

How to Audit Your Social Media Brand

THE
SOCIAL
MAP

How to audit your social media brand

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Introduction

Congratulations on taking the first step in asserting a strong online brand!

You may have already created your online brand using a combination of social media platforms, a website and possibly added some e-commerce integration. These days, creating an online account is relatively straight forward, and with so many website builder platforms available, it is easy to create a website with little or no coding experience.

However, for business, it is important to establish clear and precise planning strategies to make sure that your brand delivers the right message and to ensure that you are delivering the correct types of content in line with your business objectives. To achieve this, it is important to undertake a regular audit of your current practices.

The word “Audit” may sound daunting, but it should not. Think of it as your opportunity to take a long hard look at how outsiders perceive your brand and how they engage with you. You will discover what is working for you, and what needs tweaking to reach your goals. You will learn how to understand your audience, identify the types of messaging you are sharing how to analyse your current strategy. You can then use this knowledge to build a stronger brand identity and develop better strategies that lead to more engaging content and higher conversion rates.

Let's face it head on. Large corporations are turning to social media to overcome an increasing lack of attention through traditional advertising and to draw attention to their brand by creating a responsive engaging environment. This helps them keep their brand visible whilst also assisting them with

customer service, market research and brand promotion.

Big brands are posting to assert their brand and retain custom through engagement. When a customer is engaged with a brand, they feel part of its success. For smaller businesses, the primary aim is to get cash in the till but many businesses fail to engage with their audience and miss vertical opportunity.

The most common method used to achieve this is known as the marketing funnel. This is a series of stages to guide prospects through the customer journey. The funnel helps marketing teams plan and measure efforts to attract and engage prospects to ultimately lead them to a landing page and convert. Some analysts may argue that the marketing funnel consists of 7 stages, but for the sake simplicity, in its very basic form, look at the funnel as three stages:

Awareness

This is using blogs, forums, and social media space to attract an audience by highlighting and acknowledging what the prospect is trying to find or solve.

Consideration

This is the process of engagement with prospects to build followers. It is an opportunity to demonstrate experience and trust in your brand by showing how you are best positioned to answer their question. At this stage, you are creating leads.

Conversion

Your audience becomes buyers when attracted to a solution that they believe in and trust. Conversions are much easier to achieve if the first two stages

have been implemented correctly as the prospect should by this point be confident with your brand message. In order to encourage your prospect across the conversion line, it is at this point that you should introduce value. Every purchaser is different. Some treat time as value, others treat cost, and some simply care for quality. But there are other factors... response time, attitude, product recognition, reviews, sentiment... all of these need to be perfectly managed to encourage conversion.

During your audit, you will need to look at what you have been posting, the channels you're using, how you sound. You will see your brand from an outsider's perspective. You will notice if your brand is consistent across all platforms and you will discover new ways to create leads. Here are some of the things you will soon notice. It will look surprisingly obvious.

Who you are

How your customers see you, what your brand looks like to them and how they talk about it.

Where you are

Which social media platforms you are on, which platforms you should not be on, how you can be found and how to connect with you.

What you are doing and why

The type of content that you are posting, its relevance and if it is helpful to your audience.

How you are doing it

The areas that you are focused on and how you engage with your audience and areas that you need to improve.

You will use all the information you gather to create new objectives and goals

for the month or quarter. Whether it is growing your followers on a certain channel, getting more engagement or improving your conversion rate, you will have all the data you need to make informed decisions on how to reach your new goals.

Gaining followers and likes is great if you are an influencer, but for business, we believe that your social media objectives should be focused on LEADS that you can convert to SALES.

Brand consistency across all marketing channels is a challenge. It is more than a logo or set of colours, or a cover photo and slogan. A brand is how you make your customers feel and how they interact with your brand. If you think of a brand as a person – that brand is not only their image or what they are wearing, it's also how well they present themselves are and what people think of them. In social media, these characteristics can be presented to your audience as follows:

Brand Visual Identity

How your customers see and identify your brand visually.

Brand Presence

Where you can be seen and how you present your brand.

Brand sentiment

What your prospects and customers think about you.

This guide is split into two halves.

The first half covers methods and techniques to bring your brand to a level that can successfully pass the audit test.

The second half covers the audit process itself. If the audit raises areas requiring attention, you can refer to earlier chapters for advice on how to correct the issues raised.

We do cover some aspects relating to strategy, but in reality, your strategy goals should already be in place and this audit will highlight areas where they are right...and where they are simply wrong. Before we begin, see if you can answer these strategy questions:

Audience Describe the type of customer you are aligning to over time.	
Strength What products/services can disrupt your goals? What resources do you need to get where you want to be?	
S.pecific Detail your core goal and how it is important, who is involved and what the constraints are.	
M.easurable What criteria is in place to measure progress and meeting your goals?	
A.ttainable Explain how your goal is realistic and within reach.	
R.elevant Detail the relevance of your goal in alignment with your core initiative.	
T.imely When do you expect to reach your next goal?	

Please contact The Social Map if you need help preparing for an audit or if you need assistance in building a strategy plan.

“

If you have built castles in the air,
your work need not be lost; that is
where they should be. Now put the
foundations under them.

”

- Henry David Thoreau

Chapter one

Securing social media channels

It goes without saying that you should already have handles (a fancy name for a social media name or account) for the most popular social media platforms (commonly known as channels). What is important is that they all need to be aligned and consistent with your brand from the handle name to the language style and the content that you post. To begin with, you need to gather them all together.

Locating your social media channels

This means more than just Facebook, Twitter, Instagram, and LinkedIn. Look for old websites or domains, Myspace and other platforms that you have used in the past.

Check with other departments and employees that have used social media to promote the business. They may be different to the ones you have listed.

Identify any imposter accounts by searching for similar profiles. If the accounts mention your brand, contact the owner and ask that the account is removed.

Once you have all the profiles related to your brand listed, gather them and group them by platform name. You may find you have three or four Facebook handles, maybe one Twitter handle and six YouTube handles for example. Make sure that your list contains the platform name, handle, owner, and password.

Removing redundancy

Delete any accounts and domains that belong to you but are no longer relevant to your business.

Delete any social media posts that your employees have posted on private accounts if they are no longer relevant to your objectives.

Remember, Social media moves fast, and traditional platforms will fade in time. Take Myspace or Vine – once big platforms, and now rarely talked about. If you have accounts like this that you no longer use, remove them.

Owned accounts

Create a spreadsheet for each of your remaining social media platforms that you have not deleted. Each entry should contain the channel (i.e. platform) on the top row, then handle (i.e. user name), owner and password, active status and the last time ownership was checked. See the example below.

	Facebook	Facebook	Instagram	Twitter	Twitter	YouTube
Handle	@socialmapuk	@thesocialmap	@socialUK	@PeterHarris	@thesocialmapuk	@thesocialmapuk
Owner	Kelly Evans	Jenny Smith	Kelly Evans	Peter Harris	Jenny Smith	Peter Harris
Password	acoRn54	bbl65\$JS	hj776KE	JustTweet&7	hhjhf\$56JS	MyTube?20
Active	Yes	Yes	Yes	Yes	Yes	Yes
Updated	-	-	-	-	-	-

Assessing your resource strength

This is a small but important part of the process. Decide how many people will be managing your social media and website content. Can they keep all these platforms updated regularly with incredible content and build followers? Will they have the time to engage with followers across all platforms and the various handles associated with them? Do you need to be seen on more than one handle on the same channel?

If you do not have the resources, be realistic and slim down the number of channels/handles you will use. It's better to have great content on a small number of channels than not be in control of your targeted content.

Too much data to define your goals is as bad (or worse) than having no data at all. This is an opportunity to remove poorly performing handles and duplication that hinder your opportunity to deliver your message effectively.

After a tidy up, your spreadsheet may look like this:

	Facebook	Instagram	Twitter	YouTube
Handle	@socialmapuk	@socialUK	@thesocialmapuk	@thesocialmapuk
Owner	Kelly Evans	Kelly Evans	Jenny Smith	Peter Harris
Password	acoRn54	hj776KE	hhjhf\$56JS	MyTube?20
Active	Yes	Yes	Yes	Yes
Updated	-	-	-	-

Identifying new channels

Do you notice any common platforms that you are not currently on to your list for example LinkedIn or Snapchat?

Have you missed new platforms that are gathering momentum such as TikTok for example? Have you even heard of Caffeine or Reddit? We strongly advise that you take the time to browse for new emerging social media platforms – not just because they are there and being used, but because they are not yet saturated and therefore you have a much higher chance of reaching a new audience and gaining leads with little or no ad spend and improve discoverability.

Add additional channels to your spreadsheet but be conscious of their relevance to your brand AND keep your social media resource availability in mind. In the example below, we have added LinkedIn.

You should now have a list of social media platforms that you will be focusing on for all your social media engagement. Review this regularly and add new channels as they emerge if they can benefit your social media objectives.

	Facebook	Instagram	Twitter	YouTube	LinkedIn
Handle	@socialmapuk	@socialUK	@thesocialmapuk	@thesocialmapuk	-
Owner	Kelly Evans	Kelly Evans	Jenny Smith	Peter Harris	-
Password	acoRn54	hj776KE	hhjhf\$56JS	MyTube?20	-
Active	Yes	Yes	Yes	Yes	No
Updated	-	-	-	-	-

Securing your social media channels

Use this opportunity to get some consistency with your brand name by making all your handle names similar.

Register your new channels keeping your brand name consistent. You want to be owning channels that you may not even use yet because once the name is taken, it's too late! Fill in some basic bio details and add a photo to your new accounts. We will come back to checking that your bio is up to scratch later.

Ensure that all the login passwords are centralised and recorded so that you can always access them if an employee should leave the company. Each social account should be “owned” by one person, or a team that is responsible for ensuring the account is on brand.

In some cases, you may find you need to delete existing channels and create new ones to achieve this, but think of it as an opportunity to invite followers to your new channel. During transition, use your old and new company and brand #tags in your BIO on both the new and old channels.

Your spreadsheet should now look a bit like this – note the handles have been aligned, ownership assigned, and active status shown.

	Facebook	Instagram	Twitter	YouTube	LinkedIn
Handle	@thesocialmapuk	@thesocialmapuk	@thesocialmapuk	@thesocialmapuk	@thesocialmapuk
Owner	Kelly Evans	Kelly Evans	Jenny Smith	Kelly Evans	Jenny Smith
Password	acoRn54	hj776KE	hhjhf\$56JS	MyTube?20	LIN325%js
Active	Yes	Yes	Yes	Yes	Yes
Updated	April	April	April	April	April

Chapter one

Summary

In this chapter we have:

- Identified all your Social Media channels
- Removed redundant accounts
- Created a spreadsheet containing all your live channels
- Assessed and delegated media resource strength
- Registered on platforms where you do not have presence
- Registered on emerging platforms with high discoverability
- Introduced cohesion with your handle names
- Centralised and secured your channels and passwords

“

Fashion changes, but style endures.

”

– Coco Chanel

Chapter two

Visual branding

Often when we are searching for a product or service, we compare similar products and services before choosing who will give the best value. Many people today choose to look at social media to do this. If you have a strong, positive social media brand, it can help reduce barriers and turn prospects into real customers.

The first thing that attracts prospects to your funnel is your visual brand identity.

As part of the introduction, we mentioned “**who you are**”. How your customers see you and what your brand looks like. This is your brand image or visual identity. It’s all about your logos, colour scheme, style and presentation. In essence, it's how easily recognisable you are.

Without doubt, you will have found yourself in a position where a logo needs updating, or the latest branding is needed to update a letterhead or email footer for example. Centralised storage ensures that any changes to your brand image can be accessed and easily implemented department wide.

If for example, a business is celebrating 10 years of trade, you might update your social media brand imagery. It only makes sense to do the same to your website, letterhead, invoices, and email footer. Centralised storage of these components makes this a simple task and improves your brand image enormously.

Visual Brand Identity is how you choose to communicate your brand through

visual cues. This sets up the tone and personality for your brand. You might choose a luxury style, creative style, caring style for example. What is important here is that your visual identity matches your brand values and personality. In most cases, the logo is the first thing you think of. From your website to social media channels, a logo is an extension of your brand.

Taking time to look at competitors that are well positioned will really help you to overcome challenges at this stage. You do not need to copy them, but it is important to understand how an established brand represents its image. You should look at leading competitors for inspiration. Who knows, you may even find things that they have missed.

Some brands do not have a consistent brand identity and each channel feels disconnected. Maybe some channels are active while others lay dormant. Inconsistency between channels results in channels not boosting each other, and the overall brand is weakened.

Look at your current visual brand identity. Your visual identity can make or break your visual personality. Think unique, memorable, undeniably YOU. If there is a lack of consistency across your marketing channels, now is the time to rectify it.

If you look at the colours of any well-known brand, you will see that they use the same colours repeatedly. In their logo, in their text, even their images. It is pretty easy to make a brand look professional. Choose two to four colours to use consistently throughout all your social media posts and marketing. Using the same colours repeatedly will help consumers become familiar with your brand.

Look at EVERYTHING you do – email marketing, websites, social, printed

marketing, uniforms, even livery on your vehicles. Although we are focusing on a social media audit here, your visual branding should be examined across the board.

We will now address your social media brand visuals. Create a centralised folder that will contain all your visuals. Put all your artwork into this repository so that they can be managed easily. This is known as an Asset Store which includes:

- **Palette and branding style-guide**
- **Logos and banners**
- **Font branding style-guide**
- **Image size style-guide**
- **Images and image details**
- **Videos**

Adding a branding style-guide to your asset store

The following table describes different colours and how they are visualised by your audience.

