

# Social media marketing

A practical handbook  
by Not Fur' Long

**NOT  
FUR'  
LONG**

# Hello!

This handbook is aimed at helping small business owners with the basics of marketing on social media. Quite simply, social platforms are useful because brands can reach millions of potential customers who are using them.

Whether your thing is dog nutrition, personal training, or craft beer, there will be one or more social platforms that are right for interacting with the people most likely to become your brand's new customers.

The main platforms also allow (and effectively force you into) paid-for advertising to increase the number of people your brand reaches. Using any social platform to build your business requires investments of time, money, or both.

We hope this will provide an understanding of the general principles of Social Media Marketing so you can feel more confident on how best to promote your brand on the platform/s that suit your business. That way you can get the results you need and adapt into an evolving future.

# An intro to Social Media

All the buzz about which platforms are on trend and which have shiny new features can make social media appear both exciting and daunting.

Social Media challenged traditional marketing by allowing businesses and brands to have direct, public connection with their audience.

The big platforms then evolved into paid-for advertising machines.

Essentially, marketing on social media is now like marketing anywhere.

That means there are now several professional strategies and methods by which to market on Social Media and we hope to take you through some of the fundamentals.

# An intro to Algorithms

A piece of content is never seen by your entire audience due to Social Media platforms' algorithms.

These are largely in place so platforms can monetise themselves. Paid advertising products allow brands to bypass the algorithms and ensure they reach a large amount of people (depending on media spend).

Outside of paid advertising, organic reach can be as low as 0.2% on platforms like Facebook but it varies by platform. It's worth checking up on how a platform's algorithm affects your brand's reach, this will impact your analytics and content planning.

Some factors which determine what a user sees of a brand's content includes; How often they visit a content creator's profile/page, How much they interact with content, What type of interaction they provide, The time it takes them to interact.

Ultimately you can get lost trying to game the system that is constantly changing, a more effective method is to play within the system and allocate some budget to paid reach.

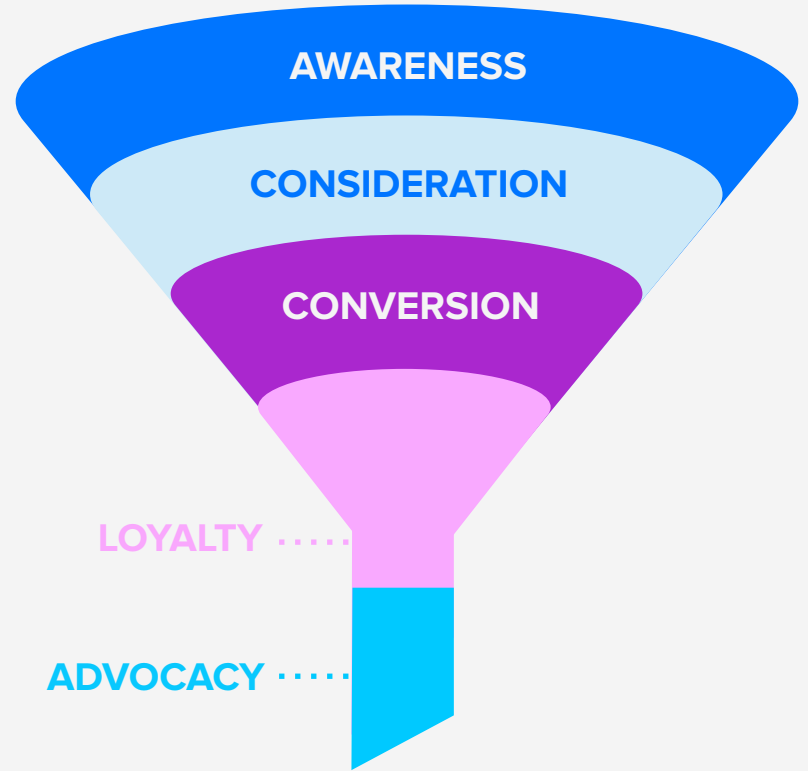
# Where does Social Media fit in the marketing funnel?

Social Media marketing can help businesses be successful at most stages of the traditional marketing funnel.

It can be used by brands for one or more business goals.

