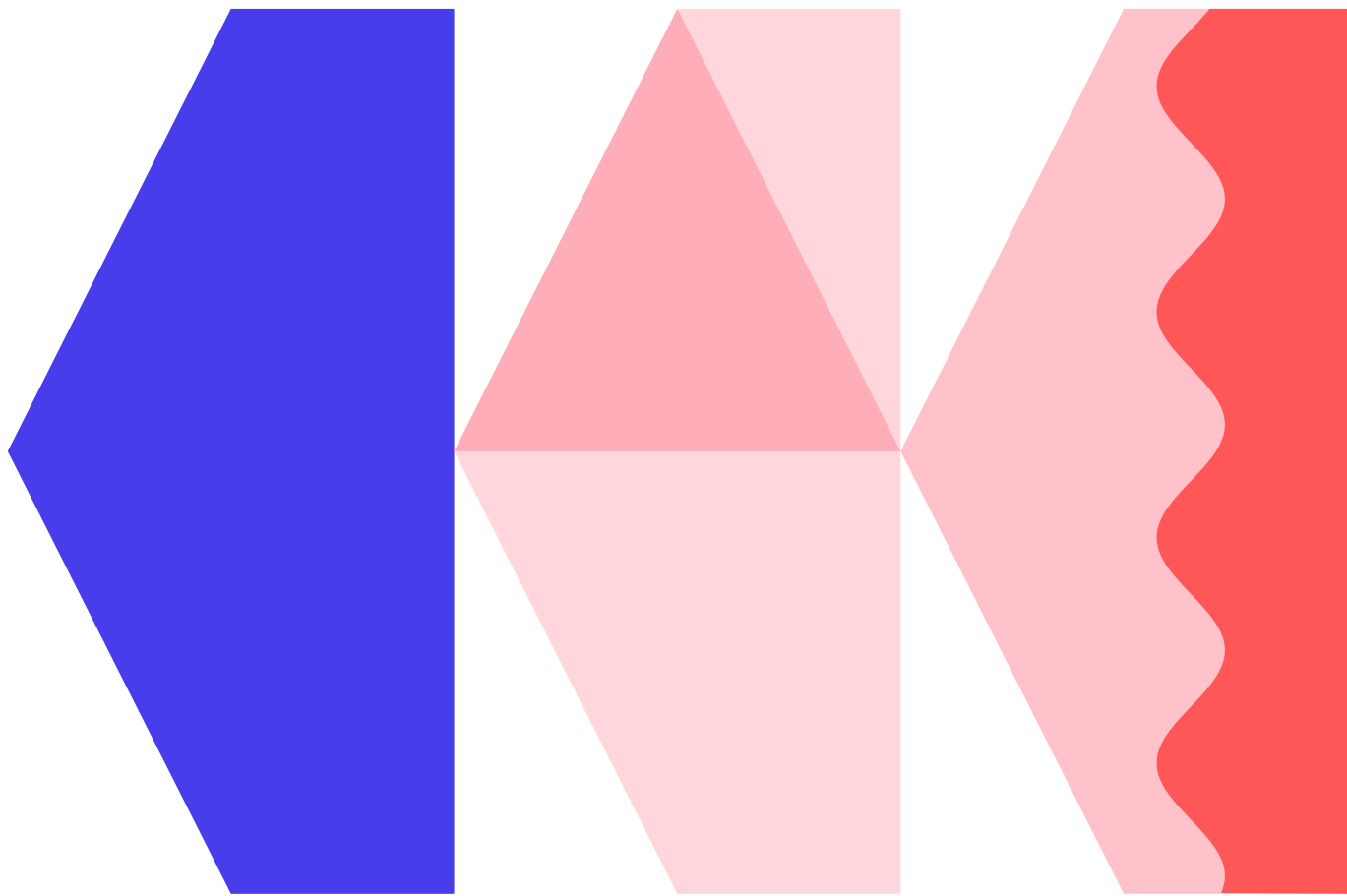


Quick guide to social media marketing





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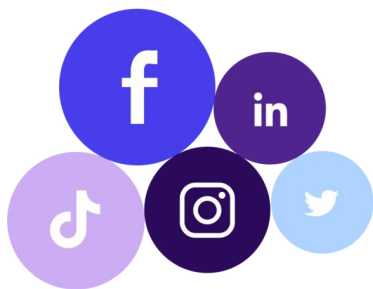
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Social media has grown into an almost integral part of our everyday lives, and increasingly also our professional lives – for better or worse, depending on who you ask.

Regardless of your personal opinions on social media, it has undeniably opened up a new genre of marketing that is very risky to ignore for any business hoping to succeed in our brave new digital world, whether they are a B2C business, or B2B. As any successful marketer will tell you – you have to go where the people are, if you want them to become your consumers. You cannot expect them to come to you.

At the end of 2022, social media users had grown by 190 million within the past year, reaching a total of 4.74 billion. That's a 4.2 percent global increase in 12 months, with social media users making up 59.3% of the world's population.

