

SOCIAL MEDIA STRATEGY 5 STEPS TO SUCCESS



Over the last five years, an overwhelming majority of businesses have adopted a social media strategy, but over 80% of CMOs confess a struggle in properly measuring this channel's success and attributing ROI. Discover how to build an outstanding social media strategy with these five essential stages, helping your business achieve exceptional results:



1

CHOOSE THE RIGHT PLATFORMS

Instead of straining your resources maintaining a presence on every channel, conduct research into your ideal buyers' social media preferences. This ensures you build a strategy incorporating the most essential platforms that are regularly used by your ideal audience, and ignore those that attract the wrong attention, and are useless to your business.



3

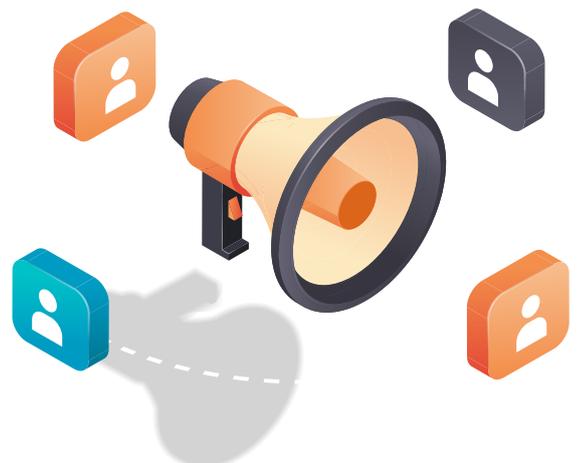
INVEST IN A SOCIAL MEDIA MANAGEMENT SOFTWARE

These innovative software solutions enable your team to schedule and publish content across any desired social media platforms. Gain insight into engagement and conversions, without needing to switch between multiple programs. These tools are essential to social media success!

2

ESTABLISH YOUR BRAND VOICE

Many teams struggle to gain success on social media due to confusions surrounding their brand identity. Outline your brand voice and the key messages and emotions you wish to share, helping your team structure communications and posts published across all social media platforms for a constantly impactful approach.



4

MAKE SURE YOU MEASURE

Though social media measurement is notoriously hard, the software previously mentioned can help! Gathering all essential metrics needed to properly understand social media success, your team can easily calculate return on investment and analyze results to understand where improvements can be made.



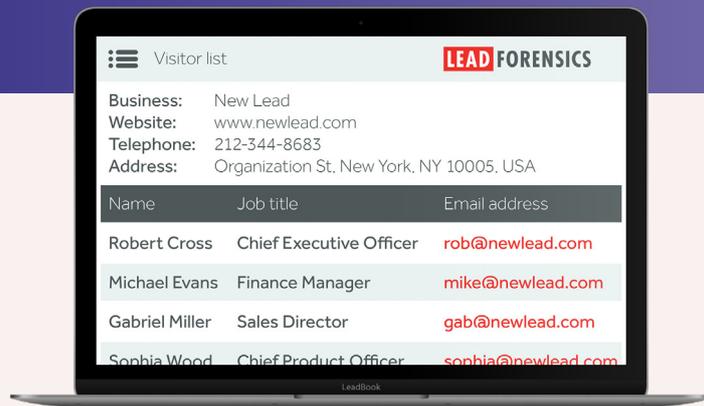
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5

CONSIDER PAID ADVERTIZING

All social media platforms offer advertizing options but be sure the campaigns you run will attract the correct business audience. Before starting, ensure your team can distinguish between leads generated through paid vs organic social media sources, to better understand ROI attribution.

To revolutionize your B2B marketing, discover Lead Forensics. Our ground-breaking software can identify the businesses visiting your website, providing contact details for key decision makers and detailed website analytics. Unlock a bounty of new business opportunities visiting your website daily.



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