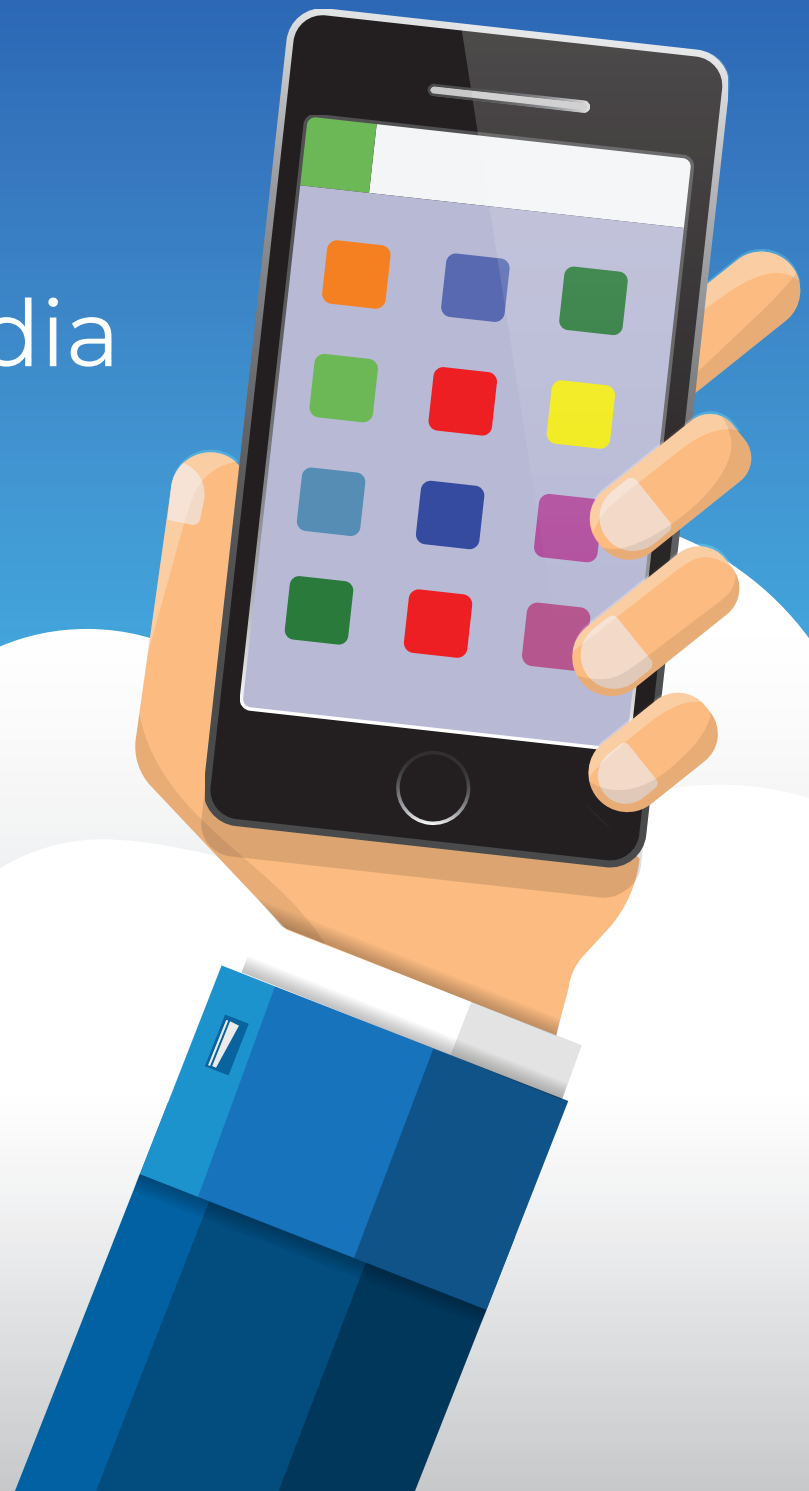


# Your Guide to Creating a Successful Social Media Strategy



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If you've downloaded this guide you're probably looking for some extra help in how to structure your social media. You're probably already posting and tweeting, but maybe you're not seeing any results for your efforts.

