



5 strategies to grow, engage & convert your social media audience

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Why social media is the most important marketing strategy right now

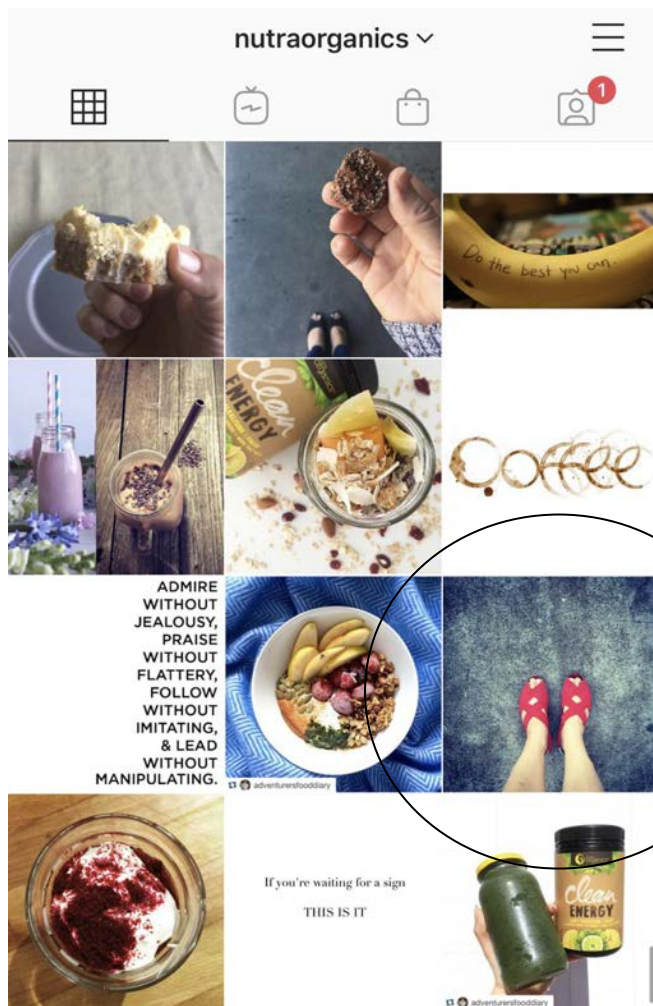
- Your target audience is on social media, and they are using it right now more than ever
- Health products & services are currently in the spotlight, and people are more receptive than ever to solutions being presented online through social media
- It's not about pretty pictures and a big following... it's about growing connection, building trust and providing value. This naturally leads to an audience that wants to buy from you.





Social media influences in store purchases

- 80% of omni-channel shoppers will interact with a brand through digital before arriving at the physical store
 - Customers are 29% more likely to make a purchase the same day when they use social media to help shop either before or during their trip, and are $\approx 4x$ more likely than non-users to spend more on purchases
 - Although only 4% of grocery sales today are completed online, more than half are influenced by digital. The majority of customers use digital for browsing and researching products, as well as for seeking advice and input, according to the “Deloitte Grocery Digital Divide Survey, 2018.” These informed customers drive a 27% lift on transactions and a 36% lift on basket size.
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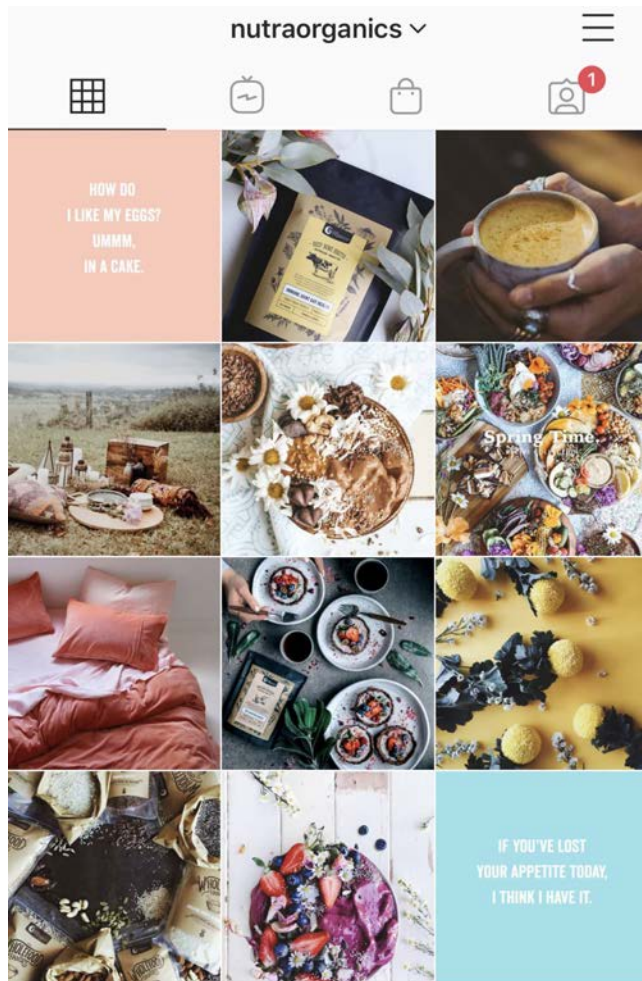
BEFORE SOCIAL MEDIA STRATEGY