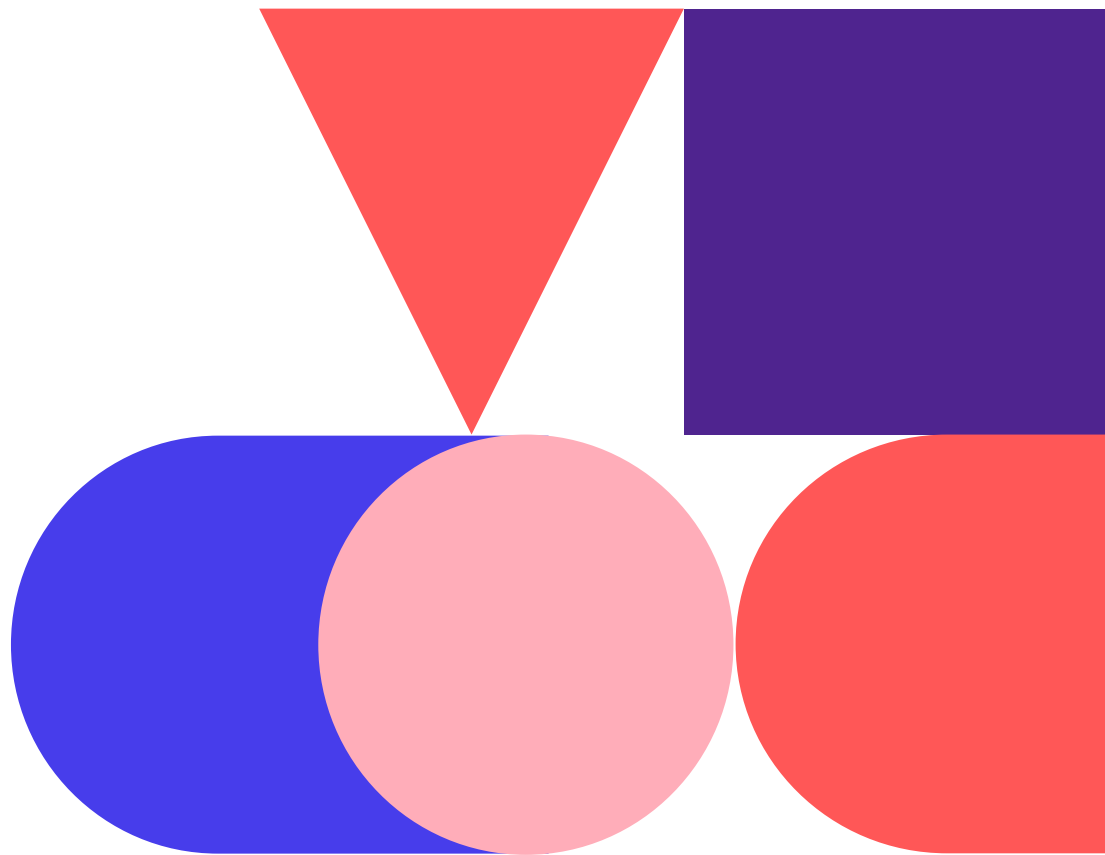


In 2022, the number of annual social media users increased by 4.2% to reach **4.74 billion**, representing **59.3%** of the world's population

**Source: DataReportal*

In other words, social media is the place where the people are, particularly in the west, but you'll find plenty of social media users in all parts of the world. The challenge for brands and companies is figuring out the best way to 'surf' the algorithms into the daily feeds of their target audiences.

What is social media marketing?





The landscape of social media marketing is incredibly broad, with new platforms emerging all the time.

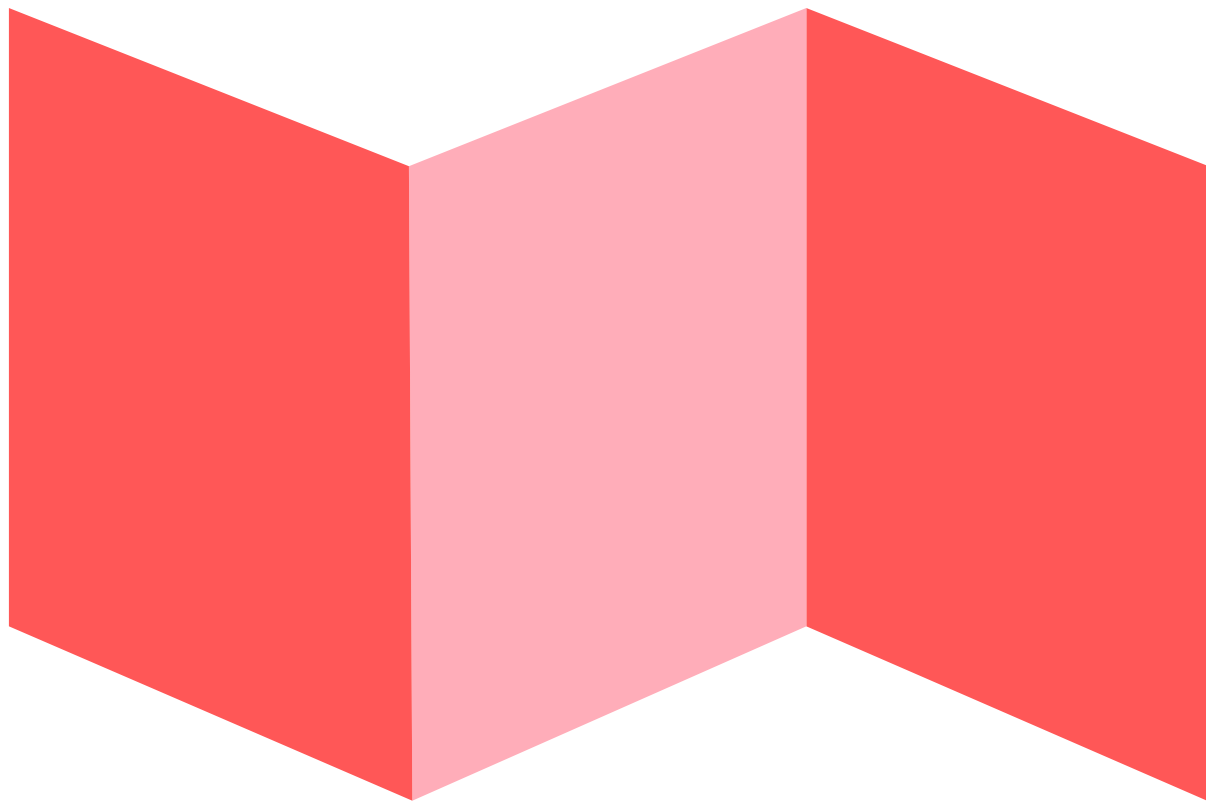
The only thing you can ever really guarantee to stay constant in the world of social media is its sheer unpredictability. That said, there are some basic fundamentals that help to shape the way brands communicate with their audiences online.

