



SOCIAL MEDIA GUIDELINES - STRATEGY

Social Media Marketing is all about building relationships. With over half the world on social media, you have a potential customer you haven't reached yet somewhere on social media. They're just waiting for you and your quality content.

It is also important to remember that social media is social! Want the ability to change the way customers feel about your company? Opening a communication channel to your customers gives you the power to control your reputation. People want to engage with real humans, real emotions and real opportunities. It is all about building relationships.

Being a step ahead of your competition and your market is just the beginning. It is also important to remember your David Reid Homes business pages are not personal pages ... You want to keep the social media profile for your franchise consistent with the David Reid Homes brand or raise that standard even higher.

You want to produce content that your audience will find useful. Your audience is anyone in the home service/building industry, therefore, this shouldn't be too hard. People in this industry tend to enjoy content such as how-to guides, tutorial videos, home-improvement suggestions, before and after renovations content, common home-building mistakes, and anything else you believe you can provide your knowledgeable expertise in.

Additionally, be sure to include content on topics that are unique to your company while maintaining professionalism; don't be afraid to show personality!

Story Telling, Be transparent, connect, be emotive. It is ALL about building relationships and being personal. Remember ITS NOT ABOUT YOU OR YOUR BUSINESS!! What does your client want to know or learn?

Content marketing is the art of communicating with your customers and prospects without selling. Instead of pitching your products or services you deliver information that makes your prospects trust you. Over time with consistent delivering valuable information they ultimately rewarded you with their business and loyalty. Good content marketing makes people stop, read, think and behave differently.

A social media content strategy is like a map and a guidebook rolled into one. It's an essential document that tells you how to get from point A to point B to ensure a return on investment (ROI) from social media.

It tells you where to post, what to post, and how often to post to meet your goals. It gives you direction, as well as a way to reach your destination.

Ideally, your strategy will be documented so you can refer to it as you carry out the tasks associated with creating social media posts, publishing them, and tracking your results. If you have a team, your strategy document will also help keep everyone on the same page.

1. Set Goals That Align With Your Brand

Every strategy should start with setting one or two goals for what you want that strategy to achieve. Goal-setting hones your focus and guides your actions so you're not wasting time on things that don't matter.

- For example, if one of your social media content marketing goals is to drive more traffic to your website, metrics such as likes and shares won't matter that much to you. Instead, you'll look at your click-through rates (CTRs) and website traffic from social media.
- Grow awareness of your brand: Track your followers, post shares/mentions, and post reach.
- Earn more leads: Measure email sign-ups, lead magnet downloads, and clicks that came from social media.
- Increase engagement with your brand: Pay attention to likes, comments, and shares per post. Track mentions and replies to your Stories.



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- 2. Research Your Audience And What Platforms They Use**
- 3. Optimise Your Social Media Profiles**
- 4. Set Up A Content Calendar And Publishing Schedule**
- 5. Create A Plan To Engage With Others**
- 6. Keep Track Of Your Social Media Content Strategy Performance**