

SOCIAL MEDIA MARKETING

HANDBOOK



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PREFACE

This handbook is designed to serve as a fully comprehensive guide for business owners who want to utilize Instagram and TikTok to generate more revenue for their company. Social media marketing aids in validating your brand and has now become almost not optional to have in this new age of technology. It has become an important way for companies to reach consumers. The longer your company waits, the more you have to lose.

When executed effectively, understanding social media and how to create a social media campaign can lead to more traffic, customers, and engagement for your brand. Conversely, having a social media presence without an active social media marketing strategy can be just as bad for your business as having no plan at all.

"The attention economy is competitive with brands vying for consumers' time and engagement against countless creators, media outlets, and digital activities. To break through the noise, brands must be more willing to invest in social and experiment on new platforms." - Tressie Lieberman, VP of Digital Marketing, Chipotle.



Part 1:

Understanding the need





Why does Social Media matter?



We currently live in one of the most highly interconnected times throughout human history. We have access to an almost infinite amount of information at our fingertips and the ability to connect with billions of people at the click of a button.

These unprecedented times have created a perfect storm for businesses to **scale** at unimaginable speeds if done correctly. Unfortunately, this creates a massive gap between companies who are utilizing these new marketing channels compared to those who aren't.

Social media can help your business attract customers, gain customer feedback, and build customer loyalty. These platforms can not only help increase your marketing reach but can also aid in narrowing and creating a perfect **target audience** for any product or service.



Why does Social Media matter?



Social media can help your business to:

- Bring in new customers and build brand loyalty.
- Increase your market reach
- Create target audiences that can reduce marketing costs
- Utilize advertisements that can increase revenue
- Build your brand and increase brand recognition
- Scout and improve on competitor marketing tactics.
- Increase website traffic through Search Engine Optimization



Why do companies fail at utilizing social media



Social media is one of the best methods of marketing that a company can use to aid in growing its business. Mass adoption of social media can be utilized by nearly every business, no matter what product or services they sell.

Unfortunately, most companies fail to utilize these platforms correctly to achieve their goals. This results from many factors that are being overlooked by most when they begin their journey.

Many businesses overlook some of the most crucial aspects when creating a solid marketing campaign simply because they believe it makes a difference. However, every edge you can get to increase conversions in the world of social media needs to be capitalized on as it does make a difference in the long run.

Companies tend to make the same mistakes due to:

1. Lack of planning
2. Lack of social media understanding
3. Not setting realistic goals
4. Lack of consistency
5. Lack of paid marketing



What is a Social Media Marketing Plan?



A social media marketing plan summarizes your marketing goals and how you plan to achieve them. Once a plan is in motion, you can begin refining your content and narrowing your target audience.

The more specific your plan, the more effective it will be when put into action. This will act as a guide to keep your marketing efforts on track. It's always best when creating a social media marketing plan to create attainable goals that can be measured.

"Social media interaction entails a process that allows not only firms, but also customers to exchange resources." (Li, F., Jorma, L., & Leonidou, L. C. (2021) This exchange of resources between customers and businesses is what drives the success of a social media marketing plan.



Part 2:

In-depth Social Media Guide





Instagram

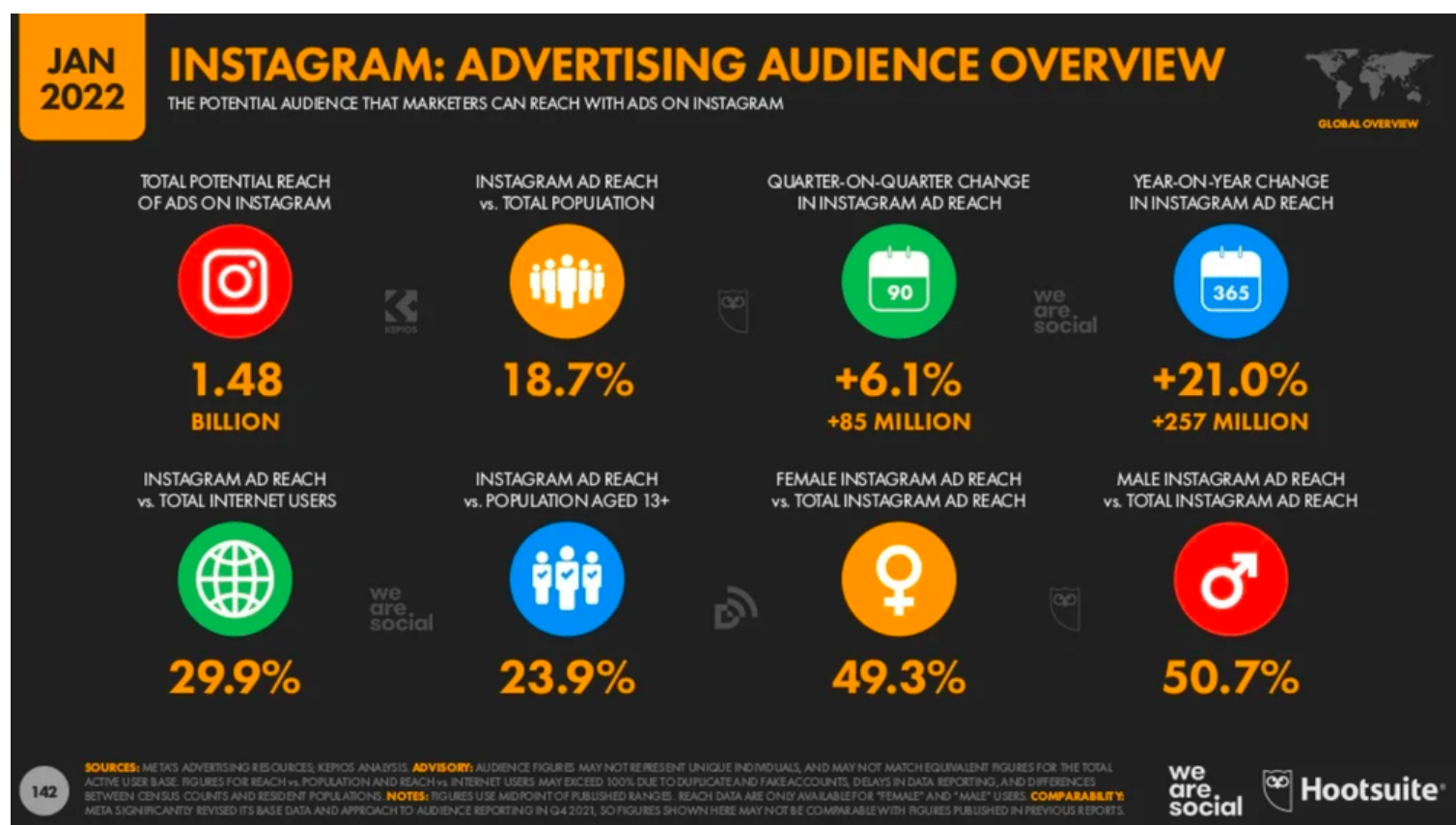
everything you

need to know



Know your Audience

The first step in building any social media brand is to find out who your audience is. This is a crucial first question to ask oneself because if you don't know what intrigues and motivates your potential customers, creating content they will engage with will be hard. Instagram is currently the 4th most used social media platform there is with over 1.3 billion daily active users (McLachlan, S. 2022) and this makes Instagram one of the best platforms to grow your brand on. If you don't know who your audience is, where they're located and what they're interested in, you can spend a lot of wasted energy on users who won't engage with your brand or potentially engage negatively with it.





