



Clockwise Handy Guide

The Why, What and How of Social Media Marketing

Getting prospects to
know, like and trust you
through online content
and conversations

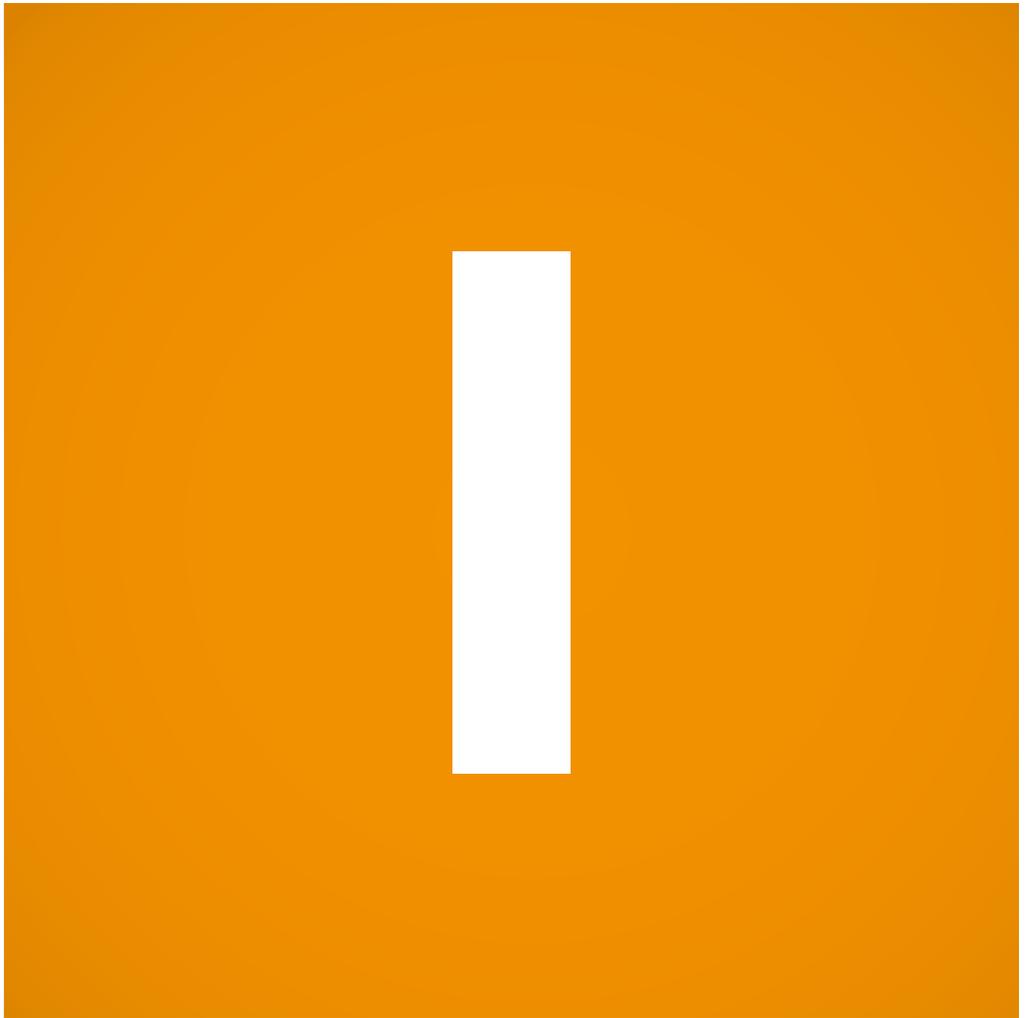
Clockwise
Marketing.

Leading through change

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Introduction.

If a prospective customer looked your business up on a social media platform, such as LinkedIn, Facebook or Twitter, what would they see? And more to the point, would they be impressed?

The first step in social media is to establish a presence – and it needs to be one that you're proud of.

