

8 Steps For A Successful Social Media Campaign

To capitalize on seasonal trends, we will roll out social media campaigns to maximize our reach and drive revenue. By outlining the process for a successful social media campaign, the team can be aligned and understand what steps to follow for a successful campaign launch.

Understand Your Goals

Revenue is always the bottom line and the goal of any business. But what is the specific behaviour you want to influence, or metric you want to influence through your social media campaign that increases revenue? Do you want to drive shares of specific content, drive registrations, get people to a landing page, sell a specific product, etc? First determine that - this will help you decide on everything else.



01



Strategize Your Social Media Platform

You need to decide an angle, because this will affect the copy/language of the campaign. If you're focusing on a specific customer segment, you want to create content that appeals specifically to them rather than something generic. You also need to decide what it is that you're promoting. Sure, you've got a product in mind, but what is the quality-of-life impact purchasing this product has?

02

Create A Content Calendar

Create a content calendar for the duration of the month. You want to create a variation of ad copy, campaign copy, etc., that lets you test different things simultaneously. You want to give yourself the freedom to hit multiple pain points, connect with our audience in numerous ways, and to convey a message at different emotional levels as well. A content calendar also helps you determine what visual collateral is required.



03



Design Visuals For Your Social Posts

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04

Pre-schedule All Your Posts

Once you've gathered all your marketing collateral (visuals and messaging), pre-schedule your posts using our social media tool. Set each piece of content to go live at a specific time, so that everything is automated. This allows for cohesive, complex and effective campaign messaging. It also makes your life easier and allows you to focus on other areas.



05



Monitor Audience Engagement

As the campaign is going on, monitor audience feedback and engagement. What is working exceptionally well, and what is not resonating? Double down on what's working, tweak what's not and see if it can be improved. Are you receiving any negative feedback, was something received poorly, should you drop any form of messaging? You want to spot any points of friction early so you can drop it immediately.

06

Follow Up After The Campaign

If the campaign is around an event, or product launch, schedule some follow up content. Share photos, statistics, shoutouts, gratitude and so much more. It's a way to drive continued engagement from an audience that has taken a keen interest in us.



07



Analyze, Improve, Iterate

Finally, look at the numbers. What worked? What didn't? What was unexpected? And how can we improve for next time? Record all these reflections and findings in our campaign success and failure folder. This will help to provide people working on upcoming campaigns on what is necessary and will work.

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