FEATURE: Business Technology
by Jason Busch

A Social Strategy
Being social doesn’t mean being everywhere at once.

The number one question that most businesses have been asking themselves is: How do we make sure that we are not wasting our time on social media? Is it a good investment for our company? And is it worth our time and resources?

The answer is yes, and here’s why.

Increased Visibility
Social media is a powerful tool for businesses to increase their visibility online. By engaging with their audience on social media, businesses can attract more potential customers and build stronger relationships with their existing customers.

Engagement
Social media platforms provide businesses with a unique opportunity to engage with their audience in a way that was not possible before. By responding to comments and messages, businesses can build trust and loyalty with their customers.

Businesses can also use social media to gather feedback from their customers, which can be used to improve products or services.

Analytics
Social media platforms provide businesses with valuable analytics that can help them understand their audience better.

For example, businesses can use analytics to determine what types of content are performing best and which platforms are driving the most engagement.

Increased Sales
Social media can be a powerful tool for increasing sales. By promoting products or services on social media, businesses can reach a wider audience and drive more traffic to their website.

Businesses can also use social media to run targeted advertising campaigns that are designed to reach specific demographics.

Increased Brand Awareness
Social media is an effective way for businesses to increase their brand awareness.

By regularly posting content that is relevant to their audience, businesses can build a strong presence on social media and establish themselves as thought leaders in their industry.

In conclusion, social media is a powerful tool for businesses to increase their visibility, engagement, analytics, sales, and brand awareness.

The key is to find the right balance and focus on the platforms that are most relevant to your audience.

The smarter you can do it on one platform and make sure you’re doing it right. If you’re on Facebook, for example, but not completely taking advantage of it, you’re missing out. Are you doing Facebook #60 videos? If you’re not, that’s the stuff you should be focusing your time on. Stop trying to be on everything. That’s the old adage: do one thing good and do better than anyone else.

Spencer Smith, an instructor at UW-Madison and principal at Spencer X Smith Consulting, which specializes in digital marketing, agrees. He notes that it’s really important for businesses to recognize the context in which they’re thinking about their social media strategy.

“I see LinkedIn as that way to tap into a professional network you already have but then also make soft introductions to people you’d like to know by asking with them, knowing that it’s going to be perfectly contextual on business rather than, ‘Hey, I just want to follow you on Twitter,’ which is just kind of a cold follow,” Smith says.

Smith advocates companies go where their audience already exists and start by answering questions that they’re posing to build a relationship.

For example, a plumbing company may be struggling to find the right way to reach potential customers on social media. Do customers ask the plumber every week for advice about water heaters or whether installing PEX or PVC piping is better? If so, address those concerns that you already know are on the minds of your customers.

“It almost transcends platform because people are going to be looking for that thing, and if it’s not out there by the time they’re looking for it, it’s too late to create it,” Smith says.

Amanda Broderick, a PR and social media account manager for Bideawee in Madison, says social media strategy starts and ends with the target audience. “When you are evaluating the different platforms you just have to evaluate them with the lens of when and where your brand is upcoming, popular, especially among millennials, and could be utilized for instant feedback with that coveted target audience.

Smith actually notes a service that’s not news on email but believes will become more prominent as businesses see its advantages. “I’ve heard so many times from people who share a post on LinkedIn, Facebook, or Twitter and there’s no engagement whatsoever,” Smith explains.

Those who find themselves struggling with publishing the cycle to ensure that it’s constantly represented on preferred social platforms.

“For the vast majority of audiences, even though they see it repetitive to them, it will be unequivocally new to them,” Smith says. “So it’s suit of automation tools that’s going to allow you to take when your posts are sent out to reach your audience when they’re actually online.”