Depending on your strategy, you will use several channels to communicate with your audiences. It's a way for you to distribute multiple messages on a regular basis with existing or new prospects.

This can usually be achieved in one of two ways:

- **Organically** - a free method to grow, engage with and retain a following using shareable and interesting content.
- **Paid** - paid social media marketing, which can help support customer acquisition, remarketing and reaching a more specific type of audience.

Stay on top of your brand consistency

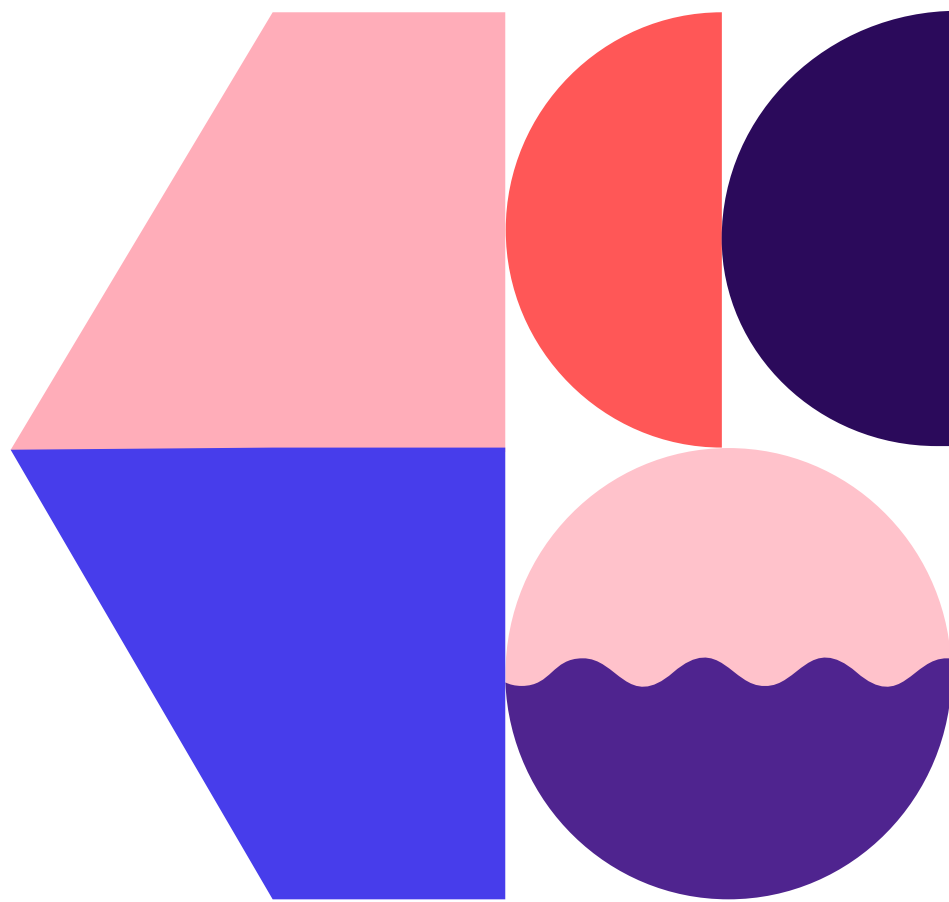




Keeping your branding and message consistent across all your markets, efforts and channels is always important, but it is doubly essential with social media. While you shouldn't be afraid to get a little extra creative and differentiate yourself from your other marketing when posting, you still need to make sure that your brand is always presented consistently, and that your message isn't muddled at any point. If your core brand identity isn't intact at all times, you risk alienating parts of your consumer base. It only takes one moment of carelessness at the wrong time to cause a lot of damage.

With social media being such a busy and crowded space, you also need to make sure you keep posting regularly and consistently in order to keep in front of people's eyes and stay top-of-mind. Exactly how often you should post, and what you should share will depend on your brand and your market. Finding the sweet spot may require some trial and error – as well as good analysis.

How to develop a social media strategy





Whether you work for an in-house team, a marketing agency, or you're trying to set up something for your own business, it's important you don't start doing it until you understand why you're doing it.

Your strategy is the **what, how, why and when** of your social media marketing. It's your plan of action, a blueprint to success and a guide to make sure you keep focused.

Define your goals

- What do you hope to get out of your social media marketing?
- Would you like to build a following?
- Generate leads?
- Increase conversions?
- Give your brand a stronger presence?
- Or even just provide a platform for customer service?

Be realistic about what you're going to use social media marketing tools for. And, depending on budget, what can be achieved within your timeframe. Are you using a combination of paid and organic? What are the short-term and long-term goals? Can you break these down into quarterly, more manageable chunks?

Think about your audience

- Who are they? How old are they?
- Where do they spend their time online and offline?
- Which platforms are they likely to use?
- What are their pain points?



Get to planning

Once you have your broader topics in place for your social media marketing, you can start putting together top line calendars and schedules for your team to execute. You'll need to think about content, design and any scheduling tools you may require.

Determine your process for execution

Give your teams their schedule, their briefs and ensure they have all the right sizes for the different social media channels, and that they understand the nuance of social advertising on individual platforms. Each platform will have its own set of 'rules' and best practices that you should research and follow, and these will give you a better idea of exactly how much text you should include in a post, what dimensions you need for images and videos, and much more. Know the lay of the land as much as possible, as getting the basics right is important so you don't stick out for the wrong reasons.