It can drive customer growth through building awareness and improve loyalty through advocacy or reward programs.

Paid advertising on the platform can also help with consideration and conversion.



# Social media marketing checklist

It's important to make sure the fundamentals are in place before taking your brand onto any Social Media platform.

- Objectives
- Degrees of Commitment
- Resources
- Content Marketing
- Platforms
- Measurement

# Set your objectives

Most small businesses have the same requirements, year-in, year-out, and this is our starting point:

**To** Increase profit; or increase turnover

**By** Adding new customers

**Through** Reaching as many potential new customers as possible

**And** Communicating how your brand meets customers' needs

**This is true for most businesses and charities, no matter their size\*.**

\*If you are an exception, use you can use the same framework amended with your own objectives.

# Explore your resources

It's useful to have a plan for your Social Media Marketing.

This should cover the following topics - some of which you may want to assign a set monthly budget to:

1. **Planning time** (time to plan your content)
2. **Community management** (reviewing and replying to customer interactions)
3. **Content production** (cost and time it takes you to make content)
4. **Paid advertising** (assigning a budget for paid social adverts)
5. **Performance & analytics** (time to review the success of your content using measurement tools)



# Social Media platforms

What you need to know...

# Shifting trends

Today's biggest player is Facebook. It also owns Instagram. They bought it because users were moving to the hot new thing.

Other stable platforms are Twitter, LinkedIn, and Pinterest. An up-and-comer is TikTok.

On the following slides we lay out the characteristics for each platform to help you identify which platforms are the best fit for your brand. It's not practical or necessary to be on each platform.

The platforms that people use change regularly year on year so do set some regular time aside to check where your potential customers are spending their time.

This isn't to overwhelm you. It's to ensure you can view them dispassionately and adapt to new platforms when they become relevant to you. And eventually drop the old ones when they become less relevant.



## FACEBOOK

**People's whole life**

The largest and most diverse platform of them all with the most active and engaged user base.

All types of audiences.

The highest proportion of older users.

Option to sell directly with Facebook Marketplace and Facebook Shopper.

Great options for targeted paid advertising.

ADVERTISING,  
ENGAGEMENT  
& SELLING



## INSTAGRAM

**People curating only the most attractive parts of their life**

Second only to Facebook in size and engagement of users.

Majority are under 35.

Option to sell directly with Instagram Shopping.

Great options for targeted paid advertising.

ADVERTISING,  
ENGAGEMENT  
& SELLING



## TWITTER

**Newsroom and debating chamber**

Smaller but some highly engaged users.

News topics can be divisive so if in doubt don't post.

Relative anonymity means hard to target with advertising.

ENGAGEMENT



## TIKTOK

**Little chunks of silliness/creativity**

High engagement fun, daft, surprising short videos on loop.

Majority of users under 25. Options for paid advertising.

ADVERTISING &  
ENGAGEMENT



## PINTEREST

**People planning fun, beautiful things**

Primarily 'home-makers'.

ENGAGEMENT



## LINKEDIN

**The 'business' Facebook**

High engagement around career-related news, jobs, and personal development.

Some options for targeted paid advertising.

ADVERTISING &  
ENGAGEMENT



DEMOGRAPHICS

2.5+ Billion  
Ages 25-34  
54% Female

1+ Billion  
Ages 18-34  
56% Female

330 Million  
Ages 18-29  
66% Male

675 Million  
Ages 18-24  
57% Male

335 Million  
Ages 18-29  
71% Female

800 Million  
Ages 16-24  
56% Male

360 Million  
Ages 13-24  
61% Female

PURPOSE

Building  
Relationships &  
Entertainment

Building  
Relationships &  
Entertainment

News, Articles  
&  
Conversations

Business News,  
Articles &  
Conversations

Scrapbooking

Building  
Relationships &  
Entertainment

Building  
Relationships &  
Entertainment

BEST FOR

Paid Reach

Building Brand  
Loyalty &  
Influencer  
Marketing

Public Relations  
& Opinion

Business  
Development &  
B2B Business

Lead  
Generation;  
Clothing, Art &  
Food Sectors

Influencer  
Marketing,  
cultural trends

Word of Mouth  
Marketing, big  
brands

DOWNSIDE

Limited  
Organic Reach

Limited  
Organic Reach

280 character  
limit &  
Unable to edit  
tweets

Time  
Consuming &  
Limited  
Features

Images Only &  
Very Specific  
Demographic

Expensive Paid  
Options &  
Younger  
Demographic

Expensive Paid  
Options &  
Younger  
Demographic

FACEBOOK



Whatever your business, you'll likely find your audience on Facebook and in big numbers.

