



5 Steps to Social Media Mastery!

by **MAM Enterprises Co., LTD**

As a digital marketer, I am often asked for the secrets of success on social media. Below I'll share a brief summary of what I believe to be best practice for 2017

1. Prepare to win

Before doing anything it's essential that you know who you're creating content for: there's no point going after the elderly with the latest memes, and there's no point going after tweens with Bob Dylan references.

Clearly define what your objectives are. Do this twice if you're working for a client; and make sure they sign off on the expected outcome in writing before getting started. As far as judging your results: Brand awareness is measured in reach; engagement in comments and likes; and web traffic and enquires are self-explanatory.

2. Killer Copy

While social media may still be in its adolescence, the craft of copywriting is as old as marketing itself. Skilful language use is still the best way to change minds and sell products, so don't skimp on hiring a good writer. This is especially true if you're blogging as the content will live forever on your website. Oh, yeah, and make sure you optimize for Google.

3. Visuals

Most social media platforms are primarily visual. Therefore, you must get into the habit of creating eye-catching visuals, such as infographics, GIFs, cinemagraphs and explainer videos. However, even basic images can be a big help and you always extract quotes from your articles and apply your brand colours and logo using freely available online tools. The key is maintaining a consistent style in order to promote brand recognition and awareness.

4. Targeting

Use targeting. All of the main social media platforms have some kind of advertising mechanism. Mastery of them can be worth a fortune in revenue, so do all you can to understand them. At the very least ensure you're targeting at the right city, age group and gender.

5. Data

Social media sites and Google's analytical tools provide users with a lot of data to analyse. Use this information to figure out what works well for you and what doesn't. This data can be used to select which topics to blog about, which platforms have the best conversion rates, which demographics respond best to which types of content, and which keywords to optimize for.

These tips just scratch the surface, but should provide a decent primer/reminder for you if you're looking to start making some headway on social media.

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