You may be one of the 71% of small businesses who intend to acquire new customers using social media marketing this year but just need a little extra help.

Approaching your social media in a focused and measured way will help you get the maximum return on your efforts.

This guide is broken down into 3 sections and includes some useful templates to help you get structured:

1. Your business goals
2. Your customers
3. Your activity



# Section 1: Your business goals

Establishing and documenting your business goals allows you to keep on track, but first it's important to understand what your business is all about.

Use our Business Information Template to define your business and establish your goals, then refer back to make sure you're on track.



**SMALL BUSINESS WEBSITE CHECKLIST**

WHAT DO I NEED TO KNOW?  
Sometimes you just need to step back and view your website as a visitor.  
Work through this checklist as if you've never been on your website before.

**MOBILE FRIENDLY**  
Does your website work well on a **mobile device**?  
Can you see your website on your phone or iPad without having to pinch to zoom in or out?

**SPEEDY TO LOAD**  
Does your website **appear quickly** once you've typed the address?  
Can you access all the pages without waiting or seeing a loading icon?

**GREAT CONTENT**  
Do you have **informative and engaging content**?  
Do you have professional looking imagery & concise text with relevant keywords? Is your contact information immediately obvious?

**CALLS TO ACTION**  
Do you have **calls to action**?  
Do you have prompts, links or buttons to invite your visitors even deeper into your website? Do you have buttons for users to contact you quickly by email or call?

**SOCIAL MEDIA**  
Do you have **social media links**?  
Can someone quickly and easily find links to your Twitter, Facebook, Instagram etc. pages? Even better, can they easily share your content to these places?

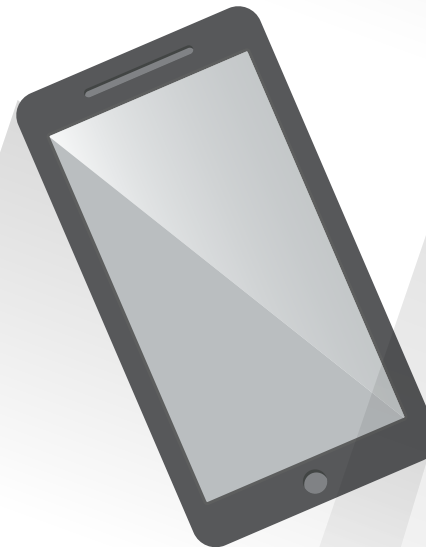
**ANALYTICS**  
Can you see **who is visiting** your website?  
Are you able to view statistics on who is visiting your website and where they are coming from? Do you know the pages which have the most activity?

+ If you can tick all these questions off then that's great your website is on track to grow your business.

- If you couldn't tick all these off, your website may need some tweaks to really get it working for your business.

If you need some help with your website or have some questions, get in touch today for a free, no obligation chat.  
Contact us on 01752 651414 or by email [contact@carbon-pixel.com](mailto:contact@carbon-pixel.com)

**CARBON PIXEL**



Here's two sample forms we have filled in, there are two blank ones for you on the following pages.

About: <b>Furniture for All</b>			
<b>Our Business Definition</b>	Family run, furniture retailer. Selling high end, quality items to provide comfort & style.	<b>What makes us different</b>	Family run, years of experience & industry knowledge. Have easily adapted to the change in living furniture requirements.
<b>Our Core Products &amp; Services</b>	Living furniture solutions from stand alone items to complete solutions. Sourcing. Delivery & installation.	<b>Our competitors</b>	National providers: DFS, Furniture World Local providers: South West Sofas
<b>Our Mission</b>	To provide a top quality service & product, to offer support & advice. To be friendly & approachable as well as professional.		
<b>Our Strengths</b>	Our product & craftsmanship is high quality. Our customer service is exceptional. Our team work is strong.		
<b>Our weaknesses</b>	Our use of technology is behind. our competitors & needs improving.		