But it's not just about having a company profile page set up. It needs to show consistent, dynamic content that exists to serve your market, compel your readers and encompass your brand and its values. At Clockwise, we have put together this handy guide to help you with the what, why and how of social media marketing.

Hootsuite defines social media marketing as “The use of social media by marketers to increase brand awareness, identify key audiences, generate leads, and build meaningful relationships with customers. Social media marketing should be well coordinated with social customer service, community management, and social selling activities to create seamless relationships with customers across their life cycle.”

0%

Social media marketing statistics.

92%

of social media marketers said that social media was important to their businesses.

(Social Media Examiner, 2015)

83%

of all marketers actively pursue social media marketing initiatives.

(Aberdeen, 2016)

64%

of marketers are using social media for six hours or more a week



By spending as little as 6hrs per week,

66%

of marketers see lead generation benefits with social media.

(Social Media Examiner, 2015)

53%

of marketers say blog content creation is their top inbound marketing priority.

(HubSpot, 2017)

OVER

50%

of marketers say that social media has directly increased sales.

(Source: Social Media Examiner, 2015)

41%

are using it for 11 or more hours per week, and



69%

of marketers said that social media has helped them develop loyal fans.

(Source: entrepreneur.com), 2017

19%

for over 20 hours per week.

(Source: Social Media Examiner, 2015)

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of consumers say that social media impacts their buying decisions.

(Source: forbes.com), 2016

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Ten good reasons. (if the stats didn't convince you)

- 1** Social media increases your online exposure. According to Hootsuite, **90 percent** of businesses said that social media has increased the exposure of their business.
- 2** It allows you to **showcase** your products and services.
- 3** It provides the opportunity to **listen, learn** from and **gauge** what's going on in your industry and for your prospects, therefore enhancing your understanding of your targets.
- 4** It is a catalyst for personalised communication. The real-time data allows you to send very bespoke messages to your prospects and **build your relationship** with them as individuals. Social media often drives loyalty in your prospect community, because of reinforced messages and your continued presence in their business/ social lives. As Entrepreneur.com states, 69 percent of marketers said that social media has helped them develop loyal fans.
- 5** Content can be shared faster and more easily. But perhaps more importantly, Social media allows you to be timely in terms of prospects receiving your targeted communications. This helps to generate **higher converting leads**.
- 6** It allows you to provide **rich** and **unforgettable** customer experiences.
- 7** Social media increases web traffic and search ranking. **77 percent** of businesses said that social media has **increased site traffic** (Source: Hootsuite 2016).
- 8** You can tell your **brand story** and get the positive vision and values of your business across to your audience.
- 9** You can enhance your **trustworthiness** through **consistent exposure** and real-time communication.
- 10** Social media is mainly **free**, which means you can you can **cut marketing costs**.

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Social media management.

6 stage approach:

- 1 Create your goals and decide which platforms work best for your business.
- 2 Check out your competition, industry leaders and clients.
- 3 Establish yourself/improve your SM accounts.
- 4 Plan and schedule your content/editorial calendar.
- 5 Grow your followings.
- 6 Measure success, evaluate and adjust.

But don't:

- x Skip the planning
- x Lie or mislead
- x Ignore everyone else
- x Spam your followers
- x Be obnoxious or confrontational
- x Share too much
- x Self-promote too often

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The content.

Social media without relevant and engaging content is worse than no social media presence at all! It is so important that your content is planned, topical, compelling and of some use to your readers. And this is also the bit that is time consuming. You will need to ensure you have a resource for content creation. Someone who can create an editorial calendar for your social media to ensure consistency across a range of topics.

As a guide:



One third of your updates should be about you and your content.



One third of your updates should be for sharing content from others and surfacing ideas.



One third of your updates should be based on personal interactions that build your brand.

Remember that your content should be used to 'engage with' and not 'talk at' your audience.

