



Scopic

Marketing Services

Social Media

When it comes to social media, our goal is to teach you everything you need to know about the active world of social media from the outset – all while offering plenty of guidance along the way.

Although it may appear easy, having a personal profile is very different from running a successful business page on social media. It's more than just having a few hundred friends on Facebook and that's where we come in. Our social media marketing know-how aims to simplify the use of different platforms available and leverage its influence for businesses, large or small.

Social media marketing, in its broadest sense, is a form of marketing that entrepreneurs and companies can use to **establish, maintain and expand an online presence and reputation.**

Before delving into setting up your profile, let's embark on a trip to understand social media, its background and benefits.



Preface

Social media is friendship, love, politics, career, commerce and embarrassingly opinionated relatives. It's complicated, especially for business owners looking to engage with their target market and increase brand recognition. That's where we come in.

As professional marketers, social media is a cornerstone of the services we provide. By taking a systematic, detailed approach we are able to create accounts that are informative, optimized, visually appealing and lead generating. We'll show you how to unlock the power of social media by looking at it from a marketers perspective:

- Social Media Defined

- | The Business Advantages of Social Media

- | Choosing the Right Social Media Platforms

- | Optimization Best Practices

Let's get started!



Social Media Marketing



Social media marketing may appear like a complex term to someone who has never had much experience with social media accounts. Put simply, it's a process and the very first step in creating engaging and informative content that readers will want to share with their circle of friends, i.e their social network.



The content that you create will spread as your target audience shares it. This content needs to present you as an authority in your field, so it establishes trust. Whether you're running a state of the art fitness app or promoting the latest advances in software, social media is essential in the running of your business.



If you're new to social media marketing, it's best to start out with the most appropriate outlets suited to your specific businesses and used by your customers. Once you become familiar with how the world of social media works, you can start administering your content to other successful social media platforms.



One of the most important things to note about social media is that access to and marketing with social media is predominantly free.



What can it do for your business?

Social media platforms directly influence purchasing decisions.

Did you know that 74 percent of shoppers make buying decisions based on what they see on different platforms?

Any business can benefit from social media marketing, especially local businesses. Geographic features on social media make it particularly easy for people in your area to find your profile through searches.

Marketing through social media also offers users an avenue to compete with the 'big dogs' in business and, when used properly, can give your company the extra business awareness they need.



Choosing the right social media platforms

Despite popular belief, you don't need to be on all social media platforms to promote your business. Whether you run a graphic design studio or are running an online software application, by just picking the platforms that work for your company and utilizing all of their features, you could put your product or service out on the consumer's radar.





Almost any business can benefit from having a Facebook page. Facebook is ideal for giving your business a personality. It's the perfect place to show off what your team members have been up to, as well as showcasing your newest software products or latest techniques in your industry by using top image and video content, and links that bring your Facebook followers back to your website to find out more.



If your business is B2C and very visual, Instagram is the platform you need to be on. Be it the latest fashion or fitness app, those who want to visually display their business and make a creative statement for their brands can do it all on Instagram.



Twitter has become widely popular over the last decade and is known amongst businesses for being the place of conversation. Unlike other social media platforms, Twitter is very 'in the moment.'



LinkedIn is a B2B social media platform. Just imagine attending your busiest networking event from the comfort of your own office. LinkedIn is predominantly a platform that allows you to make connections in the business world and utilize them as necessary. It is a fantastic platform for any professional service. It has good targeting options and allows you to ask business related questions and recommend others from your professional network.



Pinterest is a visual discovery engine and a virtual mood board for design, DIY ideas and more. This platform is home to many different types of content – you can Pin GIFs, videos or geolocated Pins that cover a wide range of topics and industries. Whether a business is looking to compile ideas for a new project or raise awareness for their brand, Pinterest is great tool that makes ideas easy to envision and easy to find for consumers.



So, there you have it: a very brief overview of social media and its major platforms and perhaps a small insight into one which you believe may suit your business. Of course, there's no rule to say you must have a presence on each and every social media network, but by evaluating each network carefully and choosing the right network for you and where your business fit best, will take your business potential forward.