## Our Business Goals

Goal	Method	Measure
To increase Furniture for All visibility on social media.	Create Twitter account – tweet twice weekly & retweet industry info  Create Facebook account – post article twice weekly & provide customer support through messenger  Create Pinterest account & upload all quality furniture shoots, keep updated	Twitter – 50 followers by end of Q1 Facebook – 3 positive reviews & messenger replies within 24 hours. Pinterest – 50 repins in Q1
To increase website traffic.	Perform website SEO audit & update in accordance with advice  Post links to website on social media.	Double traffic in Q1
To engage more prospects on line.	Add more calls to action/form completion on our website Offer a discount for sign up	30 form completions by end of Q1

# Business Information Templates

About: <b>Furniture for All</b>			
<b>Our Business Definition</b>		<b>What makes us different</b>	
<b>Our Core Products &amp; Services</b>		<b>Our competitors</b>	
<b>Our Mission</b>			
<b>Our Strengths</b>			
<b>Our weaknesses</b>			

Our Business Goals		
Goal	Method	Measure

## Section 2: Your Audience



The next step is working out who your customers are so you can really determine how to appeal and engage with them.

Establishing your target audience is great, but to make your social media marketing really effective you need to go one step further and create fictional representations of who your buyers are.

Then you can truly understand what makes them tick, what they value, what they need, what problems they have and even what their objections are.

With this level of understanding, you can tailor your marketing messages to appeal directly to them making your marketing more effective and more likely to bring returns.



# How to create buyer personas

We've created a neat little table where you can document your buyer personas, but how do you actually establish who they are?

**1. Look at your current customer list.** First off can you identify any trends this can be really helpful information.

If you think it's appropriate see, if you can interview them, but not like a formal inquisition, just a chat. There's a really comprehensive set of questions in the appendix of this document and whilst no one is willingly going to answer them all, pick and choose a few to give you the insight you need.

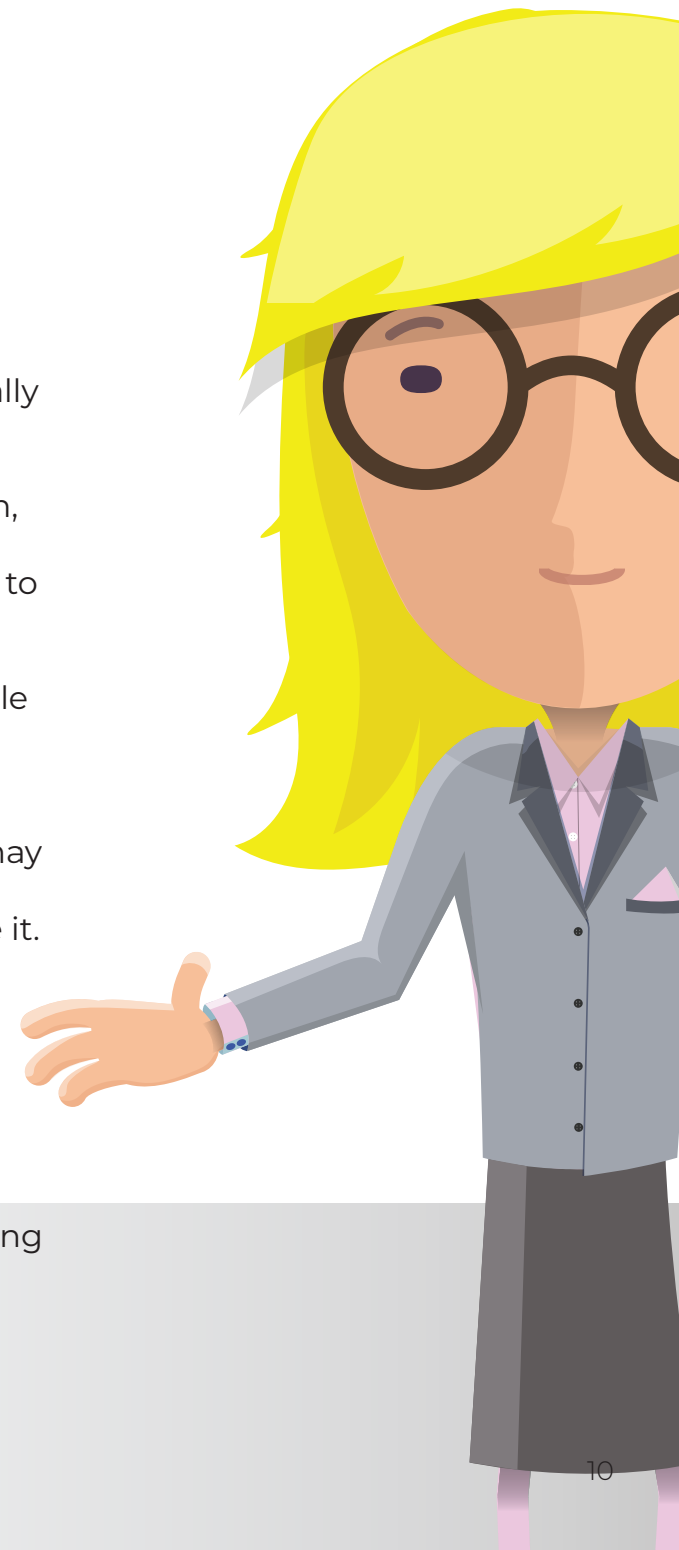
You could always create an online survey and email it out. It's also a great way to get a little feedback and re-engage with some of your customers. Use some of the questions in the appendix to help you, but not them all, please!

