



SOCIAL MEDIA POSTING STRATEGY

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# How To Leverage Social Media For Business Growth

## INTRODUCTION

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# Go beyond likes and follows to build your business.

Many businesses gravitate to social media because it seems like an easy way to promote products and services. Most business profiles fail to convert social media followers into customers. This guide aims to change that by giving tips on how to connect with your audience and promote your services with agency-level tactics. It follows our Connected Marketing Architecture® framework that drives results through three distinct phases:

### STEP 1: CAPTIVATE

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**Grab the attention of your ideal audience and speak directly to their need.**

### STEP 2: MOTIVATE

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**Introduce the solution and your brand to build the relationship.**

### STEP 3: ACTIVATE

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**Give the details of your offer and nurture the relationship to create more customers.**

### Build A Content Strategy For:



#### Profile Posts

With people spending more time than ever on social media, it's a great place to share your message. Use our creative and copy ideas that stop scrolling.



#### Live Videos

Connect with your audience in real time with Facebook and Instagram live videos. Use our talking points to engage your followers and drive conversions.



#### Stories

Engaging with your audience through stories makes your content to feel personal and encourages engagement with your followers.



#### Cohesive Graphics

To keep the message consistent throughout your digital channels, create graphics that follow your tone and color scheme.

## CONTENT TIPS

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Business profiles tend to fall in one of two traps. The first (and most common) trap is selling on every post. The second trap falls on the other extreme which never asks followers to become a customer. It's important to be mindful of what you post and keep a balance between three types of connections.

### Educate

These posts identify problems and solutions that your followers may have and provide an answer. Types of posts include:

**Explain a service** and describe the benefits.

**Showcase a product** and describe how it works.

**Point out your unique value proposition** and how you're different than your competitors.

### Entertain

These posts drive engagement with relevant content that matches what your audience cares about. Types of posts include:

**Highlight a client** to show success and build social proof.

**Introduce a team member** to humanize your brand.

**Celebrate local events and holidays** for a shared interest.

**Pop culture humor** associates your brand with trends.

### Inspire

These posts create a desire in your audience to take the next steps to becoming a customer. Types of posts include:

**Call to action** with next steps on how to get started.

### Post Checklist

- ✓ Compelling relevant image
- ✓ Engaging caption providing value (and call to action)
- ✓ Emojis if applicable to your brand voice
- ✓ Hashtags (9 is the sweet spot)

### Questions To Ask About Every Post

How does my content:

- make them feel?
- make them look?
- help make their lives better?

## POST TYPES

It is critical to remember that social media is a place where your brand builds its know, like, and trust factors. Consistent posts that lead with value and align with your ideal audience's interests create a connection throughout the customer journey.

### The Basics

These post types are all value-driven and should be used the majority of the time in your posting calendar:

**Teach a core concept** that benefits your audience.

**Comment on industry trends** for thought leadership.

**Create actionable content** like tips and how to posts.

**Leverage Stories** to share value in raw video format.

### A Note On Captions

There is a lot of discussion about the ideal length of a caption. The truth is, there is no right answer. If your brand voice is better with punchy one-liners, then stick with that. If you have a knack for storytelling, long-form captions can still engage (even with short attention spans). Here are some guidelines:

**Short form** = one-liner

**Medium form** = 1-3 sentences

**Long form** = short paragraphs that tell a story

### Post Types By Platform

#### Facebook

- Photo
- Graphic
- Video
- Stories
- Go Live
- Link Shares

#### Instagram

- Photo
- Graphic
- Video
- Stories
- Go Live
- Carousel

#### Twitter

- Text post
- Articles
- Lists
- Questions
- News Updates
- Trending Topics

#### LinkedIn

- Company News
- Videos
- Articles
- Events
- Statistics
- Carousel

# SELF-FILMING TIPS & BEST PRACTICES

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## Having the proper equipment is essential

**Cameras:** Make the most of what you have at your disposal, whether it's your phone, iPad, DSLR camera, or any other device capable of shooting in HD.