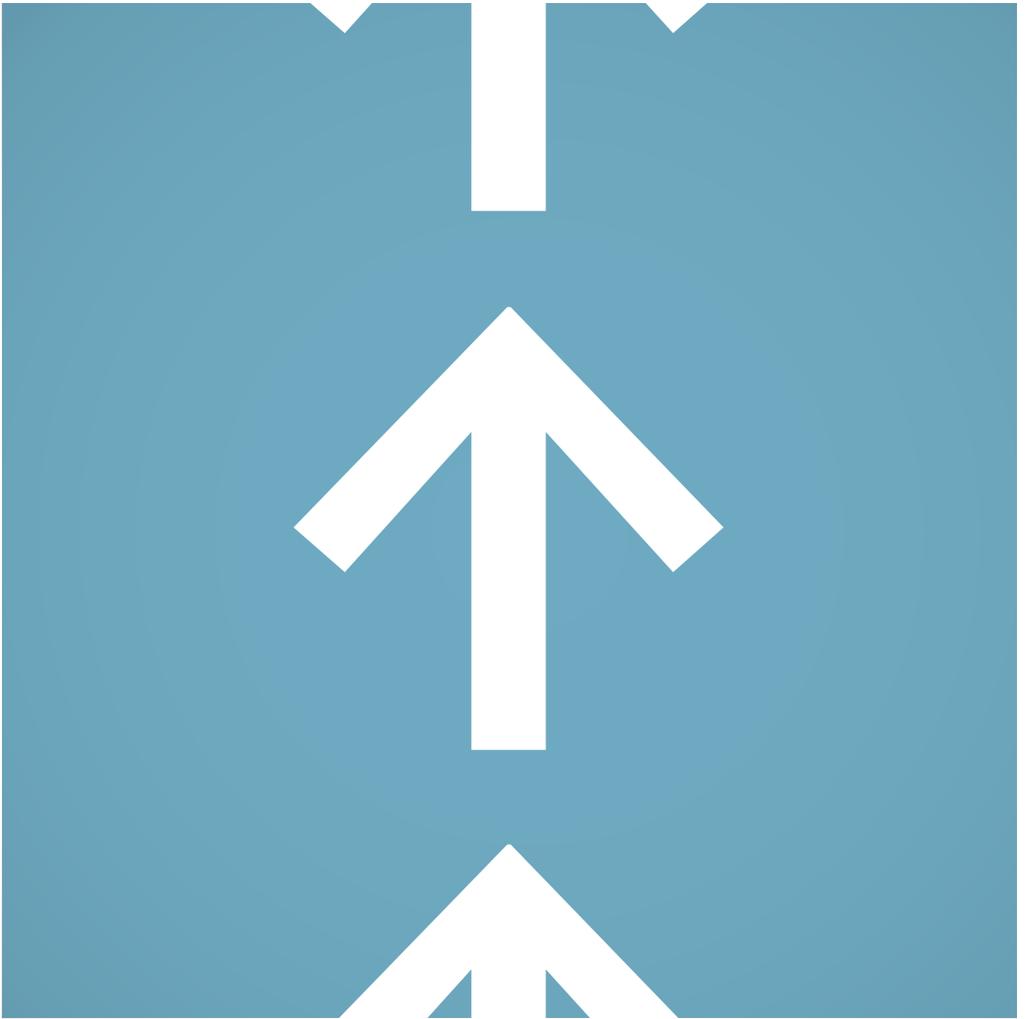
Your aim should be to provoke thought and encourage discussion.

Editorial calendar

Publishing Date	Source	Media	Content Category	Topic
JAN	LinkedIn	Profile Article	Social Media	Rebranding
JAN	Blog	Web post	Direct Marketing	Website Development
FEB	Ext Publication	Editorial	Communications	Strategy
FEB	eNewsletter	Article	Direct Marketing	Content Marketing
FEB	LinkedIn	External Link	Social Media	Survey Results
FEB	Blog	Web post	Social Media	Corporate Social Responsibility
MAR	YouTube	Video	Digital Marketing	Video Marketing
MAR	Instagram	Photography/Video	Digital Marketing	Team
MAR	Blog	Interview	Direct Marketing	Team Talk
MAR	eNewsletter	Article	Direct Marketing	Blogging
APR	Facebook	Infographic	Social Media	Marketing Challenges
APR	Ext Publication	Advertorial	Advertising	Service Offering
APR	Blog	Web Post	Direct Marketing	Corporate Identity/Brand Image
APR	Free Guide	Web Download	Digital Marketing	Social Media

Sample editorial calendar.