**2. Who do you want to sell to?** You may have a really good idea of who they are, but it may be slightly more of a struggle to get the detail. You could use the same online survey, maybe posting it on social media but you may need to incentivise prospects to complete it.

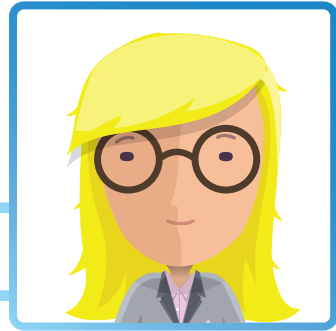
Once you've done your research, group the information into different segments you may well be able to identify more than one.

Collate the information giving each of the persona's you've identified a name and even a profile pic.

Use our Buyer Persona template to document each persona so you can refer back ensuring that what you're marketing is meeting the needs of your personas.



Here's a sample we filled in below and your blank one is on the next page



<b>Persona name</b>	
<b>Background</b>	<p>Molly is a mother and wife. She has a full time, executive job which includes travel.</p> <p>Molly's children have recently moved out of home so she now lives alone with her husband.</p> <p>Molly has a dog and a cat and enjoys gardening, long walks, good films, cinema, theatre reading.</p> <p>Molly now has more disposal income available to her and her mortgage will be paid off in the next 5 years.</p> <p>Molly is considering reducing her hours but full retirement is still 10 years away.</p> <p>Molly stays up to date with trends and fashions via print media.</p>
<b>Demographic</b>	Molly is in her early 50s. Lives in a nice area in a semidetached house.
<b>Goals</b>	Molly wants to surround herself with nice, long lasting things to enjoy this new period in her life.
<b>Challenges</b>	Molly is quite particular in what she likes. Quality and style is high on her agenda when searching for home furnishings.
<b>Social media activity</b>	Molly has a Facebook account where she keeps up to date with all her friends, what they are doing. Molly also follows brands that she uses or has an affinity with – likely to be beauty and healthcare related. Molly has a Pinterest account where she collects ideas for her home and garden.
<b>Objections to sales</b>	<p>Cost will be an objection where she doesn't feel the quality is matched. Long delivery times.</p> <p>She will require good payment terms.</p>
<b>Marketing message</b>	Modern, comfort – living solutions to bring style and function to your home. Be the envy of your friends.

