



There are millions of hints, tips and how tos out there... and as with all digital mediums, it's constantly changing... but **LinkedIn**, **Twitter** and **Facebook** are still the most-used, so here are just some of the engagement techniques we use to help clients get the most out of these three social media platforms.

1

Optimise your Company Page

There are at least 1 billion searches initiated through LinkedIn every year; so use keywords and phrases in your profile (and other copy) to ensure your company page is search-friendly.

2

Encourage employees to post content

Most companies overlook their employees' potential to produce great content. Encourage them to give experience and knowledge based insights, positioning your company as the experts.

3

Join appropriate LinkedIn groups

Well-informed, non-promotional engagement builds and expands your presence; establishing your expertise, credibility and value: post thoughtful comments on others' posts; respond quickly too.

4

Use LinkedIn recommendations

There is nothing quite as powerful as word-of-mouth marketing. LinkedIn allows you to request recommendations which are then visible on your company page.

5

Publish content on LinkedIn Pulse

Ideal for credibility-building long-form posts, remember to include appropriate images, videos, even presentations; and share your post on other social platforms for maximum traction.

6

Experiment with Sponsored Updates

LinkedIn allows you to target specific job titles, job functions, industries, company size and more, in highly-targeted activities. Strategically select your 'game-changing' updates.

7

Use Tags to extend your reach

Tagging connections in your posts means they will be notified of the post and the rest of your connections will also see it in their news feed section. Make sure it's always relevant!

8

Create targeted Showcase Pages

Showcase Pages are extensions of your Company Page. Ideal for promoting specific ranges, packages or initiatives, you can tailor them to the exact audiences for each offering.

9

Start your own LinkedIn Group

Creating a relevant, industry-related group establishes your company as a 'thought leader'; used wisely, your weekly LinkedIn Announcements emails can generate significant enquiries and leads.



1

Optimise your profile

It's your vital 'first impressions', so choose your profile image, description and header image carefully.

2

Target influencers

Start your 'relationship' by following companies and influencers; then engage by commenting and re-tweeting; remember: relevance, reach and resonance.

3

Keep it short!

You don't always need to use the entire 140 characters: pithy and to-the-point is good, and it leaves room for mentions and comments through retweets too.

4

Use keywords

The Twitter keyword targeting feature allows you to set keywords you want to target and connect with users who have recently Tweeted or searched for matching words and phrases.

5

Share images

Tweets including images generate more engagement: a whopping 313% more according to Twitter, so sharing images and videos should be a priority.

6

Work those hashtags!

Hashtags make your content more discoverable. Use existing ones which are popular with your audience and create your own too.

7

Keep URLs short

If you're sharing a URL, use a shortener, so you've got enough characters for your message; once again, it enables others to share, retweet and add their own comments.

8

Credit your sources

If you share content, always, always, always credit your source: it positions you as being 'in the know'. Quote and retweet relevant sources to gain followers and build relationships.

9

Start a conversation

When someone mentions you in a tweet, drop them a comment in return. Even a simple "Thank you for sharing" can help initiate communication and establish rapport.



1

Make the most of Profile & Cover Images

Choosing recognisable, high-resolution images is a given, but don't forget the descriptions too. Add links to drive website traffic or tags to encourage shares. Changing your cover photo regularly (not your Profile logo!) will also encourage engagement.

2

Employ the 70-20-10 rule

Using every post to 'sell' simply puts people off. Best practice advocates 70% brand posts which add value (hints, tips, information, etc.); 20% curated content; and just 10% promotional posts.

3

Pin key posts to the top of your page

Great for promoting up-coming events, special offers, key initiatives, major news items... whatever you want to showcase (but sadly, only one at a time).

4

Use Call-To-Action buttons

Facebook offers you seven pre-made buttons: Sign-up, shop now, contact us, book now, use app, watch video and play game.

5

Create visuals people want to share

Posts with images generate the most responses and shares. In a business context, useful visuals – photos, infographics and even videos – get the most shares.

6

Target your boosted posts and ads

If you are boosting key posts or running ads, you should be targeting. You can target by job, age, gender, location, page likes and so on. It's a great way of reaching prospects outside your usual Facebook following.

7

Tap into Facebook's publishing tools

In addition to the obvious scheduling and publishing of posts, Facebook's Publishing Tools cover lead generation, recorded & live video management, instant article content and even product sales.

8

Consider using Facebook for remarketing

By using a Facebook remarketing tag, you can ensure your Facebook ads appear in the newsfeed of anyone who's visited your company website. You can do this with Twitter ads too.

9

ALWAYS respond to comments

Make sure someone monitors comments directed to your company and any conversations between other users on your page too. Respond quickly, especially to complaints or issues.

Above all... remember your website... it's the 'perfect partner' for your social marketing

THE MARKETING MIX



OUTBOUND MARKETING

1. Banner Adverts
2. Billboards, Buses & Taxis
3. Direct Postal Mail
4. Directories & Trade Listings
5. Events (In-House Or External)
6. Gifts & Giveaways
7. Guerilla Marketing
8. Mobile Marketing
9. National News Media
10. Offers & Promotions
11. Online Advertising
12. PPC & Google Adwords
13. PR And Publicity
14. Printed Brochures
15. Printed Tech Data Guides
16. Proximity Awareness
17. Radio Coverage (Ads & Features)
18. Sales Letters
19. Sales-Based Eblasts
20. Seminars & Exhibitions
21. SMS
22. Telephone
23. Themed Campaigns
24. Trade Journal Advertising
25. TV Ads

INBOUND MARKETING

1. Apps
2. Auto-Responders
3. Blogging
4. Case Studies
5. Infographics, Facts & Stats
6. Informational EDM (Email) Series
7. Loyalty Programmes
8. Lunch 'n' Learn
9. Online Shopping
10. Open Days
11. Podcasts
12. Polls & Questionnaires
13. Regular Printed Newsletter
14. Reports, Whitepapers & Technical Content
15. Reviews & Testimonials
16. SEO
17. Social Media
18. Squeeze Pages & Landing Pages
19. Webinars
20. Website
21. Workshops
22. YouTube

TODAY'S DATE:

PROJECTS

PROJECT 1: 5 big things I must do to move this project forward:	PROJECT 2: 5 big things I must do to move this project forward:	PROJECT 3: 5 big things I must do to move this project forward:
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5

PEOPLE

PEOPLE I NEED TO REACH OUT TO TODAY.

List the people you have to reach out to today no matter what:

PEOPLE I'M WAITING ON.

List the people who you need something from to move forward:

PRIORITIES

THE MAIN THINGS I MUST COMPLETE TODAY, NO MATTER WHAT.

List the priorities and to-dos that must be accomplished today and DO these before getting trapped in your inbox and other people's agendas.

Remember, you are in control of your day and your inbox is merely a dumping ground for other people's agendas. So, before you start your day (yes even before you go anywhere near your computer or mobile email device) ensure you fill out this planner, make any calls you need to make and then you can turn on your computer!