It's the simplest platform for engaging with fans/followers and also trying out paid advertising, because people's profiles are genuine and rich in information. This is why political parties advertise on Facebook.

Want to sell direct off Facebook?

Try the new recently introduced Facebook shop feature which allows your business to sell directly through your [Facebook profile](#).

At minimum have a presence.

**Things to include:**

- Key images of your product/service
- Link to your website
- Link to other social media accounts
- Store address
- Link to map
- Opening hours
- Contact details

INSTAGRAM



Not all businesses are a natural fit for Instagram, so you'll need to explore whether you use it or not.

Fitness seems to fit the aspirational 'best life vibe', solar panels probably not.

It can be hard to know anything about the audiences for targeting advertising beyond topics, hashtags, and who they're following.

Want to sell direct off Instagram?

Try the new recently introduced Facebook shop feature which allows your business to sell directly through your [Instagram profile](#).

At minimum take the handle.

**Things to include:**

- Key images of your product/service
- Link to your website

TWITTER



If your business is all about being on the pulse, and you're happy to chatter away all day, then Twitter is for you.

For the majority, it's a disproportionate amount of work for the rewards.

Targeting advertising is hard because there's relatively little (genuine) information to go on.

At minimum take the handle.

**Things to include:**

- Link to your website
- Business location

# Degrees of commitment

Being active on every platform dilutes your impact, makes it hard to identify what works for you and could be exhausting.

There are three degrees of commitment you can apply to your key social platforms:

**Passive presence** – setting up a page, profile, or handle without using it much

**Active presence** – putting out content and engaging with people

**Active advertiser** – paying for ads to drive people to your page/profile, website or shop



# Passive presence

Setting up a page, profile, or handle without using it much.

## WHY?

- Secures it for potential future use.
- Prevents anyone else from taking it.
- Can make your business look more legitimate.

## REMEMBER

- Admin of queries, comments, etc.
- Admin of keeping information up to date.
- There is usually an option to hide, mute, or make private so you've got it, without the visibility and effort.
- Ensure the account is private if you're just holding the handle for future use.

# Active presence

Putting out content and engaging with people.

## WHY?

- To interact with people who already know you and your brand, such as your personal and professional connections and more importantly your existing customers.
- You may potentially be seen by 'friends'/'connections' of your 'fans'/'followers' and so on.
- You can position your brand as an authority and enhance status.
- It can demonstrate being 'in-the-know' by reacting to news in your category.
- Useful for launching new products/services to your existing customers first to gauge response and/or feedback before launching to new customers.

## REMEMBER

- There is time and effort involved in being active and converting 'fans'/'followers' into customers.
- Don't expect to reach large numbers of people or build 'fans'/'followers' quickly. What counts is customers.
- Ensure you're active on the platform if your account is public - looking like a passive account may turn off your audience when they discover you.

# Active advertiser

Paying for ads to drive people to your page/profile, website or shop.

## WHY?

- Guaranteed, quantifiable ability to reach potential customers with your brand message.
- Ability to be very targeted with your audience.
- Fast way to reach large numbers of the people you want.
- Short customer journey straight to your product/service (website, telephone number, or location).
- Ability to start small.
- Ability to test different approaches to see what works, then go bigger.
- Can position your brand as an authority and enhance status.
- Immediate results.

## REMEMBER

- Monitor costs.
- Monitor effectiveness.
- What counts is customers not 'fans'/'followers'.

# Content marketing

Content is another name for the pictures, videos or writing you put out on your social channels in order to promote your business.

We've created another handbook on content strategy which is a step by step guide that will help you plan, develop and organise everything you publish for your audience. The handbook is a helpful document to read after this one to help you make the best impression on Social Media.