Colour	Associations
Red	Bold and Passionate. It grabs attention instantly and it is used to convey a strong personality full of energy and power.
Blue	Blue promotes a feeling of calm and can symbolize loyalty. When we think about blue, we think of the words trust, reliable, clear.
Green	Caring and Fresh. Often used for environmentally friendly or natural products. It is also a signal for growth. It is calming and refreshing. Green symbolizes balance and freshness and can also speak to financial stability
Yellow	Caring and Fresh. Often used for environmentally friendly or natural products. It is also a signal for growth. It is calming and refreshing. Green symbolizes balance and freshness and can also speak to financial stability
Purple	Luxury, spirituality, creativity, mystery, wealth, and wisdom. This is a complex colour that speaks exclusivity.
Black	Authoritative and serious. It speaks a stylish and timeless message, formal, luxurious, or classic.
Orange	Cheerful, inviting, encouraging, friendly, and confident. It is used by brands that intend to excite, such as Fanta and Easyjet.

If you do not have a style-guide for your logo, brand image, or letterhead, now is the time to get one. There are various ways to do this. You could create your own using professional tools such as Photoshop, Illustrator or Affinity. You could use freeware, such as Gravit or Gimp. You could use an online platform such as Canva or Looka, or opt for a professional graphics designer. Whatever you choose, make sure that your colour scheme is consistent.

Ensure that all your artwork, palette colours and fonts are stored centrally in an assets folder where they can be found and reused across all of your online channels and other marketing.

Your logo may be discoverable based on its filename. Rename your logo to match your brand. This will enhance your SEO and discoverability.

Example:

“logo.png” becomes “the social map media agency logo.png”.

The Social Map branding style guide is shown below.

Style	Details	Notes
#581540	Logo Dark E:\Assets\Branding Social Map Media Agency Logo.png	Letterhead, website, social media and when stamped on light coloured images. Remove white border when used on social media.
#872F5A	Logo Light E:\Assets\Branding Social Map Media Agency Logo 1.png	Contrast against black background or brand background or when stamped onto dark images.
#DBDBDB	Light Background E:\Assets\Branding Grey.png	Contrast between sections on web page background.
#581540	Brand Background E:\Assets\Branding Dark_Purple.png	Website header and web page background.
#872F5A	Document Colour E:\Assets\Branding Light_Purple.png	Font and fill colour for documents and blogs.
#141414	Footer Background E:\Assets\Branding Light_Black.png	Use on website footer and letter footer.

Adding a font style-guide to your asset store

There is no need to get fancy with fonts. Try to stick to common fonts that are recognised by all browsers and devices. Custom fonts can slow down load times as the font will need to be called from a repository rather than called from a bank already used by the platform and if they cannot be displayed, your text may look different depending on the platform your content is being delivered on. Also, if you accidentally change the font you are using, or cannot use it in a desktop package, it will deteriorate your brand. Try to keep simple.

If you do not have one already, create a font style guide in your Assets Store. Here is an example of the one used by The Social Map.

Style	Details	Notes
A A	Lulo Clean 110 px	Brand font. Website Page Headers and promotional. Always use caps, place space after each letter.
Aa	Helvetica Bold 70 px	Website Paragraph Headers. Only use caps at start of header.
Aa	Helvetica 23 px	Website Paragraph.
A A	Lulo Clean 17 px	Brand font. Website image text.
Aa	Ariel 32 px	Document header 1 for documents and blogs. Only use caps at start of header.
Aa	Ariel 26 px	Document header 2 for documents and blogs. Only use caps at start of header.
Aa	Ariel 18 px	Paragraph header for documents and blogs. Only use caps at start of header.
Aa	Ariel 14 px	Paragraph text for online documents and blogs.

Adding an image style guide to your asset store

You should have image guidelines in place to ensure that your images are the right size for each channel. Your style guide should offer examples of each type of image. Its worth storing a sample, especially if the images must have a certain theme, object size, background, effects or filters. Copy these style guides and put them in a document in your asset store.

Facebook

	Recommended	Minimum
Profile Photo	180 x 180	160 x 160
Cover Photo	820 x 312	400 x 150
Shared Image (Timeline)	1200 x 630	-
Shared Image (Newsfeed)	1200 x 630	-
Shared Link (Timeline)	1200 x 628	200 x 200
Shared Link (Newsfeed)	1200 x 628	200 x 200
Event Image	1920 x 1080	470 x 174

Twitter

	Recommended	Minimum
Profile Photo	400 x 400	200 x 200
Header Photo	1500 x 500	-
Tweet with shared link	1200 x 628	-
Tweet sharing a single image	1200 x 675	-
Tweet sharing two images	700 x 800 (per image)	-
Tweet sharing three images	Left image: 700 x 800 Right images: 1200 x 686	-
Tweet sharing four images	1200 x 600 pixels	-

Instagram

	Recommended	Minimum
Profile Picture	400 x 400	110 x 110
Photo Thumbnails	320 x 320	161 x 161
Photo Size (Instagram App)	1080 x 1080 (square) or 1080 x 1350	-
Instagram Stories	1080 x 1920	-

LinkedIn

	Recommended	Minimum
Personal Profile Image	300 x 300	-
Personal Background Image	1584 x 396	-
Company Logo Image	300 x 300	-
Company Main Image	1128 x 191	-
Shared Link	1200 x 627	-
Shared Image	1200 x 627	-
Life Tab: Main Image	1128 x 376	-
Life Tab: Company Photos	900 x 600	-

YouTube

	Recommended	Minimum
Channel Profile Image	800 x 800	-
Channel Cover Art	2560 x 1440	-
Channel cover: Safe area for logos and text	1235 x 338	-
Video Uploads	Minimum HD 1280 x 720	-

Websites and Blogs

	Recommended	Max
Banners	1366px wide	2500px wide
Portrait	1024px x 768px	1080px x 1920px
Landscape	1366px x 768px	1920px x 1080px
Square	1024px x 1024px	1080px x 1080px
dpi	72dpi	96dpi
Compression	150KB	500KB

Adding images to your asset store

As with your logo, your online images may be discoverable based on their filename. Rename any images or videos to match your brand. This will enhance your SEO and discoverability. For example:

“image21765.jpg” becomes “the social map media agency london.jpg”

You should store an ALT tag to describe your image. Use your brand name, some text, a call to action such as your website address and some #tags from your brand hash tag table. If your alt tags are well documented, it should be quite simple to add tags to new images. Here's an example snippet:

Chan	Image	Ref	Loc	Size	ALT description	ALT tags
FB	Social Map Media Agency Logo.png	Logo 010121	E:\Assets Branding	432 x 432	The Social Map - Social Media Agency <u>London</u> . www.thesocialmap.co.uk	#thesocialmap #socialmediaagency #socialmediamarketin #socialmediaservices
FB	The Social Map Social Media Agency London.png	Banner 010121	E:\Assets Branding	1350 x 508	The Social Map - Social Media and PR agency <u>London</u> . www.thesocialmap.co.uk	#thesocialmap #socialmediaagency #socialmediamarketin #socialmediaservices
FB	Digital Marketing Strategy.jpg	Post 030521	E:\Assets Images	1200 x 630	Digital marketing and social media strategy ideas – The Social Map www.thesocialmap.co.uk	#thesocialmap #socialmediamarketing #digitalmarketing #socialmediastrategy
FB	Social Media Prices UK.jpg	Post 080521	E:\Assets Images	1200 x 630	Social media agency prices UK – The Social Map www.thesocialmap.co.uk	#thesocialmap #socialmediaprices #digitalmarketingcost #socialmediapricinguk
FB	Social Media Branding Ideas.jpg	Post 110521	E:\Assets Images	1200 x 630	Branding tips and ideas for social media – The Social Map www.thesocialmap.co.uk	#thesocialmap #socialmediabranding #socialbrandingtips #socialmediaguide
INST	Social Map Media Agency Logo.png	Logo 010121	E:\Assets Branding	432 x 432	The Social Map – Digital Marketing <u>London</u> . www.thesocialmap.co.uk	#thesocialmap #socialmediaagency #socialmediamarketing #digitalmediaservices
INST	The Social Map Social Media Agency London.png	Banner 010121	E:\Assets Branding	1350 x 508	The Social Map – Digital Marketing <u>London</u> . www.thesocialmap.co.uk	#thesocialmap #socialmediaagency #socialmediamarketing #digitalmediaservices

Chapter two

Summary

In this chapter we have:

- Identified the importance of branding and style
- Created an asset store
- Created a branding style-guide
- Created a font style-guide
- Created an image style-guide for each social media channel
- Stored images centrally with descriptions and alt tags

“

Words are the model, words are the tools, words are the boards, words are the nails.

”

– Richard Rhodes

Chapter three

Building a keyword list

Without knowing what keywords you should be targeting, how will you effectively optimize your website, social media content and blogs? Keywords or key phrases are the key information for search engines to 'guess' what your content is about. They are usually found in the title, content and meta tags of your content.

Your Asset store should have a spreadsheet for your keyword research that contains the best keywords for both your main website's search engine optimization and your social media content. If you do not have one, here's a basic guide that will get you started. If you need help with this, we recommend talking to The Social Map.

Broad search

To begin with, try coming up with new suitable and related keyword phrases. There are some free services, trial services and paid services online. Ubersuggest, Semrush, SE Ranking, Mangools and Moz are the better ones. These are great for helping you discover new keywords.

For low budgets, you may want to optimize for low competition, low cost per click options. These can still get good results.

Start relatively broad. For The Social Map, we might enter "social media agencies" for example.

Once you have some basic ideas, you can expand upon them. Ubersuggest

has options built in for this such as Suggestions, Related, Questions, Prepositions and Comparisons.

Keyword generator tools

Ahrefs is a great tool for generating keyword lists. Keyword Difficulty is shown for a few results on the free version, which gives an estimate of how hard it is to rank in the top 10 organic search results for a keyword on a 100-point scale based on competition. Semrush and Ubersuggest offer similar services, but only as part of their paid plans.

Browser suggested options

Use Search engine suggested options that appear below the search box when you start typing in keywords. Your keyword search (long tail or specific) will return approximately 10 options. The most common browsers that do this are Yahoo, Bing, DuckDuckGo and Google.

Browser autocomplete

Search engine suggested options also offer alternative keywords that appear below the search box when you start typing in keywords followed by “_____”. For example “social media_____”. Also, try adding a preposition. E.g. “social media for”.

Browser switches

Search engine suggested options also offer alternative keywords that appear below the search box when you start typing in keywords followed by “+”. For example “social media +”.

Google adwords keyword planner

You need to log in to Google AdWords to do this and it will push you towards starting a campaign, but you do not need to commit to it. Type in a broad keyword as before (e.g. Social Media Agencies).

There are two interesting columns displayed in the Google AdWords Keyword Tool. Average monthly searches shows the average number of searches for this keyword and its close variants based on the month range. You can use this information to see how popular your keywords are during different times of the year.

Competition shows how competitive ad placement is for a keyword. The level of competition – low, medium or high – is determined by the number of advertisers bidding on each keyword relative to all keywords across Google.

General search on social media platforms

Think about a common word that someone would use to describe your company. What would they type in the search bar of a social media site? You are aiming for a low search result count but at the same time your keyword should be a typical string that a prospect would type into the search box.

Competitors on social media platforms

Look at competitor pages that rank high on Google then visit their social media pages. If they have set up their SEO properly, they will have keywords attached to their posts and in their BIO. Copy their text and run it through a free online keyword scanner / density checker.

Competitor blogs

The tactic here is to focus on blogs and evergreen content that targets a similar audience to yours. Again, copy the blog text and run it through an online keyword density checker to reveal the keywords that your competitor is using in your niche.

Competitor websites

Choose websites that rank well in organic search that are relevant. As with blog text, using the same process, copy the website text and run it through an online keyword density checker to reveal the keywords that your competitor is using.

Current affairs and trends

This is the other end of the spectrum to evergreen content and blogs. Bear in mind that that current affairs can strongly influence the content we create. Consider looking at daysoftheyear.com to create content based around specific awareness days. Also factor in Easter, Christmas, seasons etc if your business targets a seasonal market. Finally, search Twitter for trends.

Finding data about your current audience

Look at your current audience via your platform insights. The Insights tab gives you rich data into who your current customer is - their age, where they live, passions, interests etc. This can be a valuable resource in creating keywords that align with their needs, wants and desires.

Audience listening

This is a great way to find out what your customers needs are. Looking at your audience persona via your social media insights can help you create relevant keywords. An audience persona is simply a representation of a typical customer, brought to life as a person. For example Jessica is 27 and lives in the country, she is a time-poor, busy executive and likes horse riding in her spare time. This establishes her life stage, passion points, challenges, geographical whereabouts and interests. Creating a picture of your customers

in this way helps create blogs that Jessica would be interested in. Ask yourself before writing your content: What makes Jessica buy and why?

Scanning your own website

If your website is ranking well, take time to evaluate the keywords that are drawing traffic. You can do this using Google analytics if it has been correctly installed on your site, or use online services such as Semrush to scan your sitemap and traffic.

Analysing your keyword list

Create a keyword spreadsheet and save it in your Asset Store folder. If you have followed the guidelines in this chapter, you will have a keyword list of over 100 specific, short tail and long tail keywords. Realistically, you will have more than one spreadsheet. If you sell a range of products and services for example, you would build a keyword file for each product range or service.

The example on the next page shows a typical keyword list for a social media agency.