Keep in mind that **best practices and dimension standards** for images and videos **change regularly**. Therefore you have to make sure to always remain up to date on any changes in each platform.

Publishing

Once the content and assets have sign-off from all stakeholders, you can begin publishing. Depending on how many posts you need to schedule, you should consider using a publishing tool so you can automate what time they are released to remove some of the manual tasks.

Listening and engagement

Once your posts are out, it's important to monitor your channels on a daily basis. Multiple times a day, if your team has capacity. Being able to listen and engage with your followers is important. Plus if anything negative should be said, you can respond to it quickly before anyone has the chance to form an unfavourable opinion of you.



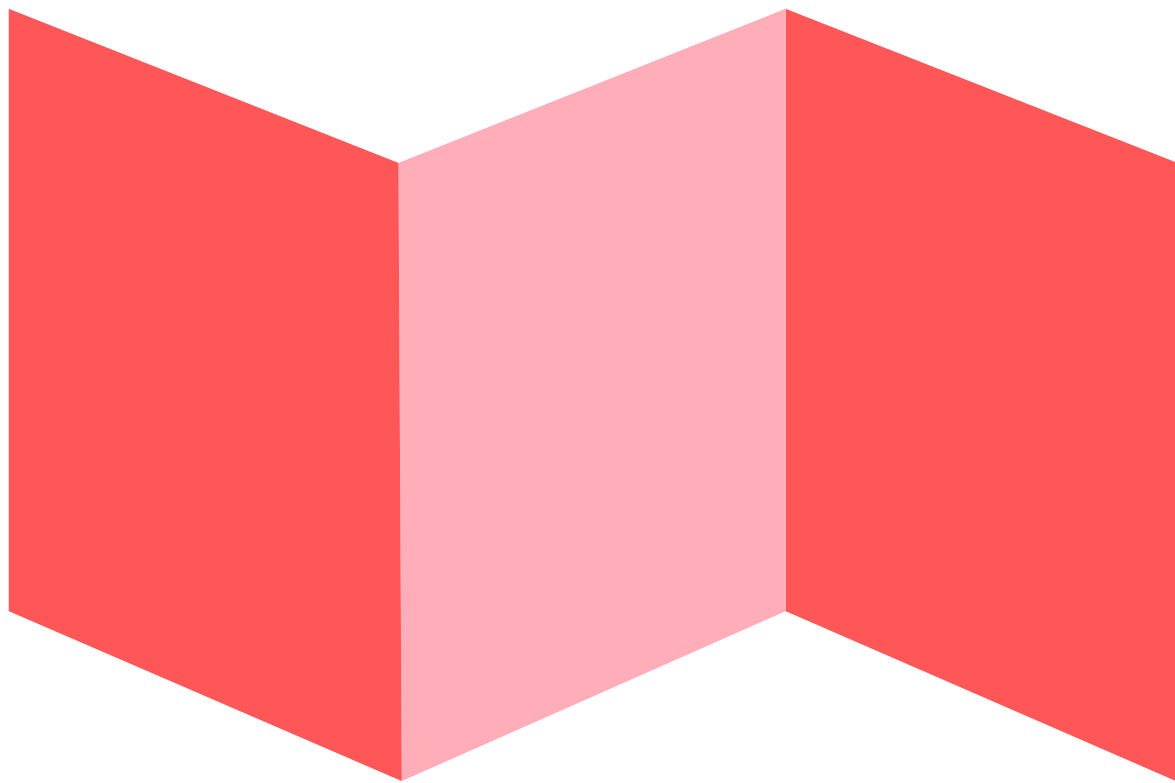
Analytics and reporting

Most good publishing tools allow you to automate report generation, so make sure you find the right software for you. Manually checking each channel can be incredibly time-consuming – particularly if you're tracking multiple brands.

Advertising

While smaller brands can manage their paid advertising in-house, an expert in paid advertising is always beneficial. Having a specialist to support you helps ensure your campaigns are optimised for the right audiences and your strategy is updated in line with any new insights.

Social media as a marketing tool - B2C





How social media marketing techniques are implemented very much depends on the nature of your business.

With business-to-consumer brands (B2C), there's often a lot more scope to be visual. If you have a physical product or a personal service, you know you're talking to an individual about their specific pain points. Things you yourself should be able to relate to on some level.

