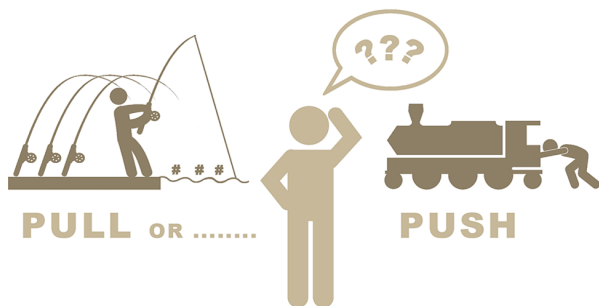


THE POSTING GAME

TO POST OR NOT TO POST

The reality is that today, if your business is not featured in Social media, you'll feel the pressure to get on it. Just like it is with individuals, if you are not on Social Media it raises suspicions.

Does this mean you are playing the posting game just for the sake of appearances without a chance of gaining customers? Not really. You just need the right game plan.



MIX YOUR TACTICS

There two approaches to Marketing: Pull and Push.

The Push Marketing approach means that you proactively go after your potential clients by pushing your message to them. Examples of Push Marketing are direct email campaigns, direct selling, telemarketing.

Then there is the Pull approach that has been touted from the moment they started talking about Online Marketing in the 90s. It's based on the concept that you optimize your content by using key words or hashtags as baits for potential customers to get hooked on while they are using these words for search.

This principle is used in Search Engine Optimization, Blogging, Social Media Posts and Social Media and Search Engine Ads (Paid Search) when you pepper your content with key search words.

The Pull approach doesn't take too much time and your investment in it is very modest unless you run a Paid Search campaign. Sounds like a good idea? Well, this worked great till everyone started doing the same thing. They are fishing in the same waters using the same bait. Your competitors are on the same Social Media platforms, using the same hashtags that they probably stole from you.

So, without the Pull tactics, your message will drown.



PULL TACTICS FOR POWER SOCIALIZING

There are a few tips that will bring new visitors to your account:



- Search for the accounts that reflect your customers' interests.
- Steer away from overly popular ones. They won't pay you in kind.
- "Liking" posts doesn't do much good. Leave comments!
- The quality of your comments does matter. Get creative!
- Thank for comments on your account.
- Questions in posts drive engagement.

Once you have established a rapport with an account owner, write a direct message presenting your product or service.

Note: You can direct message an account on Instagram if you follow this account.

BE PICTURE-PERFECT

Eye-catching visuals pull visitors to your account. After all, Social Media is a visual place. If I can't get your message from your title picture, I'll move on to another post. If it's dim and plain boring, I'll move on too.

Tiled pictures are a useful trick to further engagement with your account. They make a person click on your account link to see the entire composition. Then you automatically receive more - exposure and hopefully a click-through to your website.

To make this work and raise the engagement level of your account, make sure that most pictures in this composition are well -designed to pique the visitor's interest to further explore your account.



PICK WORKING HASHTAGS

A hashtag is your bait when you are fishing for customers in the Social Media ocean. But overusing hashtags will interfere with the visibility of your account.

So, choose them wisely. Research your competitor tactics! Of course, they might also be on the error side. The most common mistake is selecting the words that describe your business. Think like your potential customer. What are they looking for when browsing the Social Media platforms.

TRACK YOUR TRAFFIC

Whatever platform you are using for promotion, convert your account into a business one or create a business page so that you get access to your account performance statistics.

Besides knowing how your account reforms, this helps to choose better performing tags.

PICK YOUR BATTLES

You might hear that Facebook is the thing of the past and it's all about SnapChat and Tik Tok or whatever the next fad is. The question is what network your customers tend to frequent. Select 2-3 networks that matter in your particular case. Choose wisely!

Facebook and Instagram seem to be the most popular ones but if you are running a non-profit, Twitter is the place for social activism and you shouldn't ignore it. For wedding planners, Pinterest is a go to place to post. Reddit is a good board to publish your tech news.

TIMING MATTERS

Post when your customers are browsing. If you post when they are not online, your message will drown in the sea of other posts that use the same hashtags. There are a lot of studies that give recommendations but they often contradict each other. You can use them as guidelines but eventually you'll figure out your best time to post.

SCHEDULING

You don't know beforehand how your week will go, so create enough posts beforehand to cover the entire week. You can feed them into an app like Hootsuit, Zoho Social, Buffer, Social Oomph, Friends+Me and the software will post for you at scheduled times.

*Good luck with posting!
And, remember, we are here to help;
- PHDesigner Team*