TOOLS HAVE CHANGED.

NO PLAN FOR SOCIAL MEDIA?
A CLEAR PLAN PRODUCES GREAT RESULTS.

SUCCESS MEANS PREPARATION
Examples

1. Identify Target Audiences:
   Who are you trying to reach, and why?
   Keep it simple to start.

   YOU
   YOUR TARGET MARKET

Keep it simple to start.
How Can You Help Them?

EXPERT ADVICE

BE THE EXPERT.

You only need the platforms that matter to you and your audience.

PICK YOUR PLATFORM.
YOU NEED LINKEDIN.

Why is LinkedIn the best lead generation tool for B2B social media marketers? Over 80% of leads generated through social media for B2B marketers come from LinkedIn - that’s why!

NUMBER OF CONVERSIONS PER SOCIAL PLATFORM

<table>
<thead>
<tr>
<th>Platform</th>
<th>Conversion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>82.23%</td>
</tr>
<tr>
<td>Twitter</td>
<td>22.73%</td>
</tr>
<tr>
<td>Facebook</td>
<td>6.78%</td>
</tr>
<tr>
<td>Qrator</td>
<td>0.21%</td>
</tr>
</tbody>
</table>

Think visually.

IMAGES GET MORE CLICKS,SHARES, AND LIKES.
Listen to your tone.

HINT: BE A HUMAN.

Edit your message.

"I HAVE THE SHORT ATTENTION SPAN OF A WHAT ARE WE HAVING FOR DINNER"

~YOUR CUSTOMER

BE SIMPLE. BE FAST.
Build a following.

Know where you are leading them.

Understand the Audience Journey.

Examples

Measure your success.

START FROM WHERE YOU ARE.
Social media is more important than clicks, likes, and shares.

YOU ARE BUILDING A COMPANY ASSET—OWNED MEDIA.

Social media has real impact.

1. You can dominate a specific niche market.
2. You can create expert/go-to specialist status.
3. You can engage with customers who are less sensitive to pricing.

WORTH THE EFFORT.
B2B SOCIAL MEDIA CHECKLIST

Documenting your social media plan allows you to set goals and paint a clear roadmap of how you’re going to reach them. Your strategy should cover important topics such as:

- Successfully target a specific audience
- Use more than one social media platform
- Publish content that is relatable to your audience and industry
- Your social media goals are clearly defined and documented

BASIC CHECKLIST.

ASB CAN HELP YOU SHINE.

CONSIDER

TIME
How much time do you dedicate to social media per day or at least on a weekly/monthly basis?

RESOURCES
What platform and skills do you have in order to work on social media? For example, Twitter and Instagram require images and videos. Social networks like Google require engaging quality content. Do you have the resources to create what’s needed?

AUDIENCE
What are the details of your potential customers? Who are they? Which social media channels are they using? What is their demographic?
I can. I will. End of story.

THANK-YOU