## Buyer Persona Template

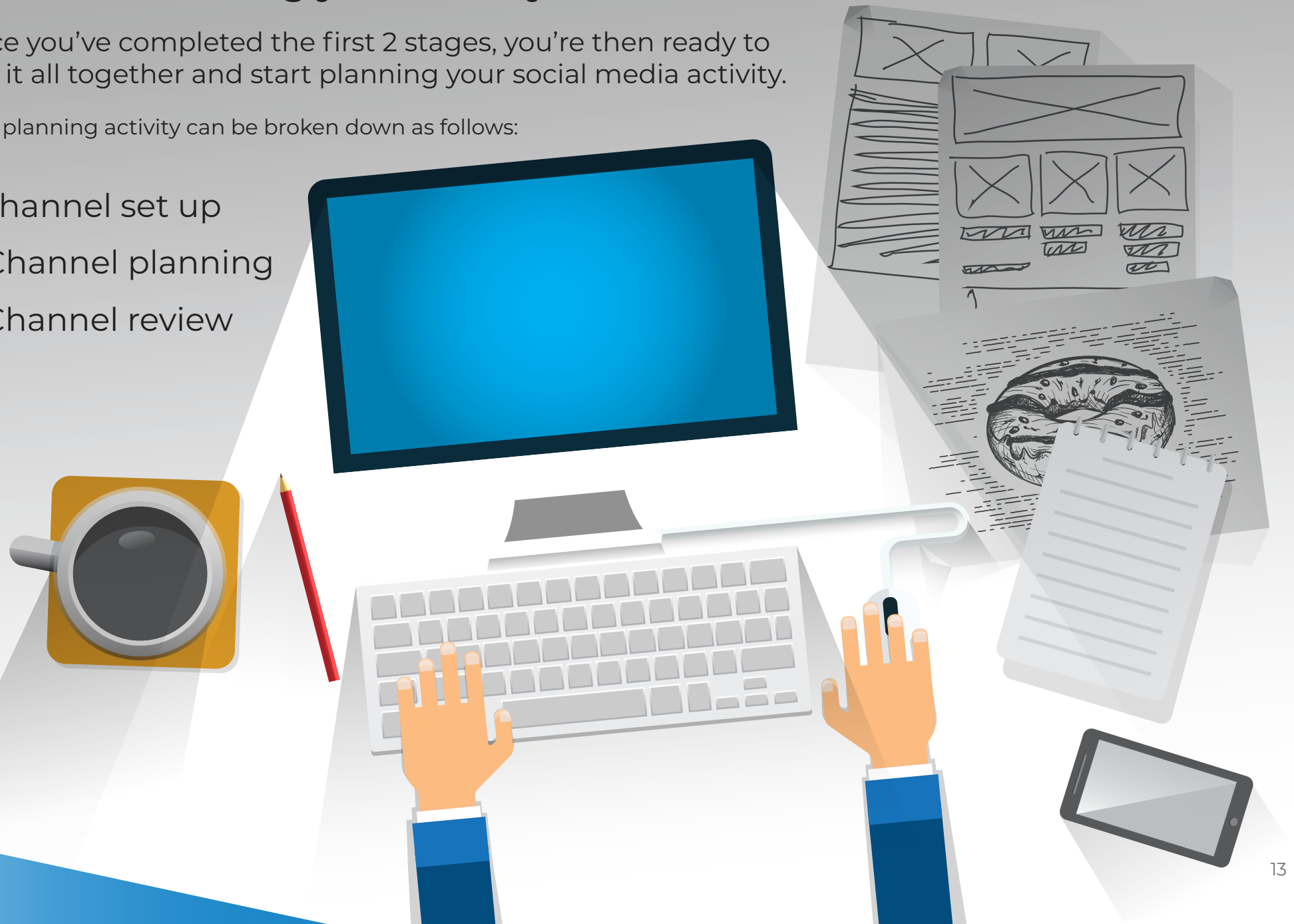
Persona name	
Background	
Demographic	
Goals	
Challenges	
Social media activity	
Objections to sales	
Marketing message	

## Section 3: Planning your activity

Once you've completed the first 2 stages, you're then ready to pull it all together and start planning your social media activity.

