How to Get Maximum Results from Social Media

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Anca is SocialBee's Customer Success Specialist, content creator, and marketing aficionado.

SocialBee is a social media management tool that empowers businesses & entrepreneurs to be consistent on social media and share content with ease.

While at SocialBee, Anca has been guiding people on how to make the most out of their social media marketing journey with less effort.

By the End of The Conference, You Will Know:

1. How to choose the social media platforms relevant to your business
2. How to identify the role of social media in your sales funnel
3. How to build a strategy for your social media posts
4. How to discover and create content that resonates with your audience
5. How to use each platform to your advantage

1. Choose the Perfect Platforms for Your Business and Audience

Determine the Platforms That Bring You the Most Value

Select the social media platforms suited to *your audience*

- Age 16-19: Instagram, TikTok, YouTube, Snapchat, Facebook

- Age 20-34: Facebook, Twitter, LinkedIn, Instagram, YouTube

- Age 35-49: Facebook, LinkedIn, Twitter, YouTube

- Age: 50+: Facebook, Twitter, LinkedIn

Facebook   **Instagram**   **Twitter**   **LinkedIn**   **Pinterest**   **TikTok**   **YouTube**   **Google Business Profile**

What People Look For on Social Media

Instagram

Audiences expect to be educated, inspired, motivated, or entertained through images and video content.

Twitter

Although text dominates, audiences engage with images, videos, GIFs, and link previews. Audiences expect professional advice, news, and memes.

Facebook

Audiences engage with multiple types of content, including text, images, and videos. Audiences expect posts on trending topics, discounts & sales, and behind-the-scene.

What People Look For on Social Media

LinkedIn

Audiences expect professionals and thought leaders to share with them industry news and insight via long descriptions.

Pinterest

Audiences mostly expect image content but enjoy videos as well. Pinterest is good for collecting and sharing inspirational, educational, and informative content.

Google Business Profile

Audiences expect photos, updates, offers, reviews, and events.

2. Move Your Prospects to the Next Stage in the Sales Funnel

What Is a Sales Funnel?

A sales funnel is the process of converting someone into a customer. The funnel is structured in stages, each requiring specific marketing tactics.

AWARENESS

INTEREST

DESIRE

ACTION

$

Why Sales Funnels Are Important?

You find when and where prospects drop out and never convert.

You maximize the impact of your message by matching your CTAs with your audience's level of interest.

You can focus your efforts on a specific group of people & weed out unqualified prospects.

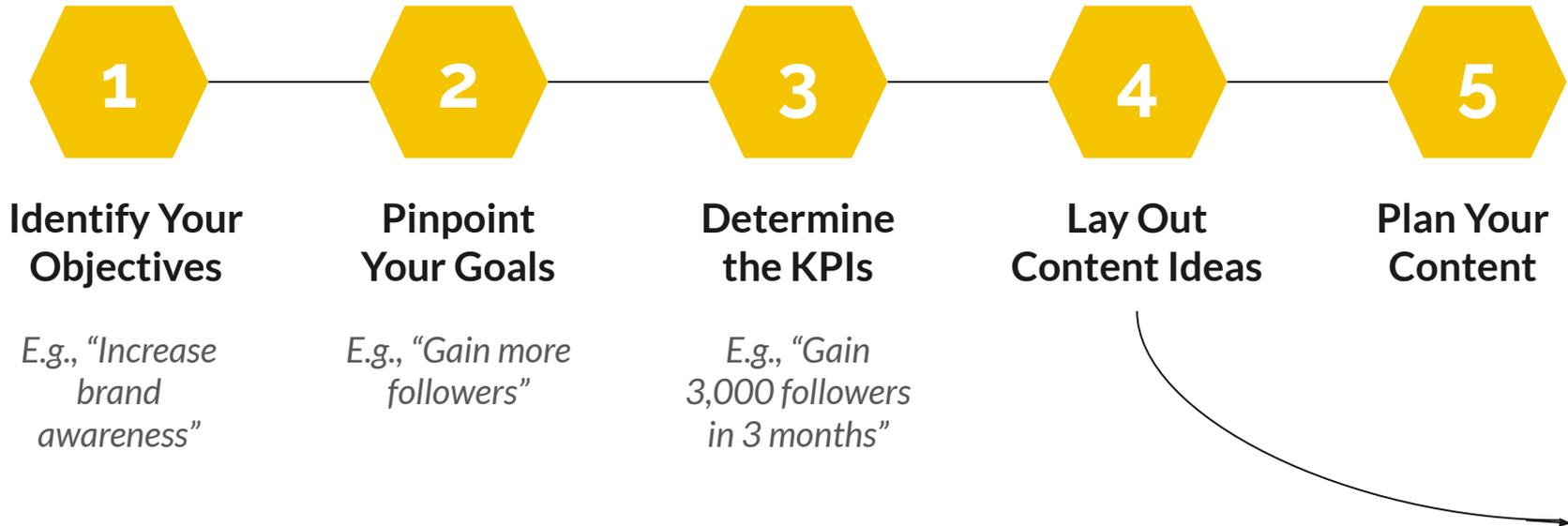# What's the Role of Your Social Media in the Sales Funnel?

