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Groomin
Marketing
Strategy
Cheat
Sheet**



How to market your business on social media

Luckily, social media marketing is fairly easy to learn and doesn't require too much time or money. Here's how to promote your business on social media.

1. Identify your audience

Understanding and organizing your audience will help you send the right message to the right people more effectively. It's important to keep up to date with their interests and to have a social listening strategy to understand their wants and needs. For example, if you're trying to target people who are over 50 years of age, you'll find that most of your audience is on Facebook, so it's not as worthwhile to prioritize Instagram.

2. Define your goals

To excel in social media marketing, it's important to create goals that guide your efforts.

3. Allocate your resources wisely

You don't have to have the budget for an expert social media manager, you can manage it yourself and invest in advertisements on social platforms, which can help boost brand awareness in your area.

4. Use multiple platforms

Depending on your audience, many of them may use Facebook, Instagram, and TikTok throughout the day, giving you three opportunities to get your content in front of them. Ultimately, your strategy should allow you to reach as many people through social media as possible, and you can't do that by focusing on only one platform.

5. Post relevant content regularly

Social media platforms change their algorithms over time, but the rule of posting regularly is true: This practice helps your content show up in newsfeeds. By focusing on consistent, relevant content, you show the algorithms that your posts are worthy of showing up in various newsfeeds and ultimately, will attract followers.

6. Interact with followers

83% of customers value customer experience, and that includes social media interactions in which businesses make their audience feel seen, heard, and understood. A good strategy is to allow 1 hour a day to communicate with your audience on social media. However, if there are issues of concern, you should always take the time to respond promptly.

7. Always maintain professionalism

It's important to remember that as you post on social media, you are always representing your business. Posts are taken out of context all too often, which can lead to conflict and upset followers.

8. Reflect your brand identity

Brand identity is what helps people connect to your business and sets you apart from your competitors. This means that all marketing, including print, digital, and social media, should be consistent.

9. Prioritize quality over quantity

You should focus on delivering consistent, quality posts and consider implementing a social media calendar.

10. Partner with influencers

Partnering with influencers (Dog Groups are a great start) can help allow you to leverage their contacts to help you grow your business. Working with influencers in your local area can help you build brand awareness and increase sales FAST. Since influencers are real people, they're usually trusted by customers.

11. Livestream occasionally

Live streaming can help boost your organic reach on social media and you can reach more people at a time. People won't want to miss out! Live streaming also allows you to be more personal with your audience and give them insight into your business and its products to build trust.

12. Create a strategy that focus's on:

When creating a social media strategy, focus on:

- Where your audience is
- Where your competitors post
- What your metrics tell you

Additionally, you'll want to think about how to best use each platform, based on what it was created for and the content that does best there:

- Facebook offers quality video streaming, like live video, as well as a high-functioning messaging platform that allows brands to interact with their followers one-on-one.
- Instagram supports more visually compelling posts and creative short videos.
- YouTube is best for longer informational or entertaining video content.
- Twitter allows for real-time conversations, news updates, and alerts.
- LinkedIn works well for long-form written content, like blog posts.
- Pinterest lets users discover content and relies on visuals to catch their attention.