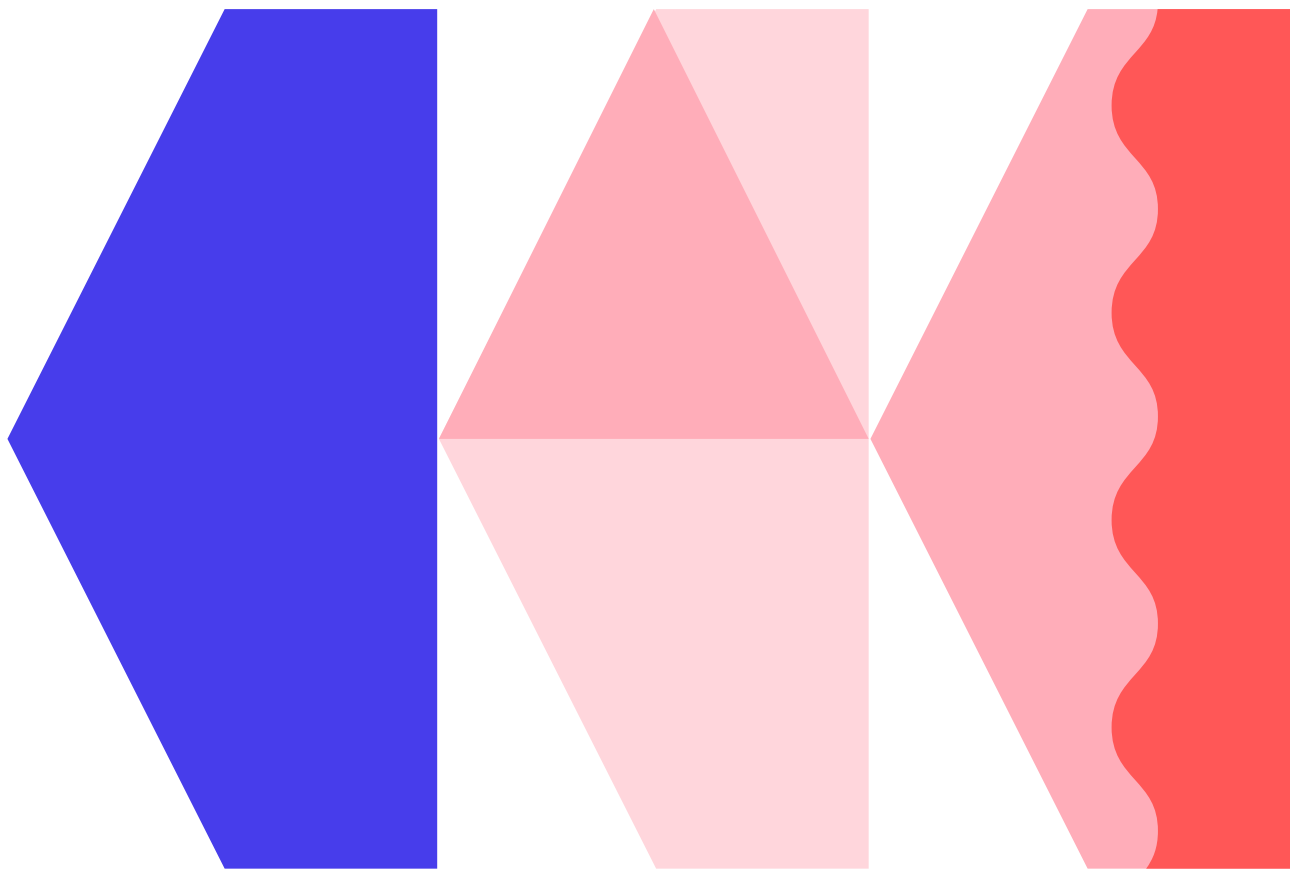
While any brand will want to retain a certain level of professionalism, you can really push the boundaries with your brand's personality. Using humour or trending topics and relating them back to your business can be a sure-fire way to capture the attention of social media users - not just your audience but also those beyond it.

Social media platforms for B2C marketing

If you're a B2C brand, there really isn't any limit to what platforms you can utilise. In fact, for many companies, being on as many social media channels as possible is a good thing, assuming they have the capacity to keep up with regular posting and interaction across all their active channels.

One thing to note, however, is that different age groups have a tendency to use different platforms. If you are targeting specific age groups, you should analyse and consider which platforms will be the most valuable for you. For example, millennials and Gen Z have taken to abandoning Facebook in favour of platforms like Instagram, TikTok and Twitter, but the generations before them seem comfortable with staying put on Facebook, with a few adventurous ones branching out to Twitter.

Social media as a marketing tool - B2B





Business-to-business (B2B) marketing techniques traditionally tend to be more information led.

They're trying to solve problems for business owners and high-level decision-makers. This does strip back the number of channels that can be used effectively for the B2B market, as professional networks greatly differ from accounts for personal use.

B2B marketing on LinkedIn

LinkedIn is usually the go-to for B2B social media marketing. Some of the most effective ways to reach business decision-makers can be found through LinkedIn. The options to create thought leaders via individual profiles, build valuable connections and relationships with fellow professionals, and create a company page that's the go-to for industry insight, can be invaluable tools. These let you get your message and product or service out there and help you build marketing leads, but are also great for helping you increase and solidify your position as an authority in the market. Additionally, on LinkedIn you also have the option of going through the route of targeted advertising, though this can sometimes be quite expensive.

A great way to increase your outreach on LinkedIn is bringing your employees on board with developing and utilising their personal brand via their own profiles on LinkedIn. This provides you with extra channels that are great alongside your company page for repurposing content, and getting it out to more people than just the ones who are following your company on LinkedIn, and with their individual thoughts and comments to the pieces as an extra, personal touch.

While there's no doubt that LinkedIn is top dog in the social media space for professionals, some of the other platforms can still be of use to B2B marketers when used in the right way. So even if LinkedIn ends up being your main channel, don't be afraid to experiment with other platforms if your budget permits it.



Content styles in social media

When you've established where your target audience is, and who they are, you need to figure out how to reach them. Remember that social media platforms are crowded spaces where you are competing with all kinds of businesses for the limited attention of your potential consumers.

Therefore you need to make sure your content - and most importantly the way it is presented - stands out enough to be noticed in a sea of other adverts and content.

Note that some styles may fit better with certain platforms, and you should always make efforts to differentiate your content and its presentation between all your active platforms, if at all possible in terms of budget and time constraints.

Video content

The format that has emerged as generally the most effective in social media marketing, is video content. This can be either live action, animations, or a combination of both. Video is great due to its high retention rates - making the content and message easier to remember, and also because it allows the audience to absorb more passively, instead of reading.

Some great types of video content include:

- Interviews
- Quick introductions to topics or products
- Value sharing
- Presentation of metrics



The downside, however, is that producing high quality video content is usually more expensive and time consuming than other types of content. If you are unable to make video content that is engaging, it can quickly end up being a big waste of resources. Therefore you should make sure you have a good plan and idea before you bring out the big guns.