Your planning activity can be broken down as follows:

1. Channel set up
2. Channel planning
3. Channel review



## Channel set up

Once you've completed your buyer persona analysis you will have a good idea of what social media channels your personas are using.

If time is going to be an issue, choose less channels. It's better to be posting quality content, less often.

Make sure you also consider whether there are any additional platforms specific to your industry. For the example of the Furniture provider we have used, Houzz would be a relevant channel.

Once you've decided you then need to set up your profiles.

No matter what channel you use and whether it's one or many you choose to use, setting it up properly is important to start off as you mean to go.

You need to be consistent across the channels so that users that know you recognise you on each of the platforms.

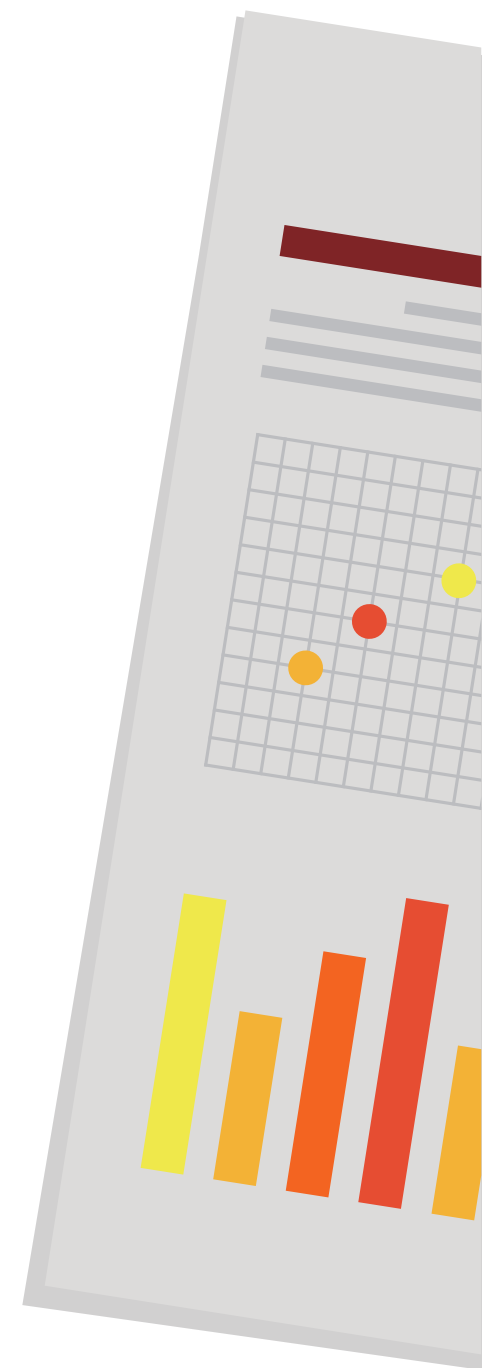
**We've created some tips on using the most popular channels in our blog posts below but there are plenty of other resources online:**

**Facebook** - <https://blog.carbon-pixel.com/5-tips-on-using-facebook-for-your-social-media-marketing>

**Twitter** - <https://blog.carbon-pixel.com/5-tips-on-using-twitter>

**LinkedIn** - <https://blog.carbon-pixel.com/5-tips-on-using-linked-in-for-your-business>

For all channels, it's worth remembering to use good imagery, use concise language with keywords and phrases your personas will recognise and be genuine.



# Channel planning

Once your channels are all set up you can plan your activity.

You need to be realistic about what you can achieve but don't forget to consider your goals and ensure you do enough to reach them.

