

CANECTO - AUTOMATED WEB ANALYTICS

YOUR GUIDE TO CREATING A

SOCIAL MEDIA STRATEGY



PREPARED AND PRESENTED BY

WWW.CANECTO.COM



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CREATE YOUR STRATEGY

Social media platforms are amongst the biggest players in today's digital world. However, paid social media ads have one of the lowest ROI across all digital marketing activities.

The poor performance of social media ads can mainly be blamed on the quality of the ads and the lack of knowledge by those creating the ads.

It is vital knowing have the ins and outs of what it takes to create a successful social media strategy in order to create a successful social media strategy.

To create a successful social media strategy you need to:

- Communicate the right message
- With the right length
- In the right way
- To the right people
- At the right time
- On the right channels

Nailing all of the factors above might seem like an unmanageable and overwhelming task. However, if you break it down into smaller tasks it becomes more feasible so don't lose hope and just keep reading.

AUTOMATED SOCIAL MEDIA ANALYSIS

Most people fail to create the ideal social media strategy for their specific business due to a lack of a transparent data-driven approach to their social media spending.

Canecto has tried to solve this problem by developing the world's first social media conversion tool. It will tell you your optimal social media spending based on learning from your websites converting users.

Stop spending your marketing budget based on a gut feeling! A data-driven approach to your social media strategy is the way forth.

Get a free account today!



SET A GOAL

SET GOALS WHICH SUPPORTS YOUR CORE BUSINESS GOALS

Like all other business planning defining a clear goal is vital and social media strategies are no different. Social media strategies tend to fail if the goals aren't aligned with the business objectives.

Additionally, setting the right goal is just as important. Don't focus on short-term goals that might not support your bottom line. Focus on goals such as generating more traffic to your website, leads or conversion.

Use the SMART method to determine your goals. SMART stands for

- Specific
- Measurable
- Attainable
- Relevant
- Timely

Ask yourself exactly what you wish to accomplish and then use the SMART method step by step to determine which social media platforms are best for your company to use.

Examples of goals:

- Increase traffic
- Reach a new target audience
- Increase sales
- Get more inbound links
- Increase brand awareness
- Increase visibility
- Improve customer service
- Learn about your target audiences behavior

Make them even more specific by following tangible numbers or other measures. For example:

'I want to increase the sales by 10%'

or

'I want to get 30% more sign-ups for our newsletter in three months.'

CHOOSE A SOCIAL MEDIA PLATFORM

NAVIGATE THE JUNGLE ON SOCIAL NETWORKS AND FIND OUT WHICH ONES ARE MORE PROFITABLE FOR YOU



It is no longer a question of whether or not to use social media. It is a question of which ones to use. There are endless social media platforms for everything and everyone. There might even be too many, which can make it hard to figure out which platforms are worth your business' time and money.

Focus on the platforms, from which you will gain the most and will bring you closer to your goals. Figure out which platforms that your target audience are using the most and which platforms your competitors are using.

Social media advertising is efficient due to its ability to target user on very specific demographics, interest and traits. It is worth mentioning that Facebook is superior when it comes down to specific targeting.

The list of pros and cons for each social media platform is long but in the end of the day it an individual matter in relations to what works best for your company.

The major social media platforms in one sentences:

Facebook: Is excellent for targeting people by niche interest and demographics

Twitter: Is good at targeting specific networks

Instagram: Is great for visual content and physical products

LinkedIn: Is useful for B2B companies as you can target by industry and career

Pinterest: Is great for visual companies targeting females

Youtube: All content is searchable via Google

Snapchat: Is good to for creating a sense of urgency because it doesn't last forever

IDENTIFY YOUR TARGET AUDIENCE

KNOW YOUR TARGET AUDIENCE TO INCREASE YOUR CONVERSIONS



The amount of competition to win end-users and consumers attention is only getting bigger and bigger. Along with the development of social media came excellent opportunities for companies to target their preferred target audience. However, this development also brought along a new level of competitiveness in order to get the attention of the customer.

Today, it is more important than ever, having a well-defined market as no one can afford to target everyone. Having a well-defined target audience allows smaller businesses to be competitive if they focus on a niche market.