Answer these questions to learn what's the role of your social media in the sales funnel:

- **How do prospects find your social media accounts?** *E.g., "inside niche Facebook groups", "from our podcasts", "via hashtags"*

- **How do you want them to think or feel about your business?** *E.g., "I want them to trust the expertise I share with them"*

- **What action do you want them to take?** *E.g., "sign up for my email list", "buy my products", "read my blog posts"*
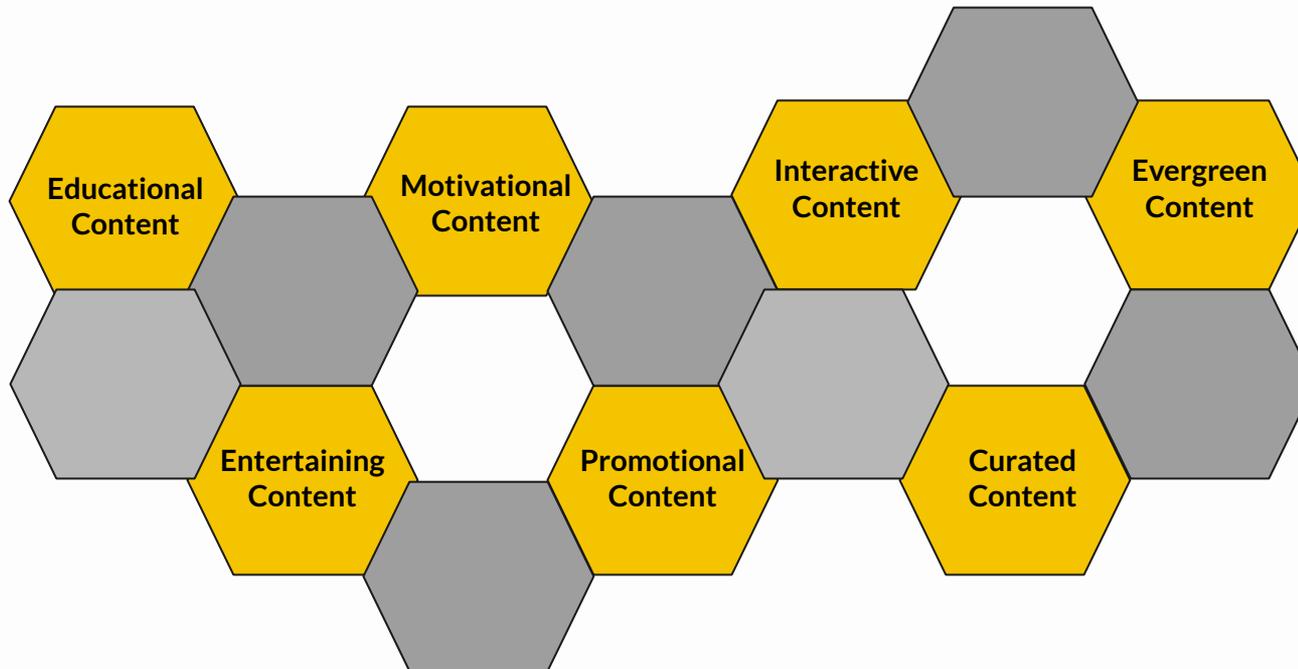
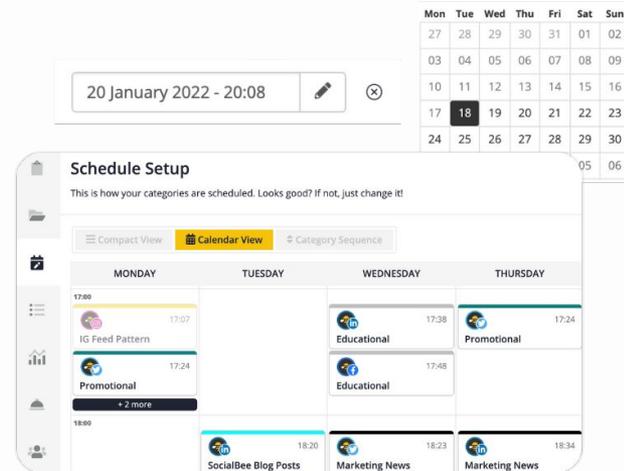# 3. Approach Social Media Strategically