Keep the points on the following slides in mind when it comes to planning your content.

# Content marketing

The key factors to consider when thinking about creating content.

## BRAND

What you want to say about your product/service

- Benefits
- Reasons to believe

## AUDIENCE

The customers you're talking to, and what they care about

- Insights
- Media & Social insights

## THEMES

How you'll organise and plan engaging things to produce and post over a year

- Pillars
- Calendar

## ADS

Single most motivating thing you can say about your product/service

- How to buy now
- Next action

## VISUAL IDENTITY

Distinctive look and feel of your brand

- Imagery
- Style

## TONE OF VOICE

Distinctive way your brand speaks

- Direct, to the point?
- Friendly and humorous?

# Creating engagement

If you want to be active in a community, being informative, interesting, or funny are good starting points.

Engagement is key to getting people to follow the brand and interact with it.

The more followers your brand has, the more chance it'll be seen by their network of followers.

The content you put out plus your comments and reactions to customers and others will determine how your brand is perceived and how far it reaches.

See our handbook on Content Strategy for more information.

**B2B sales are often high value with a long purchase cycle so 'thought-leadership' content can be useful in keeping prospects 'warm'.**

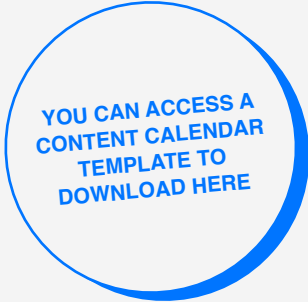
# Keep your calendar

It's important to create a Content Calendar to organise what is about to be posted and therefore what needs to be created by when.

Schedule your posts ahead of time – you can do this from a week to a month in advance.

Sort your content into themes (product, brand story, cultural moments) to make sourcing and writing copy easier.

Work cultural/seasonal moments into your content calendar (Pride/Christmas) and react to unplanned cultural moments if it feels authentic to your brand (Black Lives Matter).



YOU CAN ACCESS A  
CONTENT CALENDAR  
TEMPLATE TO  
DOWNLOAD HERE

# Set the frequency

How often to post will depend on the business you're in, your audience, key periods and - crucially - how much time you've got available.

Each social media platform introduces new formats and tweaks their algorithms constantly so test things to see what works to find the optimal balance of sustainability and engagement.

Platform insights can also tell you when your audience are most active giving you the best time to post.

Ultimately regardless of how often and when you post it's important for each post to have a purpose (see our Content Strategy handbook).

## FACEBOOK

1 to 2 posts a week allows you to stay current without over-loading audiences. Paid posting is essential on this platform.

## INSTAGRAM

Frequency on Instagram is more about consistency than volume, large brands post 1.5 times a day on average. For SMEs 3 to 5 posts a week should suffice.

Audiences who follow specific accounts get used to seeing posts at the same time of day and will often look out for new content.

## TWITTER

Frequency on Twitter is about pace and currency.

So much information flows through the channel that there is less of a risk of overwhelming followers.



# Post it!

## INSTAGRAM

- Keep it punchy and enticing alongside great images to tell an appealing story.
- Ensure that copy contains hashtags that are trending in your category and also content-specific, so the posts are easy to find and are more discoverable by users who aren't necessarily followers.

## FACEBOOK

- Think short and snappy. Posts of 40 characters or less are ideal. Try not to go over 100 characters.
- Don't use 'click bait' call to actions in copy, e.g. vote using emojis, tag a friend, share to win. This is penalised by Facebook and may affect reach/engagement.

## TWITTER

- Despite the increased word allowance to 280 characters, try keeping your Tweets short and snappy.
- Ensure that copy contains hashtags, with a focus on what is trending. Two or three is the recommended maximum.
- Add in emojis so users can interpret information in the Tweet faster. They add colour, context and can also be used in place of words. Though these need to be used sparingly, and always need to be relevant to the content.

# Hashtags

## ###

Keywords – in the form of hashtags – form the basis of search for Instagram and are important for discoverability on Twitter. That way your audience can find your content while they are browsing through subjects.