Profile Optimization

Optimizing your profile on any social media platform is one of the first and most important things you must have perfected before building your social media presence. This is because your profile will essentially be the face of your company, and it will act as the top of your funnel when working on turning followers into customers.

Username

Short & easy to memorize

Name

Company name + Niche keywords

Category

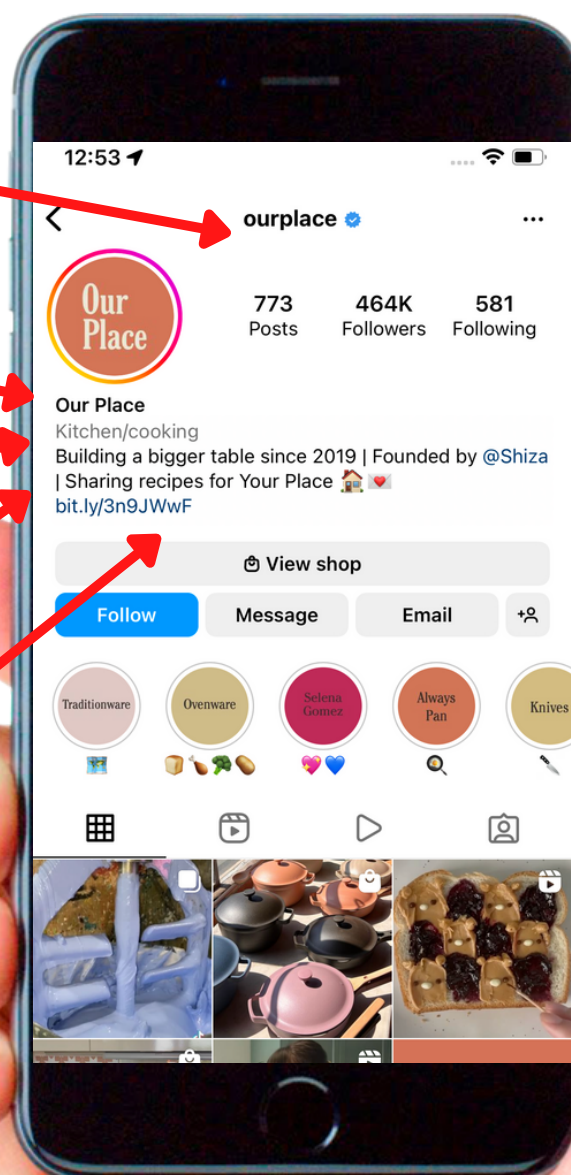
Describe your field

Description

What do you do and what value do you provide?

Link

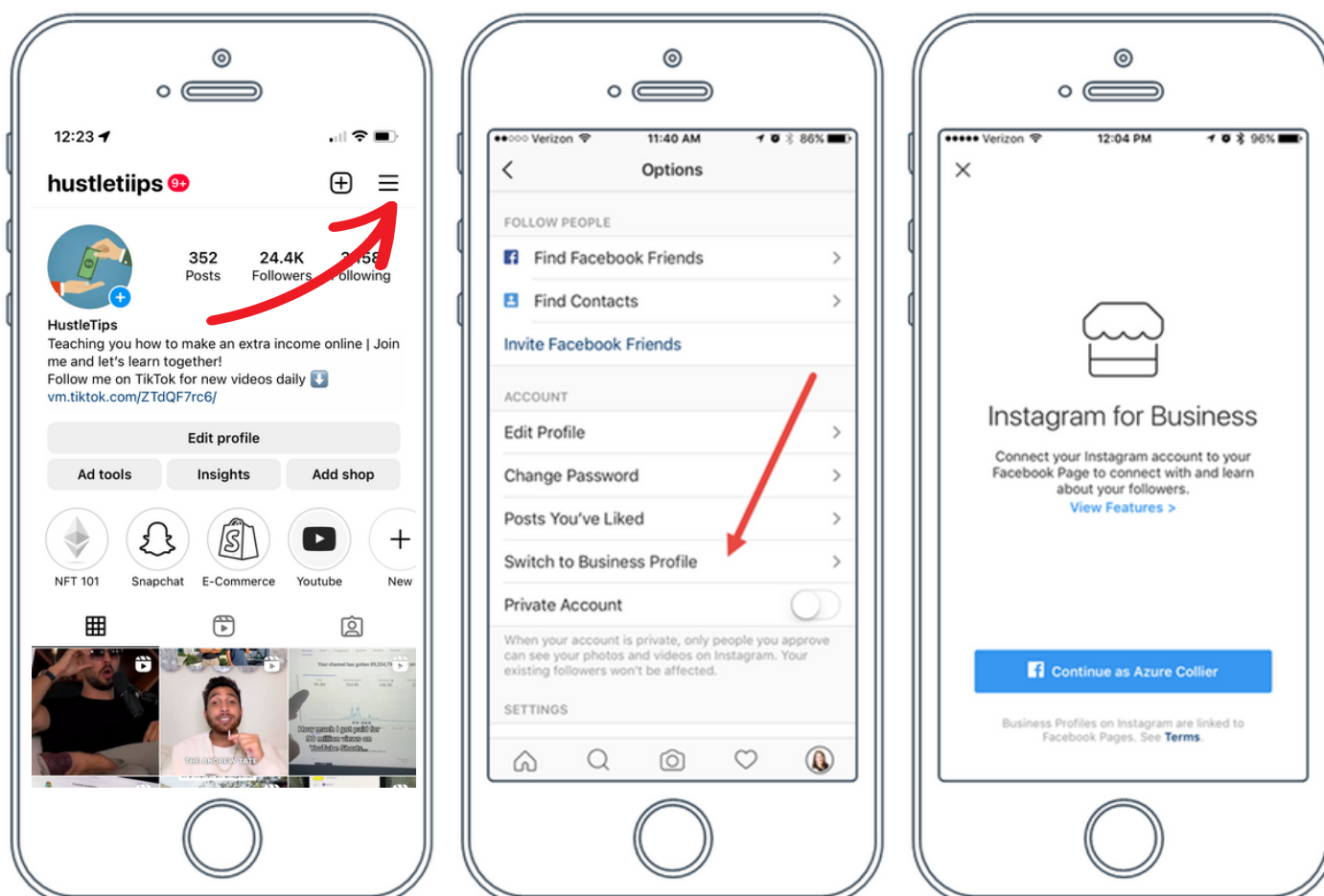
Link to your website





Setting up your business profile:

Using Instagram for business can aid with brand awareness, generate more sales, and most importantly, it will allow you to track audience engagement and audience demographics. These valuable audience insights will be one of the most crucial data collection methods we will utilize to help deduce who our target audience is. This information can then be used to improve your marketing campaign in all aspects.



