

Crack the Code

Connect, Converse, Convince
and Convert



Guide to Social Media Marketing Make Your Brand Findable



Social media marketing if strategically adopted can deliver positive results in taking your marketing plans to the next level. In this guide learn about:

- How to Choose the Right Social Media Channel
- How to Make Your Social Messages Meaningful
- How to Use Social Media Appending to Know Your Customer's Personality
- The Dos and Don'ts of Social Media Marketing
- How to Use Social Media as a Lead Generation Tool
- How to Calculate Social Media Marketing ROI



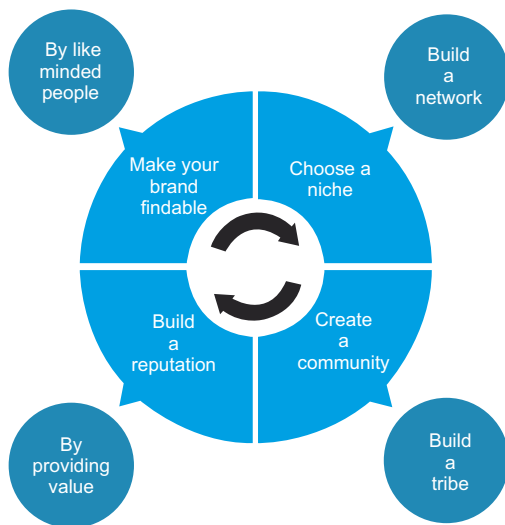
Converse, Connect and Create an Impact in the Social sphere:

Do you connect with your customers through every touch point?

Do you listen and converse to your customers?

Is your brand find able in the social sphere?

Social media marketing is a channel that can either make or break your brand's online presence. In all the chatter that takes place in our hyper connected world, we expect high traffic, likes, shares, inclusion and virality.



While social media is used for brand building, it is also about promoting your business. As marketing through social media works in real time, where real conversations and conversions happen, if you do want to promote your brand effectively, do so with relevance, empathy, quality and gratitude.

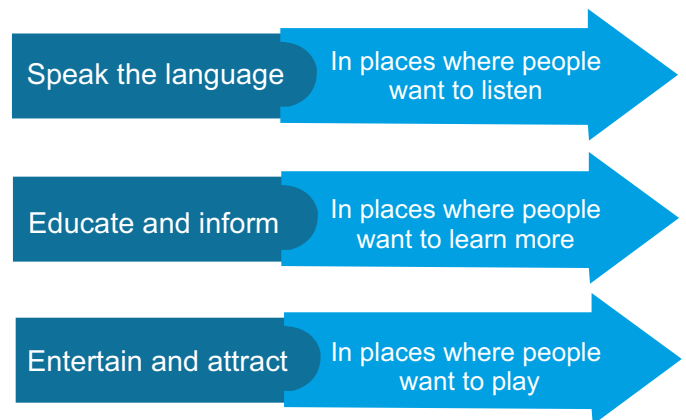
In this guide, find insights that will help you make social media marketing work for you:

- How to Choose the Right Social Media Channel
- How You Can Make Your Social Messages Meaningful
- How to Use Social Media According to Know Your Customer's Personality
- The Dos and Don'ts of Social Media Marketing
- How to Use Social Media as a Lead Generation Tool
- How to Calculate Social Media Marketing ROI

Choose the Right B2B Social Media Channel:

To take advantage of social media channels, you need to be in the right place, at the right time to converse with the right people. Not every channel may be suitable for your brand or business.

YOU NEED TO...

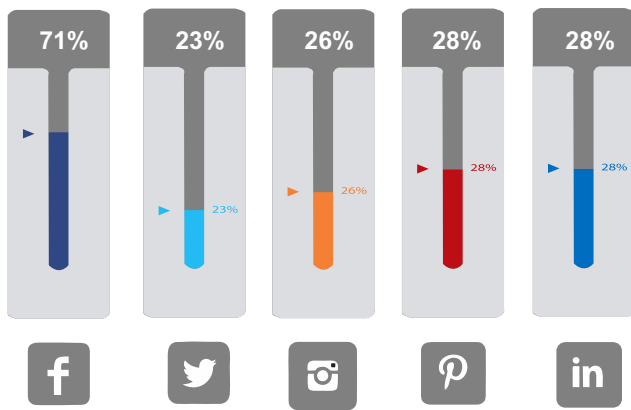


You need to know which social media channel your potential customers use more often. Depending on who your target audience is, you will be able to find out which channel works best.

Here are insights on social media usage according to Pew Research Center's Social Media Update:

- Facebook is used by majority of online adults and even if the growth year on year seems to have slowed down, the level of engagement has increased.
- Online adults are using two or more social media channels with an increase in multi-platform usage.
- There seems to be increased usage of Linked In by Internet users with college degrees. Half of the young adults (18-29 years) use Instagram daily.
- More number of women use Pinterest than men.
- More than half of Internet-using senior adults (65 years and older) use Facebook.





