform for all other users following in their footsteps.

However, contrary to popular belief, using Social Media as a form of advertisement and brand awareness building, is not free. A famous quote that is passed around more than an old penny is "Time is Money" and nowhere is that more applicable than to the turbulent world of Social Media. So, to ensure that you make the most of your resources and maximise your Return on Investments (ROI) you need to make sure that you follow these 6 Tips to Master Social Media for your Business.

Six Steps to Mastering Social Media

#1 – Understand your Goals: To accurately decide which platform to invest most of your time in, you need to first have a firm grasp of what your goals actually are. You could aim to target a new audience, reach a wider audience, directly generate

sales, build brand awareness, build relationships with other brands, humanise your brand, increase website traffic, [source content](#), get feedback, learn more about your customers or gauge impressions of your brand. Each platform has its own strengths and weaknesses which directly align with your goals. For example, [Facebook](#) and [TikTok](#) are great for building relationships, brand awareness and making your business seem more down-to-Earth and approachable. Whereas [LinkedIn](#) and [Twitter](#) are more beneficial when looking at business development and working with B2B businesses.

#2 – Know your Audience: This is fundamental when looking to fish some success out of the bottomless ocean of potential that Social Media has to offer. Knowing your audience means making a plethora of strategic decisions such as what platform they primarily use, what content will they like and when might they be most active. For some of this information, you can rely on websites that track the algorithm and trends on your behalf, whether that be through precise [Market Research](#) or simply looking at the analytics yourself.

#3 - Recognise your Resource Limits: As I said above, time is money. Of course, you can promote on any number of various channels that suit your fancy but how much time are you willing to invest in not only creating content but managing your posts, accounts and monitoring the trends and analytics of your posts? Time isn't the only resource that you can budget when it comes to the ever-changing rabbit hole that is Social Media. In fact, an abundance of businesses pays to advertise their services through the platforms or by paying individual influencers.

#4 – Set your Expectations Appropriately: Many have tried and many have failed to promote their business through virality and by becoming a Social Media megastar, but it's not always achievable. It's important to remember that Rome wasn't built in a day, and neither were the biggest online presences. Some posts will soar and reach a wide audience with more impressions than you imagine, and some will flop, and that is absolutely fine. Moreover, like many things in life, your online success will be relative to how much effort you put in.

#5 – Research your Available Platforms: As I've mentioned above each platform has its own 'particular set of skills' and these skills can help your business in a plethora of ways depending on your requirements. Did you know that when asked 62% of marketers chose Facebook as the best platform for business? In fact, 93% of Social Media Marketers regularly use Facebook ads. Initially I would say that the platforms can be divided into: Facebook – Drives site traffic; Twitter – Broadcast news about your business; LinkedIn – Generate leads; Instagram – Connect to clients and humanise your brand.

#6 – Have fun: Cheesy... Yes. Predictable... Yes. But important... Most definitely. It is plain to see and abundantly obvious when a company or marketer does not enjoy posting on Social Media. Social media can be challenging, it can be overwhelming and intense, but it can also be fun and to truly master Social Media for your business you should enjoy posting.

Final Thoughts

In Conclusion: Using Social Media is easy but mastering it for a business can be unexpectedly difficult. It is a treasure trove of leads, customers, clients, and connections and hopefully, with these 6 tips, you can unlock the full potential behind it: Understand your goals, know your audience, recognise your resource limits, set your expectations appropriately, research the platforms, and enjoy it.

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