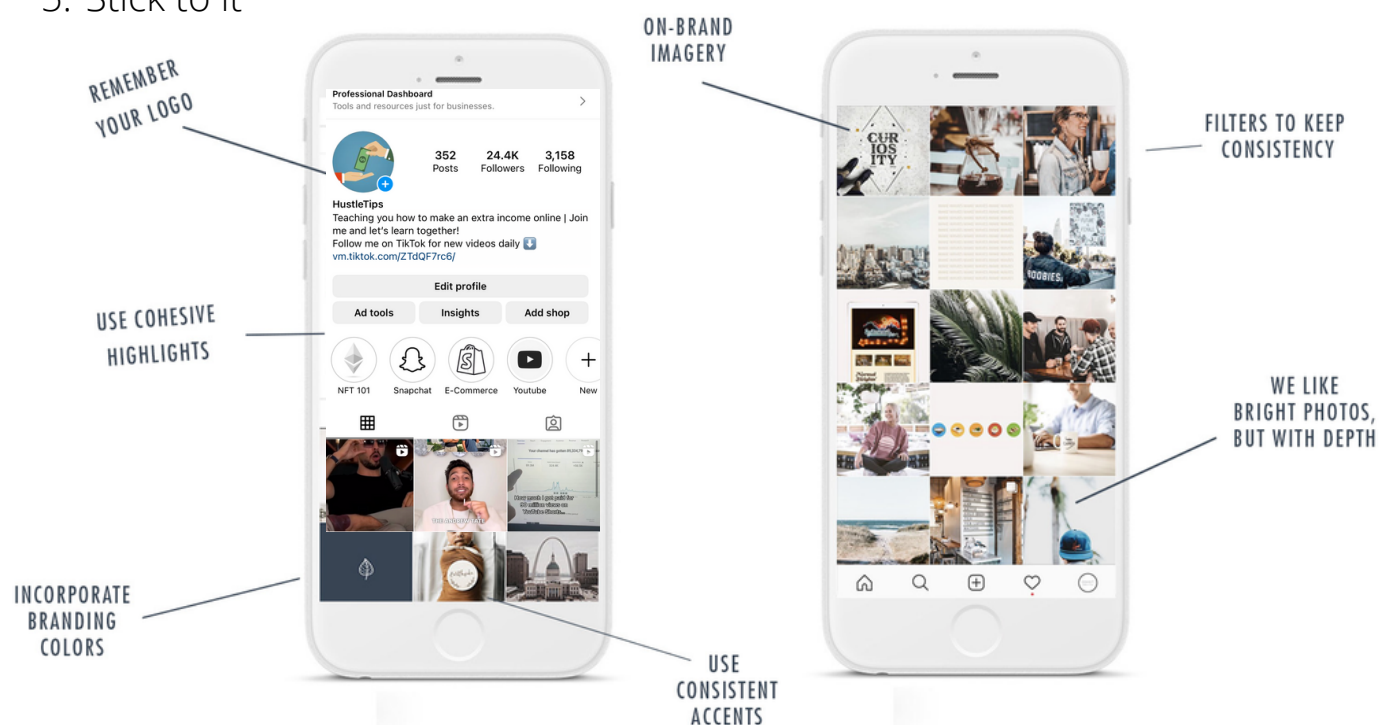


Branding, Voice & Aesthetic

Ensuring that your profile page's branding, voice, and aesthetic are all optimized can be one of the best ways to increase engagement, brand trust and even boost sales. Creating a cohesive grid is highly important for every social media platform; however, on Instagram, it can be the difference between someone trusting your brand and someone not.

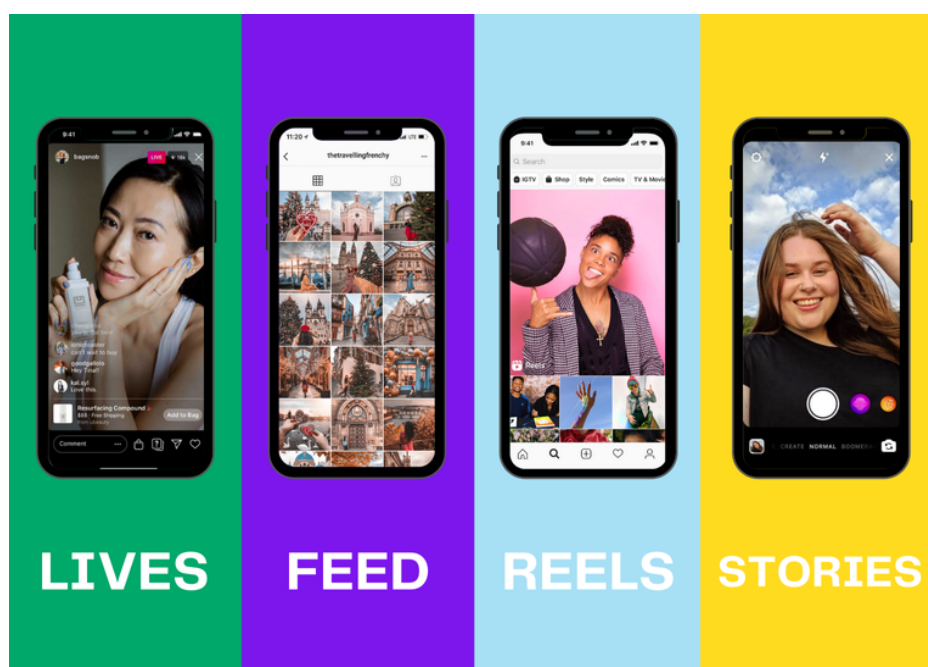
Steps to take:

1. Choose a theme style
2. Choose a grid layout
3. Choose an on-brand color palette
4. Choose a filter for your theme
5. Stick to it





Instagram Content Creation



Initially, beginning your journey of posting to Instagram can be a bit overwhelming due to the large number of different types of posts you can make. Whether it's a feed post, a story, a reel, or even going live, the most important thing you need to know is that each post type requires a different kind of content and structure. Once you have a thorough understanding of this, you can then and only then begin posting. Utilizing a balance between lives, feed posts, stories, and reels is very important in building your brand and creating a community of supporters. However, posting to Instagram Reels is the best way to create organic engagement for your brand and should be one of your main concentrations when growing your account.



Instagram Content Creation

What, how & when to post

What to post:

When it comes to what you should post as a brand trying to create a strong following of potential customers, it's essential to create content that is proven to work. Creating viral content rarely begins with an original idea. The best way to do this is to find the most relevant viral videos and re-create these with your twist that caters to your niche. Providing value to your viewers is vital when it comes to audience retention.

Reels:

- Short tutorials
- Trending songs/sounds
- Relate to your niche

Stories:

- Behind the scenes
- Promote products
- Engage with audience

Feed:

- Aesthetic/ Branding
- Photos with captions that provide value
- Connect with your audience

Lives:

- Show your personality
- Speak directly to viewers
- Behind the scenes



Instagram Content Creation

What, how & when to post

How to structure captions:

Hook

Capture your audience's attention in
under 2 sentences

Body Text

This is where you provide value through
storytelling/ instructions

Call-to-Action

Ask for something from your audience
such as "follow for more."

