

ZO Agency

A woman with long blonde hair, wearing a black jacket and dark pants, is riding a black bicycle with a front basket. She is smiling and looking to her right. In the background, there is a traditional Chinese building with a red wall and a blue roof. Another person is riding a bicycle in the background, slightly out of focus. The overall scene is bright and sunny.

*Your guide to*  
**Social Media  
Marketing**





# What is social media?

Social media marketing, or **SMM**, is a form of marketing that involves creating and sharing content on social media platforms.

Social media marketing has two goals: **promoting** all your other marketing efforts (blogs, videos, products, etc.) and building a **community** around your company and brand.

Just two pieces, but those two pieces need a strategy, goals, and content, and then all of that needs to be applied to the appropriate platforms, and you have to consider how often to post, and who will get it all done.

Sounds overwhelming, doesn't it? Don't worry, we'll help walk you through it.

*You can never go wrong by investing in communities and the human beings within them.*

*— Pam Moore CEO & Founder of Marketing Nutz, Forbes #5 Social Power Influencer*



Market your  
business

First off, should you be  
using social media for  
your business?

yes!

Social media has become  
a standard marketing tool for businesses.

Marketing is all about getting your message out to your  
audience. Did you know 79% of America's internet users are on  
Facebook? That is a huge potential audience for your business.  
And by huge, we're talking everybody-and-their-grandma  
huge—with more than 3 billion social media users worldwide in  
2018.

Social media continues to grow, with users  
increasing by almost 1 million users every month over  
the last year (that is more than 11 new users every  
second).

The takeaway? Yes! Be social, be your best internet self and  
reach the biggest audience you can. It's not as easy as it looks,  
there is a lot more to SMM than an occasional post. But we've  
got you covered.





# What will social media do for me and my business?

What you'll get out of social media will depend on your goals and strategies, but there are quite a few benefits that almost all companies will enjoy.

- Quick, easy and accessible **customer service** for customers wherever they are
- Extra avenues for **selling and promoting** your business and products
- Brand Recognition, brand loyalty, and more **brand credibility**
- A platform to show off **company culture**, events, and employment opportunities



# Where do I start?

## Start with your goals.

What do you want to accomplish with your social media? Are you looking to make more sales, create a community, or become a thought leader and resource in your field? And be realistic. If you don't set attainable goals, you're setting yourself up for failure. By setting smaller, realistic goals, you're positioning yourself to scale your social media efforts going forward—a reasonable and affordable way.

## Audit your social media.

Take a look at who you're already connected to on social media, and who you would like to be. Determine what the best social networks are for your business and goals, and take a look at what your competitors are doing with their social media presence.

## Be awesome.

Now that you know what platforms you want to be on, make sure to either set up or complete your profiles and curate your content to match the platforms you are using.

## Be inspired.

You review your competitors to see what kind of content they are contributing and to gain insights on how it is performing. Stay current on things relevant to your business and provide engaging and interesting content to your audience.

## Be prepared.

Plan a social media calendar—this is essential to your marketing plan. Include the time and date of posts, and stick to your schedule.

## Evaluate and adjust.

Adjust your strategy over time based on your performance metrics. Analyze the clicks different types of posts are getting, the number of page views and likes, and use that data to further your content strategy.

*woohoo!*





# What should I avoid?

## **Posting just to post.**

There can be too much content. People will follow your business because they are interested in your products and services. They will unfollow you if you spam their feed with too much information or things they do not care about.

## **Exaggeration or inaccurate information.**

You want to build trust with your clients, not over-sell and disappoint your customers. Honesty is always the best policy.

## **Confrontational commenting.**

Customers will complain and social media is a convenience outlet to blow off steam. Don't engage and remember to remain calm and professional at all times.

## **Insufficient information.**

People are searching for a product or solution from your business, so you want to make sure the information is readily available. One of the most frustrating things for your customers will be missing information, such as how to contact you, your phone number, and website.

*(there's more)*

Ouch.  
Avoid these too!

### **Mistakes.**

Grammar and spelling mistakes not only look unprofessional, but it indicates that you don't care about details. Why would a customer trust you if you can't be bothered to proofread what you are posting?

### **Inconsistent branding.**

You want to build your brand recognition, not just have a random presence on another platform. Make sure your branding is consistent.

*If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends.*

*— **Jeff Bezos** Founder, chairman, CEO, and president of Amazon*

**Build your  
brand**





A vibrant crowd of people at a festival, with colorful powder (yellow, blue, pink) being thrown into the air, creating a festive atmosphere. The background is a bright blue sky with scattered white clouds. The crowd is seen from behind, with many people holding up their phones to capture the moment.

# Congrats~

You've just learned  
**a whole lot** about  
Social Media Marketing!

Need more  
expert guidance?

*We're here  
for you!*





Stand out. Be seen.

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