CORNERSTONE MEDIA GROUP



SOCIAL MEDIA MARKETING STRATEGIES

Social media arenas are where your brand can truly connect, engage and grow with your audience. It is crucial for all businesses to understand current social media trends and evolving user behaviors on these platforms to foster strong brand-consumer bonds.

Review this information sheet and contact your Cornerstone Media Group representative to discuss.

Company Name: _____ Contact Person: _____

Website: _____ Contact Email: _____

OVERVIEW OF SOCIAL MEDIA PLATFORMS

Success in social media marketing starts with choosing the right platforms for your brand. You need to identify where your target audience is spending the most time and where it makes sense for your brand to interact with them. Complete this checklist to find out which of these top social media platforms will work best for your audience.

Facebook

Largest age group: 18-34 | Post frequency: 1-2 times day - Mon-Fri

Facebook is a powerful tool for building a robust online presence while engaging with your audience. It also offers a variety of advertising options for businesses. It is best used for news and announcements, event highlights, photos, links to articles or blog posts, and videos.

☐ Got it ☐ Need it ☐ Not Needed

Instagram

Largest age group: 18-34 | Post frequency: 3 times week - Mon-Sat

Instagram is a visual platform focused on photos and videos. It's popular among millennials and Gen Z and is known for its strong influencer marketing culture. It offers a range of features, including stories, reels, IGTV, and shopping, making it an ideal platform for e-commerce.

☐ Got it ☐ Need it ☐ Not Needed

X / Twitter

Largest age group: 18-34 | Post frequency: 2-3+ times day - Mon-Fri

X / Twitter is known for its fast-paced and real-time nature, making it ideal for breaking news, updates, and conversations. Twitter offers a range of features, including hashtags, retweets, and Twitter moments.

☐ Got it ☐ Need it ☐ Not Needed

TikTok

Largest age group: 18-34 | Post frequency: 4-8 times day - Tue-Fri

TikTok is a video-sharing app allowing users to create and share short-form videos on any topic. Known for its viral challenges and trends, its entertaining and informational videos offer snippets of advice and tips used to promote and sell products.

☐ Got it ☐ Need it ☐ Not Needed

LinkedIn

Largest age group: 25-54 | Post frequency: 2-3 times week - Mon-Thur

LinkedIn is a professional networking platform that is focused on building professional relationships and ideal for B2B marketing, recruitment, and thought leadership. It offers a range of features, including personal profiles, company pages, and groups.

☐ Got it ☐ Need it ☐ Not Needed

YouTube

Largest age group: 25-44 | Post frequency: 1 time week - Thur-Sun

YouTube is a video-sharing platform. It's popular among all age groups and is known for its educational, entertainment, and how-to content. YouTube offers a range of features, including channels, playlists, and advertising options for businesses.

☐ Got it ☐ Need it ☐ Not Needed

Pinterest

Largest age group: 25-34 | Post frequency: 1-5 times day - Sun, Mon, Tue

Pinterest is a visual discovery platform focused on ideas and inspiration. Popular among women, it is known for its DIY, home decor, and fashion content. Pinterest offers a range of features, including boards, pins, and promoted pins for businesses.

☐ Got it ☐ Need it ☐ Not Needed

Snapchat

Largest age group: 15-24 | Post frequency: 1-3 times day - Sun-Sat

Snapchat is a smartphone-only app where users can share temporary photos, videos, and messages that are lighthearted and creative. It provides innovative opportunities for businesses to connect with young people through engaging, timely content.

☐ Got it ☐ Need it ☐ Not Needed

BENEFITS OF SOCIAL MEDIA MARKETING

- **Increased Brand Awarness**
- **Improved Customer Engagement**
- **Cost Effective Marketing**
- **Increased Web Site Traffic**

SOCIAL MEDIA MARKETING DO'S AND DON'TS

Here are essential do's and don'ts that are vital for any business or brand looking to have social media success.

DO	DON'T
Creating Content	
✓ **Visual Appeal** To capture attention, use high-quality graphics and images.	× **Overly Promotional Content** Avoid overposting promotional material. Strive for a balance.
✓ **Engaging Captions** Accompany your posts by writing compelling captions.	× **Disregarding Analytics** Neglecting to analyse post performance can hinder progress.
Interacting and Engaging	
✓ **Respond Promptly** Acknowledge comments and messages in a timely manner.	× **Ignoring Followers** Neglecting your audience an lead to disengagment.
✓ **Encourage Conversations** To spark engagement, run polls or pose questions.	× **Automate Responses** Relying on automated responses can feel impersonal.
Hashtags	
✓ **Relevant Hashtags** To increase discoverability, include relevant and popular hashtags.	× **Overuse of Hashtags** Avoid overwhelming your posts with excessive hashtags.
✓ **Create Unique Hashtags** Foster community engagement by developing branded hashtags.	× **Inconsistent Hashtags** Brand message will become diluted if using hashtag variations.
Updating Profiles	
✓ **Consistent Branding** Maintain a cohesive visual identity across all platforms.	× **Stale Profiles** Potential followers will be put off with an outdated or inactive profile.
✓ **Update Information** Keep profile details, contact information and links current.	× **Ignoring Platform Updates** Failure to adapt to platform changes can effect visibility.

A Must Read Blog

How To Build A Solid Social Media Marketing Plan

CLICK HERE

SOCIAL MEDIA RESOURCES

Social Media Platform Setup

- Create a Facebook business page
- Create an Instagram business account
- Create a TikTok account
- Create a X (Twitter) business account
- Create a Snapchat account
- Create a LinkedIn Company Page
- Create a Pinterest business account
- Create a YouTube channel

Social Media Image Sizes (2024)

- Importance of correct image sizes
- Quick social media image sizes
- Facebook image sizes
- Instagram image sizes
- TikTok image sizes
- X (Twitter) image sizes
- Snapchat image sizes
- LinkedIn image sizes
- Pinterest image sizes
- YouTube image sizes

Social Media Calendar

A social media calendar can help you map out a timeline for what you'll post, where you'll post it, and when it will go live.

- How to Create a Social Media Calendar in 2024
- How to Create a Social Media Content Calendar in 2024: Step-by-Step Guide

Content Management Software

Here are a few social media management tools that can streamline your workflows and save time.

- Zoho Campaigns
- HootSuite
- Buffer
- Google Calendar

Looking for a partner?

Let a Cornerstone Media Group business advisor help you craft a social media marketing strategy tailored to the unique needs of your business.

Call **404-425-9573** today!

Schedule a FREE Marketing Strategy Session NOW!