The 5 Steps to Strategic Posting

| 1 | 2 | 3 | 4 | 5 |

Identify Your Objectives

Pinpoint Your Goals

Determine the KPIs

Lay Out Content Ideas

Plan Your Content

E.g., "Increase brand awareness"

E.g., "Gain more followers"

E.g., "Gain 3,000 followers in 3 months"

4 Lay Out Content Categories & Ideas

Educational Content

Motivational Content

Interactive Content

Evergreen Content

Entertaining Content

Promotional Content

Curated Content

SocialBee

5 Plan Your Content

➤ Choose the Best Time to Post

1. Research your audience's social media schedule

2. Find out the best time to post on each platform & customize your schedule for each social network

3. Test, adjust, repeat

5 **Plan Your Content**

⟶ **Go for a Consistent Cadence**

1. **Avoid spamming** your audience while still being active enough to attract attention

2. Create a **consistent posting schedule** and stick to it

3. Plan and schedule your posts ahead to avoid irregular posting patterns

5 Plan Your Content

⟶ Follow the 4-1-1 Rule

For every 6 posts you create on your social media channels, 4 posts should entertain or educate, 1 post should be a "soft sell" and 1 post should be a "hard sell."

4 entertaining/educational posts + **1 "soft sell"** post + **1 "hard sell"** post

4. Share Content that Brings Value to the Audience

Who Is Your Audience & What Do They Want

Quality content that offers value to your audience and creates a positive impact on your business *responds to the interests of your prospects*:

- How would you characterize your target audience?
- What are their interests?

How to Discover Content Ideas

Most ways to discover new and stimulating content ideas are free & at hand:

1. Pick up *suggestions from search engines* (Google, Bing, YouTube, Quora, etc.).
2. Collect ideas from *"Similar searches"* or *"People also ask"* on Google.
3. *Interview your audience* about what they would like to see more in your feed.
4. *Explore your competitors' posts* and take notes on the most successful posts.
5. Encounter fresh and relevant content in *niche newsletters*.