Trending hashtags are a source of inspiration and news, and can often be used in a playful and interesting way. Look out for trends and tag these when relevant.

It's important not to piggy back on a hashtag that is not relevant to your brand just because it's trending. This can lead to unnecessary backlash.

Remember to limit the amount of hashtags you use on each post, as a rule of thumb try not to use more than 6 on each post.

### INSTAGRAM

- Use multiple hashtags.

### FACEBOOK –

- Hashtags have very limited functionality and use on this channel.

### TWITTER

- Always try and link a Tweet to a trending topic.
- However if it doesn't fit into any category and is quite niche think about the content of the tweet – what one word would you use to describe it?

# Paid for promotion

In order to reach beyond those who regularly see your posts and content in any significant way, you'll have to use paid social advertising.

Although you have to pay for it you don't need a big budget to get started.

It can allow your brand to reach lots of people, quickly, and it's effective.

If content to your existing customers gets a good response it might be worthwhile putting some paid promotion behind it to reach potential new customers. This is referred to as boosting a post.

Alternatively you can create bespoke advertising to get their attention and get right to the point about why your brand is great, directing them down the funnel to purchase.



# Measurement

Key metrics to evaluate performance

# Measurement

Your primary goal is likely reaching or engaging new audiences. Below are some top-line metrics that can begin to give an understanding of how well your content or ads are performing, otherwise known as Key Performance Indicators (KPIs).

These should be set in relation to your objectives. No single KPI will give an accurate measure of success so combine multiple metrics: you may attract lots of new followers, but if they're the wrong audience, engagement rates will drop. Similarly you may be garnering high engagement rates but reaching a small amount of existing and new followers, paid spend is important for this reason.

## FACEBOOK

- Paid reach
- Organic reach
- Engagement (percentage)
- Fans gained (vs fans lost and net gains)
- Comments, reactions and sentiment
- Referral traffic (via UTM links) and onward journey
- Likes and shares

## INSTAGRAM

- Paid reach
- Organic reach
- Engagement (engagements per follower)
- Followers gained (vs followers lost and net gains)
- Comments and sentiment (where possible)
- Hashtag use
- Likes, saves and re-shares

## TWITTER

- Re-tweets, replies and likes
- Engagement (engagements per follower and per post)
- Followers gained (vs followers lost and net gains)
- Comments and sentiment (where possible)
- Hashtag use
- Referral traffic (via UTM links, put through a link shortener)

# Measurement Glossary



**Paid reach** – Paid reach consists of the users who see your posts as a result of paid advertising. Unlike organic posts, paid ads allow you to target an audience who have not yet liked your page, but have shown similar interests or are in your demographic.

**Organic reach** – Organic reach is the number of people who see your content without paid distribution. It includes people who are shown your posts as well as your page.

**Engagement** – Social media engagement measures the public shares, likes and comments for an online business' social media efforts. Engagement has historically been a common metric for evaluating social media performance but doesn't necessarily translate to sales.

**Sentiment** – Social media sentiment is the attitude and feelings people have about your brand on social media.

**Referral traffic** – Referral traffic describes the people who come to your domain from other sites, without searching for you on Google. When someone visits a link from a social network tracking systems from Google recognise the visitor as a referral.

# Tools & resources



HANDY LINKS TO  
EXPERT HELP

Many respected sources publish information and offer useful tools to help you up skill yourself:

**'How to' guides**  
**Audience insight**  
**News and trends**  
**Facebook (and Marketplace)**  
**Instagram (and Shopping and IGTV)**

**Twitter**  
**LinkedIn**  
**Pinterest**  
**TikTok**

# Tools & resources

## Great 'how to' guides for all platforms

Hootsuite Social Media Management - 'How-to...' Archives  
<https://blog.hootsuite.com/resource/how-to/>

## Audience insight

- Google/Search  
<https://trends.google.com/trends/?geo=GB>  
<https://www.thinkwithgoogle.com/consumer-insights/data-insights-library/>  
<https://shopping.thinkwithgoogle.com/>
- 10 of the Best Social Listening Tools to Monitor Mentions of Your Brand  
<https://blog.hubspot.com/service/social-listening-tools>
- Answer the public  
<https://answerthepublic.com/>