The process of figuring out your target audience can save you a lot of time and money and result in a much higher ROI. Defining your target audience is the hard part. Once you have this locked down then you can easier decide how you would like to communicate with them.

Remember that targeting a niche specific does not exclude anyone from becoming a customer. Additionally, you need to be aware that you can have more than one niche market. It allows you to be more specific in your communication towards a certain group of people.

By doing so you'll end up with a more relevant and personal marketing message and people are thereby more likely to convert. Last but not least - this approach is more affordable.

STEP BY STEP

FOLLOW THE 4 STEPS AND FIND YOUR NICHE AUDIENCE

1. Determine what needs or pains your product or service fulfills

Figure out who's most likely to use your product. Who will need, who will use and who wants to buy it? Consider demographics such as age, gender, location, employment status, buying power etc.

Figure out which demographics are important to determine your target audience. Don't use demographics or other filters just for the sake of it. Include psychographics such as values, personality, interests, lifestyle behavior, attitude etc.

2. Narrow it down

It can be really difficult choosing which factors and demographics are ideal for your ideal target audience. If you are in doubt about which ones to choose then try and narrow it down to a few different target audiences. You may advantageously test which target audience reacts the best to your product, is more engaged or converts the most.

There are several ways of testing this. If you have limited budget and time you can make a simple A/B test on social media. This is most likely the easiest way to make data-driven decisions deciding on a target audience. You will be able to read about A/B testing further down in this guide. However, you will be testing potential target audiences reactions and not the effect of your social media initiatives. In order to test this properly, you should choose the exact same content to advertise, on the same platform, at the same time but with different target audiences.

Don't narrow it down too much. If you can effectively reach more one niche market with the same message then you should reconsider whether differentiate the target audiences a bit. Further, if you find that there's only a small amount of people, which fits your criteria then you should reconsider your choices.

3. Analyze your data

The easiest and quickest way to do so is analyzing your existing data. If you have any analytics or other data of existing customers and traffic you should use it and try to find patterns. Look at broad or narrow similarities. If you have a diverse range of customers, then you may advantageously segment them further and divide them into smaller target groups.

If you don't have any web analytics yet, let me just remind you that this is 2018. The question is no longer whether to use web analytics - it is which one you should use.

Today, there are several good web analytic companies. It all depends on your needs, wants, know-how and budget. The majority of web analytical systems are either very expensive or is complicated and demands a high level of know-how and time before you can extract real business value from the data.

If you need something simpler, cheaper and automated then don't go overboard. Get a system that takes all your data and makes sense of it for you - try out Canecto. (LINK)

Last but not least, have a look at your competitors target audiences. Who are they engaging with on social media, who are buying their product, which types of content works well for them?

4. Evaluate and adjust

Once you have decided on a target audience, there are a few essential questions that you should be able to answer:

- Will they really have a need or benefit from my product?
- Do I understand the target audience?
- What motivates and drive them?
- Can they afford my product or service?
- How easy are they to access?
- Can I reach them with my chosen message?

As mentioned previously it is always a good idea to test your selected target audiences. Even though you might be satisfied with your current customer base and target market, testing might open up for new, unexplored or untapped markets.

CREATE A CONTENT STRATEGY

THE QUALITY OF YOUR CONTENT HAS NEVER BEEN MORE IMPORTANT!

After having chosen your goals and preferred social media platforms is it time to develop a content strategy.

This helps you to keep track of content to share across various platforms and how you plan to so in order to support your business objectives.

Additionally, helps you to schedule post and ads in advance so you always have great content to share and don't forget about it.

1/3

THE RULE OF THIRDS MIGHT HELP YOU DIVIDE YOUR CONTENT:

1/3 of content promotes business and converts the audience

1/3 of content shares ideas and stories from thought leaders

1/3 is original brand content

If you don't have a social media calendar then you can download a free template here.

FREE DOWNLOAD SOCIAL MEDIA CALENDAR TEMPLATE

Businesses typically use content marketing to build relationships, expand their audience, create credibility or more in order to achieve more profitable goals.

Ask yourself some of the following questions to find your strategy:

What type of content do you want to share?

Do you want to share different content with different audiences?

How do you plan to make people engage with your content?

How frequently do you plan on sharing content?

How do you plan on promoting your content?

