

SOCIAL MEDIA CAMPAIGN GUIDE



Unsure how to run a successful social media campaign?

Here is everything you need to consider:

► YOUR BRAND

When it comes to social media, you need to know your brand and company identity inside out. Everything you post needs to be relevant and in line with what your brand stands for.

Consider:

- What is your company?
- What do you do?
- How long have you been in business?
- What are your company's values and mission statement?
- What is the vision/slogan of your brand?

► CAMPAIGN TYPE

Now, what type of campaign do you want to run - what's the main aim?
There are several different types of campaigns. Here are the 2 main ones:



Conversion campaign

The aim of this type of campaign is to get people to buy your product or service, by promoting it. You may want to offer an incentive such as a discount, or partner with an influencer to help increase the allure of your product or service to boost sales.



Lead generation campaign

Getting people to sign up for your newsletter or email list.
The goal here is to collect contact information from interested users so they can be contacted via email later (for promotional purposes).

➤ GOALS

Once you've decided what type of campaign to run, you need to set clear goals for that campaign. What do you want to achieve? Try to be as specific as possible.

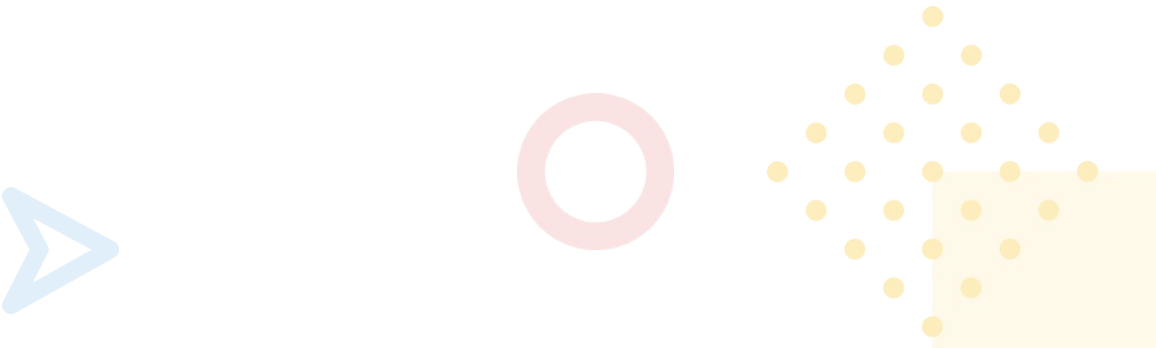
Here are some basic examples:

- Increase brand awareness
- Increase engagement with your brand and products/services
- Drive traffic to your website or landing page
- Grow your reach and community
- Boost sales
- Increase sign ups

➤ KPIS

Linked directly with your campaign's goals, are your KPIs (Key Performance Indicators). How will you be able to tell if your campaign is working? What will you monitor and when?

For example: If one of your goals is to increase sales by 20% over the next 6 months, then a relevant KPI would be to measure sales per month vs previous months (increase).



► TARGET PERSONA(S)

When planning a social media campaign, it's important to define your target audience. This will help you determine what type of posts you should share and who should see those posts.

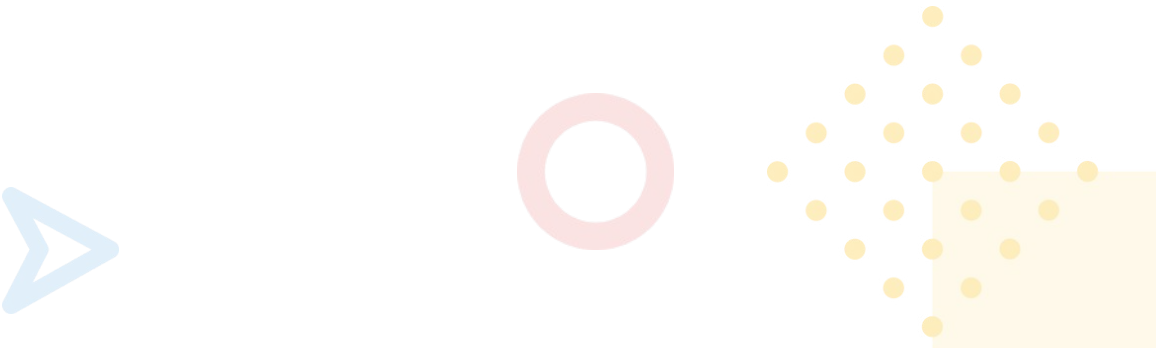
The first step in defining your target audience is creating a persona or personas. A persona is an archetype that represents the demographic characteristics of your ideal customer or client. You'll want to create one main persona that represents your primary audience and then several additional personas based on different types of customers/clients (e.g., millennials vs seniors).

Learn more about buyer personas [here](#).

► COMPETITOR ANALYSIS

When you're planning a campaign, it's always a good idea to do some competitor analysis. Competitors are everywhere, so it's important to know what they are doing on social media and how they are performing - so you can do it better!

You should also see what kind of content they are producing, which platforms they use the most, and how they interact with their audience. This information can be used to improve your own social media strategy and make sure that you don't miss out on any growth opportunities!



► STRATEGY

So, now we start getting into the nitty-gritty. In order to achieve your goals, what content are you going to release and how? A successful social media strategy is a combination of paid and organic content, as well as a mix of content types, channels, posts, and times of the day.



Paid

You want to create an effective mix of paid posts that get your audience to engage with you on social media. To do this, you need to make sure that your ad campaigns are targeting the right audience at the right time (and in the right place). You'll want to set a budget for your paid ads.

Organic

You also want to make sure that your company is sharing quality, unpaid content to attract new followers who will likely become brand ambassadors for your business.

► ASSETS

Social media assets are the images or videos you will post on your channels. These are the building blocks of your social media campaign so it's vital to select or create assets that reflect your brand ethos to make a strong impression and deliver value to potential customers.

► DURATION

You need to establish how long the campaign will run. The duration of your campaign should depend on what you're trying to accomplish and how much time and effort you want to put into it.

A social media campaign could run anywhere between a few weeks to several months. An estimated timeline for completion and review of the project, including key milestones leading up to launch and a post-launch review meeting are good ways to stay on track and establish the success of the campaign.

Take these points into consideration for your next social media campaign and increase your chance of success.

