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# THE FOUR PILLARS OF **SUCCESSFUL** SOCIAL MEDIA MARKETING

Social media is one of the most important tools in the marketing toolbox. The four pillars of social media marketing can seem intimidating when you're beginning to build your business or organization's social presence. Where should you start? Which platforms should you use? How do you know what kinds of content will resonate with your followers? The good news is that once you get the hang of things, these four pillars are easy to keep track of—and the benefits are long lasting. Let's take a look at each pillar individually and then see how they all come together in this comprehensive guide to successful social media marketing.

## Posting

With social media marketing, you can post content; advertise your products and services to existing and prospective customers; establish yourself as an expert in your industry; and make connections with opinion

leaders or influencers. Posting content on social media is a great, low-cost way to increase brand awareness and humanize your business by providing behind-the-scenes information about what goes into running a company. Posting unique content will also help you establish yourself as an expert in your industry and make connections with influencers who might be interested in collaborating with you for projects or giving feedback on new ideas.

With consistent posting, you can offer unique insights into your brand, which in turn encourages increased engagement. And by using hashtags, you allow yourself to be categorized specifically, enabling users to find you via a search if they have not yet found you organically. Discovering new and exciting accounts relevant to specific search queries and interests not only benefits the user, but can also improve your chances of the algorithm promoting you further.

## Relationship building

Another important aspect of successful marketing is building relationships. You need to get your followers to know, like and trust you enough for them to want to follow your posts. People buy from people they know and trust, so it's important to establish a personal connection with your potential audience. Posting on social media channels is one way to do this; however, it can be difficult if you don't have many followers or subscribers. One way around this problem is to follow other opinion leaders and clients on their professional social media channels, who in turn will follow you.

Think about LinkedIn: making a connection with someone there will increase the likelihood of them seeing an article you wrote or a session you moderated. This will increase the number of eyes on your content, resulting in the likelihood that someone will follow you or subscribe, which will increase the likelihood of them



using your professional services or purchasing your goods.

## Targeted content

Targeted advertising allows brands to show their products to consumers based on what each brand knows about the individual customer, thus increasing brand awareness. Demonstrating that you understand what people need and want will create and retain new customers who may not have encountered your social media presence before. You can generate more leads, build remarking lists and boost your social media following—all from targeted content marketing. The cost benefits are measurable and scalable, allowing you to see how and from where your marketing efforts are reaping rewards.

## Reporting

Analytics give you a sense of how your efforts are paying off. They can help you analyze why your posts or ads are working and why your engagement

is increasing or decreasing; and give you the opportunity to make changes accordingly. By using accurate data reporting, you can adjust your strategy to improve your awareness, profitability and relationship building.

Social media gives you access to specific information about the likes, dislikes, habits, needs and digital presence of customers and potential customers. This information can help you build a profile of what a potential client looks like, which helps improve your advertising. Eventually, you can pinpoint the market so well you will get a better return on investment when you advertise.

Here are four key steps for effectively using analytics and reporting:

- Identify what metric you want to measure (e.g., engagement, clicks, likes, reach).
- Select a measurement period (e.g., quarter, month, week).
- Set up the measurement plan (i.e., how regularly you will take

measurements).

- Create an analytics workflow that supports all objectives.

## Marketing and social media

It's time to get social media savvy. If you don't already have a social media presence, it is most assuredly time to create one. But getting started can be hard if you don't know what to do or how to get the word out. Fortunately, there are professionals who specialize in this sort of thing: social media marketers. They use platforms like Facebook, Twitter, LinkedIn, Instagram and TikTok for marketing purposes, and often offer a variety of services such as creating posts and ads, reporting on how your campaign is doing and more. Find the team that works best for you and watch your business and brand awareness soar.

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