Hashtags

Add up to 30 hashtags relevant to your
niche at bottom of the caption or as the
first comment

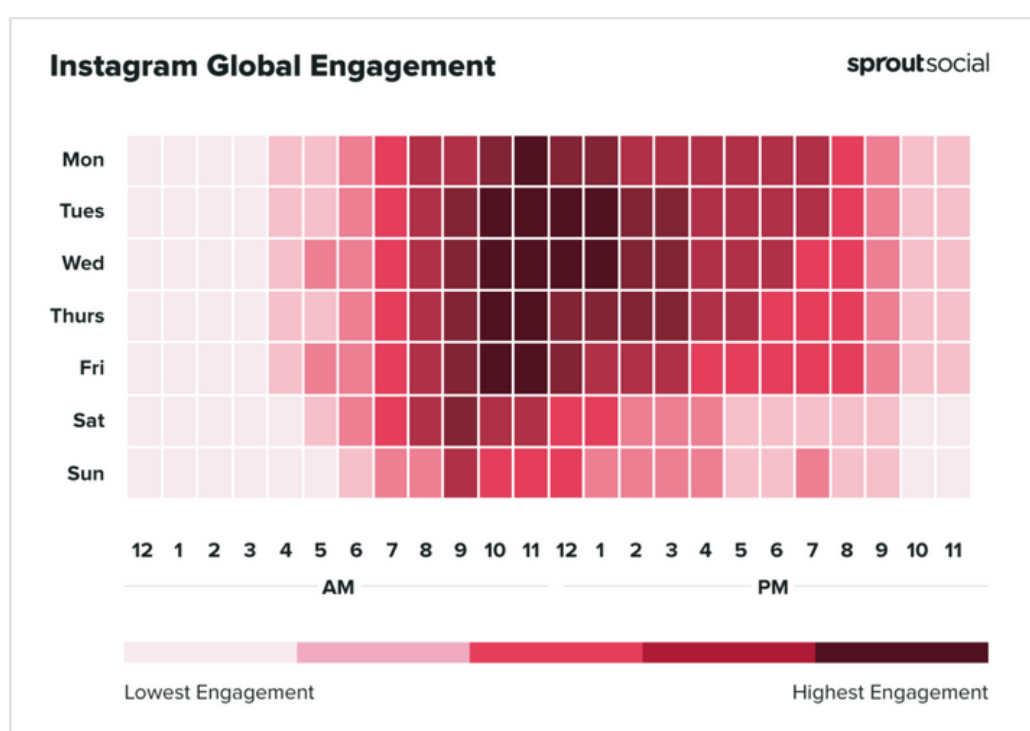


Instagram Content Creation

What, how & when to post

When to post:

One of the most asked questions from businesses beginning their social media journey is how often one should post and what times are best to post. Unfortunately, there isn't a single straightforward answer to this, as each account grows at its own pace, and posting at a specific time won't guarantee that the post will perform well. However, one can utilize data of the top most engaged days and times to create a posting schedule for their content.





Instagram Brand Marketing Plan

1. Identify Your Goals & Objectives
2. Identify Your Target Audience
3. Optimize your Instagram Account
4. Identify your competition and analyze their success
5. Create a posting schedule and stick to it
6. Utilize Influencer Marketing
7. Utilize Instagram Business Paid Ads
8. Track Performance and Adjust Marketing Plan Accordingly





Instagram Influencer Marketing

Why should you use influencers :

Influencer marketing on Instagram may be one of the most powerful tactics you can use when building your brand. According to sprout social, 93% of all marketers and agencies plan to utilize influencer marketing. Using an influencer relevant to your niche can remove many barriers that arise with traditional paid marketing. In addition, it can aid in introducing your brand directly to your target audience with the stamp of approval from someone the audience trusts.

Outline your goals:

Creating a set of goals you would like to see from influencer marketing should be the first step before even beginning your search for an influencer. If you set these goals, you can create a framework for what kind of posts and influencers would work best to achieve those goals.

Types of goals:

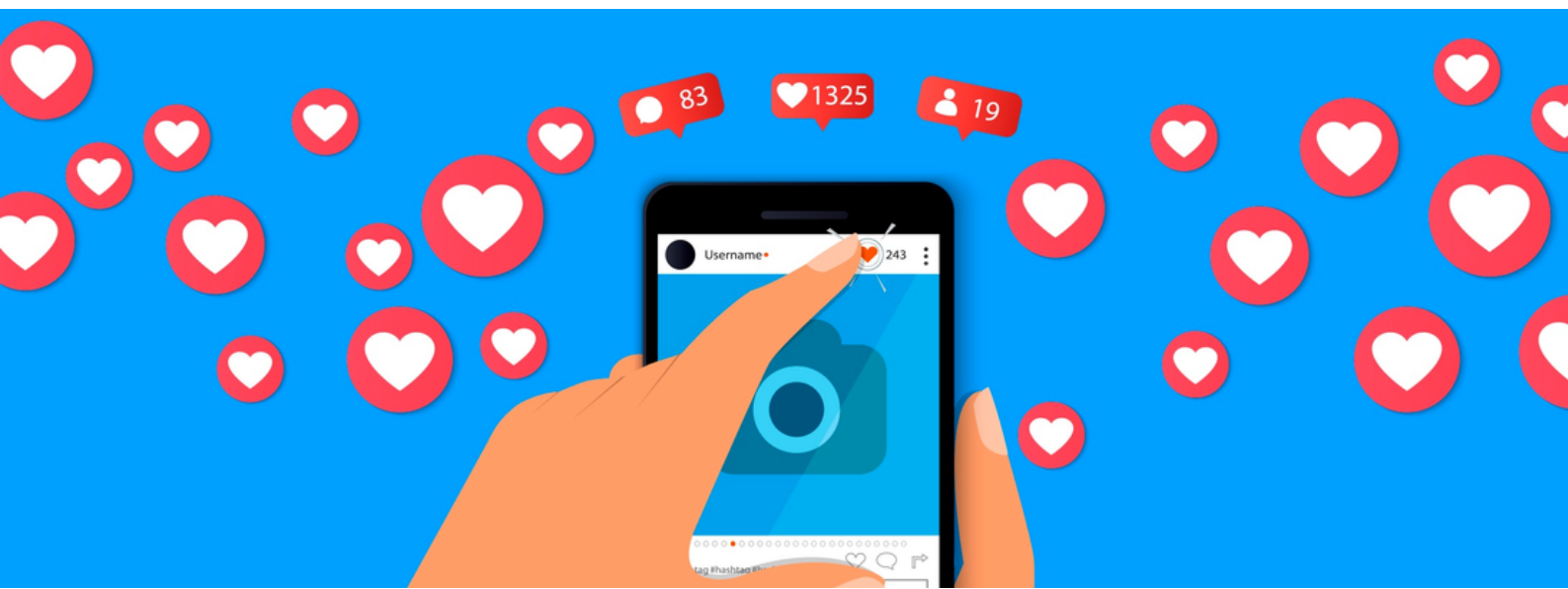
- Increase brand awareness
- Boost brand engagement
- Drive traffic to your website
- Generate new leads
- Increase sales
- Build community
- Increase followers
- Promote upcoming product
- Educate consumers
- Increase brand loyalty



Instagram Influencer Marketing

How much should you spend?

Influencer marketing can be one of the best routes when growing your business; however, it can get expensive depending on how much reach the influencer has. Influencers with over 100k followers can cost upwards of \$1000 for a single post. If the influencer has quality followers and engagement, this can be a reasonable price for their service; however, in recent studies, we've seen that working with micro-influencers may be the better route. Micro-influencers followers can range from 10k-100k followers, and these accounts usually have a significantly higher engagement rate while charging a substantially lower price. These promotions typically range anywhere from \$150 to \$300 for a post that may perform even better than a campaign with a more prominent influencer. These prices are the current industry standard and can fluctuate.