It should be noted that video content doesn't necessarily always have to be top quality. While good production value is always good and helpful when possible, there are many good examples out there of brands that achieved success with a more simplistic yet effective approach in their video content.

You shouldn't ignore TikTok and Instagram here – even if B2B brands may think these platforms are mainly for young generations, they are your future customers. Showing your fun side can be great for brand awareness, and seeing people enjoying themselves 'behind the scenes' under your brand's banner can help your employer brand – your speaking to potential future talent. Many companies create employer brand focused videos on these platforms e.g. 'a day in the life' of a certain job role, to show off the office and work culture.

Showing some cool things your product can do, tips and fun facts, or something your audience can relate to could make TikTok and Instagram unlikely heroes for your brand – just make sure all content is following brand guidelines in every way, with an online platform that makes it clear what is appropriate.

Looking for more video inspiration?

How to strengthen
your brand by
implementing and
optimising video content



Download your free quick guide



Other content

While moving pictures may be king on social media, that doesn't mean that other types of content are worthless. You can present a lot of the same content that you would with video, with things like static graphics, sound bites, carousel images, or even simple text that is easy to read and extract information from.



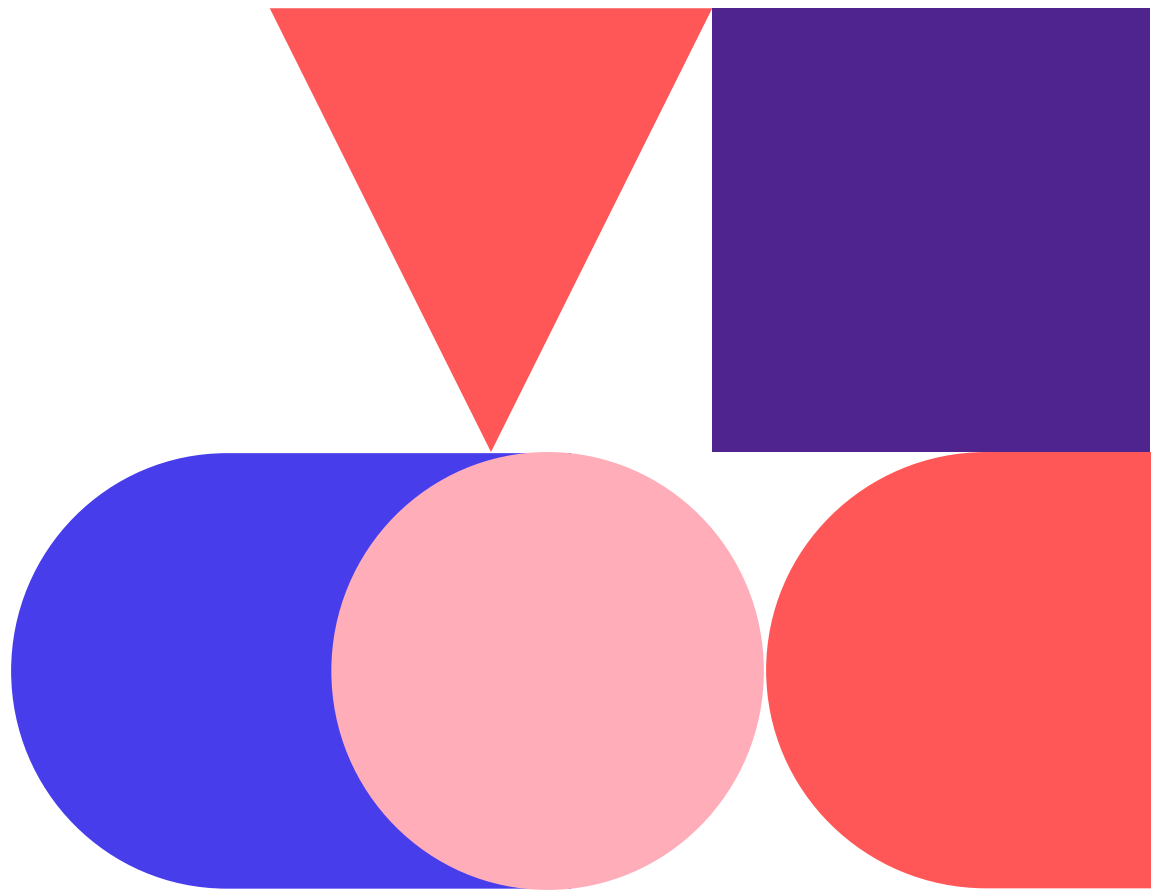
Feeder text

Every post you make on social media, with exceptions for platforms that are directly tied to specific formats that exclude text, should have feeder text accompanying it. This is a short bit of text - usually only a couple of lines long at most, that presents and gives context to the content it's tied to. This is also where you would fit in your hashtags if you use them, whether in the feeder text itself, or underneath it.

Call to Action

Just like feeders, your posts on social media should also always include a Call to Action (CTA) to encourage engagement and drive traffic to your website. The CTA should be included in the content itself, whether it's a video or something else. You can also consider including it in the feeder text too – for example in the form of a line encouraging the audience to comment, follow or share.