- Online adults use Facebook
- Online adults use Twitter
- Online adults use Instagram
- Online adults use Pinterest
- Online adults use LinkedIn

With such insights, it is possible to identify which segment you wish to focus and which social media channel you need to choose to be relevant.

[Access this Tip Sheet to Identify Which Social Media Channel Works Best For You](#)

How to Make Your Social Messages Revolve Around Your Buyer Personas:

Don't be compelled to use all social media channels. According to industry experts, personabased content has a high rate of increasing conversions. Let your social messages revolve around different personas of your customers. Create customer experience by providing valuable content and meaningful engagement.

- **Create an Impactful First Impression** - The first impression is the last impression. So,make it count. The end experience at this stage is important. You need to provide compelling content that will make people thank you for sharing it.
- **Stay in Top of Mind** - Once you have created an impression you need to remind your audience of your

brand's presence and how they can benefit from your services. In this phase, re-targeting is a good technique that enables building relationships through technology. Through retargeting campaigns you can help your audience take a step further in knowing your brand.

- **Tailor Engagement** - At this stage, you have a fair idea about the persona types in your audience. You need to relevantly engage them with specific information such as demos and product information related to their business needs.



Persons-Based Action Plan

Buying Stage	Target Audience	Goal	Action Plan
Pre-purchase	Those who haven't purchased but are potential buyers	Find and attract prospects	<ul style="list-style-type: none"> Identify people who are using the right keywords, such as industry or service specific keywords or mentions of your company. Develop relevant social media campaigns. Monitor conversations. Engage with those responding.
Purchase	Those who wish to purchase from you, but need more information or support to make a decision	<ul style="list-style-type: none"> To provide information, engage and guide prospects To increase conversion rates 	<ul style="list-style-type: none"> The market team should provide prospects with information required. The sales team should be provided with a lead list or CRM list so that they can connect and increase conversion.
Post-purchase	Those who have purchased and may require more support or information	To maintain customer satisfaction by providing further information, support, and resolving issues	<ul style="list-style-type: none"> Customer service representatives should address queries and provide customer support through channels such as phone, email and online chat.

Here are 9 questions you need to ask in order to create your social media buyer persona:

1. Which social media channel does your target audience mainly visit?
2. On which social sites do they have complete profiles?
3. What are they searching for? On what topics does your market search information for?
4. What kind of content format do they prefer? (videos, graphics, long informative documents, presentations) What kind of content format works better on different channels?
5. Which device is used more often when accessing social media sites? (smartphone, tablet, desktop)
6. Which social media channels are used most to share information? How often is information shared? What kind of information is shared more than others?
7. What kind of information do they ask on social media sites to qualify purchases?

8. How many people in your target market made purchases influenced by their interaction on social media? How did they interact and what were their trigger points that helped them make a buying decision.

9. Post-purchase do they share information, reviews and feedback to other people in their network?

Once you have answers to these questions, you can create social messages targeted to your audience through relevant social media channels.

Social Media Appending:

While social media is a great way to increase engagement, enhance brand image and improve conversions, how well do you know your target audience? Do you know really your customers' persona? What they do? Where they reside? Their interests and brands they prefer? Places they hang out online? And people they interact with and influence in their network?



Why Append?

To take your marketing plan a step further, appending is a beneficial way of adding contact information of your prospects in your database, only with permission. Social Media Appending is a great technique to take your marketing plan to a more personal level. It helps you know your customer, their behavior, their preferences, and their brand affiliations.



Social media appending provides you with a story about your customers, enabling you to connect with them more relevantly.

[Read more in our blog post here.](#)

Dos and Don'ts of Social Media Marketing:

When riding the buzz through social media, there are dos and don'ts that marketers need to consider. While we have covered the basics in our blog, here are some more tips:

Do

- **Sync Up with One Voice** - Make sure you send across one message channels. Whether through your website, blog or social media, there should be a connection and it should speak the same language.
- **Be active, not overly active** - While it is important to be active to be heard above the noise, being irrelevantly active can have a negative impact. If you heavily post unrelated

content, your core message or main posts you wish to promote may get lost in all the clutter. Followers may even stop following your brand.

- **Choose only the best social media channels** - Just because you have the option of using all social media social channels, it does not mean you have to use all of them. Find out which channel is popularly used by your target audience and then be selective on which channel works best.

- Sync Up with One Voice.
- Be active, not overly active.
- Choose only the best social media channels.

- Don't Be Narcissistic.
- Don't be Compelled to Connect with Everyone.
- Don't Delete Negative Comments.
- Don't Be Silent.

