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## GUIDE TO SOCIAL MEDIA



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Social media marketing covers activities involving social sharing of content for marketing purposes. It can help with a number of aims including raising brand awareness, creating and driving website traffic and sales. Using social media in marketing can also create a valuable place to develop an understanding of, and the chance to learn from, your target audience(s).

### Making a plan

Before you start using social media it's important to know what you want achieve and create a plan that allows you to do this. You should also consider:

### Who is your target audience? Where would they be and how would they use social media?

Consider keyword research and brainstorm ideas that will interest your target audience and work on platform(s) they use.

### What message do you want to communicate?

Content is vital when it comes to social media marketing. Make sure you're offering interesting and valuable information that your target audience will find engaging in an appropriate format, e.g. articles, videos, images etc.

It's also important to ensure you have a clear brand identity across platforms. While each has a unique environment, your brand and message must be consistent to make an impact - 'If you chop and change or try too hard, people aren't going to stay with you', Dan Germain, Innocent's Head of Creative.

### How will you measure if it's effective?

You'll need to track data in order to measure the success of your social media marketing strategies. Google Analytics can be used to help you track data on websites but social media platforms may have their own analytics and it's essential to make use of these.

### Platforms

Social media exists across a number of platforms; understanding the platforms that your target audience are using can help identify the right ones for you.

### Facebook

Begin by creating a Facebook Business Fan Page. It's important to remember that Facebook has a relaxed, casual environment so your content and tone should reflect this. See our Guide to Facebook for more information.

### Twitter

Twitter allows you to easily share updates across the web. It's led by dialog and communication, so interaction is key. See our guide to Twitter for more information.

### YouTube

YouTube is specifically for sharing video content. Focus on creating useful, instructive videos or guides as these also rank in search results helping more people find you.

### Google+

On Google+ you can share photos, videos, links, and view all your +1s. Also take advantage of 'circles', which allows you to group your followers into smaller sets so you can share specific information or updates with them.

### Pinterest

Pinterest is an image-led platform that is ideal for retail. It allows small businesses to showcase their products while also developing and expressing the brand personality on pinboards.

### LinkedIn

LinkedIn is a more professional social media platform and can be a useful place to see what is happening in similar industries. You can also encourage customers to give your business a recommendation on your profile to demonstrate credibility to new customers.

### Location based platforms

To link you social media marketing with your premises you can register on platforms like Yelp, FourSquare, and Level Up to claim your location spot. You can then consider incentives such as check-in rewards or special offers to tempt people into store.