## News and trends

- We Are Social  
<https://wearesocial.com/uk/blog>  
<https://wearesocial.com/digital-2020>



# Tools & resources



## Facebook

<https://www.facebook.com/business/>

<https://www.facebook.com/business/marketing/facebook>

<https://www.facebook.com/business/insights/people>

<https://www.facebook.com/ads/audience-insights/people>

<https://www.facebook.com/business/ads-guide>

<https://www.facebook.com/business/inspiration>

<https://www.facebook.com/help/analytics/1710582659188030>

<https://blog.hootsuite.com/steps-to-create-a-facebook-business-page/>

<https://blog.hootsuite.com/how-to-advertise-on-facebook/>

## Facebook Marketplace

<https://www.facebook.com/marketplace/>

<https://blog.hootsuite.com/facebook-marketplace/>

# Tools & resources



## Instagram

<https://business.instagram.com/>

<https://business.instagram.com/getting-started/>

<https://business.instagram.com/advertising/>

<https://www.facebook.com/adsmanager/creation?act=1182094818604372>

<https://business.instagram.com/blog/improve-direct-response-ads/>

<https://business.instagram.com/tips/>

<https://blog.hootsuite.com/instagram-ads-guide/>

<https://www.agorapulse.com/social-media-lab/science-instagram-algorithm/>

## Instagram Shopping

<https://about.instagram.com/features/shopping>

<https://blog.hootsuite.com/insta-shopping-tips/>

<https://www.wikihow.com/Establish-an-Online-Shop-through-Instagram>

## Instagram TV

<https://business.instagram.com/a/IGTV>

<https://help.instagram.com/381435875695118/>

<https://blog.hootsuite.com/instagram-tv/>

# Tools & resources



## Twitter

<https://help.twitter.com/en/using-twitter/create-twitter-account>

<https://help.twitter.com/en/using-twitter#tweets>

<https://marketing.twitter.com/na/en/insights>

<https://business.twitter.com/en/targeting.html>

<https://analytics.twitter.com>

<https://business.twitter.com/en/analytics.html>

<https://blog.hootsuite.com/twitter-analytics-guide/>

<https://blog.hootsuite.com/twitter-ads/>

# Tools & resources



## LinkedIn

<https://business.linkedin.com/marketing-solutions/linkedin-pages>

<https://business.linkedin.com/marketing-solutions/ads>

<https://business.linkedin.com/marketing-solutions/success/best-practices#targeting>

<https://business.linkedin.com/marketing-solutions/success/best-practices#measure-results>

<https://blog.hootsuite.com/linkedin-for-business/>

<https://blog.hootsuite.com/linkedin-ads-guide/>

# Tools & resources



## Pinterest

<https://business.pinterest.com/en>

<https://business.pinterest.com/en/creating-your-account>

<https://business.pinterest.com/en/insights>

<https://blog.hootsuite.com/how-to-use-pinterest-for-business/>

<https://business.pinterest.com/en/promote-on-pinterest>

<https://business.pinterest.com/en/creative-best-practices>

<https://business.pinterest.com/en-gb/blog/4-steps-to-improve-your-ad-campaign-performance-on-pinterest>

# Tools & resources



## TikTok

<https://ads.tiktok.com/homepage/>

<https://creatormarketplace.tiktok.com/>

<https://ads.tiktok.com/homepage/inspiration>

# Tools & resources



## Sprout Social & Hootsuite

The following two tools are paid for social media analytics and planning tools. Sprout Social and Hootsuite will allow you to understand and reach your audience, engage your community and measure performance.

<https://sproutsocial.com/>

<https://hootsuite.com/en-gb/>

# Farewell!!

Not Fur' Long is a collective of marketing professionals providing strategic and creative support for small businesses & charities to keep them alive and thriving during the COVID 19 pandemic.

This is just one of our collection of handbooks helping business owners and entrepreneurs understand different types of marketing. Please visit our website for information on how to access the other handbooks.

**NOT  
FUR'  
LONG**



**@Not\_FurLong**



**@notfurlongcreative**

**[www.notfurlongcreative.co.uk](http://www.notfurlongcreative.co.uk)**