Social media influencer marketing



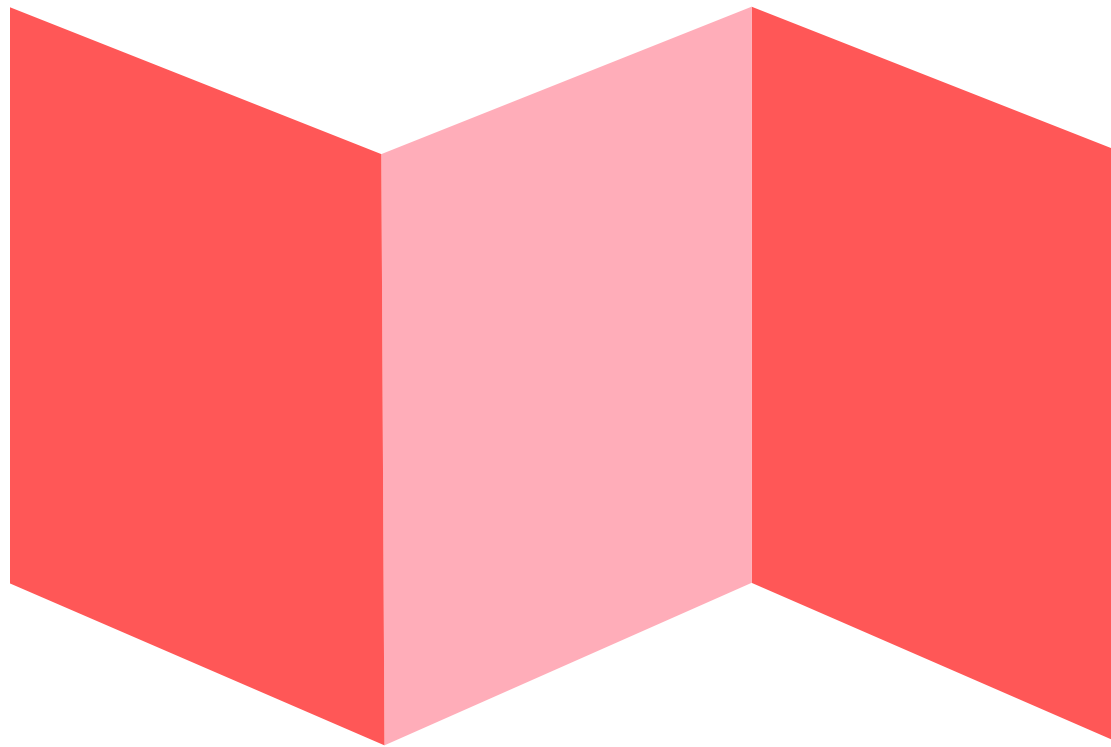


Another strand of social media marketing that can prove successful for brands with particular products, events or services can be the use of social media influencers.

This could be in the form of huge celebrity endorsements with millions on the counter or micro-influencers with just 1,000 to 50,000 followers, but with a deeper connection with an audience interested in your niche.

Instagram and TikTok are the most effective channels for brands looking to promote via those with a big social following. Giving your brand an ambassador in the form of someone your audience can relate to and admire can prove lucrative.

The future of social media marketing...



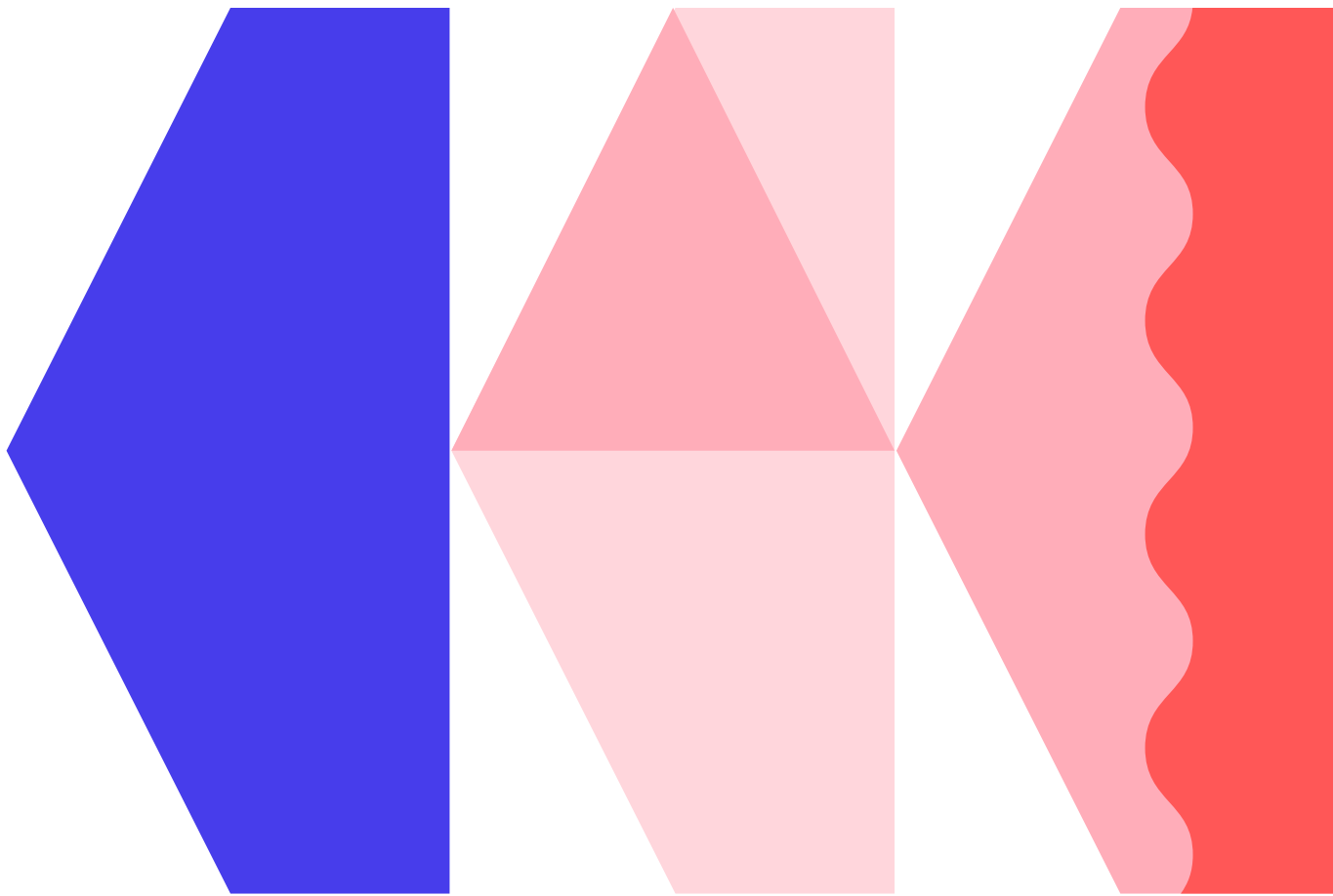
Even as the world becomes more critical of the role social media plays in shaping minds and behaviour, and the way we show off our day-to-day lives, its evolution is one that marketers will be keen to keep up with. As technology becomes more sophisticated, targeting will get even more precise and brands will continue to raise the bar when it comes to creating quality content.