When planning you need to consider:

- 📦 Content/posts you want to make
- 📦 Finding posts you want to share
- 📦 Other profiles you want to follow/like
- 📦 Time for just being active and responsive

There are plenty of tools out there to help you manage and schedule your social media content. HootSuite is a good platform with a free version available for tracking up to 3 platforms – it makes it easy to schedule content and stay on top of what is happening.

The key to scheduling content is don't schedule ALL your content. It just becomes obvious then your personas know you aren't really engaged with them. Being active and responding to people in real time will let your personas know you really care.

Spread your content across your channels at different times. Talking about timing, make sure you're posting content when your personas are active on social media – this is often early mornings, evenings and weekends.

We've created an example for a month. Use it as an example structure to create your own.



Date	Global & Company Events	Channel: Twitter	Channel: Facebook	Channel: Pinterest	Channel: Houzz
01/04/2018	April Fools Day	Retweet an #aprilfool			
02/04/2018	Easter Monday		Post about a product		
03/04/2018		Follow complimentary or local businesses	Post something helpful		
04/04/2018	Networking event	Tweet your attendance at #networking		Post new furniture picture	Ask a recent customer to post a review
05/04/2018			Post about a product		
06/04/2018		Search for relevant content & interact with other			
07/04/2018		Tweet 15% discount	Post about 15 % discount		
08/04/2018		Tweet 15% discount			
09/04/2018	15% off everything	Tweet 15% discount Follow complimentary businesses	Post about 15 % discount		Create new project
10/04/2018	15% off everything	8pm #devonhour	Paid Ad for 15% discount		
11/04/2018	15% off everything	Tweet 15% discount		Post new interior design idea	
12/04/2018	15% off everything	Retweet something about #relaxing #solutions	Post about 15 % discount		
13/04/2018	15% off everything	Tweet 15% discount			
14/04/2018			Post about a product		
15/04/2018					
16/04/2018		Follow complimentary or local businesses	Post about a product		
17/04/2018	World Health Day	Tweet about relaxing furniture on #WorldHealthDay	Post something about World Health Day		
18/04/2018		8pm #devonhour		Post new furniture picture	
19/04/2018		Retweet something about #stylish #interiors	Post something helpful		Ask a recent customer to post a review
20/04/2018		Search for relevant content & interact with other			
21/04/2018	Queen's Birthday	Tweet something re the queen	Post something re the queen		
22/04/2018	Earth Day				
23/04/2018	St George's Day	Tweet something patriotic - Follow complimentary or local businesses			
24/04/2018			Post about a product		
25/04/2018		8pm #devonhour		Post new interior design idea	Create new project
26/04/2018			Post something helpful		
27/04/2018		Retweet something local			
28/04/2018					
29/04/2018			Post about a product		
30/04/2018					

## Channel review

Once set up and posting and tweeting away, you'll start to see trends in your content. Each of the platforms can provide you with simple statistics although you can also see yourself how many likes and shares your content gets.

Content that gets a lot of interaction, is content that hit the mark, so optimise on this and create more in a similar style.

You may also notice that certain times of the day, your personas are more responsive, again adjust your schedules to be posting at these times.

The act of planning your approach means you can look back see what worked well and adjust to repeat.