Social media audit and research

Before creating your new social media profiles, it is essential to work your way through a checklist. This will help you to recognize what your community is up to, what mistakes you should avoid, where your competitors are and how you can differentiate yourself from them. After all, the main challenge is getting your brand to stand out in the world of social media.



Here's a checklist to guide you through your social media set up.



1. Check the topic related environment



Check keywords.

This will help you see what's happening on social media within the topic, what profiles have already been created and the content distributed by them.



Take note of the key ideas and recall them for your future content plan.

Identify the most popular pages. Note them down or create a folder with tabs for those pages in your browser.



Grasp the follower potential for the page.

You can hardly expect millions of followers for a page that promotes medical equipment, however, you can expect great volumes of followers for social media apps or a cooking blog.



Check competitors and see what their social media presence is like.

Visually examine what other competing companies are writing about, how they engage with their audience and how the audience reacts. Their followers are potentially your followers – so make sure to come up with ideas on what could be improved and reproduced by you (in an upgraded and unique way).



2. Check if there are any existing social media profiles already created for your company. Perhaps you have put in a bit of groundwork in the past with a social media page, but never stuck to it.



Note the posts

Note the most successful posts, top comments or even disastrous posts and come to a conclusion on what should be avoided and what can be reproduced in the future.



Research the followers on all platforms and observe numbers.

This will help you in the future when you track dynamics of follower activity and growth.



Take a look at the profiles' covers and icons in terms of design.

It is vital that they are visually appealing and of great quality. This also relates to images used in posts – use high quality, appealing images to attract your audience.



Check profiles' bios, names URLs.

You might be surprised to find some silly typos or mistakes.





As a result of adapting each of these useful steps, you will have attained a list of clear proposals to ensure your social media profile reaches its maximum potential to successfully expand your online presence and reputation.





Setting Up

This is a very important stage of social media strategy and activity, as it will serve you as a basis for all your future efforts.

1. Profile name

Create and reserve a good name for your page and ensure it meets all the requirements of the platform. For example, most social media profiles won't let you use special characters for profile names. So, the best option here is to create something unique yet, brand related and easy to memorize. We strongly wouldn't advise on creating ending in digits (If the name you desire is not available). This doesn't look professional.

Example: **SmartApp01** ❌ vs **SmartApp** ✅

If **SmartApp** is not available, great alternatives would be **Smart_App** or **SmartAppSocial**.

2. Profile custom URL

After creating your pages, be sure to check their social links. You can customize the link on Facebook, LinkedIn, Twitter and Instagram. YouTube also has this feature available, but you must be a participant of the YouTube Partner Program to have it enabled.

3. Privacy Settings

It is essential that the password you choose is varied and strong. If your password creation skills aren't up to scratch, you can always use a password generator app. Take note of this password for future reference.



4. Enter your phone number

Please treat this field delicately. This particularly relates to Twitter and Gmail (YouTube). Doing this correctly ensures no suspicious logins will occur. Therefore, each time there is a log in from a new location or device, twitter will ask you to confirm your log in with a code sent to your mobile, mentioned in the profile settings.

5. Check the profile is public after you have created it

This applies to Facebook and YouTube, as you can create profiles in 'secret' mode and have them published only after you click the 'publish' button.

Take note of your credentials. It is highly advised that all your social media credentials are observed and safely secured for future reference. After all, this is your intellectual property.

6. Prepare and upload all necessary information to the page

It is advised for you to have all the contact information at hand, as well as high quality icons and cover photos. Bios should be ready to go, featuring keywords and phrases, so that the profile is better optimized for search and visibility.

6.1 Facebook

6.1.1. Icon and Cover. Check the dimensions with the designer using guidelines. Make sure to optimize the cover for mobile view, especially if the cover has text, video or other important elements. Check if you feel like adding a video to your Facebook cover.

