

# 7 steps to organic social media success

Expert organic social media manager, Jacob Reid, has created this step-by-step guide to building an actionable and scalable organic social strategy

## 1. Analyze

- Put yourself in the shoes of your target audience, and think what they would like to engage with
- Identify areas where audiences can gain from interacting with your brand
- Create ways for your audience to not only engage with your brand, but also with your product offerings
- Engagement is great - but sales are the aim of the game - give your content an actionable CTA

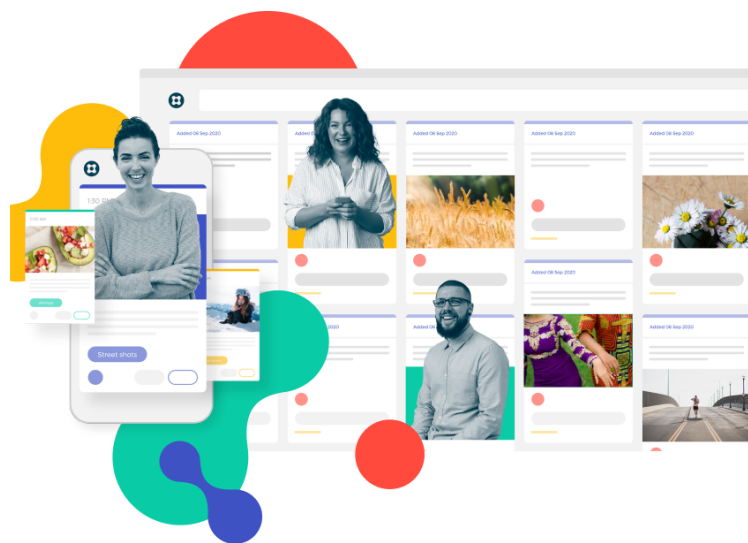


## 2. Understand your audience (Think like a customer)

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## 3. Plan & prepare (Plan in advance to stay ahead of the game)

- Allow time offline for strategy and planning
- Timing is key in social, so if you haven't scheduled your regular content, you won't have time to react to other opportunities
- Break your strategy and content plan down into quarters and months
- Develop 5 key content topics which you will regularly post around each month. Consistency is key for efficiency and allowing your customers to build a relationship with your brand
- Know how you aim to move forward



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Using a tool like ContentCal will help you manage content plans, automate publishing and analyze your content.

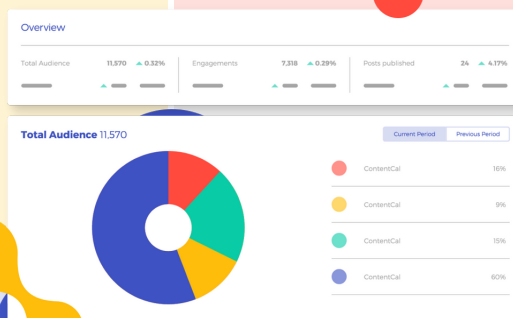
## 4. Teamwork

(Call for reinforcement)

- Your social strategy should support your wider marketing strategy and vice versa. They are a partnership rather than a competition
- Align your social strategy with your other marketing channels, to ensure you are all working towards a common goal
- Utilize the strengths of your whole team, there are many skills required when it comes to publishing on social, see where your teammates can assist

## 6. Patience is key

- Focus on the long term. Organic marketing is similar to a long term investment. It may or may not show instant results, but it's about maintaining that over a prolonged period of time in order to prove it's value.



## 5. Content is King

- Without standout performing content, your strategy will not succeed. People are flooded with media 24/7, you have to stand out to be recognised
- Ensure that your content represents your brand. Think about personality and tone of voice
- Adapt your content plan for each channel/audience. Different platforms and audiences have differing wants and needs, and content won't perform if you don't match these



## 7. Review and report

- Constantly review your performance and set a benchmark for expectations
- Identify 5 KPIs that you can consistently review on a monthly basis, rather than focusing on the best performing numbers. These KPIs should be developed for your long term business goals
- It is okay for content to underperform, in fact is expected when it comes to organic. Don't let bad results stop you from trying something new