



How to run an effective social media campaign

In this guide we'll show you how to emotionally connect with customers - an approach that typically makes them 50% more valuable to your business.

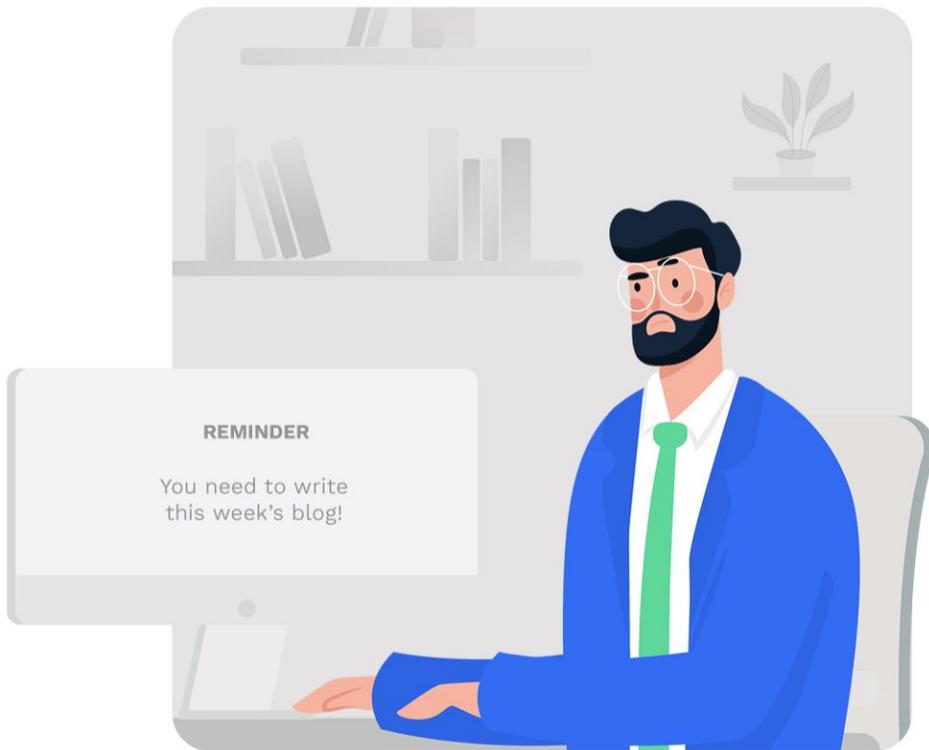


01 CONTENT IS KING

Content reigns above all - make sure you're putting yours out there.

Content marketing is the top-dog of getting noticed on the internet. Content marketing is the publishing of blogs, podcasts, videos and to be honest anything informational online. Content allows you to put your business out there through social media and is what attracts potential customers to your website. It also gets people following you on your social media platforms and grow a large audience.

Content is king. **Put the time and energy in, every single week**, and you're sure to see the benefits. Use [Buzzsumo](#) to find the most shared content online, this will give you some ideas for your own.



02

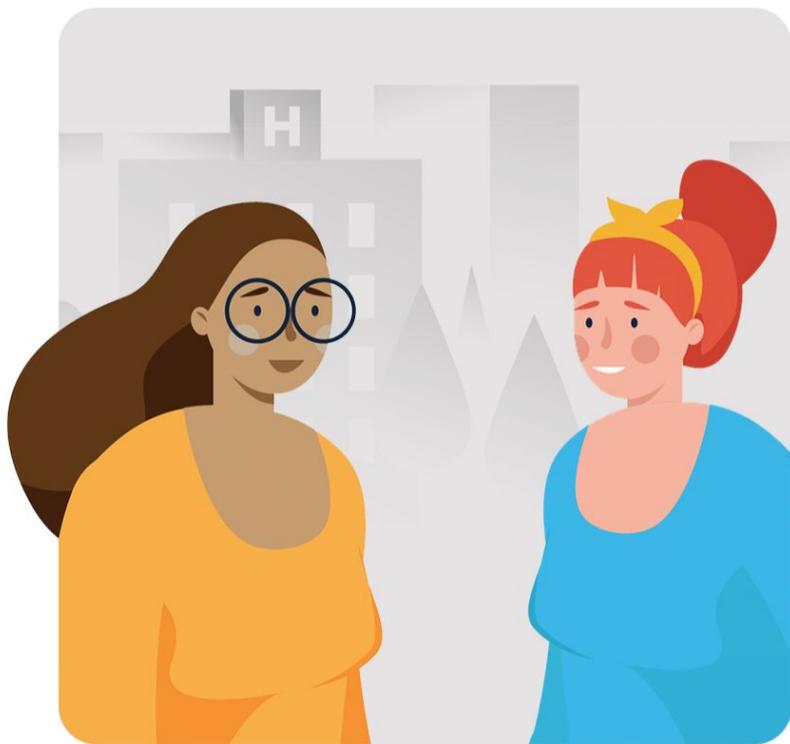
COMMITMENT & PERSISTENCE

Commitment issues?

Putting content out there is time-consuming, detailed and hard. However, it is essential in growing your online presence. First and foremost, you must remain consistent. When developing a content plan, make sure that you are consistent in when you're going to post. This will ensure that you build meaningful relationships with your followers.

Along with this, be patient. Building out followers and new customers takes time. If you're not noticing results immediately, don't fret. If you're new to this whole content thing, make sure to create a schedule for when you're going to post.

Test out different times/days that work best for you. Then, keep posting. The more you post, the more content is out there to be noticed. Lastly, spread out content. If you need help with post scheduling, trying using a social media scheduling platform like [Hootsuite](#). If you're unable to keep up with commitment, get in contact with us and we'll do it all for you.



03 DON'T JUST POST - INTERACT

Be a friendly neighbour; say hello!

Don't just post. Make sure that you're also interacting with others in a meaningful way. No one likes to be sold to constantly, or felt pushed to buy something, constantly. Customers want to feel a genuine, real connection before buying a product or service.

Build a relationship with your followers by speaking to them often, through polls or Instagram Stories. Take the time to reply to direct messages and comments. And make your customers feel important by posting their content! **Engaging and interacting with your followers** is essential to building a **loyal, strong following** over time!



04 BIG PERSONALITY

‘Big personalities’ aren’t a bad thing - stand out!

Creating a meaningful relationship with your existing and potential customers is essential to a lasting relationship. People enjoy when they can relate to a company, as if they were a real-live person, that they could spend time with.

Establishing this is fundamental to your brand over time. By simply giving your brand a voice, or refreshing your brand, you can start to **create meaningful connection**. Giving your brand a voice is the foundation that will help direct the way your brand speaks across all platforms including social media, your website, in stores, etc. However, if you feel your brand is lacking in this area, you may want to consider undertaking a branding workshop to get help forming an identity that is all your own.