2015

2k followers

<1,000 weekly website visits

The pivotal moment



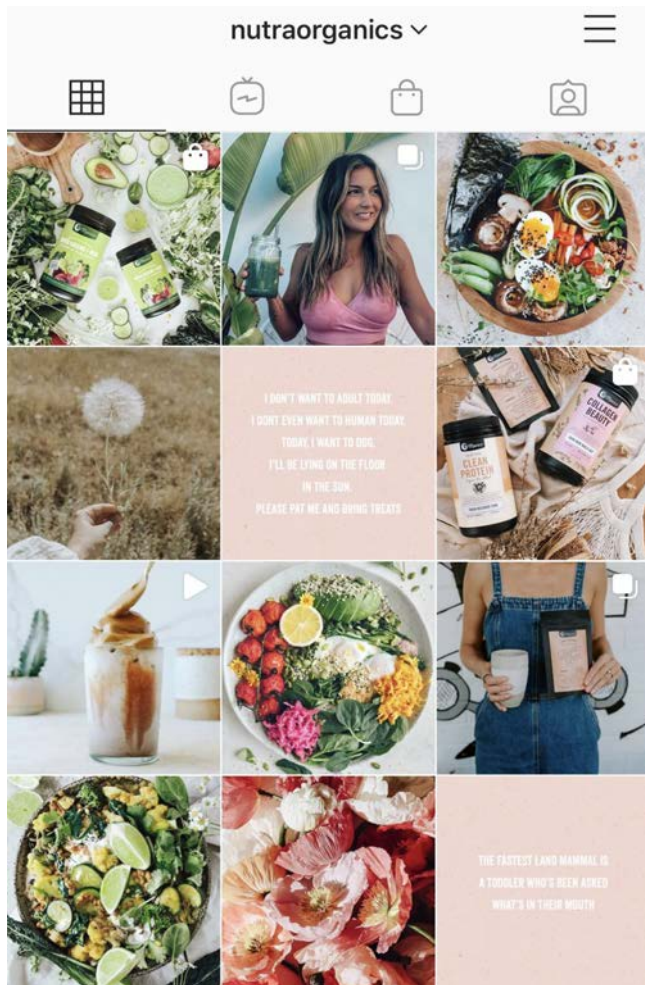
AFTER SOCIAL MEDIA STRATEGY

2017

15k followers

20,000 weekly reach

3,000 weekly website visits



AMPLIFYING SOCIAL MEDIA STRATEGY

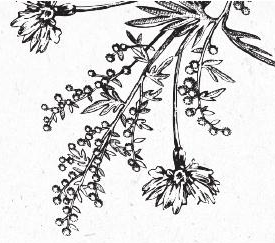
2020

125k followers

>200,000 weekly reach

>600,000 weekly impressions

>20,000 weekly website visits



Results

- Grown from 15,000 followers to 125,000 followers in 2.5 years.
- Online revenue has increased tenfold.
- Driving in store sales.
- New product launches become more and more successful nationwide online and in stores.
- Opened up opportunities internationally.
- Positioned as a premium, trusted brand and we are now a market leader in many product categories.