There's no way of knowing where social media marketing will be in 10 years, or even 10 months from now. In an age of instant gratification, and readily available information on quite literally anything you could imagine, social media will continue to play a critical role in B2C and B2B communications. Of course, as the amount of brands entering the same space continues to grow, it's going to take a remarkable strategy and team to be able to shout above the noise – one that includes on-brand templating at your fingertips, to your people to become the responsive brand your customers are looking for.

Papirfly's brand management platform empowers in-house teams to build an on-brand culture for their company, and create professionally designed printed and digital assets. Social media posts are often hard to keep up with, which is why empowering any employee to effortlessly create social media assets is a client favourite feature. Our robust template technology also makes sure that all assets your team creates will be compliant with your brand guidelines, ensuring total brand consistency in all your material – whether on social media or anywhere else.

Find out more about our Create and Activate tool – Produce – our asset creation tool and part of our all-in-one brand management platform.

Unleash your brand with Papirfly









How does Papirfly empower your people?

We believe every enterprise should be able to provide tools to teams, so that the brand can be delivered to customers exactly as it was intended to be experienced.




At Papirfly, for over 20 years we've been driving innovation in brand management software to support brands in delivering consistent, multichannel experiences for their customers.

We empower people to unleash their brand.

How teams work today:

-  Customers are experiencing inconsistent and diluted branding across touchpoints
-  Stressed teams aren't getting the marketing materials they need or quickly enough
-  Too much already-limited budget is being spent duplicating work and on multiple tech solutions
-  Assets are not centralised or trackable resulting in loss of data to analyse budget spend

We know what brands need:

-  Global brand governance now and for the future with guaranteed consistency at every touchpoint
-  Faster go-to-market, creating assets in-house with the flexibility for on-brand, hyper-local messaging
-  Increased ROI, saving money on every asset produced, creating space for teams to focus on strategy

We give you the tools to:

- Do more for less
- Produce all assets in house
- Create with **no previous design skills**
- Achieve **100% brand consistency**
- Reach **all markets, in any language**
- See a **complete bird's-eye view** of your branding and marketing efforts

Discover our all-in-one brand management platform



Trusted by the world's most recognisable brands



1M+

regular
Papirfly users



600+

brands using
Papirfly worldwide



Build your on-brand culture with Papirfly

Our brand management platform enables complete brand adoption, and the creation of unlimited on-brand assets with our suite of enterprise-grade products-building brand equity and long-term customer loyalty.



Point

Educate & Control

Support global teams to understand your brand, through clear guidelines, official assets, core values, and more from online access point. Go local with unique hubs with local languages and nuances.



Place

Manage & Share

Centralise all assets with a dedicated DAM solution, categorising content for global and local usage in one secure place for all approved material. Ensure every location has assets that serve their unique audience nuances.



Produce

Create & Activate

Guarantee 100% brand consistency with design templates aligned to brand guidelines and produce infinite studio-quality digital, print and video assets. Empower everyone to personalise to their audience using localised images, video and text options.



Plan

Plan & Collaborate

Achieve your bird's-eye view of all campaigns and activities, displaying status, budgets, contacts, and official design templates for use. Ensure every location utilises workflows that drives campaign responsiveness.



Prove

Measure & Optimise

Analyse marketing activity via your dashboard, delivering reports and data across your business. Ensure local sites get feedback on best-performing content across the business, and give them data to let them know when their efforts are driving brand strategy success.



Plus

Integrations

Papirfly works seamlessly with your agency tech stack – removing hacks and workarounds, improving productivity and organisational efficiency across the business.

FORRESTER®



212% ROI



80% reduced effort in asset creation



Enhanced content quality and improved business outcomes

"It's become super crucial for us with more than 50,000 users at the brand portal, both internal employees and external agencies. We are working with a huge number of downloads of all of the assets."

Interviewee from pharmaceutical

Source: A commissioned TEI study conducted by Forrester Consulting on behalf of Papirfly



Global brands trust Papirfly



Mercedes-Benz



"Life without Papirfly would be stressful. It would be slow, time consuming, and costly. Papirfly has enabled us to have a system in place where we can create assets that we need very quickly.

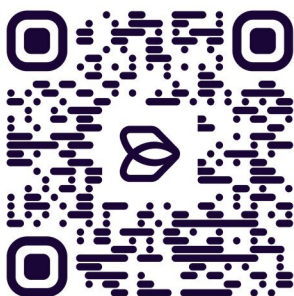
We can go to market much faster, we can react to our business and our clients a lot quicker, and it is also extremely cost effective."

Jo Bedford
Global Recruitment Branding Manager, IBM



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- Explore brand management resources
- Hear success stories from empowered customers

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