

SOCIAL MEDIA CHANNEL STRATEGY

USING SOCIAL MEDIA AND OTHER DIGITAL CHANNELS TO INCREASE PROFILE, ACCESS AND INFLUENCE IN YOUR CHOSEN MARKETS.

Once you've decided the market you wish to be known in, a frequent question is: 'How do I access interested people and businesses in my target market or demographic?'

In the not too distant past, at one end of the spectrum, it was about picking up the phone and cold calling, writing letters, sending emails through to joining an association, seeking referrals or spending money on advertising and marketing. For many if not most people, it was clumsy, costly and difficult to measure.

These methods still have their currency and place in the connection ecosystem, but they've been moved aside, for better or worse, by digital platforms and social media channels such as Google, LinkedIn, Twitter, Facebook, YouTube and Instagram. These platforms offer a combination the others can't – individual targetability, which facilitates intimacy from one party to another; and better cost accountability, because measuring the effectiveness of the spend is easier and more effective.

So when your whole focus is on doing great work in whatever you do, the prospect of better, faster

and less expensive connection to your target audience is powerful and worthwhile.

Two cautionary notes:

1. To make these channels work for you, you do have to work for them. Developing influence and a profile is about constant engagement and regular sharing of content that is valued by your audience. Factors covered in the other foundations such as who you are, what you sell and how you'll deliver, are a good start because they are, to a greater or lesser extent, what you are wanting to sell into the market.
2. Channel platforms, used well, will access and facilitate parties interested in transacting with you in some way. But there are a lot of them (platforms and apps)! Take time to select the right channel for you. Your goal should be to build connectivity with your target market and take away or reduce the need for pure 'cold calls'. When they or you are ready to engage, it will be from a much more connected place, with a higher chance of conversion.

To find out more please contact us