Type	Entry	Keywords
Google (broad)	Social media Social media agency Social media services	Social media marketing Social media planner Social media icons Social media agency london Social media services pricing
Keyword Generator ahrefs with competitor score	Social media Social media agency Social media services	Social media management (59/100) Social media manager (42/100) Social media agency (34/100) Social media agency london (12/100) Social media agency UK (28/100) Social media services (42/100) Social media services for business (45/100) Social media agency services (0/100) Pros and cons of social media (0/100) Social media advertising (0/100)
Google (best of top 10)	Social media Social media marketing Social media prices Facebook agency	Social media marketing Social media manager Social media marketing agency Social media marketing courses Social media management prices Social media advertising prices Facebook agency business
Google (autocomplete)	Social media____ Social media for Social media how	Social media sites Social media advantages and disadvantages Social media negative effects Social media marketing Social media for small business Social media for artists Social media for business course Social media for musicians Social media how to get more followers Social media how often to post Social media how to guide
Google (switches)	Social media +	Social media + society Social media + mental health Social media + anxiety Social media + depression Social media + body image
Adwords with competitor score	Social media	Social media marketing (medium) Digital marketing strategy (low) Digital marketing (medium) Social media advertising (medium) Social networking service (low) Yik yak (low) Parlour (low) Social media marketing agency (low)
Social media (general)	Social media	Social media Marketing Social media marketing Social media pages

Type	Entry	Keywords
Social media competitor BIO	Social media agency london	Social media news Advertising agency Marketing consultant World class creative
Competitor blogs Google search & density check	Social media agency london	Building brand Brand purpose Strong brand Building email list Social media Increase online sales
Current affairs	Social media branding	Branding for social media Branding tips for social media Branding templates for social media Branding guidelines for social media Branding ideas for social media Personal branding for social media
Demographic	Social media statistics	Facebook 25-34 = 32% Twitter 25-34 = 29% Instagram 25-34 = 35% LinkedIn 25-34 = 61%
Listening	Social media agencies	Social media marketing prices UK Social media management prices UK Social media advertising prices
Website Density check	N/A	Social media proven business Media campaign cost Brand awareness Social listening Brand passion Success engagement Improve search visibility Higher engagement Responsive customer service Boosting traffic Increasing brand awareness

Chapter three

Summary

In this chapter we have:

- **Understood the importance of keywords in branding**
- **Created a keyword asset store**
- **Covered ways to discover keywords**
- **Revised our keyword set using competitor analysis**
- **Covered the need to have target specific keyword lists**

“

The most valuable of all talents is
that of never using two words when
one will do.

”

– Thomas Jefferson

Chapter four

Building a hashtag table

When someone clicks on or searches a specific hashtag, they will be able to find all the profiles and public posts that use that hashtag. Well-researched tags based on core keywords and key phrases will increase your visibility and attract quality visitors to your website and social media posts.

Hashtags first appeared in Twitter, but they are now commonplace on all social media channels and even web browsers. It's good practice to maintain a hashtag table and use the same core tags throughout your presence on social media channels, blogs and on your website.

A blend of brand hashtags, company hashtags, relevant hashtags, trending hashtags, campaign targeted hashtags and even competitor hashtags are a powerful avenue to brand recognition and success. As your posts grow, your hashtags will grow too. You will eventually need hashtags for events and conferences, holidays and celebrations, promoting brand campaigns, joining in on pop culture topics, weekly challenges and trends, showing your support for a cause, videos, blogs, bio, and your website specific pages.

Don't string too many words together. The best hashtags tend to be relatively short and easy to remember, so 4 words or less is a good guide.

Hashtag search and research tools can help you efficiently and effectively incorporate hashtags into your content.

Your Asset store should have a spreadsheet for your hashtag research that contains the best hashtags for both your main website's search engine optimization and your social media content. If you do not have one, here's a

basic guide that will get you started. If you need help with this, we recommend talking to The Social Map.

Broad search

The easiest way to get started is to spy on social media. Type the following into a browser <https://www.facebook.com/hashtag/> followed by a search term. Using social media as an example, we would try:

<https://www.facebook.com/hashtag/socialmediamarketing>

<https://www.facebook.com/hashtag/socialmediaservices>

<https://www.facebook.com/hashtag/digitalmarketing>

Competitors

Gather information about your competitors and any relevant influencers within your brand's niche using the method above replacing the search term with their handle, or go directly to their posts. Make note of which hashtags they use most often and how many hashtags they use in each of their posts. This will help you learn how your competitors are engaging with your shared target audience and which keywords they tend to use.

Trending tools

There are several tools available to find trending hashtags. One of the best is RiteTag. Simply enter various phrases covering your niche and the results display with hourly hashtag exposure numbers. RiteTag lets you type your social media caption into the text bar and upload the photo you'll pair with your caption. RiteTag can also generate trending hashtag suggestions based on your content. You'll see the best hashtags to get your post seen immediately, as well as over time. BrandMentions and IQHashtag are other tools, although full service requires a subscription.

Social listening tools

Using social listening tools helps focus on the specific conversation your audience is having. Track conversations on social media about your organisation, brand name, niche and competitors. Tools like Hootsuite and Hubspot use search streams to discover which hashtags are the best for all the social networks. Tweetdeck is free and groups conversations and trends all in one place. Search streams make it easy to see which hashtags are the most popular and the most effective.

Browser suggested options

Use Search engine suggested options that appear below the search box when you start typing in # and your niche. The suggested options will list a few hashtags that have actually been as relevant on search! The most common browsers that do this are Yahoo, Bing, DuckDuckGo and Google.

Past posts

Analyse which hashtags were successful on past posts and see if there's a trend with the hashtags you've used. Tweetdeck is a useful tool to assist with this. You will find your best traction from retweets. If users retweet a hash tag you have used regularly, then consider it an important core tag for your business.

Analysis

The table below shows the results of a hashtag search.

Tag Discovery Method	Results
Broad search	#digitalmarketing #socialmediamarketing #marketingsolutions #branding #socialmedia #socialmediamarketing #socialmediaadvertising #socialmediamanagement #winningsocialmediaplan #socialmediaexpert #socialmediaservices #digitalmarketing #BestDigitalMarketingServices #increaseyourbusiness #Marketing #InternetMarketing #SMM #DigitalMarketing #Startups #BusinessMotivation #MakeYourOwnLane
Competitors	#contentstrategy #socialmediastrategy #socialmediaagency #digitalcustomerdelight #socialmediamanagement #socialmediamarketing #socialmediahelp #productmarketing #brandbuilding #brandstrategist #DigitalMarketing #smallbusinesses #growyourbusiness #socialmediaadvertising #socialmedia #socialmediastrategy #socialmediatips #digitalmarketing #digitalmarketingagency #digitalmarketingtips
Trending	#socialmedia #socialmediamarketing #socialmediatips #socialmediastrategy #socialmediamarketingtips #digitalmarketing #socialmediaagency #socialmediaexpert #SocialMediaContent #socialmediamarketer #socialmediahelp #socialmediaadvertising #engagement #contentmarketing
Listening	#socialmedia #socialmediamarketing #digitalmarketing #socialmediastrategy #socialmediamanagement
Browser	#socialmediaguides, #socialmediamanagement, #socialmediatips
Past posts	#wearesocial, #thesocialmap, #thesocialmapuk, #marketinghelp
Not found	#mappedonsocial

The following table shows the hashtag list that will be used from the result set. The business and branding hashtags will always be used, the others are interchangeable depending on content created.

Tag Type	Tag
Business	#socialmediaagency #socialmediamarketing #socialmediaservices
Branding and handle	#thesocialmapuk #thesocialmap
Campaign/Posts	#socialmediastrategy #socialmediahelp #socialmediatips #digitalmarketingtips #engagement #contentmarketing
Competition	#digitalmarketingagency #brandstrategist #socialmediamanagement #contentmarketing
Demographic	#digitalmarketinglondon #socialmedialondon
Trending	#socialmediaexpert #socialmediacontent #socialmediamarketer

Chapter four

Summary

In this chapter we have:

- **Understood the importance of keywords in branding**
- **Covered ways to discover hashtags**
- **Created a hashtag table**

“

Your brand is a promise to your clients... a promise of quality, consistency, competency, and reliability.

”

- Jason Hartman

Chapter five

Brand presence

We briefly mentioned this in the introduction - “**where you are**” or which social media platforms you are on, how well you are known, which platforms you should not be on, and how you can be found.

A strong social media presence is built on a number of things. Firstly, as previously discussed, a strong visual identity can really assert your brand. Secondly, a positive social media presence it can help reduce barriers and turn prospects into real customers. Being easily found and accessible strengthens your connection with your prospects.

So what do we mean by this? Well, go and experiment on browser and look for a variety of online sellers and mark them out of 10 for trust. Without really noticing this before, you will now see how important presence is. The sort of things that will play on your conscience and purchasing decision are explained below.

Authenticity

How do you feel about a seller on Ebay compared to a seller with a website and online shop? Do you naturally question the authenticity and quality of a product found on Ebay or Alibaba compared to the same product found on a branded website? Are you more inclined to buy from a company that you feel is authentic as opposed to one that you do not, even though the product could be the same? Keep this in mind as to build an audience, you need to present a landing page that is safe and trustworthy.

Authenticity has become a big marketing trend. Your clients want to learn everything about the service they are purchasing, they want to know if you can be trusted. So how do you do it?

- Be true and honest
- Create a mission statement describing your purpose and how you support the products you sell.
- Always use the same brand and company #tags in everything you do from your BIO to your posts, blogs and website to attach authenticity to your brand.
- Build a good solid platform - websites, blogs, social media and update them regularly.
- Use your social media channels to talk about your growth, challenges, brand promises and brand goals.
- Respond to comments with sincerity treating each comment individually and not just replying with a pre-defined response.
- Keep in touch with your followers and email subscribers with valuable expert knowledge.
- Inspire followers by telling them how you are different, how you are unique.
- Keep your brand image and style consistent.
- Define a brand voice and stick to it.
- Keep up with industry trends - if there is something new to shout about, then shout about it.

Brand consistency

Is your buying choice affected by solid brand visuals? If you can quickly identify a brand, do you trust this more than a brand that you don't recognise, or, even a seller without a brand visual at all? Is your visual branding and tone consistent? Think about your brand logo and repeat the same colours throughout your visual brand elements. The more recognisable your brand becomes, the better the response will be across marketing channels and touch points. Is your buying decision swayed by the knowledge of the sales team? Do positive social media posts draw your attention? So how do you build consistency?

- Train employees your customer service ethics.
- Ensure that employees in customer facing roles have a solid understanding of your products.
- Back up your words with actions.
- Keep your brand recognisable and stand out from the competition by using a consistent colour palette and style guide.
- Place key messages alongside your brand elements.
- Evoke positive emotions in your social media posts.
- Build a feeling of trust in everything you say and do.
- If you re-brand, be bold and look at your entire visibility cross platform and even down to your physical media.
- Add recognised approval stamps to your website.
- As mentioned previously, always use your company and brand #tags and never change them.

Background

When you buy from a company that you have never used before, do you read their about page or Bio to get a sense of their “trustworthiness”? Your history can be a powerful component of your brand. It creates an emotional and human connection. It tells people who you are, what you stand for and how you got to where you are today. This is fundamental, and therefore, opportunity to build trust. Storytelling is huge in business. More and more brands are using the power of stories to transform their presence and identity. Iconic brands have one, and you should have one too. But how does such a story create a feeling of trust? Use your About page on your website and social media BIOs to build your story. Try to follow these rules:

- Do not make your back story an advert.
- Write about your beginnings and how you got to where you are on your BIO.
- Explain the problem that you set out to solve.
- Describe how you solved it.
- Talk about your continuing success.
- Build a relatable story that customers will find interesting or inspiring.
- Add testimonials to your website.

Trusted reviews

Are you more likely to buy from an established company that has product reviews and testimonials? If you want to build your company’s online presence, you must recognise that reviews help your business grow, and should therefore be part of your strategy. Yelp, Google, Facebook, and TripAdvisor are just some areas that post reviews and over 50% of prospects check reviews on Google before visiting a business. Not many customers will consider your business if you don’t have reviews at all.

The quantity and diversity of reviews are one of the top factors influencing organic local search results. Having a community of happy reviews for your business can generate the kind of exposure that you might not be able to get through traditional marketing strategies. Think customer-centrally and let customers be in charge of your brand.

Even negative reviews can be useful. You can use this feedback to accelerate improvements and solve customers' problems. Respond to these. The worst thing you can do is ignore them.

So, how do you do this? You will need to showcase your experience and expertise by devising a call to action that offers customers quick and direct engagement that focuses attention on grading your trust and expertise for your specific vertical or niche. Here's some tips to get started:

- Use social media insights to analyse comments.
- Promote your reviews from third parties onto your website TripAdvisor, yelp or email testimonials with the writes permission.
- Respond positively to reviews on third party websites
- Add a Like us on Facebook or Follow us on Instagram call to action on your website.
- Create a review form on your website and add links to it in emails and newsletters.
- Use a simple interactive emoji widget on your website that represents the quality of customer service received.

Accessibility

Is your buying choice affected by sites that do not have a contact number, email address or a physical address? Being a real entity that can be contacted is vital to your success. Customers abandon carts when they arrive at the decision stage and cannot find a contact number, chat service, email or address to contact to finalise any questions they may have before they commit to purchase.

Limited distribution channels can also affect accessibility. Using available selling channels increases awareness. This does not necessarily mean that a brand should be visible on Ebay, Shopify, Ebuyer or Amazon, but what it does mean is that distribution agreements should be considered with other companies that can promote your product online. This increases the access points to your brand online and increases your SEO opportunity.

- Add contact number, email, message us and your address to your website about page and BIO on your social channels.
- Display your business hours and alternative out of hours numbers if you have a distribution network where they can be found – e.g. on your profile banner, in you BIO, and on your website footer or contact page.
- Use a simple interactive emoji widget on your website that represents the quality of customer service received.
- Repeat your call to action in your social media posts, on your website articles and on your blog posts such as “message us” or “contact us”.
- Never miss an opportunity to provide a landing page e.g. link to your home page on your website or online shop.
- Remember the importance of consistent #tags.
- Add a membership or newsletter opt-in at the guest checkout.