Don't

- **Don't Be Narcissistic** - Liking or favoring your own posts will only make your brand look bad. Instead encourage employees to like and share content as they are your brand's best ambassadors.
- **Don't be Compelled to Connect with Everyone** - Not every person who connects with your brand maybe relevant. Before adding them or following them back, think about how being associated with them will affect your brand and network.
- **Don't Delete Negative Comments** - Be open and proactive to negative feedback rather than trying to sweep it under the rug. By focusing on resolving issues, it is possible toturnaround a difficult situation into a positive result.



Don't Be Silent - If you do decide to join a social media channel, make sure you engage actively. A dormant profile is even worse than no profile.



Social Media as Lead Generation Tool:

Social media is a great lead generation tool to drive website traffic of those people who are interested in knowing more about your brand.

Objectives To Generate Relevant Leads	Action Plan
Build a strong network	Make new connections on Facebook
	Create a Google Hangout with leaders in the industry
	Interact and have discussions with groups on LinkedIn
	Follow relevant prospects on Twitter
	Host a webinar including registration to capture contact details of interested listeners
Publish and share related content to influence connections	Publish eBooks with forms for lead capture
	Write blog posts that are informational and shareable rather than only promoting your brand
	Share a Tweet to promote your content
	Upload an educative presentation on Slideshare
	Link content you publish in order to create inbound linking
	Optimize your website, blog and social media channels for mobile viewers
Monitor social media channels to identify opportunities	Monitor discussions to know what is spoken about your brand
	Analyze personas of your target audience to tailor relevant messaging and capture attention
	Identify keywords customers popularly use when trying to search for information related to your brand
	Identify competitive insights to know where your brand positions in the industry
	Track industry trends
Use paid advertising to generate leads	Roll out a sponsored Facebook ad or a promoted Tweet to drive traffic to your website
	Promote offers with compelling call to actions and advertise on related forums
	Roll out targeted ads based on persona types to get better response and results
	Ensure you link back ads to dedicated landing pages to increase conversion
Include SEO tactics in your social media process	Link your blog from Facebook
	Include keywords in your LinkedIn company page
	Include relevant categories and keywords in your blog titles, tags, meta descriptions and image tags
	Include key phrases related to your brand in your Tweets
	Include the G+ button on your webpages to encourage sharing
	Upload videos on YouTube, in order to create an online presence of your brand in the 2nd largest search engine



Calculating Social Media Marketing ROI:

As marketers, we face a daunting task of measuring ROI on social media campaigns. The reality of calculating return on investment of social media marketing is based on the goals of your social media campaign. Here is a step by step guide to help calculate social media ROI:

Step 1 – Define the Objectives of Your Social Media Conversions

Social media objectives should revolve around improving your social profile, increasing sales and enabling business growth. Create objectives that measure customer actions that are quantifiable. For instance, conversion factors that are measurable could include, downloading a document, filling out a form, making a purchase, sharing or liking a post, signing up for a newsletter or as simple as clicking on a link. Based on these objectives, you can calculate ROI on your social media campaigns.

Step2 – Track Conversions

Once you have your social media objectives in place, it will be easier to track conversions. While Google Analytics is a good tool to measure the performance of your marketing activities, each social media channel now offer analytics as a part of their package.

Here's an overview of analytics provided by three main social media channels:

Social Media Channel	Analytics Feature
Twitter Conversion Tracking App	With this app, you can measure the impact of your tweets and promotional ads.
Facebook Conversion Tracking	With this feature, you can measure the ROI on your Facebook ads by using an offsite pixel that allows you to know if the user performs your desired action.
LinkedIn Campaign Manager	Through this feature, you can get detailed reporting to analyze clicks, CTR, impressions, CPC and other statistics on the campaigns you roll out.

The Way Forward in the Socialsphere

Social media marketing if strategically adopted can deliver positive results in taking your marketing plans to the next level. Choose the right social media channel, create meaningful social media messages, use social media appending to know your customers' personality, follow the dos and don'ts of social media marketing, use social media as a lead generation tool and calculate social media marketing ROI.

The important thing to understand is that, social media is not free and it does not bring immediate results. In order to make your brand findable, you need to emote more, promote less and use social media marketing tactically. If you are ready to deal with all this, then you are all set to create your imprint in the social sphere. Here's to building your tribe!

Converse and Connect with Your Customers
Genuinely Converse, Engage and Connect...
Adopt Social Media Profile Appending

[Get to Know How](#)

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Lake B2B has been in business for over 13 years with the objective of providing accurate global B2B database to companies irrespective of their sizes and revenues. Since then, over 450 clients have used our leads to reach prospects, acquire customers, and run marketing campaigns.

Lake B2B is a leading provider of data management services, list solutions, and customer data insights. We provide data centric solutions to a wide range of business-to-business companies. Our focus over the years has been on improving the efficiency of marketing campaigns, driving more revenue, and increasing profitability of sales and marketing teams in organizations.