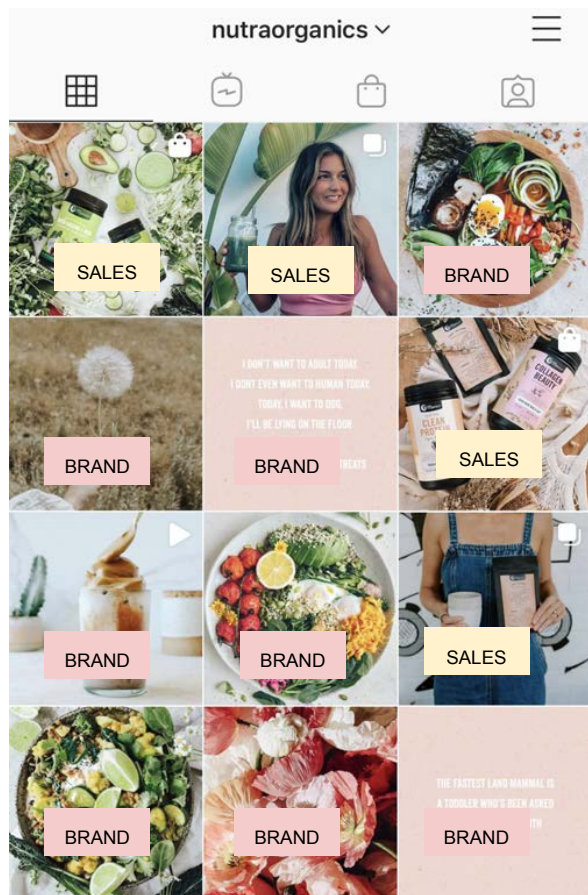
1) Know your audience & nail your product/service

How are you solving your customers problems with your products/service? Keep this at the forefront of all your communications

How to understand your audience more:

- Your Current Data
- Observations
- Deeper analytics
- Surveys (use the IG stories tools for the quickest results)

Build up a demographic & psychographic profile of your ideal customer/client and speak to that one person in your content.



2) Provide value through your content

There's two main categories of content to balance: brand building & sales activations.

- 60% brand building, value adding content
- 40% sales activations

The ultimate goal: an audience that is excited to see your content so they keep coming back. Do this by ensuring most of your content adds value to their life.