Visibility

It's essential to understand the importance of brand visibility because a market is only as good as the number of people exposed to it. Being accessible is one thing but your exposure channels must be maintained in order to retain visible presence

To be visible, you need to optimise your brand identity with quality content, well planned content marketing strategies and SEO.

Optimisation forms the backbone of your visibility strategies. This would be a mixture of evergreen content that is updated regularly, trending topics to gain traction through organic search and social media conversations, plus regular blog posts and social media posts that are optimised for your target audience. Paid advertising also plays a huge role in attracting engagement to your brand. Here are some key pointers to improve visibility:

- Optimise evergreen content with keywords that match search intent.
- Write blog posts that align to current trends.
- Make yourself known as a guest blogger on related media sites.
- Invest in paid search on Google.
- Engage with your social media audience with the aim for shares.
- Create paid ad campaigns on social media.
- Optimise your website for long tail keywords and #tags.
- Build back links with business partners .
- Post regular good quality social media posts with a call to action
- Consider influencers to promote your brand .
- Get a featured review.
- Incorporate links wherever you can, from your BIO to your posts.

Customer service

Have you considered the returns policy or customer services hours as part of your purchasing decision? How many times have you switched supplier purely because they have poor customer service? Depending on the severity of your customer loss, the profits you lose as a result could have a lasting impact on the financial health of your business.

Traditionally, customer service was thought of as a post-sale activity. Nowadays, consumers expect brands to offer help way before they decide to buy, and long after they have made the purchase. Customer service is part of the entire customer journey. It is customer support, marketing, and sales. Companies who ignore support requests on social media will have a higher churn rate than those who don't. The best brands take advantage of every interaction with a customer to offer value. Here's some tips on how to do it:

- Make your contact information accessible and clear on all platforms.
- Assign a social customer support lead
- Train your team to deliver high quality customer support.
- Create customer service links where they can be easily found.
- Be patient with queries and make every customer feel cared for.
- Go beyond solving problems, and give customers more than they expect with personalised responses.
- Funnel queries to specific handling channels.
- Introduce a discussion forum.
- Measure your response rate or reaction time.
- Measure churn rate against social listening analysis.

Value

Is your purchasing decision swayed by price? In the real world, customers do not actually know what the value of a product is. They attach value based on their experience of the cost average from various sellers. Supply and demand plays a key role here too. If a product is rare or difficult to source, we attach greater value to it. If a product is available in abundance, we attach a lower value to it. A key component of building your brand is knowing what you have to offer your audience. Your objective is to offer something that compels a call to action – for example, limited stock, discounts, limited offers, loyalty bonuses, freebies etc. Choose the correct leverage for your niche and compare it to competition. Here are some tips for providing value:

- Offer motivation such as discounts, special offers and free trials.
- Offer subscription services, membership cards or partnership offers.
- Match up complementing products or alternatives.
- Introduce loyalty programs that are point based, tier based, perk-based or value driven through engagement.
- Share valuable content such as online tips, how-to-guides, product guides, reviews, project videos etc.
- Use feedback to assist your strategy but reward feedback after purchase with exclusive offers.
- Engage your audience and customers with contests and competitions.
- Get personal and respond to queries with buzzing enthusiasm.
- Create a membership opt-in that can be applied at the checkout or as a login/sign up option on your homepage.

Customer journey

Is it easy to find your product, read about the product and purchase the product seamlessly? Your customer should not encounter any difficulty to both arrive at and explore your website and nor should they experience problems during their decision process, purchase or aftersales service. There is a term for this. Its called Customer Experience (CX) and its the biggest thing rocking online marketing today. So what are the important components of CX? Its your complete online presence strategy that we have just explored.

Some of the most common causes for bad customer experiences involve a difficult purchasing process, bad experience with customer support, personal security issues, waiting too long on hold, low quality feedback, lack of quality product information, slow website response times, difficulties with shopping baskets, difficulties in finding products, too many actions to reach checkout, complicated and confusing checkout processes, limited methods for payment, slow and expensive delivery times, missing contact information, stock issues and brand trust.

It goes without saying that the customer journey is affected by trust and reliability. Your website and social media channels should reflect brand consistency coupled with an enjoyable experience to reach your products and find information about them. Good social media practice is to ensure that 80% of the information you provide relates to customer service and 20% is call to action and sales funnelling.

Customer expectations are higher than ever and word of mouth travels fast. That's why big brands value the customer experience so much that they invest huge amounts into engagement and retention.

Here are some ways to improve your CX:

- Use ads so that you can be found in search – e.g. Google shopping
- Promote offers by adding an image carousel on your website banner.
- Create a customer centric, informative and detailed product webpage.
- Add links to additional information, reviews or alternatives.
- Utilise enquiry forms and make it easy for customers to see this option.
- If you have the resources, introduce a live-chat button.
- Create a shopping basket. If you do not sell products directly online, introduce a similar basket method to compare different products or to build automated quotes.
- Introduce a search feature to locate products using various keywords other than the product name or part number.
- Place a call to action wherever your product is listed on your website or social media that leads to the product and 1 click checkout.
- Add a post-purchase feedback form or button then review responses.
- Create an automated email that contacts the customer during the delivery process and during the shipping process.
- Reduce the purchase journey to as few clicks as possible.
- Use automated form fill to capture delivery information.
- Offer various payment methods.
- Display a phone number so that if a customer chooses not to pay online they can provide the basket reference number and pay over the phone.
- Offer several delivery options such as same day, next day, trackable, click and collect, and free delivery services.
- Ensure customer support is knowledgeable about your products.
- Monitor dropped call ratios with the aim to reduce call pickup times.
- Keep websites sleek, fast and informative
- Offer pre-order or back order options and make this option clear on the product page.

Chapter five

Summary

In this chapter we have:

- **Understood the meaning of brand presence**
- **Discovered ways to be authentic**
- **Reviewed brand consistency**
- **Examined how to create a brand story**
- **Found ways to improve trust**
- **Looked at the meaning and importance of accessibility**
- **Discussed how to improve visibility**
- **Highlighted the importance of customer service**
- **Looked at ways to deliver value**
- **Reviewed the customer journey experience (CX)**

“

If your target audience isn't listening,
it's not their fault, it's yours

”

- Seth Godin

Chapter six

Identifying a target audience

Finding your audience can take a little time. If you are about to create a post, blog content or web article, it makes sense to discover the audience you want to target for your post. You need to understand right from the off that each of your platforms will have a different kind of target audience and that your campaigns should be designed to fit your target audience specifically for each platform. This chapter covers various ways on how to target your audience.

Facebook groups

Perhaps one of the easiest methods to target an audience with campaign posts is to use Facebook Groups. Your marketing strategy can be geared towards a pre-defined audience.

- Define locations to advertise in specific the cities, communities and countries.
- Choose your audience based on age, gender, education, job title.
- Add interests and hobbies of the people you want your ad to reach.
- Target your ads based on consumer behaviours such as device usage and purchasing history.
- Choose to include people who are connected to events or other relevant pages.

Emails

Review emails from prospects. Look specifically for correspondence that asks questions that you can resolve. This could be from 'message us' forms, emails to customer service or general queries from direct email to specific departments. Look for regular questions and patterns from your customers.

Social listening tools

Use social listening tools to track your social media platforms for mentions and conversations related to your brand. Switch on comment features and scan comments on your social media and blog posts.

Analyse them for insights to discover opportunities to act. There are several social listening services online such as Sprout Social, Hootsuite, Mention, Brandwatch and Talkwalker. In general, they will monitor the following:

- Brand mentions.
- Relevant hashtags.
- Competitor mentions.
- Industry trends
- Sentiment

Competitors

Search for competitor websites. For the ones that rank well in search results, copy their text and run it through the density checker. Keep trying various search strings and do it again and again. Only go for organic results, not paid ads or sponsored posts. As you go, write their best single, double and triple word keywords down where they match up to your subject. You will eventually see a pattern. Use the keyword strings that you have noticed most and put them in your content.

Look at comments on competitors websites and see if questions are asked that you can solve.

Look for competitor product promotions, events and competitions. Use their strategies to your own benefit.

Product reviews

Look at Amazon best selling items and reviews. Find website articles and discussions in news articles that fit your niche.

Search Intent

You will use a specific variety of on-page SEO tactics to give you more opportunities to rank in search engines and get your customers to visit your site. Focus each blog, article or social media post at a target audience where you know what people are searching for. Each piece of content should work around a different theme. For example, if we sold fridges, one blog may be about brands, another about fridge sizes and colours, another about reliability and another about the best/worst and prices. Think of what a user will be typing into google to find this content – are they likely to be long strings of text? If so, write them down so that these terms can be used in your content.

The intention is to have a variety of content to service a variety of search terms. Once you have gathered your search terms, type them into google to see if these terms are being searched. Are any of your keywords / long-tail keywords quite dominant in the results? Are the results representative of your topic? If the results don't appear to follow your topic, then consider using a different keyword to suit your target audience. Add your keywords to your keyword table as described in Chapter 3.

Insights

Look at your current audience via your Platform Insights Tab (for example, look at 'Facebook Insights' which gives the most in depth data, all of the other platforms have the same data available).

The Insights tab gives you rich data into who your current customer is - their age, where they live, passions, interests etc. This can be a valuable resource in understanding your customer and what makes them tick and therefore creating content that aligns with their needs, wants and desires.

Looking at your audience persona via your social media insights will help you create relevant content. An audience persona is simply a representation of a typical customer, brought to life as a person. For example Jessica is 27 and lives in the country, she is a time-poor, busy executive and likes horse riding in her spare time . This establishes her life stage, passion points, challenges, geographical whereabouts and interests. Creating a picture of your customers in this way helps create blogs that Jessica would be interested in. Ask yourself before writing your content: What makes Jessica buy and why?

Look at the demographics of your specific following on each social network. Insights on each platform should give you a good idea of your following such as age, location, interests and language, but more in-depth research will provide you with more solid data.

Competitions and giveaways

Contests and giveaways all work in pretty similar ways, no matter which company or platform you choose to run them with. Provide your audience with value and give them something they want or need before you ask them for something in return. Give away a prize/reward/service as an incentive to engage and in return, you will receive beneficial information from them like an email address, user feedback, phone number or a follow. Your insights information can then be used to identify the type of audience that engages with you along with their demographic information.

Chapter six

Summary

In this chapter we have:

- **Highlighted the importance of audience research**
- **Discussed demographic tools such as Facebook groups**
- **Identified the value of emails for audience research**
- **Discussed social listening tools**
- **Identified benefits of competitor research for creating a target audience**
- **Discussed product reviews as an audience research tool**
- **Introduced search intent**
- **Touched on the benefits of media insights**
- **Introduced audience tactics such as competitions and giveaways**

“

If a thing is worth doing, it is worth
doing well.

”

- Oscar Wilde

Chapter seven

Improving your content

Social media success requires strong writing skills. However, not all social media content creators consider themselves writers.

Fortunately, writing great social media content doesn't have to be difficult, but taking the time to get your content right is worth it. In this chapter we will cover how to create better content.

Post consistency

One of the biggest mistakes businesses make is creating blog posts or social media posts sporadically. Often we see businesses start to blog with gusto but then lose momentum and quality as other business activities 'take over'.

It is vital that you create engaging blog posts on a consistent basis. Make a commitment to create and post a blog weekly - maximum twice weekly. Creating a content calendar and specifically setting aside a few days per month is a great way to ensure you stay on track with your blog post creation. This way, you can easily draw upon your library of work and post your content regularly. Many brands find they benefit from posting content on a specific day and time.

Another pitfall businesses can fall in to is to expect results too quickly. Often if they don't see an instant result, they lose heart and give up. Aim to create content that focuses on a different keyword each time, this way, you will draw traffic to your website from an expanding set of potential search terms. This is why it takes time; firstly in effort but secondly in getting users to the landing page via different routes that they hit depending on what they search for. Social media agencies and advertisers will tell you to post more often than you should.

Here are the crazy ideas that they suggest:

- Post to Facebook pages 1-2 per day
- Twitter posts 3-10 times per day
- Instagram posts should be 1-3 times per day
- Instagram Stories 2-5 times per day
- Post on Pinterest 3-20 times per day
- Create a LinkedIn post 1-2 times per week

That's as much as 40 posts every day. Its ridiculous. But, lets look at this in better context. Social media is a two way process. Its all about engagement. It is not about posting new content blindly. Its about listening to your audience, giving them what they want, making room for discussion and resolving problems.

Readers are fed up with being fed constant irrelevant posts. The social landscape has moved towards discussion and away from thoughtless ad campaigns.

Look at your social media presence a little more like this:

- Post to Facebook pages 2 times per week. Engage with the stronger posts, learn from the weaker post and remove it.
- Create 1 Twitter post per day and comment/retweet on related content.
- Create 1 Instagram post each week or 1 each day during a campaign.
- Instagram stories should only be posted to celebrate or excite.
- Comment on Pinterest where relevant content can bring an audience to your brand.
- Create a LinkedIn post only when you have valuable content to share.

Why does this matter?

If you create a post and your audience reacts to it, they will be notified as other users engage. Your audience will interact with each other and you can also take part. Your audience prefers a conversation rather than be bombarded with irrelevant content that begins a new thread.

The benefit is that you can gain a closer relationship and understanding of your audience desires and frustrations. Start new content threads when the current topic has run its course.

Top performing posts and engagements

Find the posts that have had the most engagement and shares with your followers and find the posts that have had the least engagement. Try to find out why the engagement would differ – is it the quality of the post, the image, the content, subject, or tone for example?

Decide why you are creating – what trending topic do you think will provide a solution to the reader? Are you writing a guide, a review, recipe, FAQ, a story, news article? Are you offering tips and advice, details about an event, gift ideas or experience?