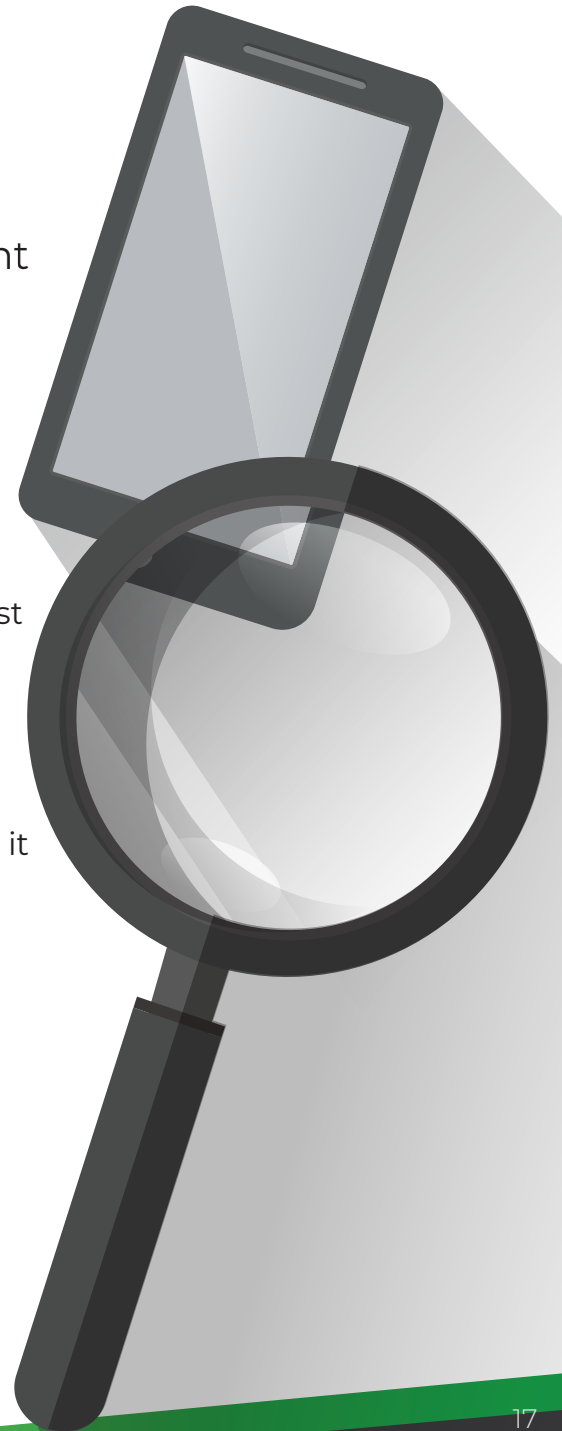
Don't see your plan as a one-time creation – you should continually be reviewing it and making sure it's helping you meet your goals. If it isn't, tweak it and try again.

So that's it, that's the basics of getting you up and running with a social media strategy. Give it a go and see how you get on it.

If you need some more support, just get in touch at [info@carbon-pixel.com](mailto:info@carbon-pixel.com)

**Good luck!**

*Antonia*  
*Carbon Pixel*



# Appendix

Possible interview questions for your persona research:

## Demographic Questions

Where do you live?  
Are you a homeowner or renter? What is your gender?  
What is your age?  
Do you have children? How many? What ages?  
In what industry do you work?  
What is your current job level?  
What is your education level?

## Daily Life Questions:

What does a typical day look like for you?  
How much time do you spend at work and at home?  
What do you do for fun?  
Who are the people in your life that are most important?  
What type of vehicles do you own and why?  
What do you watch on TV?

## Consumer Habit Questions:

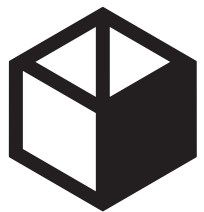
Where do you go to learn about a product or service?  
What offline resources do you use?  
What online resources do you use?  
Where do you prefer to do your shopping?  
Who do you ask for product/service recommendations?  
How important is it to get a good deal?  
What types of mobile devices do you own?  
What type of indulgent or luxurious purchases do you make?

## Pain Point Questions:

What is the most frustrating part of your day?  
What is the worst customer service experience you've ever had?  
What regular activity do you find stressful?  
What makes you nervous?  
What is the fastest way for somebody to make you angry?  
What is your least favourite part of your job?  
What is the worst job you can imagine?  
What do you worry about?  
What accomplishments are you most proud of?  
What are the top three things on your bucket list?

## Industry Specific Questions:

What are the most common challenges related to your industry?  
What value is typically associated with your industry?  
What is the preferred type of sales experience in your industry?  
What are the most common objections to your product or service?  
What are the top questions asked by customers?  
What are the top questions asked by prospects?



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