How do you plan to execute your plan?

A/B TESTING ON SOCIAL MEDIA

WHAT IS A/B TESTING?



A/B testing (also called split testing) is a method of testing which of two or more variables creates more conversions. It is often used to compare two or more versions of a webpage, promotional emails or advertising. It is essentially an experiment to see which version performs the best. Marketers can use A/B testing to learn which version of an ad attracts more click or whatever conversion goal one might have. The same goes for a testing of a webpage, it gives you insights into which layout converts more visitors to customers (depending on your conversion goal).

WHY DO A/B TESTING?

A well-planned A/B test can make a huge difference in the performance of your marketing efforts. It is a tool that allows you to create ads and other marketing material based on data-driven improvements and not work based on a gut feeling. When you are done with your A/B test you will essentially have narrowed down the most effective elements of your campaign. Based on this knowledge you will be able to create more effective marketing material.

A/B TEST: PERSON VS. OBJECT

A test featuring an image of a person and an object proved that a photo with a person in it generates significantly better results. The Image of a person saw a +160% CTR (click-through-rate), and +289% CVR (conversion rate).

Person	VS.	Object
		
+160% CTR & +289% CVR		

A/B TESTING STEP BY STEP

7 STEPS TO A SUCCESSFUL A/B TEST

- 1** Set a goal: Is your goal to generate awareness, create a re-targeting campaign or focussing on converting as many as possible? Goals may vary from campaign to campaign so set a clear goal before starting. If you need guidance on where to begin then have a look at your analytics, it might help you to find areas of improvement.
- 2** Create an idea and hypothesis: Make a few hypotheses of what you would new ideas might be better than the current strategy. List the ideas and prioritize them.
- 3** Create variations: Even the smallest details can make the greatest changes. The success rate of an ad can come down to the smallest details. So don't underestimate the effect of even minor changes in the ad. For example, the use of Audience call-out vs. Generic. If you are targeting a specific job title or a category of people. It could be: 'Marketers, did you know...' or 'Mommies, did you know...'. Starting a sentence with an audience call-out instead of a generic text has proven to get a +19% higher click-through-rate and a 53% higher conversion rate on some platforms. See the list of example below.
- 4** Begin to test: Test two or more ads by randomly assigning them to your chosen audience. If you are testing the effectiveness of a few potential ads, then it is really important that you choose the exact same target audience for all of the ads. Otherwise, you won't be able to analyze the result as it wasn't tested within the same target audience.
- 5** Only test one variable at the time: It is possible testing more than one variable at the time fx. call to action and headline. However, multi-variate tests are more complicated to run and unless you are an experienced A/B tester it is not recommended.
- 6** Narrow down: Narrow down the most effective elements of your promotion and combine them and test it again. See which combinations trigger your target audience to react as hoped.
- 7** Devote time to test: A/B testing is not something, which can be done overnight. Depending on the amount of traffic that you get it can take days to several weeks to test. You need a substantial amount of traffic before your test is vital.

Considering the potential effect these simple test may have on your bottom line - it is worth the wait.

TRACK YOUR PERFORMANCE

It is always a good idea to regularly check your analytics in order to keep track of how your campaign, social content is performing and your target audience's response towards your social media initiatives.

It can be a full-time job just keeping track of all your social media platforms, the performance, efficiently and conversion on each platform. It is very time consuming and demands a high-level of know-how in order to subtract real business value from your analytics.

Remember to tweak your content after analyzing the results of your social media initiatives. Adjust your ads and post and keep on testing until you get it right!

Canecto offers advanced automated web and social media analytics. Canectos service is based on artificial intelligence allowing it to predict your customer's behavior. This enables us to provide you with information on which exact target audiences are most likely to convert, which platforms to use for creating awareness, re-targeting and conversions. This will give you the upper hand compared to your competitors as your initiatives will be data-driven but without you having to lift a finger. Try it for free here!

GET A VIRTUAL MARKETING ASSISTANT

The majority of businesses don't have the time, money or knowledge to utilise their own data. We think that is a shame!

We aim to provide all sized companies a chance to generate real business value from data.

Ask yourself - what value do you really generate from your own data?

GET FREE AUTOMATED WEB & SOCIAL MEDIA ANALYTICS