Record the link to three posts that received the most engagement on each platform, and for each of these posts, note your observations.

Examine your posts to see if they are fully optimised. For example, are the posts catchy, do they make an offer? Is there a clear call to action? Can users comment? Do they solve a problem or offer inspiration? Are your title keywords and content keywords on brand? Is the message and tone correct

and on brand? Are images the right size for the platform? Are these posts relevant? For video posts – check that they are muted.

Check to make sure that the posts have been designed and aimed at a specific audience. Be sure to address this and then plan to fit more of that type of successful content into next month's social media calendar.

Evergreen content

Evergreen content relates to pieces that remain consistently relevant but regularly updated and freshened for readers. If you have static content, make it evergreen. Evergreen content is likely to rank well because the links remain the same and the user count increases over time.

Spot trends as early as possible and try to apply trend to you content. Use Google Trends to match up to what people are looking for that corresponds well to your content. Link your top social media posts and other articles to your evergreen blog or webpage so that your posts keep getting attention.

Duplicate content

Content duplication will hit you hard. Google hates duplication. Worse still, you will lose your audience. From a viewers point of view, it demonstrates laziness which can impact your credibility in their eyes. Look for a website duplication checker to scan your web pages.

Check your social media posts and website pages for any duplicate content. Remove the redundancy. This will not only streamline your brand message, but it will also improve your campaign focus to send your audience to targeted content.

Skyscraper techniques

Search for a blog post that performs well on search with a considerable amount of backlinks, then create similar content, but make yours better than the original in length, thoroughness, value, relevance and helpful materials.

Find marketers who linked to the original piece of content and reach out to them to link to your version. Some benefits include:

- More helpful content that adds value to your readers.
- Higher blog engagement.
- Increased social media shares.
- More blog comments.
- Extra quality backlinks.
- Brand recognition.
- Boosts to brand reputation and authority.

Content calendars

If you don't have one already, create a content schedule to keep track of the content that you post. Your content schedule should ONLY contain the following:

- Relevant topics that you will cover in the coming weeks that you know will give value to your audience.
- Content that will answer questions raised in previous posts/comments.
- Campaigns that will instill desire.
- Offers, competitions or giveaways.
- Updated evergreen content (this is explained later).
- Current affairs and trends.

Powerful headlines

Think of a draw-dropping headline. To do this, think about the following:

- Keywords from your keywords table.
- Well ranked results from your audience discovery browser search.
- Words that trigger senses or emotions.
- Words that really hit home with the subject matter.
- Statements that draw attention.
- Trending discussions.

For blog posts and web articles, your title should also be the URL.

The title is fundamental as it acts as the key index for search engines and the headline to the reader to convince them to read on.

In the case of social media posts, keep the title relatively short, but as blog and web articles rely on the title for SEO, they can be a little longer.

The guidelines for optimal title length based on research gathered by Hootsuite are:

- Facebook – 5 words
- LinkedIn - 140 characters before text cut-off
- Youtube – 70 characters
- Instagram – no title, just stay minimal with your text overlays
- Blog Posts – 60 characters in the URL
- Website articles - 60 characters in the URL

A page title, also known as a title tag is a short description of the blog content. It will appear in the search results in a browser. The title is important part of the optimisation process as it is used by search engines to index your post so

that it is found by users seeking this kind of content. The web address is the location of the blog post, or its URL. For example-

Title:

How to write social media posts

URL:

<http://thesocialmap.co.uk/blogs/how-to-write-social-media-posts>.

Think of a title and web address that will be directly related to the content. Notice the title above is a long tail keyword. Think like a reader looking for information. What are they typing into the search box in Facebook or Google to find your content?

On Facebook, your title may be more dramatic e.g.

“These top tips will change the way you use social media!”

Summary snippets

The next part will be to summarise what your piece will be about. This is known as your search snippet. There are two advantages to snippets:

- A good snippet can act as your complete post on social media.
- For blogs and articles, a snippet can also act as your content description. This will also appear in the search results as a short summary of your post.

Research has shown that there is a 15 second attention span within the first two paragraphs of any article content, so getting the search snippet and description and then a compelling narrative or message across is key here so

that people read on.

Make sure this paragraph is straight to the point and matches up to the search criteria you are targeting and try not to sway away from the theme in your main content.

As mentioned above, online blogging platforms often have a section for you to enter a snippet. If yours does not, it will use the first paragraph of your article. In summary, make your first paragraph very specific overview about the content of your blog post, and if you have an option to add a snippet, enter a brief overview on your blogging platform. Here are some tips to creating great snippets:

- Think of something that engages a reader and draws attention.
- Think and write like the reader and highlight a problem they face.
- Say how you will solve it.
- Mention something a reader REALLY can't do without.
- Ask a question.

Tone of voice

It is vital that your branding is consistent. Take time to ensure tone of brand voice is in-line with your audience and your product. Consider which audience you are talking to and tailor your approach accordingly. For Business to Consumer content, the tone can be less formal as the sales factors tend to be more emotional and impulsive here, for example playful, enthusiastic, caring or friendly. However, Business To Business content needs to be more formal, as the mindset here is more rational, thought-out and fact-based.

In essence, the key is to identify your customers' pain points and then provide solutions to those pain points to your target audience. In practice, the

aim is to become visible in search engine results for the search term entered, offer relevant solutions, guide visitors to your website and generate conversions.

Content body

For now, ignore the complexities of search engines and create your content freely. Write from the heart and give value to your content. Good quality content normally requires several drafts. Here are some key content tips:

- Define your target audience and write your article accordingly.
- Make your article compelling and concise.
- If you are creating a blog piece or web article, remove any paragraphs that detach from the core message.
- Spend a lot of time editing and perfecting the post until you are happy.
- Ask a question or offer a solution.

Reading time is key. Here's a guide to optimal content lengths:

- Facebook – 40 words (or your snippet)
- Twitter – 60 to 100 characters (or your snippet)
- LinkedIn – 25 words, or 1,900 words for an article.
- Instagram – 145 characters in your BIO
- Youtube - 150 characters
- Blog posts – between 300 and 600 words for short posts
- Articles – 1,900 words max for blog articles, web pages and LinkedIn

The 80/20 rule

Review your content and check that it is 80% dedicated to providing true value to the consumer and a 20% element of sales.

- Keep your sales pitch snappy and attractive. Do not lean your content towards your product, be broad and sound knowledgeable.
- Ask tempting questions and offer answers.
- Never mention competitors directly, but do question practices in general and solve them.
- Be generous with free information and even add links to other sites that aren't yours to add impact and insight.

Keywords

Utilising specific keywords results in greater discoverability. With your content mainly in place, replace some text with a combination of relevant keywords from your keywords table. Keyword research is detailed in chapter 3.

Hashtags

Add #tags at the bottom of your piece. If you are linking this piece to a to a specific hashtag e.g. #Nationalsleepawarenessday, then add that in here. Or alternatively add in our own branded hashtag that is linked to our social media campaign. We recommend one #tag for your business, one for your blog article, one that finds similar content online and one that matches up to a current related trend. Hashtags are explained in more detail in chapter 4.

Sub-headers

Dumping large amounts of text on varying topics onto a page without paragraph, subheading, or layout separation does not help your reader, and it also impacts your Google score. Break your content up and organise it into sub-headers. Make sure sub-headers relate to your theme.

If you have any content that you have written before that you know readers love and would benefit your post, insert it into the content. You can edit it later.

List some sub headers so that when you create your blog post, it will be seen as snackable paragraphs and break up the text. As with the title, your sub-headers will also be indexed, so its a good idea to think of sub headers that are concise and could potentially act as searchable strings. Its not always practical, but keep it in mind.

Most online website builders and blog services allow you to create sub headers to break down your paragraphs. These are known as H keys. H1 is the highest, H6, the lowest.

- H1 is your main title
- H2 is a paragraph header
- H3 is a sub header
- H4 is an internal sub header
- H5 is a secondary internal sub header
- H6 is the least important header.

Quality links

Take time to find links to other off-page websites and blogs that rank well and also talk about your product or niche. Link building is great for search engine optimization strategy.

Linking sends trackable traffic to another site, but, if the site owner enjoys a boost in traffic, they are likely to link back (known as back-linking). Only link to content pages that offer value, not just well performing sites that are irrelevant. We recommend allowing the link to open on a new tab so that your website stays open - this means that you are benefiting from an open page whilst the reader is on the linked page, thus increasing your site page open time in the background. Users can also return to your page easily. Check them regularly and remove 404 errors...this means the link is broken or does not exist.

Images

Adding in images is highly recommended as it adds interest and breaks up text. Remember to add ALT tags from your asset store to describe your image to search engines as they cannot read the image itself.

Always give your image a filename that matches your keyword strategy.

If you do not have images, search royalty-free images online to gain access to a library of supporting images you can use. Here are some options:

- Unsplash
- Barn Images
- PicJumbo
- SplitShire
- Little Visuals

Of course, create your own high quality images, especially if you are a brand. You can produce quality images with just a few bits of hardware:- a smart phone and LED ring light and a mini studio box is great for photographing small images.

Image captions

Whatever business or industry you are involved in, content plays a crucial role in your marketing strategy. The best content pieces are those that center around or incorporate storytelling.

Think of compelling or catchy captions that encourage the reader to engage. Your captions could be titles, subtitles, image captions or even hyper links. Anything that can cause a reader to engage and explore more can only be beneficial.

Writing a conclusion

Make your conclusion concise and do not repeat the body of your content. This may be the hardest part of the blogging task. Some conclusion ideas are:

- Did you ask a question in your blog? How did you solve it.
- Summarise your article in one sentence.
- Where can the reader go to find out more?
- Ask a furthering question.

Grammar

Writing sloppy text with many spelling and grammatical mistakes not only affects your image to readers, it affects the search engines too. Believe it or not, poor grammar actually lowers your google rank score.

It goes without saying that you should always ensure that your grammar, spelling and style are all perfect and consistent with your social media platforms and your website - it is also vital to keep your brand message consistent. Never chop and change, it looks unprofessional and it confuses prospects because they will not recognise your brand as easily.

Call to action

Finish your post with a call to action. Add a link to your shop or website encourage your reader to find out more or purchase. Give the reader clear direction as to what you would like them to do next.

If you are directing user from facebook to a webpage, embed Facebook pixel on your target website landing page to monitor traffic in Facebook insights, or, you are posting a blog article, also add your social media widgets so that your audience are encouraged to visit your social media channels.

Comment and subscribe options

Switch on comment and subscribe options to let people comment on your blog. The more comments, the higher the blog ranks and also it gives you insights focused on that blog post content. The more subscribers you get, the more potential leads you gain at the beginning of the funnel.

Keyword stuffing

Keyword stuffing is another risky area. Keep your keywords concise, do not repeat them too many times. If the density checker reports greter than 6% keyword density, you should consider using some alternative but relevant keywords.

Post optimisation

Use the following checklist to see if your post is optimised:

Utility	Blog or Article	Web Page	Linked In	Face Book	Insta Gram	Twitter	You Tube
Keywords in post title?	•	•	•	•	•	•	•
Top 3 keywords in post content?	•	•	•	•	•	•	•
Long tail keywords in post?	•	•	•	•	•	•	•
#tags in post?	•	•	•	•	•	•	•
Call to Action in post?	•	•	•	•	•	•	•
Content length meet guidelines?	•	•	•	•	•	•	•
Image/video in post?	•	•	•	•	•	•	•
Does image/video have alt-tag?	•	•	•	•	•	•	•
Snippet?	•	•	•	•	•	•	•
Link in post (or in BIO)?	•	•	•	•	•	•	•
Grammar checked?	•	•	•	•	•	•	•
Subscribe/Comments switched on?	•		•	•	•	•	•
Sub headers with keywords?	•	•					
Optimised URL?	•	•					
Channel links in post?	•	•					

Review content with a density checker

Once your content is complete, Use a density checker to analyse it before you upload. There are several free online density checkers available. Use one or two different tools and check that your keywords match up to a decent density score (3-6% keyword density is a good result). Edit your content so that the density score evens out between single, double, and treble worded keywords. It may take several revisions before the density checker summary correctly identifies your content theme.

Active conversations

Content creation isn't just about producing articles and posts. One of the best ways to increase engagement on your social accounts is to build relationships with your customers. Relationships foster trust and establish credibility and

authenticity. It also helps you understand your target buyer, their needs, and the pains they are struggling to solve.

So, when they sense that you have an interest in their struggles, it becomes easier for them to engage with you. And the best place for such interactions is social media. You can interact with them via social groups, forums, and marketing profiles.

You don't have to wait for your marketing persona to come to you. Take the initiative and strike up a conversation with your audience.

- Ask relevant questions to know how and what they are thinking about your brand.
- Ask for their thoughts about your latest blog post.
- Look for questions they might have asked on the platform and provide helpful answers.
- Respond to user's comments.
- Create a poll to understand what they would like to read next on your blog.
- Utilise competitions to seek out the language and persona of your audience to help you provide a targeted solution.
- Use conversations to leverage a call to action.

Chapter seven

Summary

In this chapter we have:

- **Understood post consistency**
- **Identified top posts**
- **Evaluated evergreen content**
- **Introduced skyscraper techniques**
- **Highlighted duplicate content**
- **Mentioned content calendars**
- **Covered content headers, sub-headers and snippets**
- **Evaluated content and the need for a tone of voice**
- **Introduced the 80:20 rule**
- **Covered keywords, hash tags and keyword stuffing**
- **Focused on CTAs, comments, subscriptions and links**
- **Discussed images and ALT tags**
- **Mentioned the need for a conclusion in articles and blogs**
- **Talked about the importance of grammar**
- **Touched on post optimisation**
- **Reminded the importance of maintaining active conversation**

“

No-one ever built a statue of a critic.