Instagram Influencer Marketing

How to pick and reach out to the right influencer:

Picking the right influencer isn't as easy as one would think. There should be much thought and research into this choice before spending any money. This is because you must first find an influencer in your niche so you aren't advertising to the wrong target market. Secondly, the number of followers someone has can sometimes be deceiving. To ensure your campaign does well, you should always calculate the engagement rate of the influencer you would like. This will show you how many active followers they really have, and it can be a great indicator of if the ad will perform well

$$\text{Engagement Rate (\%)} = \left(\frac{\text{Likes + Comments + Shares}}{\text{Total Followers}} \right) \times 100$$

Once you have picked out the influencer you want to work with, the best practice to reach out to them is to connect with them through their direct messages. If that doesn't work, reach out to their brand email stating you want to work together. You should always create a brand/ posting guideline for the influencer, which contains your campaign goal, budget, and type of content you want to be produced/used.



Instagram Business Paid Ads

Organic marketing is a great tactic when building your branded Instagram page; however, it can be highly time-consuming and can only take your brand so far. Instagram's paid advertising program is one of the best ways to increase brand awareness, engagement and generate sales. Knowing your target audience and using high-quality content is essential to ensure your ads perform well.

1. Convert your profile to a business account.

You must set up a [business account](#) to run ads on Instagram. It's free and takes just a few steps.

2. Choose a photo or video for your ad.

You can promote a post or story you've already shared, or create a new post or story which can then be promoted.

3. Set up your promotion.

Set up your ad with a Destination, Audience, Budget and Duration. You have options to customize your promotion your way, or you can use Instagram's automatic options to get up and running quickly.

4. Publish your ad.

Now that your ads are ready to go, tap Create Promotion. You'll get a notification when your ads are approved and ready to run.

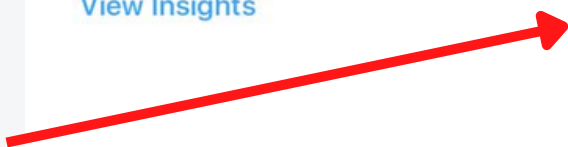


tastycreamery



[View Insights](#)

[Promote](#)



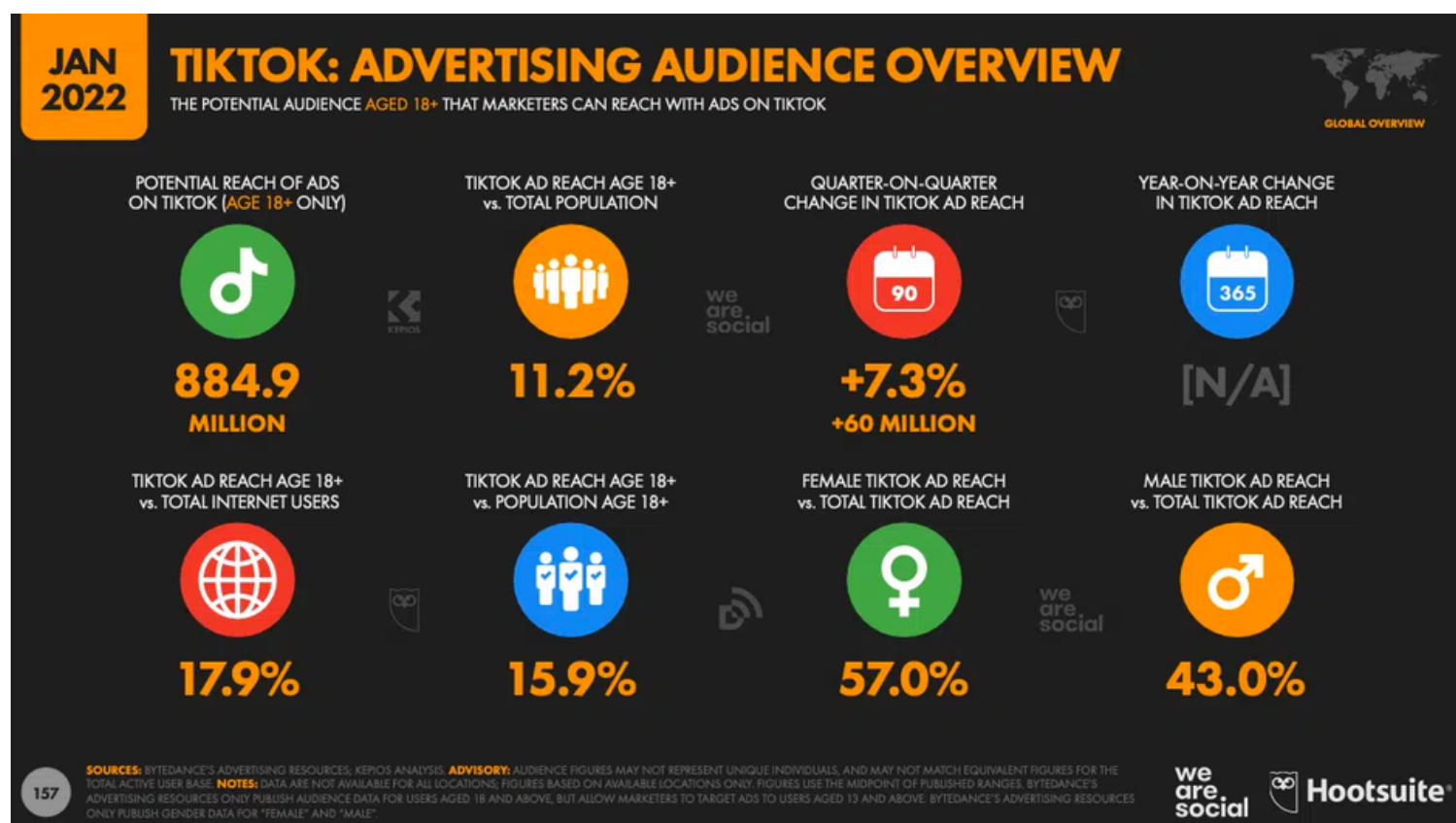


everything you
need to know



Know your Audience

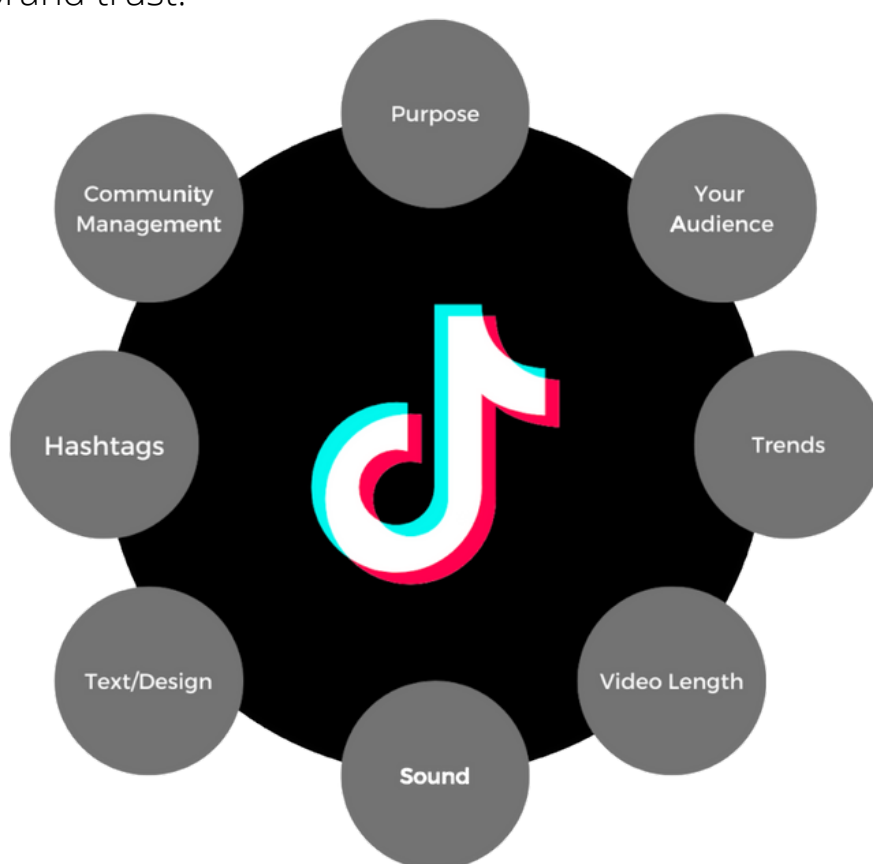
TikTok is one of the fastest-growing social media platforms ever released. The platform has over 1 billion active users and is gaining an average of over 650,000 new users joining daily (Cyca, M. 2022.) Understanding whom your audience is when building your brand on TikTok is the most important factor one needs to consider. This is because certain brands that may work on Instagram may have trouble translating their content to audiences on TikTok. The general audience on TikTok is a lot younger compared to other platforms; this is important to understand the platform's culture.





