

How Startups  
Can Leverage  
the Power of  
**Social Media**





**Social media** success is directly  
linked to your ability to connect.  
Be courageous.  
Be consistent.



# The Changing Face of Social Media

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- **1 out of every 3** Americans receives news via Facebook
- **40%** of people socialize more on **social media sites** than face-to-face
- The average Twitter user spends **170 mins/month** on the platform
- The average social shopper spends an average of **\$140** when coming from Pinterest and **\$60** when coming from Facebook

# Defining Your Goals

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- **Brand awareness.** It happens organically as you post content and engage with users.
- **Content distribution.** If your content is engaging, others could advertise your brand for you.
- **Lead generation.** Make your social media profiles lead generators that drive traffic to your website.
- **Customer acquisition.** Your social media is a customer acquisition tool.

# Developing an Effective Strategy

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- How do you want to be seen in the market?
- Align your social media approach with your **company culture.**
- Choose **key words** & phrases and repeat them regularly.
- Consumers want **consistency** and can sniff out businesses that aren't true to themselves

# Choosing the Right Platforms

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- **Facebook.** More than 700 million active monthly users. Healthy, credible, and established.
- **Twitter.** 68% of Twitter users are more likely to make a purchase from the brands they follow.
- **LinkedIn.** A “professional Facebook” for global networking.
- **YouTube.** If brand awareness is your primary goal, YouTube can be your best friend.
- **SnapChat.** New, young demographic, quick, fun.
- **Instagram.** Image focused, fun, young audience
- **Pinterest.** Particularly conducive to startups with physical products.

# Marketing On a Tight Budget

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**Word-of-mouth marketing** has always been a startup's best chance of success when working with a limited budget.

Social media has made it possible for small startup businesses to reach **millions of consumers** with the click of a button.

Utilize free tools & dead time to your advantage. Apps on your phone are essential.

# Unlock the **Power** of Social Media

**Build a community.** Build an online community of ambassadors that do the advertising *for you*.

**Listen instead of talking.** Social media platforms like Facebook and Twitter can serve as ongoing focus groups for your startup.

**Try new things.** Experiment and try new things. As long as what you're doing doesn't compromise your brand's integrity, give it a shot!





# 8 Steps to a Solid Social Strategy



# 8 Steps to Social Strategy

- 1. Set Measurable Goals & Objectives**
- 2. Determine WHO & HOW**
- 3. Review Current Marketing/Social/Lead Gen**
- 4. Audit Competitors & Market Leaders**
- 5. Makeover Your Social Platforms**
- 6. Create/Enhance Content & Amplify It**
- 7. Map Out Exact Strategy & Assign Roles**
- 8. Implement & Measure Results**



# STEP ONE: Set Measurable Goals

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- **Fans Do Not Equal Sales.** Do not confuse popularity with success. Compelling content is the key.
- **Engagement is a By-Product not a Goal.** Aim for leads, sales, conversions and engagement will happen naturally.
- **Lead generation.** Make your social media profiles lead generators that drive traffic to your website.
- **Customer acquisition.** Your social media is a customer acquisition tool.

# STEP TWO: WHO & HOW

## 2

- **Who are you talking to?** #1 mistake startups make.
- **Where are they hanging out?** Find them online & be present there.
- **What keeps them up at night?** Develop Personas. Understand their pain. Communicate directly. Solve their problems.
- **Test - Test - Test.** Keep testing, trying, failing. Your audience is unique. Keep trying till you strike gold.

# STEP THREE: Review Current Efforts

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- **What has worked in the past?** Review current/past efforts. What worked and why?
- **Why do people buy from you?** Ask them - What do you love about us?
- **Identify ONE area of major impact.** What is 1 thing you can do now that will have the biggest impact? Do it.
- **Look for signs of life.** Check out Google, Facebook, Twitter, LinkedIn, Instagram - search for yourself. Where are they talking about you now?



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## STEP FOUR: Audit Competitors

- **Who are they?** Who is solving this problem for your customers now?
- **Where are they?** What social - content - marketing efforts are working for them and why?
- **Identify key areas of difference.** Write them down, use them in all your marketing.
- **Follow them on social media.**

# STEP FIVE: Time For A Makeover

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- **Streamline your presence with cohesive branding.** New cover images and profile pictures on every platform.
- **Identify your key phrases & value words.** Use these words in all your content, posts, updates.
- **Link all your sites to one another.** Include clickable URL links on all social platforms to all other social platforms. Cross-promote carefully.
- **Include clear social icons on your website.** “Are you on Facebook? Join us there too!”

# STEP SIX: The Power of Content

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- **Content in Context.** If you're solving problems, your content will be irresistible. Understand your customer and write directly to them.
- **'The Social Circuit'.** Everything is linked. Blog post first, then Facebook, then YouTube, Twitter, Instagram, Pinterest, LinkedIn, etc.
- **48+ social posts from 1 blog post.** Get creative and make the most of your compelling content.
- **Share relevant content from others.** Curate content & share it with your own commentary.



# STEP SEVEN: Map Out Your Strategy



- **What will you post and where?**  
Weekly video, podcast, blog post, etc?
- **Who is responsible?** Identify key areas of responsibility.
- **How will you measure success?**  
Understand your desired outcomes
- **How will you stay up to date?** Social Media changes daily. Key personnel must be learning continuously.



# 8

## STEP EIGHT: Implementation

- **Software can help.** Hootsuite or Sprout Social, Canva are my top 3
- **Outsource what you can't handle.** Content, graphic design, video production, etc.
- **Keep marketing in-house.** No one understands your business like you do. Bring someone in-house and/or train up current staff.
- **Review results & change as needed.**

# HELPFUL RESOURCES

Sprout Social

Canva

Slack for Teams

Google Alerts

Google Analytics

[bit.ly](#) (link shortener)

Disqus (for blog comments)

Post Planner (viral content)

Active Campaign (email list management)

LeadPages (Landing page creator)



**Don't leave success  
to chance.**

**Plan & implement  
strategically.**

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