”

- David Nicholls

Chapter eight

Brand sentiment

Sentiment is a way of measuring positive, negative or neutral emotions behind social media. It adds context by measuring the tone of those conversations, comments, and mentions. Rather than a simple count of mentions or comments, sentiment all about how your customers see you, what they think you are doing and how well they think you are doing it. It is vital that you regularly look within and outside of your own channels and see where your brand is mentioned by users.

Depending on the size of your company and the number of social media posts it has, measuring sentiment can be a huge undertaking. There will be a reasonable amount of administration required because measuring sentiment is a time-consuming process. Here are some ways to manage sentiment:

Social Listening Tools

Free tools such as Google Alerts and Social Mention, or paid tools like BuzzSumo, MentionLytics, PeopleBrowsr, Rapidminer, Talkwalker and HootSuite Insights all provide services. You can use these tools to listen to conversations people are having about your brand online and understand how your audience feels about your brand, posts, and campaigns. Positive, negative or neutral comments will help you identify trends and get a clearer idea of what your audience really wants.

Organic search

Google your company name and products to see what social accounts and websites appear. Take note of both content and images that appear. List any websites, blogs or posts that have positive or negative sentiment and decide how this should be addressed – e.g. comments, direct message, contacting account holder.

Think about the kinds of positive or negative words people might use to talk about your brand. Positive examples might include love, amazing, great, best, perfect, and negative examples may include bad, awful, terrible, worst, hate. On google for example, type in <your brand or product>+<sentiment keyword>

Post search

Use the same positive and negative words and scan your mentions for posts that include these terms. Whilst you can learn from genuine comments, remove comments that look like trolling statements or comments that appear to deliberately sabotage your brand.

Insights

Use platform insights to find the total engagements or mentions of your brand. At its most basic level, your reports would normally contain total mentions and engagements with your brand over a certain time period, positive, negative and neutral mentions as a percentage, social media shares, and a calculation of your social sentiment score as a percentage.

Feedback and reviews

Understanding your audience is not just how much people mention you. Knowing your audience helps you achieve (and maintain) positive social sentiment.

When you know your audience well, you can craft messaging that connects with them and give your audience more of what they want. Use forms, or search online review sites for free information that you can use. If you find negative reviews, take time to engage with the user and resolve.

Crisis management

A spike in negative posts about your brand might indicate a developing genuine crisis or trolling event that needs to be addressed quickly. You should be particularly interested in negative sentiment. You should grasp it and manage it before it can cause serious damage to your brand and reputation. This is known as crisis management and it is becoming commonplace in today's fast-paced social media society. You should monitor anything from an increase in mentions on social media or a sudden peak in negativity across another channel your sentiment analysis is monitoring (e.g. Amazon, Google, or review sites).

Be reactive and respond to comments, mentions, and direct messages on social media, but also be pro-active and make the first move and engage with other users. It's especially helpful for increasing buzz around specific campaigns or product launches.

Every time a customer mentions your brand name, you should be listening. Because each time they mention you, it gives your company the chance to get a glimpse of their sentiment towards your brand and your products.

Show your customers that you are dealing with the situation swiftly and help to inject some positivity back into the situation and implement your crisis response plan to minimize negative sentiment or avoid it entirely.

Improving customer service

Ask your customers if there is anything you can do to assist them more. Patterns may appear where there are gaps in your customer service approach. Having alert service and support teams can help you prepare a proper response, strategy, or script for common customer pain points.

Competition

Research your competition to see how your product or brand is perceived compared to your competitors. By keeping an eye on your brand as well as your direct competitors, you can see how your products or marketing campaigns stack up directly against theirs. Apply the same free sentiment analysis techniques detailed above but with your competitors instead.

Influencers

The opinions of influencers can be just as important as a friend's opinion when it comes to someone making a buying decision. By tracking sentiment in your industry and searching specific keywords, you can track influencers talking about your product and engage with their fans as well.

Emails

The opinions of existing customers can be just as important as finding new prospects. By tracking sentiment through email trails, you will discover opportunities to improve customer experience. If you find problems to solve, make the effort to resolve them in such a way that you can talk about it on social and bolster your authenticity. You may also find opportunities to offer added value – for example, up-sell opportunities, new products, or fresh approaches to your product or service that is more in line with ever changing customer expectations and needs. Invite happy customers to talk about their experiences on your media channels and maintain a pro-active conversation that prospects can see when they are evaluating your brand.

Chapter eight

Summary

In this chapter we have:

- **Understood the meaning of sentiment**
- **Identified free and paid social listening tools**
- **Highlighted organic search as a free way to measure sentiment**
- **Highlighted post search and insights as additional free ways to measure sentiment**
- **Discussed the benefit of review sites and feedback forms as a method of measuring sentiment**
- **Discussed the importance of crisis management**
- **Looked at ways to gain vertical from customer feedback**
- **Highlighted the importance of measuring competition**
- **Discussed influencers and their impact on sentiment**

“

Stopping advertising to save money
is like stopping a watch to save time.

”

- Henry Ford

Chapter nine

Advertising

Great content that has been properly optimised will attract prospects. Over time, as your organic content increases, it will cover more and more search terms, gain more recognition from search engines and it will be seen. Once search engines rank the quality of your content, it will be delivered in more search results. However, this can take time, spanning from weeks to months. This is why it is particularly important to focus on evergreen content. Deliver a lot of it, and keep it maintained. Your evergreen content is essentially your optimised website pages, blogs, LinkedIn articles and social media profiles.

Mixing organic content and paid advertising

There will always be traditional types of advertising such as TV, radio, posters, flyers and newspapers, but these are costly. It is also difficult to accurately target them to an audience segment. Online marketing is now becoming a more powerful way to reach your audience.

To maintain a constant presence online so that your business content is seen on the first page of Google search, or for visual ads to appear for users that have been identified by search engines as relevant, you will need to invest in paid ads, but organic content is also important.

Social media marketers are focused on sharing content and engaging their audience. Bloggers tend to optimise for organic search and are focused on traffic and conversions. Businesses are focused on performance such as cost-per-acquisition and return on ad spend.

A lot of businesses do not consider the market that they are targeting and allow their ad budget to spiral out of control. However, if you have identified your target audience correctly (as discussed in chapter 6), you should be able to define audience segments specifically for your budget.

Your online presence should be a mixture of high quality, relevant organic content that delivers value to targeted segments, combined with paid approaches that can guide prospects towards your content. If for example, a prospect has found your content through a paid ad campaign, they may use organic search to find out more. This is where your optimised organic content comes into play.

There are three key gains where digital advertising can improve the performance of your organic marketing efforts.

- Stronger brand awareness by displaying your content inside and outside of your networks.
- A better understanding of your audiences by analysing the analytics of your ads.
- A better understanding of audience needs based on the success of your ads that leads to the creation of higher-performing targeted content.

The goal of any ads strategy is to get a positive return on investment (ROI). Essentially, your ad spend is to achieve conversion goals. You need to be getting more return from the ad campaign than the cost you're putting in. A conversion goal doesn't always need to be a direct sale, but it should be something measurable that can define value for your spend. An acquisition (or conversion) could be a sale, email address or phone number. Likes and follows are not really a good metric to measure ROI.

Calculating ROI

If you are running a specific campaign on any social network, you should calculate your return on investment for each period as part of your social media audit. This is not only a measure of how much you spent on social media, it is also a measure of how much value your social efforts contributed to the company.

You may consider value in your spend if a prospect fills in and submits a form, but how many prospects fill in a form that results in a sale, what is the value of that sale, and what is the cost to achieve this one conversion? Make sure that the form gives you enough details to create a lead.

ROI is the ratio of your net profit to your costs. It's typically the most important measurement for an advertiser because it's based on your specific advertising goals and shows the real effect that your advertising efforts have on your business. Whether you use Google Ads or Social Media ads to increase sales, generate leads or drive other valuable customer activity, it's a good idea to measure your ROI and evaluate whether the money you're spending is creating profits for your business. Here are some typical metrics on which to base ROI:

- Purchases
- Form submissions
- Email leads
- Click on a link that drives website traffic
- Vanity score (e.g. likes, follows, comments)

Here's a simple example:

Let's say you sell 5 products that cost you £100 each to make and they sold for a £200 each as a result of advertising them on Google Ads or Facebook.

Your total sales are £1,000, your manufacturing cost is £500, and your ads costs are £150.

Your ROI is $((\text{sales} - \text{costs}) / \text{costs}) * 100$

or $((£1000 - £650) / £650) * 100 = 53.8\%$.

A slightly more realistic breakdown of this example may look like this:

Sales and Marketing

Facebook Impressions	10,000
Facebook visits (seen rate)	1,000 (10% of impressions)
Conversion clicks to landing page (leads)	100 (1% of impressions)
Sales from conversions	5 (5% of leads)
Selling price (or customer lifetime value)	£200.00
Sales Revenue	£1,000.00 (5 x £200)

Costs

Total Product parts cost for sold items:	£-150.00 (5 x £30)
Total Manufacturing costs for sold items:	£-100.00 (5 x £20)
Shipping	£ -50.00 (5 x £10)
Content creation for advertising cost	£-200.00
Facebook advertising fees	£-150.00
Total costs	£-650.00

ROI = (Sales revenue - Total costs) / costs

(£1,000 - £650) / £650 = 53.8%

Calculating profit using AOV (Average Order Value)

Average order value (AOV) is becoming the preferred metric to use when calculating profit after accounting for ad spend based on cost per click (CPC).

Using AOV, the example above would look like this:

Selling Price

Total Product parts per item	£ - 30.00
Total Manufacturing costs per item	£ - 20.00
Shipping cost per item	£ - 10.00
Average content creation cost per item (£200 / 5)	£ - 40.00
List Selling Price	£ 200.00
Estimated Profit (AOV)	£ 100.00

Google Ads Estimate

Estimated cost per click (CPC)	£ -1.50
Cost for 100 clicks (leads)	£ -150.00
Conversion rate = 5% (5 sold per 100 clicks)	
Cost of Acquisition (cost of clicks / conversion rate)	£ -30.00

Profit / Loss (Average Order Value - Cost)

1 Sale (AOV x 1.0 - Cost)	£ 70.00
1 Sale (AOV x 1.5 - Cost)	£ 120.00
1 Sale (AOV x 2.0 - Cost)	£ 170.00
50 Sales (AOV x 1.0 - Cost – 5% Returns)	£3,325.00
50 Sales (AOV x 1.5 - Cost – 5% Returns)	£5,700.00
50 Sales (AOV x 2.0 - Cost – 5% Returns)	£8,075.00

Looking at both ROI and AOV methods, it should be quite clear how vanity scores (likes, follows and comments) are a bad investment for profit.

Campaign spend on vanity score should only be used to promote awareness.

Advertising platforms and privacy

Google and social media sites gather a huge amount of data from their users. Obviously, you would expect a platform to record your name, age, phone number and email address, but they also gather your conversations, photos, people in your photos, what you like, dislike, your location, buying habits, websites you visit, what you search for, times you are active online, cultural affinity... the list goes on. This is known as social profiling.

Your activity on and off platform is used to generate a target profile score. This is then used to send you relevant ads based on your user behaviours. For example, don't be surprised if you search Google to buy grass seed and then find an advert for lawn mowers pops up on your Facebook newsfeed.

As users become more and more reliant on search engines and social media platforms, they are willing to give up more and more privacy in exchange for access.

For users, especially Millennials and younger generations, the loss of privacy has become accepted. For marketers, this compliance opens the door to highly focused targeted advertising.

With so many platforms available to users, marketers are moving towards social capture in order to achieve conversions. This means that marketers invest in several platforms in order to capture engagement, but then offer a call to action on-page so that users do not need to leave the platform in order to buy into an impulse purchase. A point to note here is that the fewer clicks you place between the customer and a conversion, the higher your conversion rate will be.

Facebook

Advertising on Facebook includes a range of ad types. Photo ads are for sharing collections of image content, Video ads are for product videos and branding, story ads allow you to use a combination of photo and short videos.

The best way to advertise on Facebook is with lead ads as they allow you to capture lead information without directing people out of the Facebook platform.

The three main audiences are:

- Core audiences - based on criteria like age, interests, and geography.
- Custom audiences – to engage with existing contacts.
- Lookalike audiences - to reach new audiences similar to your own.

Facebook charges by CPC, CPM, CPA or CPL.

- CPC (cost-per-click): Pay when someone clicks on your Facebook Ad.
- CPM (cost-per-mille): Pay for every 1000 impressions.
- CPA (cost-per-action): Pay for a conversion – e.g. website link click.
- CPL (cost-per-like): pay for "likes" and "follows".

Recommendation:

Its best to opt for lead generation, so choose CPC or CPA. However, the only way to really optimize your Facebook Ads to maximize their ROI is to test. Specifically, A/B split test to identify patterns that increase the chance of the what you want to occur.

Embed Facebook Pixel into your directed landing pages on your website so that you can gain better facebook traffic analysis in Facebook insights. More informtion on this can be found in Chapter 10.

Messenger

Start conversations with ads on Facebook Messenger that include a call-to-action to send a message, use Messenger Stories or Messenger Chats. All of these ad types can come together to encourage your audience to kick-off conversations with your business, but its relatively new.

Recommendation:

Do not use messenger as a paid advertising tool. Instead, use it to broadcast organic posts to highlight offers or news to your contacts list.

Instagram

Instagram has similar ad types to Facebook, i.e photo ads, video ads, story ads, explore ads and shopping ads. There are three ways that you can advertise on Instagram:

- Launch ads directly from Instagram
- Create ads from your Facebook Page and promote them on both Facebook and Instagram.
- Create ad campaigns in the Facebook Ads Manager to access full targeting capabilities.