TikTok Content Creation

TikTok is by far one of the most accessible platforms to create content on. This is because of the unique design for videos that are much more personable rather than highly produced. More than 47% of all users on TikTok are under 30 (Statista Search Department, 2021.) This statistic is important to keep in mind as The TikTok audience is more engaged with entertaining and playful short content. A great rule of thumb to go by when building your brand on TikTok is to show the human side of the business so your audience can feel a connection to you, resulting in increased brand trust.





TikTok Content Creation

What, how & when to post

What to post:

Regarding what you should post on TikTok, this will be a much different approach to building your page. This is because the first step you need to take is to consume as much content as possible related to your niche on TikTok and to try to gain your understanding of the community culture. Then you will be able to see what kinds of videos work and what don't. Create a variety of engaging proven videos in your niche, and keep in mind that consistency is the key to performing well on any social media platform.

Feed:

- Short tutorials
- Trending songs/sounds
- User-generated content
- Relate to your niche
- Create a TikTok challenge
- Share your story
- Demonstrate your product
- Educate your audience

Stories:

- Behind the scenes
- Answer audience questions
- Engage with audience

Lives:

- Show your personality
- Speak directly to viewers
- Behind the scenes



TikTok Content Creation

What, how & when to post

How to structure captions:

Hook

Capture your audience's attention in
under 2 sentences

Body Text

This is where you provide value through
storytelling/ instructions

Call-to-Action

Ask for something from your audience
such as "follow for more."

Hashtags

Add 3 to 5 relevant hashtags to your
video and niche



TikTok Content Creation

What, how & when to post

When to post:

When it comes to finding the right time to post on TikTok, it's a bit more complex than on other social media platforms. This is because a time frame that worked one day may not work another due to engagement heavily relying on trends that change daily. The two most important things to consider when creating a posting schedule are where your audience is located and what time they are awake. This information will be most easily found in your TikTok analytics once you've generated enough data from consistently posting.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	2 AM			5 AM		
6 AM	4 AM	7 AM				7 AM
	9 AM	8 AM	9 AM		11 AM	8 AM
10 AM			12 PM			
				1 PM		
			7 PM	3 PM	7 PM	4 PM
10 PM		11 PM			8 PM	



Profile Optimization

Profile optimization on TikTok isn't as important as on Instagram but keeping a consistent brand image across platforms is. TikTok is a more relaxed platform where users can connect through short-form content. As a result, the brands that perform best on TikTok are the ones who keep a human touch with their profile and the content they produce.

Profile Picture

Simple logo using primary colors

Username

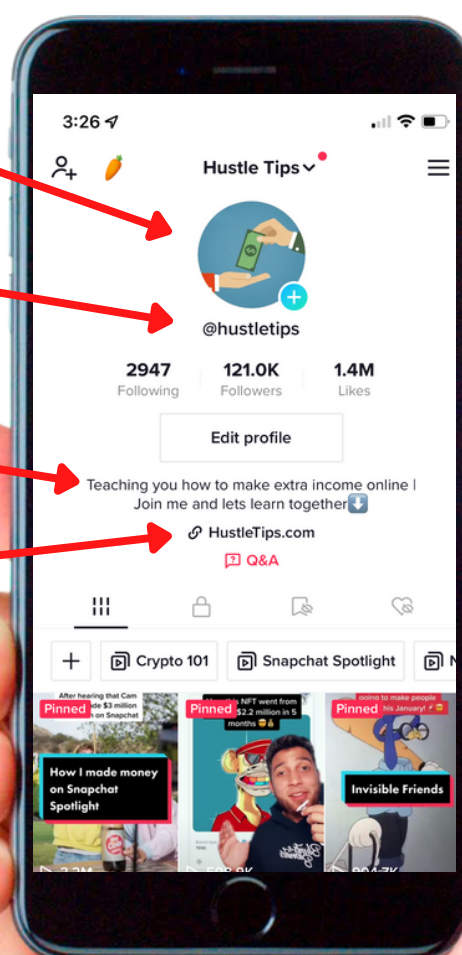
Short & easy to memorize

Description

What do you do and what value do you provide? + Keywords

Link

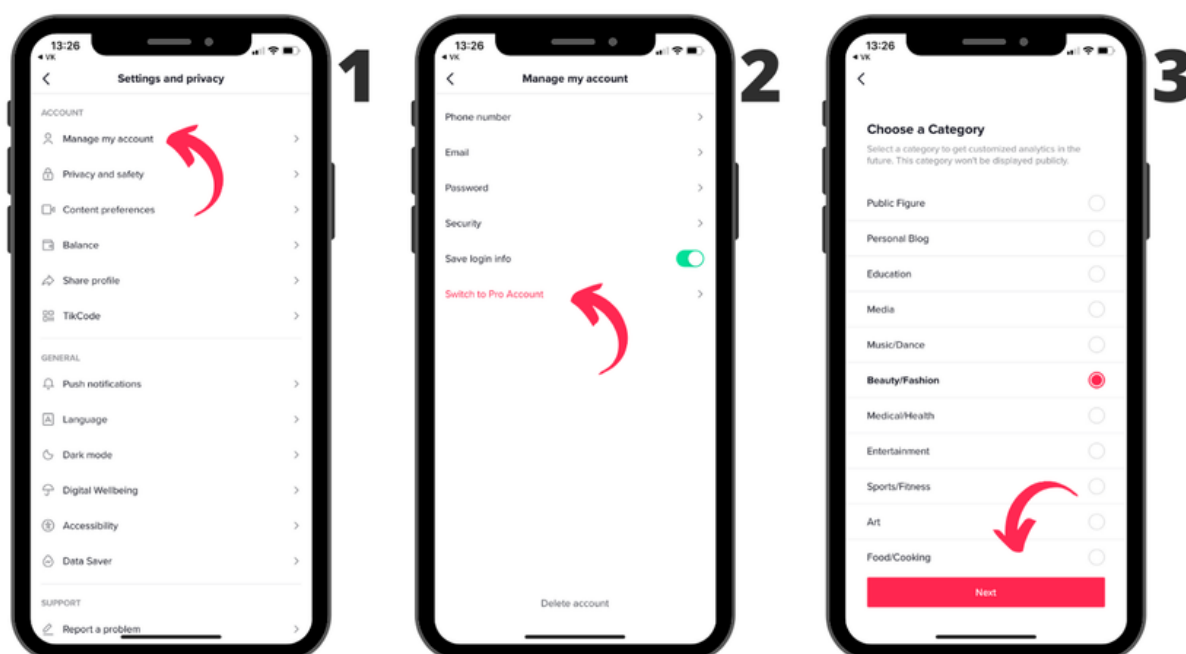
Link to your website





Setting up your Business Profile

Setting up your TikTok for Business profile is super simple and will help take your account to the next level. Switching to a business profile will restrict you from using their commercial-free music, which can hurt your account when initially organically growing your brand. This can be solved by using other creators' original TikTok sounds; however, accessing real-time analytics and, most importantly, their paid advertising hub is crucial for any business. This hub will allow you to directly target your ideal audience and increase awareness of your brand. The business profile can also grant you access to reach out to influencers on the platform, where you can pitch your brand deal to them. This has gotten rid of a massive barrier that brands need to deal with when trying to get in contact with influencers.