Author	Title	Tags
S Ellis	To rebrand or not to Rebrand?	Branding
N Brown	Is your website fit for purpose?	Website Development
C Pestana	In the Digital Game	Marketing Strategy
C Pestana	Engaging your audience	Content Marketing
N Brown	Getting ready for GDPR	Market Research
N Brown	Why CSR Marketing is all the rage	Social Responsibility; CSR
N Brown	Masterclass to Video Marketing	Video Marketing
C Pestana	Team at Clockwise	Clockwise Team
T Glynn-Jones	Ten Minutes with Tim	Tim Interview
C Pestana	Top Tips for successful blogging	Business Blogging
S Ellis	5 of the most challenging areas of Marketing	Market Research
N Brown	Why Clockwise?	About Clockwise
S Ellis	What all employees should know and understand about your brand	Corporate Identity; Branding
C Pestana	The Handy Guide to Social Media Management	Social Media Marketing



Growing your social media following.

If you are going to be spending money and resources on your social media marketing – it needs to be meeting your objectives – which in essence should be to grow a large following who would potentially spend money with your business. This following will come from engaging with your audience through posts and updates, so that they begin to feel like they know, like and trust your business. The second objective of your efforts would then be to turn those followers into paying customers.

- / Ensure your social media accounts are consistent with their header image/profile image and that your biography contains a ‘value/benefit statement’ that is inspirational and an extension of the header image.
- / Post influential and inspirational content that will provoke thought and discussion.
- / Use other ‘centres of influence’ – businesses who share the same audience – to discover new potential buyers for your own business.

- / Review competitors and associated companies’ social media accounts, and take advantage of advanced searches to reveal their followers. Then you can like/follow them and put your brand in front of them.
- / Use the search facility to look for relevant keywords and conversations and reply to individual comments and tweets.
- / Comment on discussions relevant to your business, and join conversations, to build credibility.
- / Build your professional network by inviting your target professionals to connect with you. Then impress them with your posts and updates.

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6 tips for efficient social media management.

Create a time budget:

This will limit your social media time to a daily or weekly total that you can fit into your schedule fairly easily.

Use a social media management tool:

The fun part of social media is the interaction and connection with others, but there are still some times when automation is the best way to stay current.

Social media management tools can be invaluable when it comes to saving time because you only need to check one place to see a compilation of all of the activity on your networks.

Go mobile:

Mobile apps give you the opportunity to check-in on social media activity when you're on the go, and during downtime in your day. Use apps on your smartphone so you can reply, ask, engage, and interact at a time when your work productivity won't suffer.

If you set your social networks to notify you via email when you have a comment or tweet, you can save those messages until you are checking in from your phone. This type of mobile productivity will help you make sure nothing falls through the cracks.

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Set up a reminder system:

If you are browsing social media networks in-between other tasks, you may not have time to act on items of interest right away. Come up with a way to remind yourself later to take action. You can do this by using functions within social platform (i.e., favoriting on Twitter), sending yourself an email reminder, or even using an app like Evernote to keep a running list of social media to-do's.

Schedule your posts in advance:

Not all social media activity has to happen in real-time. Compile a list of messages that you want to send out over the next week or two, and use a management tool that includes scheduling functionality like Hootsuite, Tweetdeck, or Buffer to schedule them. Not only does this keep you active on social media, but it prevents you from scrambling around last minute trying to find content to share.

