



4 Tips to Get Returns on Your Social Media Activity





With 40% of the global population actively using social media (Hootsuite), it can be frustrating trying to understand why your business's social media accounts aren't seeing much engagement from your customers. If there are so many users, why aren't you seeing a positive Return on Investment (ROI) on your social media activity? If your target market includes millennials, 95% of which follow brands on social media (MarketingSherpa), it is particularly essential that you have an impactful social media presence.

When used effectively, social media offers real opportunities for growth, engagement, increased brand recognition and inbound traffic, customer loyalty, improved customer experiences and search engine rankings, and higher conversion rates.

Here are four tips to help you reach a positive ROI on your business's social media activity:

"While simply getting your voice out there is a good first step — especially if you're short on time and resources — you want to make sure that everything you are posting on social media is worth the effort you are putting into it."

– Christina Crawley, Forbes Communications Council



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1. Create a Strategy

Before you create or rework a social media marketing strategy, you must first remember that social media is not a broadcast channel for you to bombard your audience with highly generic content. Consumers respond to conversation, not promotion. Conversation seems genuine, while promotion is perceived as an advertising ploy. Social media is a meeting place and an integral part of the brand and customer experience.

To build a social media strategy, ask yourself these questions:

- Are you looking to improve your online review rating?
- Do you want to increase online sales?
- How often do you intend to post?
- Which social media platforms will work best with your brand?

Are you in the B2B or B2C marketplace?

Facebook, Twitter, and Instagram are among the top social media platforms in North America, but research from Oktopost shows that roughly 80% of B2B social media leads come from LinkedIn. So be sure to get the most out of your social media strategy by diversifying across multiple platforms. You'll want to select the platforms you use based on the market you serve.

It's also important to note that most website platforms allow you to easily add icons that link to your social media pages, increasing your SEO rankings and allowing for a smoother online customer social experience.



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2. Engage Customers

Social media giants like Facebook, Instagram, and Snapchat are constantly releasing improvements for their technologies. Ensure you keep up with the latest features these platforms have to offer to leverage them to the best of their abilities.

Here are a couple new features for different platforms that you should consider using to initiate conversation with your customers:

Instagram Stories

Instagram “stories” are the very first thing you see when you open the app. For this reason, it’s important that you use the story feature so your content doesn’t get lost in the feed. While, traditionally, stories would disappear within 24 hours, Instagram has added a recent improvement where you can add “highlights,” or old stories you’ve posted, to your business profile.

Facebook Live

Are you camera shy? While going live may be daunting, it’s a great opportunity to personalize client engagement. You can respond to client questions as they’re asked, promote upcoming events, and so much more. Live videos also generate more comments from users, and with Facebook’s new algorithm, this combination will be prioritized above all else, meaning more people will come across your brand.

Nervous about receiving negative comments? Facebook has made recent changes to how negative comments are displayed in posts, but if you do receive a negative review or comment, it’s best to address it right away.

Here are some tips to consider when responding to negative comments on social media:

- Respond to the comment on the page acknowledging their negative encounter with your brand, and inform them you will reach out to them in private to resolve the matter.
- Inquire in private, through the platform’s direct messaging feature (if it has one) or by email.
- Once the matter is fixed in private, reply to the comment to inform the public of how you addressed the issue.
- Engage with clients who leave positive comments to show that you value their experiences with your business.



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3. Invest in Paid Posts

Although it is free to create social media accounts and post as often as you want, you may not see the social media marketing results you want without paying for them.

In order for social media feeds to not be spammed with irrelevant content, social media platforms are constantly improving their algorithms to ensure their users are seeing the content they want to see. For this reason, your target audience may never see your posts if they don't already regularly follow your account. This is where paying for posts comes in.

Many social media platforms provide businesses the option to apply a budget to their posts so they can reach more users. LinkedIn calls this sponsoring, Facebook calls it boosting, and Twitter and Instagram call it promoting. Depending on the platform, targeted demographics, and length of promotion, you can spend as much or as little as you'd like sponsoring a social media post. Often times, spending as little as \$5.00 or less on a post can make a huge difference in the number of people who see your content. This is often regarded to as "impressions."

Although \$5.00 per post may not seem like much, it will certainly add up if you promote every one of your posts. Consider reserving sponsored posts for milestone events, giveaways, or marketing campaigns that go beyond social media.

If you decide to invest in posts, it's important to note the difference between **organic** and **paid** social media. Organic social media is when you interact with other users or when you post without paying for it. Most social media analytics detail how many of your page's user engagements are a result of organic or paid posts. This way, you can see if paying for posts is worth it.



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4. Review your ROI

Whether you are pursuing results from organic or paid social media, when you invest time and/or money in social media marketing, the expectation is that it will be effective and produce results. So how can you ensure you're getting the results you want?

It's important you **track** your efforts on a monthly basis by reviewing the analytics for your accounts. LinkedIn and Twitter call this **Analytics** and Facebook and Instagram call it **Insights**. Depending on the platform, you can see a large number of statistics from the past week or month and how they compare to the previous week or month, including page views, post views, likes, clicks, followers, and so much more. Refer back to your social media strategy to see if your efforts align with the goals you set. At this time, you can make any adjustments to your strategy based on tactics that have worked for you.

If you find that managing accounts from multiple social media platforms is overwhelming or taking too much of your time, there are many online programs available to make your social media use as seamless as possible, such as Hootsuite, Hubspot, and Buffer. Many social media management programs offer free services, but they're often limited to a specific number of accounts.



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Who We Are

CreativeWorks Marketing is an award-winning agency that excels in strategic marketing to help businesses understand what makes them unique and how to truly achieve their marketing goals.

For almost 20 years we have been providing a full suite of marketing services, including strategy and planning, market research, branding, content creation, social media, web design, video production, and campaign deployment and management for a variety of small and medium-sized businesses.

We integrate these tactics to develop cohesive marketing campaigns that align with sales and revenue goals. After all, marketing campaigns should have defined outcomes and measurable results.

We offer access to an in-house team of designers, writers, videographers,

and marketing strategists that act as an extension of your current staff. For companies without a marketing department, we work with you and act as your internal marketing department.

If you have a marketing department, our team is skilled at working with internal teams, often taking care of tasks that they do not have the time or expertise to handle.

At CreativeWorks, we have a proven track record of delivering services and leading strategies that maximize impact, reach, and effectiveness for any business.

Are you seeing the results you expect from your marketing efforts? If not, it might be time for a change. Let's talk!

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