TikTok Brand Marketing Plan

1. Identify Your Goals & Objectives
2. Identify Your Target Audience
3. Optimize your TikTok Account
4. Identify your competition and analyze their success
5. Create a posting schedule and stick to it
6. Utilize Influencer Marketing
7. Utilize TikTok Business Paid Ads
8. Audit TikTok Page



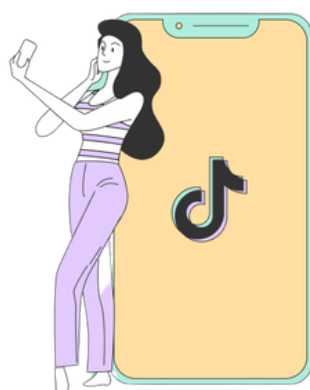


TikTok Influencer Marketing

Why TikTok influencers :

Influencer marketing on TikTok is a powerful tactic that every brand should implement in their marketing strategy. Due to TikTok's younger demographic, brands have found it challenging to reach them with traditional advertising. However, there is no shortage of users with influence on the platform in every niche; this allows any company to advertise directly to their target audience with someone the consumer trusts.

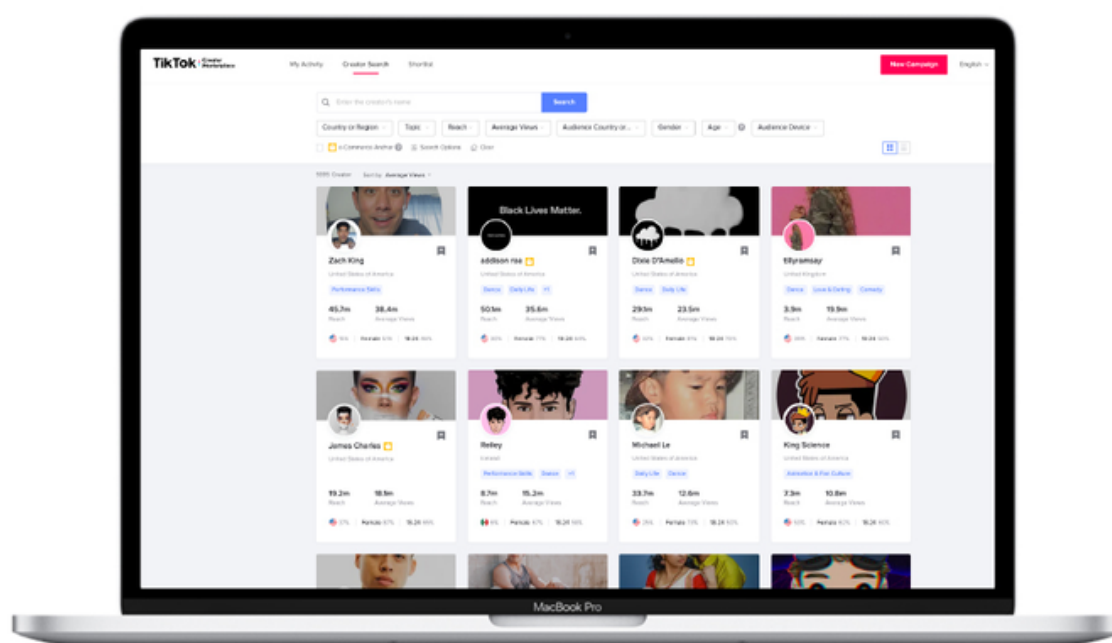
Getting in touch with influencers can be challenging at times, and even when you get in touch with them it can be hard to ensure they deliver the content. This is why TikTok has released its own "Creator Marketplace," where brands can reach out directly to influencers actively looking to collaborate through the application. In addition, the marketplace allows the brand to send an alert to the influencer with your budget and posting guidelines.





TikTok Creator Marketplace :

The influencer marketing industry is rapidly growing, and finding high-quality influencers who can create content that performs well isn't an easy task. Consumers connect with user-generated content ads better than any other, so utilizing these campaigns with influencers has never been easier with this first-of-its-kind marketplace for influencers



The official platform for brand and creator collaborations on TikTok



Best Campaigns to use for TikTok Influencers

- **Product Reviews/ Tutorial Content**

A great way to increase sales and brand awareness is by having influencers review your product. Sending your product to the influencer and having them recommend it to their viewers often will have better conversions than traditional advertising. In addition, if you have an influential source give a tutorial about your product, this will not only increase brand trust but is a great way to create new content for your brand.

- **Affiliate Links**

An affiliate link campaign is one of the easiest ways to gain traffic to your product or socials as a brand working with influencers. This is where you can have an influencer promote your product to their viewers and direct them to their personalized link that leads to your product/website. This campaign works well because a trusted source promotes your product while creating urgency to buy through special discount codes.

- **User Generated Content Challenge Campaign**

User-generated content challenges can be a fantastic way to create brand awareness. TikTok challenges have become a staple in the platform's culture, and they can be leveraged to create free trickle-down promotion.



TikTok Paid Ads

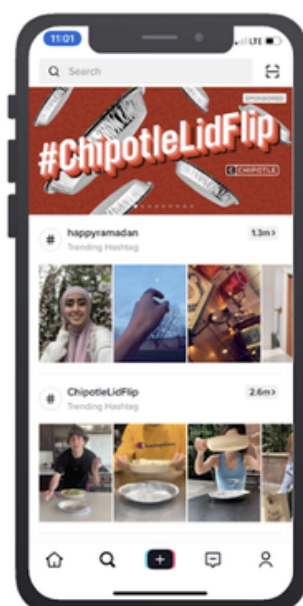
Why Use TikTok Ads:

TikTok paid advertisements have become one of the top used advertising platforms for small businesses due to their easy user interface that anyone can understand. One of the main aspects of the TikTok advertising platform that many overlook is that it has one of the largest data banks of its users than any other social media company. This allows advertisers to efficiently reach specific target audiences by utilizing their age, gender, location, interests, and more. TikTok also offers businesses multiple options that one can use to advertise so you can choose what will be most effective when reaching your target audience.