6.1.2. The story section should include an image from now ensuring the page has a nice preview.

6.1.3. Include all contact info, including links to other social media and the website

6.1.4. Organize the tabs and add a CTA button

6.1.5. If you're working on an app page, make sure to add the app to Facebook with the help of developers and add products on the page's settings (thus, you will be able to add the download links to ads and posts).

6.1.6. Admin rights

6.2 Twitter

6.2.1. Icon and cover (incl. the Gmail account)

6.2.2. About section

6.2.3. Location

6.2.4. Website

6.3 YouTube

6.3.1. Icon and Cover (including the Gmail account)

6.3.2. About section

6.3.3. Contact Information

6.3.4. Links to other social media and website

6.3.5. Admin rights

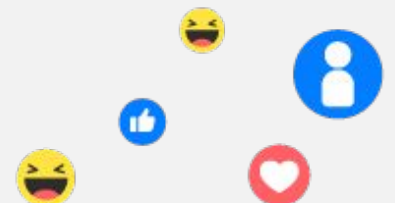
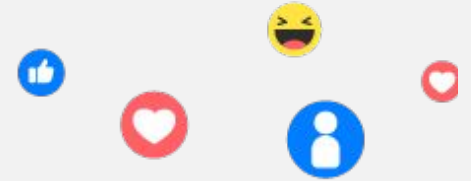
6.4 LinkedIn

6.4.1. Icon and Cover

6.4.2. Company info and about section

6.4.3. All contact information, including the website

6.4.4. Admin rights: You may want to have a few people running your pages, so be sure to allow them the rights by appointing them as administrators.



6.5 Instagram

6.5.1. Icon

6.5.2. Contact info including the website

6.5.3. Short bio (emojis can be used as well as description modifications)

6.5.4. Convert the profile to a business profile linked to Facebook, add proper CTA's

7. Scan through your profiles

Scan through your profiles to ensure they have all necessary info, appear visually appealing and professional across all devices.

With that said, you are ready to start posting!



Content is key

Once all your profiles are set, you're ready for the exciting bit: **creation of content.**

Firstly, you have to decide on what style you will stick to and what best suits your business. We advise coming up with a list of 5-7 types of posts and trying to fill your content plan with them in a certain ratio. For your comfort, we recommend a spreadsheet with drop-down lists of post categories – this will help you to visualize what posts you need to create in the future.



All your content should be based on the following:

- Your chosen style
- The research you have performed
- The best industry practices and competitor analysis
- High-quality images and graphics
- Grammar and common sense

We advise writing posts for an entire month – this way you'll see if you're following the chosen content strategy. During this month you can create additional posts on the best performing ones.



Tip: If you're running out of post ideas or wording, do refer back to your community again, see what content others are producing, what their best practices are, check idioms and synonyms to commonly used words and try to evoke some inspiration outside the topic. A great news media feed for an influencer's page can be a better motivation for you than a competitor's page – so think outside of the box; there's no strict need to stick to writing certain material solely related to your business.

Scheduling and Posting

Social media has an in the moment vibe. Maintaining that vibe, ironically, requires careful planning. Post scheduling services like Hootsuite and AgoraPulse allow you to:

- | Centralize all your social media activity
- | Pre-schedule posts by time and date
- | Allow the program to choose the best time slot for your post
- | Review analytics (with paid plans)

Maintaining consistent engagement without being consistently engaged is great, but don't forget the basics; deliver relevant content, know your target audience, remember time zones, and if your reach is global, account for cultural considerations.



Profile Activity



Going social means being fully active and 'out there' on social media – otherwise your chances of getting noticed may be slim to none. You have to put in the groundwork to ensure your profile is at the core of events and active.