Recommendation:

Use Instagram Explore are the best way to put your brand in front of a new audience. Shopping Post ads are particularly powerful as they take your prospects directly to a product page where they can purchase the item without leaving the app.

Remember tht Instagram is visual, so make sure that your visual content is high quality and in line with your brand style-guide.

LinkedIn

You can target users on LinkedIn by unique demographics, including job title, job function, and industry. If you only want to advertise to potential customers at the director level, LinkedIn's targeting capabilities make that possible.

The platform is really best suited for B2B advertising, and with the option to include auto lead gen forms in your ads, you can drive leads without directing users outside of the platform.

Article posts should be 1,000-2,000 words long and message posts are limited to 1,900 characters.

The main features are:

- Sponsored ads - image, video, message, dynamic or carousel.
- inMail – to contact high tier users outside of your connections.
- LeadGen forms – an automated form collected after your ad is seen.
- Articles – long form content or blog posts

Recommendation:

Use the free account and utilise the free benefits available to share detailed and informative articles. Send your prospects to them using a link in an email with the intention of adding them to your connections.

If you want to broadcast to a wider and targeted audience outside of your network connections, consider a business premium account and create an AdMessage campaign. If your aim is to reach top tier users, then opt for inMail, but remember one inMail costs as much as \$10!

Twitter

Organic reach is still a significant driver of a brand's performance on Twitter.

Twitter breaks down ads into five goals:

- Awareness: Tweet and mention to gain awareness.
- Engagement: Tweet for retweets, likes, and mentions.
- Follows: Promote your account and grow your Twitter following.
- Website clicks: Promote your website and get more traffic.
- App downloads: Promote your app and get more downloads.

Twitter is too important to ignore when listening to your audience, especially in this day and age of so many different ways to automate. Use it to leverage your brand personality and tone of voice.

It is important to remember that Twitter is essentially a live chat room. It is the root cause of the majority of social media crisis events for businesses. When engaging on Twitter, it is essential to stick to your brand message and tone of voice. Be prepared for incidents and have strategies in place to counter them.

Recommendation:

We recommend Twitter as an organic audience listening platform rather than using their paid services. It is ideal for learning about current trends and engaging with them.

To get an understanding of trending topics on twitter, make use of free services such as TweetDeck to monitor conversations as they happen.

Only engage in conversations if they are relevant to your brand message.

Snapchat

Snapchat has a relatively narrow user base as it is aimed at 16-24 year olds. It offers story ads, sponsored tiles and augmented reality. We haven't covered Snapchat in this guide because it has four crucial problems:

- Its demographic is limited.
- Advertising is incredibly expensive and aimed at top brands.
- Audiences cannot engage with ads.
- Advertisers cannot get feedback from their campaigns.

Recommendation:

Only use this platform to broaden awareness. Its costly advertising structure will not encourage you to spend. Create a non-business account and offer up content that is tailored to current Snapchat user trends and current events.

TikTok

TikTok has exploded in the past few years and has reached 500 million monthly users. Advertising options are still limited. You can build followers and direct message them. The uptake from advertisers and influencers on TikTok is still relatively small, it is still very easy to connect with a huge audience without paying any advertising costs at all, and if your content is received well, TikTok offers amazing free or low cost opportunities to build your vertical.

Recommendation:

We recommend using this platform to deliver short enjoyable videos to broaden brand awareness. It is a potential zero-cost lead generator, but without an analysis utility, it is difficult to monitor your audience.

YouTube

There are 4 types of YouTube ad:

- Pre-Roll/Mid Roll - video ad is shown before or during a video, and runs about 30 seconds charged by cost per action (CPC).
- In-Stream - shown to users before or during a video but can be skipped. Its used for awareness and charged per view (CPV).
- Bumper - 6 second non skip pre-roll. It is used for awareness and charged my impression i.e 1,000 views (CPM).
- Discovery – these are longer videos shown on search results and charged per view (CPV).

Metrics can be tracked in the Google Ads dashboard:

- Impressions: Volume of people exposed to your video.
- Views: Volume of people that watched past the 30-second mark.
- View rate: The percentage of people shown the ad that viewed it.
- Cost-per-click (CPC): Your spend for every link click from the ad.
- Cost-per-view (CPV): Your spend for each 30-second view.
- Cost-per-mile (CPM): Your spend for 1,000 views/impressions.
- Earned actions: Subscribers, website visitors and likes.

Ads re based on a campaign goal which could be sales, leads, website traffic, product and brand consideration, brand awareness and reach.

When building your campaign, you can choose whwre your ads will show up:

- Discovery only (i.e., YouTube search results);
- All of YouTube (i.e., search results, but also channel pages)
- Display network (i.e., affiliate websites, Google search etc.)

As YouTube is linked to Google search preferences, it is possible to target audiences very specifically. For example:

- Language and country.
- Age and gender.
- Parental status, household income.
- College students.
- Interests.
- Life stage (new parents or new homeowners for instance).

Recommendation:

By all means create a YouTube channel for your business. Utilise the platform by posting quality videos and link to them from your website. This improves SEO and it also speeds up the load time of your website.

When considering paid ads, make sure that your ads are high quality. Make sure that the main message of your ad is delivered within the first 5-8 seconds.

Opt for CPC campaigns to gain leads. You should not really be interested in awareness on this platform. Awareness can be driven through organic blog posts, website posts and paid drivers with links from other platforms.

Google adwords

Google Ads is a pay-per-click (PPC) platform where you pay per click or impression (CPM) on an ad and results are delivered based on your keyword bidding. The higher your bid, the better your placement. You have four options for bidding:

- CPC - cost-per-click, is the amount you pay for each click on your ad.
- CPM - cost per mile, you pay for one thousand ad impressions.
- CPE - cost per engagement is what you pay for an action on your ad.
- CPV - cost per view bidding, which is aimed at video ads.

Google ads run across all types of platforms such as Blogs, Youtube and Display Networks. The search network spans everything from Google search results to Google shopping and Google Maps, whereas the Display Network features user targeted image or text ads on Gmail, Yahoo mail, Youtube and hundreds of other Google partnered websites. The types of campaigns are:

- Search – sponsored ads at the top of search results.
- Display – generally banners or images shown on websites.
- Video – videos offered in YouTube and websites.
- App – ads specifically aimed at mobile apps.
- Shopping – shown on shopping results and on browsers of targeted users using data gathered from cookies.

Google Ads does not do all the work for you. You need a quality landing page optimized for conversions that solves your user's pain point or answers their question.

In order to gain a high ads ranking score (and therefore be displayed more often), your landing page keywords should match the keywords in your bid.

One advantage of Google Ads is that you can set up analytics on your website so you can track traffic, conversions, goals, and any unique metrics.

Just like YouTube, with Adwords it is possible to target audiences very specifically. For example:

- Language and country.
- Age and gender.
- Parental status, household income.
- College students.
- Interests.

Recommendation:

When creating an ad on Google Ads, run a landing page A B Test.

Opt for CPC or CPE campaigns to gain leads.

Create your ads with Mobile First in mind.

Do not waste ad spend by setting your keyword bid to your brand name.

Optimise your bidding by choosing mid range CPC keywords.

Chapter nine

Summary

In this chapter we have:

- Established the advantages of organic and paid advertising
- Learned the basics of ROI calculations
- Learned the basics of AOV calculations
- Introduced Facebook, Instagram and Messenger ads
- Introduced LinkedIn, Twitter and Snapchat ads
- Introduced trending ad platforms such as TikTok
- Discussed Google Ads and YouTube Ads
- Understood the benefits of mixing ads and organic content
- Discussed lead generation ads against awareness ads

“

Some people want it to happen, some wish it would happen, others make it happen.

”

- Michael Jordan

Chapter ten

Search engine optimisation

Previous chapters have highlighted various techniques to ensure that your website and social media content is optimised for your brand. In this chapter we will bring all of these methods together to clarify the processes needed for SEO strategy.

Securing your media channels

In chapter 1, we talked about the importance of securing your media channels so that they are they aligned and consistent with your brand. To maximize SEO, your website URL (Unique Resource Location) and channel names should be consistent with your brand name.

- Remove redundant accounts.
- Contact imposter accounts and ask to be removed.
- Secure media channels using the same branded URL/handle.
- Secure media channels that you are not currently using.

Aligning your visual branding

Most prospects will examine your social media profiles before reaching out to you. In chapter 2, we discussed visual branding.

- Place your images in a centralised asset store.
- Ensure that your website and social media images align to your style-guide.

Optimising your visual branding and images

In chapter 2, we also covered optimisation of your images so that they can be indexed by search engines for image display results.

- Select the right image format using your style-guide
- Use the appropriate file name for your images separating relevant keywords with a dash.
- Compress or reduce image size to make them load faster.
- Create compelling captions with keywords in your alt text.
- Add your keywords in alt description.
- Add hash tags in your alt description.
- Add a link to your alt description.

Aligning your profiles to your brand message

In chapter 5, we covered presence Ensure your profiles and your website 'about' page is consistent with your brand message. This will not only help your customer journey, but search engines are smart and they recognise these details and apply them to your authenticity score as well as connecting this data to related content on the web which improves SEO.

- Create a compelling BIO backstory on all of your social profiles.
- Expand your backstory on your website 'About' page.
- Add contact number, email and your address to your website and social profiles to improve the customer journey.
- Display your business hours and alternative out of hours numbers.
- Always put a call to action or landing page on your BIO and 'About' page.

Optimising your profile information

Your BIO story and 'About' page are essential in order for prospects to understand what you do and why you do it, but search engines are geared on keywords, so it is important that your story is optimised. Refer to chapters 3 and 4 to understand how to establish keywords and hashtags.

- Include a keyword with your company name.
- Include a keyword with your brand if its different to your company.
- Include a competitive long tail keyword for your niche.
- Include your company #tag.
- Include your brand #tag if different to your company.
- Add competitive #tags that relate to your niche.
- Add a trending #tag
- Add a #tag related to your current campaign that can be changed.

Optimising your website sitemap

404 errors / broken links are dangerous for your ranking – this means that a page or link cannot be found. This may be one of your own website pages or a link to another website. It is important to check your links regularly.

The first step to getting your site on Google is to be sure that Google can find it. The best way to do that is to submit a sitemap. A sitemap is a file on your site that tells search engines about new or changed pages on your site. Google also finds pages through links from other pages.

If you have submitted a site map to Google, but then subsequently deleted pages or changed their URL, this will impact your ranking, so submit it again.

Optimising your website load speed

A slow loading page frustrates users and ultimately discourages people to stay on your site. This is a huge disruptor for the customer journey. Anything more than 9 seconds is unacceptable. Today, users are prepared to wait between 3 and 6 seconds. Page abandonment from users is also reflected in SEO rankings. Search engines judge quality and how long a user stays on a page. If a page is abandoned before it even loads, your organic listing position will drop. Here's ways to fix it:

- Reduce resolution on your images and use fewer images.
- Use links to videos (e.g. Youtube).
- For embedded videos, use a placeholder rather than autoplay.
- Keep your fonts to a minimum and stick to your style-guide.
- Reduce or remove overlays.
- Try to avoid templates when using online website builders.
- Minimise embedded HTTP web requests (for example widgets).
- Reduce the number of functionality plug-ins.
- Structure the load order of your page to populate above fold first.
- Store large files and images on an alternative server and create a link to them rather than host large images in your website repository.
- Remove redirects for pages that cannot be found.
- Browse online for a website speed test utility.

Mobile first

You **MUST** have a mobile version of your website. We recommend either both your desktop and mobile site are designed to be light, or, that you create a mobile version of your site that is optimised for loading speed. We covered fonts and images in earlier chapters. Consider standard fonts and lower resolution images. Reduce the use of fancy overlays or blocks that will simply be covered by other content and try to avoid auto play videos that are greater than a few megabytes on your landing page where a simple GIF may achieve the same result.

Understanding your social media marketing metrics

Analysing your performance results enables you to make better marketing decisions – you can channel your efforts in the right direction. In consequence, develop a social media strategy, set attainable goals, and how to measure them. It gives you a focus on how to use social media to improve SEO.

Every social media platform has its own analytics. For Facebook and Instagram, you'll find them in the Insights tab if you have a business account. In Twitter, go to Twitter Analytics. For your website, if you created the site using a website builder such as Squarespace or Wix, analysis tools will be available. If you have embedded Google analytics and Facebook Pixel, both explained below, then a host of options are available to you. Most companies with websites or e-commerce platforms are tied to both sales and marketing goals use a publishing strategy that incorporates UTM tracking (snippets of code to track website traffic) and an analytics program like Google Analytics.

Every network will have some sort of engagement metric such as likes, comments, and shares. Many platforms have more than one type of metric, or different naming conventions, such as Retweets vs. Shares. A high rate

means the people who see the post find it interesting.

Impressions and reach are each an important metric to track, especially if your goals for social are focused around brand awareness and perception. Impressions are how many times a post shows up in someone's timeline and reach is the potential unique viewers a post could have

One of the most important metrics is click-through rate (CTR) in ads and posts. CTRs compare the number of times someone clicks on your content, to the number of impressions you get (i.e., how many times the ad or post was viewed). A high CTR means an effective ad or post.

Google analytics

Have Web Analytics in Place at the Start. Google Analytics can help you track your success. The main features are described here. If you require assistance with analysis tools, we recommend contacting The Social Map.

- Use the dashboards area to find data for a given date range.
- Use advanced segments to find out which online campaigns bring the most traffic and conversions.
- Use location demographics to find where your best visitors are located.
- Use Track Site Search to see which pages people are upon when they decide to use the search feature and terms entered.
- Use the content feature to find the percentage of clicks that have happened on each internal link on your site.
- Uncover your top content by selecting Pages under Site Content.
- Identify your worst performing pages by checking your top exit pages in Site Content.
- Use the Goals feature to see how many people arrived at your purchasing screen.