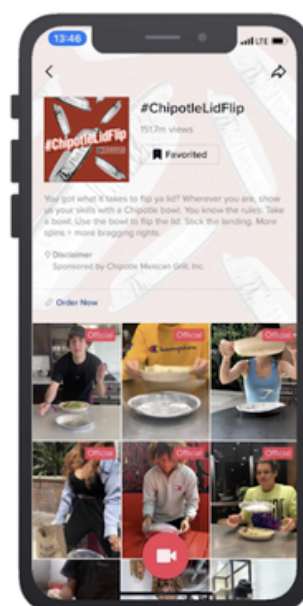
TOP VIEW



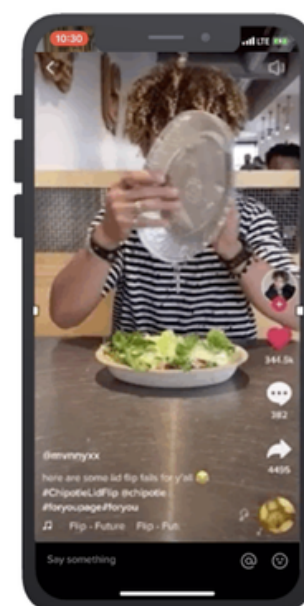
DISCOVER PAGE



CHALLENGE PAGE



IN-FEED VIDEO





Top used TikTok Ad Options

- **Native In-Feed Ads:**

This ad option is one of the best and most cost-effective for small/medium size brands. These ads show while scrolling through TikTok's "For you" page and are great to sell products with.

- **Brand Takeover:**

These ads are intrusive to the customer as it appears as the app is opened, and the customer must watch a few seconds of the ad before they can proceed. Therefore, brands are limited to how often they can use this feature.

- **Branded Hashtag Challenges:**

Hashtag challenges have become a massive part of TikTok's culture, where usually, an influencer would set up a challenge and encourage viewers to recreate it. This campaign is an excellent way to gain user-generated content for your brand.

- **Branded Augmented Reality/ Effects:**

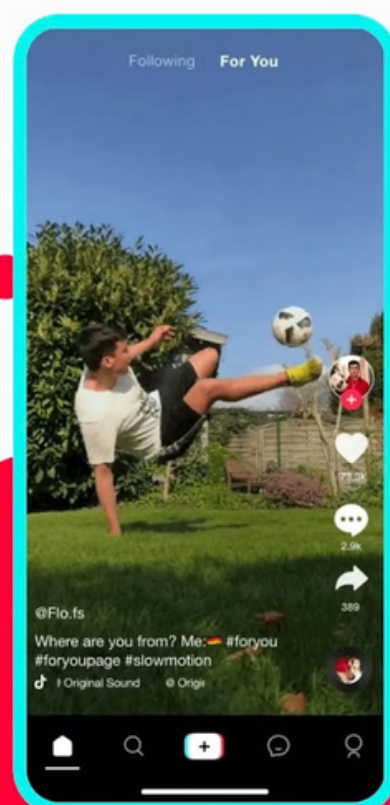
These ads are used to aid in brand awareness and to promote upcoming product launches. This is where you can create a branded lens, sticker, or augmented reality filters for TikTok creators to use in their videos.



Why In-Feed Advertisements Perform Best

What's unique about TikTok in-feed advertisements is that consumers often don't even know they're watching a paid ad. TikTok pushes for businesses not to make TikToks, not ads. Gen Z is the largest age group that uses TikTok, and the company understands that its viewers don't engage with highly produced traditional advertisements. Instead, the ads are shown on the "For You" page, where the customer would scroll on to the ad and watch it before whatever call to action you choose appears. This new format for showing advertisements is game-changing and makes TikTok one of the best places to pay for promotions.

**Don't
Make Ads.
Make TikToks.**



Part 3:

Best Practices to Ensure Success





Best Practices to Ensure Success



1. Consistency & Cohesion

Success with building social media pages all comes down to being consistent and not giving up. Failing to be consistent is one of the main reasons brands fail when trying to build a following. In addition, keeping cohesion and aesthetics throughout your platforms is essential as this is a huge factor that can improve brand trust.

2. Leverage Social, Cultural & Industry Trends

Keeping up to date on social, cultural, and industry trends can be one of the best ways to keep your audience engaged and create viral content to bring new eyes to your brand. This can be as simple as creating content that's relevant to the most recent upcoming holidays and adding your own brand twist to it.

3. Diversify Content

Diversifying your content as a brand is a critical practice to keep in mind, as this will help your brand reach a wider variety of potential customers who engage with different types of content.



Best Practices to Ensure Success



4. Use Text Overlays

Utilizing text overlays on your content can increase engagement with your content dramatically. This is because many social media users don't have their sound on when consuming content, so using text overlays and captions allows these viewers to engage with your posts as well. A rule of thumb to go by is that your text overlay shouldn't cover more than 20% of your post.

5. Audit your Social Media Pages

Auditing your social media pages is a crucial element that any brand should implement when executing their social media marketing plan. This is where you review business metrics to assess what's working, what's not, and how you can improve your social presence.

6. Create a Posting Schedule/ Calendar

Creating a posting schedule will allow you as a brand to keep you organized and consistent with creating and posting content throughout the year. This can be made manually or automated by utilizing third-party social media tools.

Best Social Media Tool to Leverage

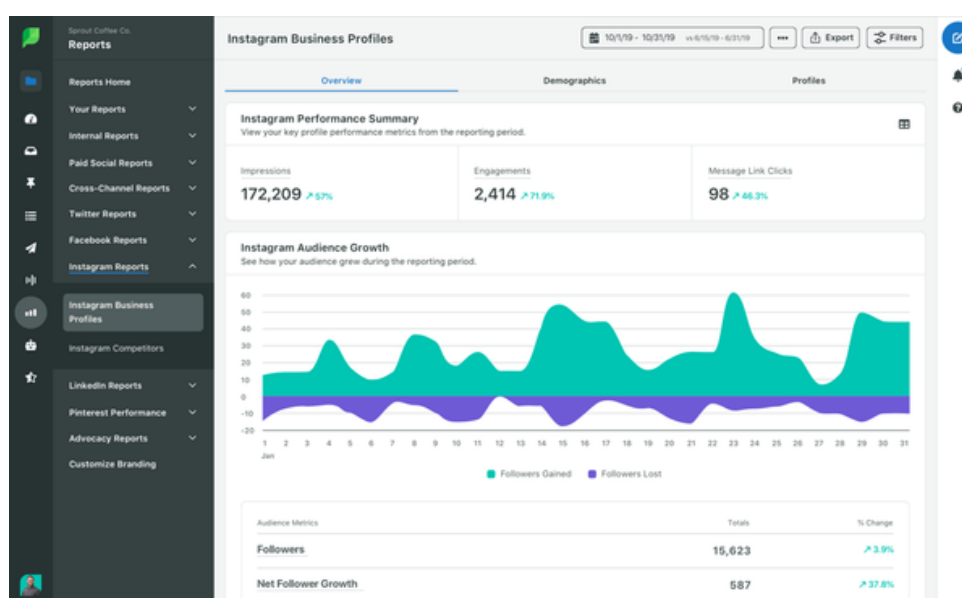


sproutsocial

Sprout Social may not be the only third-party social media tool out there, but I believe it's one of the best that anyone can access for an affordable price. This program, if utilized correctly, can be what gives your brand a competitive edge over any other brand not using it.

Key Utility offered by Sprout Social:

- Publish and schedule posts across multiple platforms with a single click
- Monitor and analyze competitors in your niche
- Create target audiences
- Audit social media channels
- Access to social media optimization tools
- Access analytics that can aid with managing engagement and return on investments



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