Here's a few tips that will help you gain exposure and those desired followers:

1. Comment

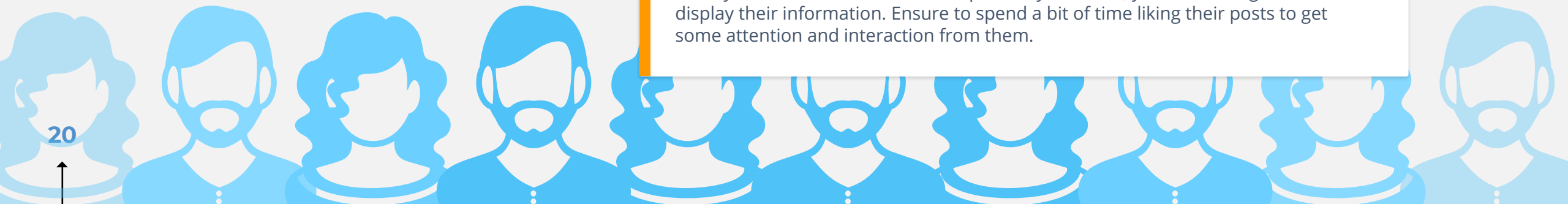
It is important to engage with your community. Comment on others' posts, specifically fresh posts on popular profiles (a post shouldn't be older than 10-20 mins if you want to be noticed by the majority of the page's followers). Don't insert any promotional information in the comment – act as a regular follower and comment only things that you're genuinely interested in or have useful input.

2. Follow and subscribe

Follow as many interesting profiles as possible. Twitter and Instagram will help you find influencers and profiles within your industry interest, whereas you will have to search manually for those on Facebook and YouTube. LinkedIn will only let you participate in groups, as an individual.

3. Like

Once you have established a list of profiles you follow, your feed will grow and display their information. Ensure to spend a bit of time liking their posts to get some attention and interaction from them.



4. Tag

When using posts from other sources or quotes from other people – tag them within the posts (commonly by using the '@' symbol and their name will display itself)

If any business re-shares or 'likes' your post, you will increase the number of impressions dramatically and grasp attention from their audience.

5. Use hashtags

Insert proper hashtags on Twitter and Instagram. We're not a big fan of having hashtags on other social media pages, but you can use a few per post on Facebook, LinkedIn, and YouTube (providing they are relevant of course). For the best hashtag choice, you can use automated services online and check the trending hashtags on Twitter. Instagram will also help you find the correct hashtags if you type the keyword in the search field, where hashtags will be displayed by popularity.

6. Add locations

Be sure to include your whereabouts when posting as anyone who researches the area online will come across your content

As well as this, you can perform brief research on 1. Your target audience 2. Places they are likely to visit or have a genuine interest in (cafes, fitness centers, bars, universities and so on) and include them as your current location.



Images

Never compromise on quality. It's all about the visuals. An eye-catching profile with great images and attractive graphics is key in drawing attention to your page. This is why it is fundamental for you to make sure you use only high-quality visual content, which will undoubtedly add value to your text context.

While using images, you have to make sure you have the license to use them. The safest way is to use a paid service like Depositphotos, Shutterstock or Bigstock and download images from their libraries. Thus, you will be sure you're allowed to use the images and make any desired changes.

Another option is to use free services like Pexels or Pixabay, which use their CC0 license that lets you modify and use images without any mentions or other attributions to the author. However, these services don't offer a very big choice of quality images, especially if you require 10-20 of them within the month.

While uploading the images to social media it is advised to follow the guidelines on the preferred sizes. We recommend using the same size on Facebook, LinkedIn and Twitter and customize photos for Instagram – and, although it lets you upload rectangle photos, square images still look so much better in the feed. Please refer to image guidelines issued by every social media account for further information.

Once you begin posting, oftentimes, you will see that you have attained a personal style when choosing and sharing imagery. This is good on one hand (you're creating a unique style within the profile) and can be bad on the other hand (people might not like your style or get tired of seeing very similar images all the time).

So, make sure to seek inspiration from time to time by visiting other profiles and always use varied content. You can also customize your image style by creating unique filters with Photoshop, apps like VSCO and Snapseed, or built-in filters on Instagram and Facebook.

Et, voila!

So there you have it. Nothing beats striking, personalized, high quality content.

With these social media tips and tricks in mind, you're now ready to increase your brand and product awareness, and watch your business grow.

For further information, please check our marketing brochure and guides.

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[Search Engine Optimization](#)

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Thank You



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