**Tripod:** Stability is key to avoiding shaky footage. Investing in a tripod is highly recommended, and they're even available for phones.

## Create a professional setup

### Lighting

- Lighting is crucial in making your video look professional.
- Cameras need more light than you do, so don't be afraid to "overlight."
- Natural light is optimal, so position your subject in a well-lit room.
- Avoid dark shadows and yellow lighting.

### Background

- Make sure your space is tidy, especially if it is an after-picture of a project.
- It is okay to have equipment in the background of photos because it makes it more authentic.

### Sound

- While some equipment noise is inevitable, minimize background chatter or conversations during filming.

### Camera Setup

- Position your camera at eye level to avoid unflattering angles.
- Ensure the camera is level and not tilted to one side.
- Maintain appropriate head space above your subject, avoiding extremes like excessive room or chopping off the top of their head.

## Shooting

### Do multiple takes

- Capture multiple takes to provide options during editing.
- Take various shots, including before-and-after shots, action shots, and close-ups.
- The more footage you take, the more you will have to choose from when editing.

### Equipment Tips:

**Camera:** Use the back camera of your phone or iPad instead of the front camera for superior quality.

**Tripod:** If a tripod isn't feasible, improvise by placing your camera on a stable surface at eye level with your subject.

## CONTENT IDEAS

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The best social media posting calendar can hit a creative rut when it comes to post ideas. These topics can be a spark for posts that are relevant to your brand and audience.

### Internal Content

Even though we don't promote having an inward focus, internal content is great at adding a human element to your brand by featuring what's happening in the business and how it impacts your audience.

**Client Highlight** – strengthen existing client relationships and encourage others to become a new client.

**Company Milestones** – celebrate accomplishments and the people that helped make it happen.

**New Clients** – brag on your newest business relationships.

**Team Member Highlight** – introduce your team and brag on them. Great content bi-weekly or monthly.

**Sales Message (Call To Action)** – mention your services and their benefits, then end with a call to action.

**Go Live** - share quick tips and tricks, exciting company news, or check in on your followers.

**Stories** – add encouragement, pose a question, take a poll, or share a day in the life content.

### External Content

This type of content shows how your brand is connected to the rest of the world. It gives you an opportunity to contribute to existing conversations and acknowledge important moments you share with your audience.

**Holidays** – celebrate with your audience, announce important company information (like closures), or promote a special if you have any seasonal deals.

**Events** – share community events whether it's local or industry-specific. Post your own content if you are involved.

**Volunteer Opportunities** – show how you make a difference in your community.

**Outside Resources** – share info from podcasts, blogs, or other news sources. This is not original content but shows you care to keep your audience informed with relevant content.

**Helpful Statistics** – Bring awareness to shocking statistics and how your business can help.

**Funny Memes** - post light-hearted content that is relevant to your business and fun for your followers to interact with.

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## THE BOTTOM LINE

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Don't be scared of social media. Remember that you are the expert on your business and the products and services you sell. The more you share, the more confident you will become.

### Initiate Outreach

You have to flip the script and initiate outreach. Your clients need to know how to get in touch with you and learn more about the services you offer. The content for these social media posts, live videos, graphics, and stories will enable you to share your message and connect with current and potential clients.

### Connect

The role that social media plays in the lives of its users has evolved. There are opportunities for social engagement at all times of the day. Social platforms are entertainment hubs. It's no longer about "social" activities, but purposeful activities, especially those based around content consumption.

### Stuck? Research Competitors

Take a look at what your local competitors and industry peers post. Next, look at the social media accounts of brands or companies you aspire to be. Compare their social media content to yours. You can get ideas on how to improve your content and be competitive.

### Bonus: Helpful Sources

#### Stock Photos

- [unsplash.com](https://unsplash.com)
- [pixabay.com](https://pixabay.com)

#### Create Social Graphics

- [canva.com](https://canva.com)

#### Industry Topics

- Google News (search by industry)