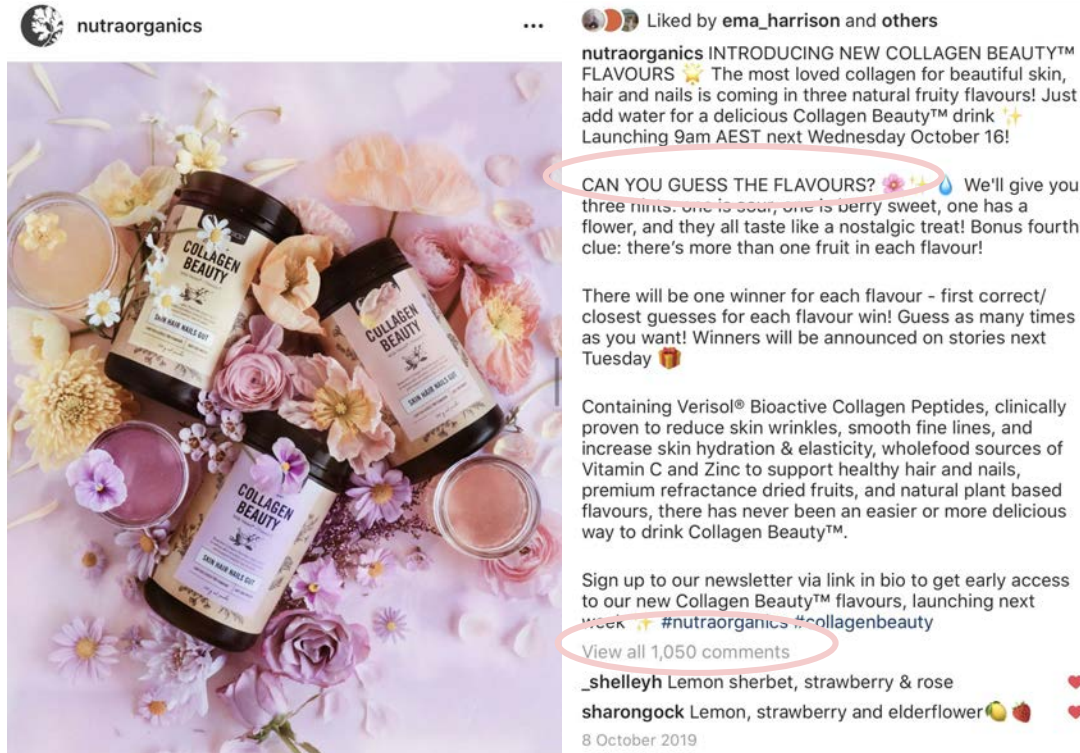
2) Provide value through your content

- What content does your audience want to see? Find inspiration (but don't copy!) from similar businesses that are doing it well. And ask your audience directly!
- Analyse what you're putting out there & review your results. Check likes, comments, saves, website clicks and DMs. This tells you what's working.
- Quality over quantity always - but be consistent.
- Plan it out, schedule, analyse results & repeat.
- And don't forget Instagram stories!

3) Spend time engaging with your audience

- Treat your audience like your best friend and go the extra mile to personally solve their problems.
- Create opportunities to engage... ask questions, encourage sharing, do giveaways, get them involved.
- The most effective businesses & influencers are the ones that go the extra mile to personally engage.
- **The bottom line: The more your audience engages with your content (through liking, commenting & saving), the higher your content reach will be.**
- Higher reach = more conversions

3) Spend time engaging with your audience



Easy hack to boost engagement, increase your reach and grow your audience - giveaways!

3) Spend time engaging with your audience

- Encourage your current audience to share!
- The ultimate goal of any business isn't just to have as many customers as possible... it's to have *raving* customers that recommend you to everyone they know.
- Provide incentives for them to share your business on social media and write reviews.

4) Work with influencers

Influencer marketing is the most trusted form of advertising, and by far the most effective way to grow your social media audience (and customers).



Like by _jem and others

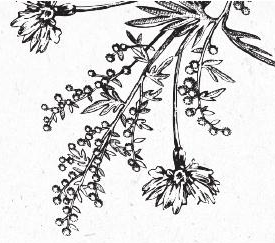
reviejane Some days I struggle to get a good variety of greens + reds into me 🥬 I'm also a little bit of a fuss pot when it comes to greens powders (some of them can make me feel a bit queasy to drink) so I am stoked to have discovered this goodness filled powder by @NutraOrganics.

It is the only greens powder that I can happily drink with just water but most days will have a few teaspoons within my green juice. It tastes kinda like coconut water and frozen berries. I went into more detail on ingredients, taste and how I have it my stories today so check it out there.

This is a great and convenient way to boost your immunity and to side step any oncoming colds you can feel as we approach these cooler months.

4) Work with influencers

- Influencers attract a like minded audience - so if you've done your homework with step 1 and you know your audience, you'll know which influencers are a good fit for promoting your business.
- The key is to make sure the partnerships are authentic and the influencer genuinely loves and raves about your product/service/business.
- Start with micro influencers, especially if you are a retail shop or only offer your service to a geographically limited customer base. If you have no budget, offer a contra agreement (free product/services in exchange for sharing to their audience).



4) Work with influencers

Tips for finding the right influencers:


1. Instagram suggestions are the best (free) way to find relevant influencers
2. Ensure their interests align with your business
3. Ask to check audience demographics (age, location, gender of audience)
4. Check engagement - how many likes & comments are they getting on average compared to how many followers they have?
5. If you're paying them, be really clear in your brief while still allowing them creative freedom



5) Repurpose and retarget



You've worked hard on your content, you've grown your following, you're audience is engaged and you've invested in influencers to take things to the next level... now it's time to make the most of it by repurposing the content and retargeting your followers with digital advertising!

5) Repurpose and retarget

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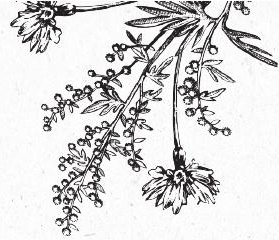
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Reshare your content on your social channels, email marketing, website, and facebook ads.

Use the retargeting function with facebook ads, so that anyone who visits or engages with your social media account will learn more about your business with a call to action on your ads. This is an easy hack to quickly increase conversions and keep your business front of mind.



Q&A