Facebook pixel

This is a piece of code that you place on your website to track conversions from Facebook ads, build targeted audiences and target people that have been on your website. It uses cookies to track users as they interact with your business both on and off of Facebook and Instagram.

Say you find product on Instagram, go to checkout, then change you mind. The next time you open Instagram, the ad will appaer.

This is called retargeting and pixel does this by tracking various actions people take on your website, like making a purchase or adding something to their shopping cart. There are 17 Facebook pixel events. The main ones are:

- Purchase: Someone completes a purchase on your website.
- Lead: Someone signs up for something
- Subscribe: Someone completes a subscription form.
- Add to cart: Someone adds a product to their shopping cart
- View content: Someone lands on a specific page on your website.
- Contact: Someone contacts your business.

Pixel is a chargeable service and works with your Facebook ad account.

Social share options

Social media is an integral part of SEO strategy and social signals are important. Create useful content that's share-worthy across your social media platforms. Add share buttons to your post and make them visible, then encourage people to share, by asking them to. Having those components on your blog or media post will effectively increase your reach.

Breadcrumb or index lists

A breadcrumb or index is a row of internal links, normally placed at the bottom of your page, generally in the footer. It allows visitors to quickly navigate back to a previous section, the root page, or your most relevant content. This list will encourage a user to stay on your website if it is easy for them to find further information.

Webcrawl utilities

There are several free website crawler utilities available online. You can use them to test the overall quality score of your website and identify where editing is needed to improve your Search engine ranking.

Most website crawlers calculate a site's final SEO Score which is determined by performance in four subcategories: Technical, Content, User Experience, and Mobile. Some checks are scored solely on whether an element is absent or present (e.g. whether a site has a sitemap), while other checks are scored on percentage completed e.g. the percentage of pages broken links or 404 errors.

The crawl result should provide you with keywords identified, and more advanced crawlers can report the traffic count and its relation to pages that have a higher keywords density. This will show you if your keywords are gathering ore traffic than non optimised pages.

A crawler also looks at the construction of the page. To do this, each website page requires meta data.

Titles, headers and subheaders are important as this helps search engines find and understand your content. Meta data consists of the following:

- H1 - your main title
- H2 - paragraph headers
- H3 - sub headers
- Image tags
- Description of the webpage
- Keywords relating to the content
- Descriptions provided by Yeost or other SEO plugins

A crawl will also pick up how many backlinks there are on the site and if they work. A good link to a high ranking website results in a higher SEO score, whereas a broken link that results in a 404 'not found' error will reduce your SEO score.

If you have embedded widgets or plugins that use Flash, these will be picked up and they will have a negative impact on your SEO score. The reason for this is that Flash-based websites tend to be harder to use, with less content available for Google to index, and with less content comes a lower ranking score. A higher ranking score can be achieved by:

- Having an SSL certificate – which is where a website is secured with an HTTPS address thus allowing an encrypted service between the website and the browser server. Most website builder services provide this as standard.
- Optimised URL – this is where your website and its pages each have a unique URL containing keywords that relate to the content.
- Balanced word count – each page should contain at least 800 words and keywords should be placed constructively within the content.

Chapter ten

Summary

In this chapter we have:

- Secured media channels
- Aligned visual branding
- Optimised visual branding
- Aligned profiles
- Optimised profiles
- Optimised website sitemaps
- Tested website load speeds
- Evaluated the need for mobile first
- Embedded Google Analytics
- Discussed social sharing
- Introduced breadcrumb methods

Audit – Stage 1

Social media branding test

Copy the following table and complete for each active channel and handle that you manage. Refer to the chapters shown for guidance.

Utility	Notes	Page
Channel (e.g. Facebook / Twitter)		12-16
Handle		12-16
Owner		12-13
Have any imposter accounts been identified for this channel?		12, 105
Is profile secured with a keyword and consistent with other channels?		30-36
Is this profile marked for deletion ?		13
Does profile logo match brand style guidelines ?		18-27
Does profile logo an ALT tag and description ?		27,75, 106
Does profile banner match style guidelines ?		18-27
Does profile banner include a brand aligned ALT tag and description ?		27,75
Does profile BIO text include keywords from the keyword list?		30-36
Does BIO include #tags that match the hashtag table guidelines?		39-42
Does your BIO contain a mission a statement that describes your background?		46
Is BIO text consistent with the brand mission ?		46
Does the BIO have a website landing page ?		7, 45, 50, 64,77
Does BIO text include a Call to Action ?		27, 49, 51, 53, 55, 66,77,79, 93,106
Does BIO include business hours ?		50, 106
Does BIO include email address		50,61,88, 92
Does BIO include a phone number		55,61, 89

Audit – Stage 2

Website branding test

Copy the following table and complete for each active channel/handle and websites that you manage. Refer to the chapters shown for guidance.

Utility	Notes	Page
Website		12-16,20
URL		12-16,40
Owner		10, 11, 13
Is there a mission a statement that describes your background and goals on your about page ?		46
Is the brand logo shown and consistent with style-sheet guidelines ?		19-27
Is your website colour scheme consistent with style-sheet guidelines ?		19-27
Is the banner consistent with style-sheet guidelines on your website / media image posts?		19-27
Are images the correct size and consistent with style-sheet guidelines?		19-27
Where text fonts are used, are they consistent with style-sheet guidelines ?		19-27
Do alt tags and descriptions exist for your image posts?		19-27
Do your alt tags contain brand and target keywords consistent with your keyword table?		27, 75, 106
Is there a mission a statement that describes your background and goals on your website ?		46
Are your business hours shown clearly on your website ?		50, 106
Is an email address shown clearly on your website ?		19, 48-50
Is a phone number shown clearly on your website ?		55, 61, 89
Is a website landing page shown clearly on your social media channels ?		7, 45, 50, 64, 77, 94, 101

Audit – Stage 3

Presense test

Copy the following table and complete to measure your overall presence and record any action necessary.

Utility	Notes	Page
List your websites .		12, 14, 19, 20, 30, 34, 39, 107, 108
Identify redundant websites that should be removed.		105
Google your brand for SEO page ranking and record action to be taken.		34, 101, 107, 108, 112, 113
Record paid search results and action to be taken.		88, 99, 101
List the social channels that you and your team use regularly.		12, 15,
List the redundant channels that you intend to remove.		13, 105
Detail channels where you have no media presence and why.		45-55
Search social channels for imposter accounts . What action is to be taken?		12, 105
Google your social media handles . Do you appear on organic results ?		51, 55, 82, 88, 89, 96, 97, 100
Google your #tags . Are your social channels shown in organic results ?		16, 27, 46, 47, 50, 73, 107
Are all discoverability fields switched on?		-
Are your social links on your website ?		49, 75, 78, 112

Audit – Stage 4

SEO test

Copy the following table and complete to measure your overall SEO quality.

Utility	Notes	Page
Google your brand for SEO page ranking and record action to be taken.		34, 107, 108, 112,113
Have you identified trusted reviews that you can link to for SEO		48, 51, 53
Have you identified third party forums that you can link to for SEO ?		79
Have you optimised your blog posts with keywords for SEO using a density checker ?		36, 77, 78, 112
Have you optimised your blog posts with #tags for SEO using a density checker ?		36, 77, 78, 112
Have you optimised your blog posts with backlinks for SEO ?		49, 51, 52, 55, 68, 73, 75, 107
Have you optimised your social media posts with #tags for SEO ?		39-42
Have you optimised your social media posts with keywords for SEO ?		30-36
Have you optimised your social media posts with backlinks for SEO ?		49, 75, 78, 112
Have you updated your evergreen content?		33, 51, 67, 68, 88
Have you optimised your evergreen content with a density checker ?		36, 77, 78, 112
Have you considered influencers as part of your SEO strategy ?		40, 51, 85
Is Facebook pixel deployed on relevant website pages?		77, 94, 109, 111

Audit – Stage 5

Customer journey test

Copy the following table and complete to measure your customer journey and record any action necessary.

Utility	Notes	Page
Is there a link to a landing page on your BIOs ?		7, 45, 50, 64,77
Is there a link to a landing page on each of your blogs ?		7, 45, 50, 64,77
Is there a link to a landing page on each social media post ?		7, 45, 50, 64,77
Does your website have a banner offer or CTA ?		27, 55
Does your website offer takeaway value ?		8, 52, 53, 54, 61, 68, 72, 73, 75
Does your website have a search option ?		54
Do you have a live basket or live quote facility?		55
Is there a pre-book or backorder facility?		55
Do you offer free delivery options ?		55
Do you offer a tracked delivery service ?		55
Do you offer same day delivery ?		55
Do you offer next day delivery ?		55
Do you offer click/collect ?		55
Is there a message us option on your website and social media bio?		50, 58
Can you be found on review sites ?		8, 48, 49, 55, 60, 83, 84
Do you have a website FAQ/Tips area?		53, 66, 70
Do you have a dedicated projects or inspiration webpages or blogs ?		66
Can your customer easily find detailed information about your products ?		55
Is live-chat available?		50, 55, 95
Do you have an enquiry form ?		55, 58, 83, 90, 96, 111

Does your website offer exclusive discounts ?		53
Does your website display testimonials ?		48, 49
Are social links visible on your website ?		49, 75, 78, 112
Are social links visible on your emails ?		49, 75, 78, 112
Is your website visible on your emails ?		49, 75, 78, 112
Is a CTA visible on your emails ? e.g. Offer or newsletter link?		27, 55
Is your branding visible on your emails ?		19-27
Is a CTA visible on your blog posts ? e.g. Offer, subscribe or newsletter link?		27, 55
Does your website have an option to register customers with a news and offers opt-in ?		50, 53

Audit – Stage 6

Sentiment test

Copy the following table and complete to measure sentiment and record any action necessary.

Utility	Notes	Page
Search for your handle on each of the social networks. Record unexpected mentions any action to be taken.		40, 59, 82, 83, 84, 97
Search for your #tags on each of the social networks. Record unexpected mentions any action to be taken.		40, 59, 82, 83, 84, 97
Search for your brand on each of the social networks. Record unexpected mentions and action to be taken.		40, 59, 82, 83, 84, 97
Google your brand and identify websites and blogs where mentioned and any action that needs to be taken.		49, 82, 83, 84
Search for negative comments on your social media posts and record sentiment.		49, 82, 83, 84
Check your feedback forms for negative comments and record any action that needs to be taken.		49, 82, 83, 84
Check your emails for negative comments and record any action that needs to be taken.		49, 82, 83, 84
Check Trustpilot, Amazon, or any relevant review sites for sentiment and record any action needed.		49, 82, 83, 84
Review negative influencer posts related to your niche, brand or product and record any action that is needed.		40, 51, 85, 98
Run a Google image search . Identify where and how your images have been re-used. Record any action needed.		82

Audit – Stage 7

Website crawl test

Copy the following table for each website and complete to measure your website SERP quality and record any action necessary.

Utility	Notes	Page
Run a website crawl. What is the overall SEO quality percentage?		112, 113
How many organic keywords were identified in the crawl? Is attention needed?		112, 113
What is the traffic count from organic keywords?		112, 113
How many backlinks were identified? Are they valid?		112, 113
Were H1 tags identified? Are they optimised for your brand?		112, 113
Were H2 tags identified? Are they optimised for your brand?		112, 113
Were H3 tags identified? Are they optimised for your brand?		112, 113
Were SSL certificates found?		112, 113
Any broken links or 404 errors?		112, 113
Any pages using Flash?		112, 113
Any pages identified with a long load time?		112, 113
Any pages without a meta description?		112, 113
Any pages without an optimised URL?		112, 113
Any pages with a low word count?		112, 113

Audit – Stage 8

Post quality test

Copy the following table and use it to assess your blog and social media posts. Compare your best performing posts with your worst performing posts to see if you can find pattern.

Utility	Notes	Page
Is the campaign title clear and concise and contain 1 or 2 keywords?		30, 66, 69, 70, 74, 113
How regularly is a post created? Once or twice a week is considered low.		64
Are your best posts catchy ? Is a question raised in the first sentence?		66, 76
Is there an offer in the post?		53, 55, 66, 68, 72, 73, 83, 93
Are like and share buttons included?		51, 66, 83, 109, 111
Can the reader comment on the post?		46, 49, 59, 68, 77, 79, 82, 83, 84
What is the call to action ?		27, 49, 51, 53, 55, 66, 77, 79, 93, 106
Are keywords from your keyword table present?		30-36
Are hashtags from your hashtag table present (business, brand, trending and campaign)?		16, 27, 39-42, 46, 47, 50, 73, 107
If this is a blog entry, is there a snippet of this post and a link on other platforms?		70-72
Does the post encourage engagement ?		9, 49, 51, 53, 54, 65, 66, 78, 83, 93, 109
Do images on your post meet style-guide rules?		18-27
Has the post text been tested on a keyword density checker ?		36, 77, 78, 112
If the post is a video , are post captions added?		76
If the post is a video , is it muted ?		67

Audit – Stage 9

Platform performance test

Copy the following table and use channel insights to assess each of your social media channels.

Utility	This test	Previous test
Engagements		
Engagement Rate*		
Clicks		
Likes / Dislikes		
Comments		
Shares / Retweets		
Reactions / Mentions		
Total Followers		
New fans / followers		
%Male / %Female		
Primary age group		
Top country		
New posts this period		
Photos shared this period		
Videos shared this period		
Evergreen posts shared this period		
Average daily reach		
Best posting time		
Website hits from CTA		
Cost per conversion (leads)		
Crisis action necessary?		
ROI		

*Engagement rate = (total engagements/followers) * 100

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