Outsource:

If you just can't fit social media into your schedule, but know your business will benefit from a strong social presence, it may be time to outsource social media to a marketing company. This won't clear all of the work off your plate since you will still need to share content and other information to make sure all social activity uses your brand's voice, but it can save a lot of your time. If hiring out isn't for you, consider having some of your employees trained on social media so they can maintain the accounts as part of their job responsibilities.

It takes a little time to find a system that works for you, but once you do there are so many ways you can benefit from social media. You can promote your business, network, build relationships, handle customer service issues, and boost your brand's credibility.



Handy tools. ■ B2B social media: Optimal posting times

	Facebook	LinkedIn	Twitter	Google Plus
Monday		7 - 8am, 12pm and 5 - 6pm	12 - 3pm and 5pm	9 - 11am
Tuesday		7 - 8am, 12pm and 5 - 6pm	12 - 3pm + 5pm	9 - 11am
Wednesday	3pm	7 - 8am, 12pm and 5 - 6pm	12 noon + 5 - 6pm	9 am
Thursday	1 - 4pm	7 - 8am, 12pm and 5 - 6pm	12 - 3pm + 5pm	9 - 11am
Friday	1 - 4pm	7 - 8am, 12pm and 5 - 6pm	12 - 3pm + 5pm	9 - 11am
Saturday	12 - 1pm			
Sunday	12 - 1pm			

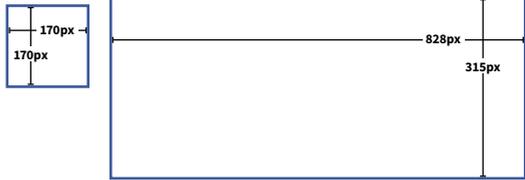


Profile Image

180 x 180 px

Cover Photo/Hero Image

828 x 315 px

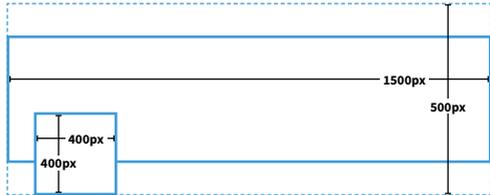


Profile Image

400 x 400 px

Cover Photo/Hero Image

1500 x 500 px



Profile Image

250 x 250 px

Cover Photo/Hero Image

1080 x 608 px



Handy tools. ■ B2B social media: Image size cheat sheet



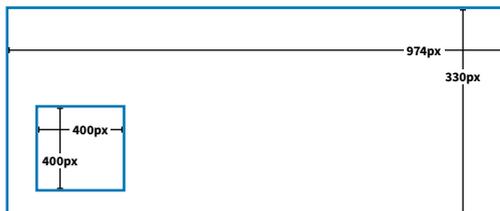
Company Page:

Profile Image

400 x 400 px

Cover Photo/Hero Image

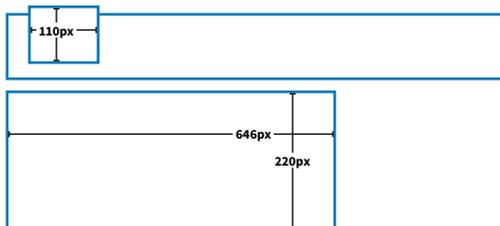
974 x 330 px



Company Page:

Business Banner Image

646 x 220 px



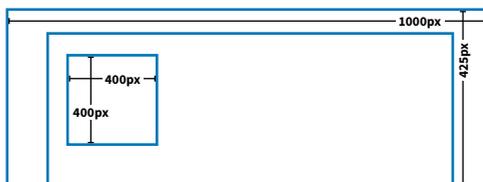
Premium Profile:

Profile Image

400 x 400 px

Cover Photo/Hero Image

Between 1000 x 425 px
and 4000 x 4000 px



Clockwise
Marketing.



Managing your social media
is time consuming.

**Talk to us for help with
planning and implementing
for social media content.**

Contact Clockwise Marketing

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