5. Follow the Requirements of Each Platform
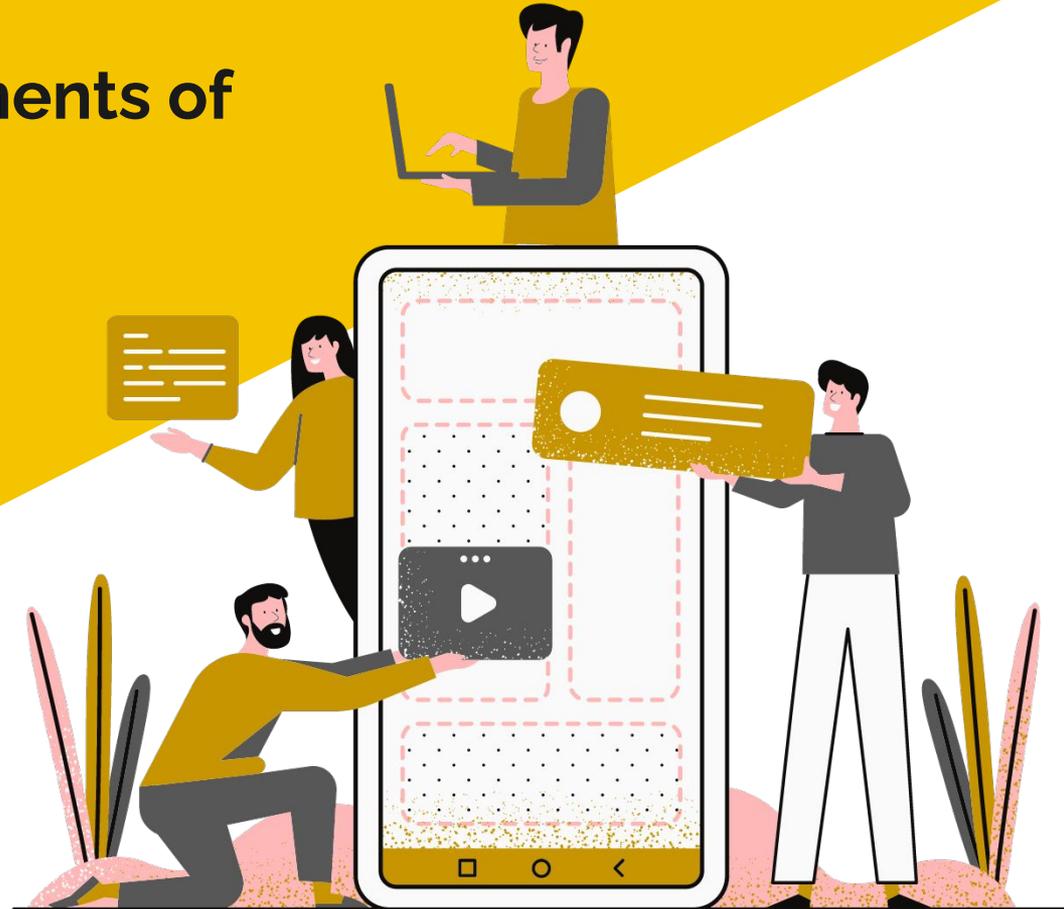
The Common Structure of a Post Includes:

- Word count
- Image size
- Post format (feed, story, etc.)
- Post type (video, carousel, etc.)
- Hashtag use

Facebook

Word count: 63,206 characters

Ideal word count: 50 characters (or less)

Hashtags: No

Image size: 1200 x 630 px

Posting frequency:

- Minimum - three times/week
- Ideal - once/day
- Maximum - two times/day

Best posting times: Between 8 AM – 1 PM (Tuesday, Wednesday, Thursday)

Twitter

Word count: 280 characters

Ideal word count: 240- 260 characters

Hashtags: Yes (~ two per post)

Image size: 1200px X 675px

Posting frequency:

- Minimum - three times/day
- Ideal - 15 times/day
- Maximum - 30 times/day

Best posting times: Between 9 AM – 4 PM (Thursday & Friday)

LinkedIn

Word count: 3,000 characters

Ideal word count: 210 characters (or less)

Hashtags: Yes (~ maximum of five)

Image size: 1200 x 1200 px (square) and 1080 x 1350 px (portrait)

Posting frequency:

- Minimum - once/week
- Ideal - two times/week
- Maximum - once/day

Best posting times: Wednesdays at 12 PM, Tuesdays and Wednesdays between 8 - 10 AM.

Instagram

Word count: 2,200 characters

Ideal word count: 138-150 characters

Hashtags: Yes (~8-15 #s per post)

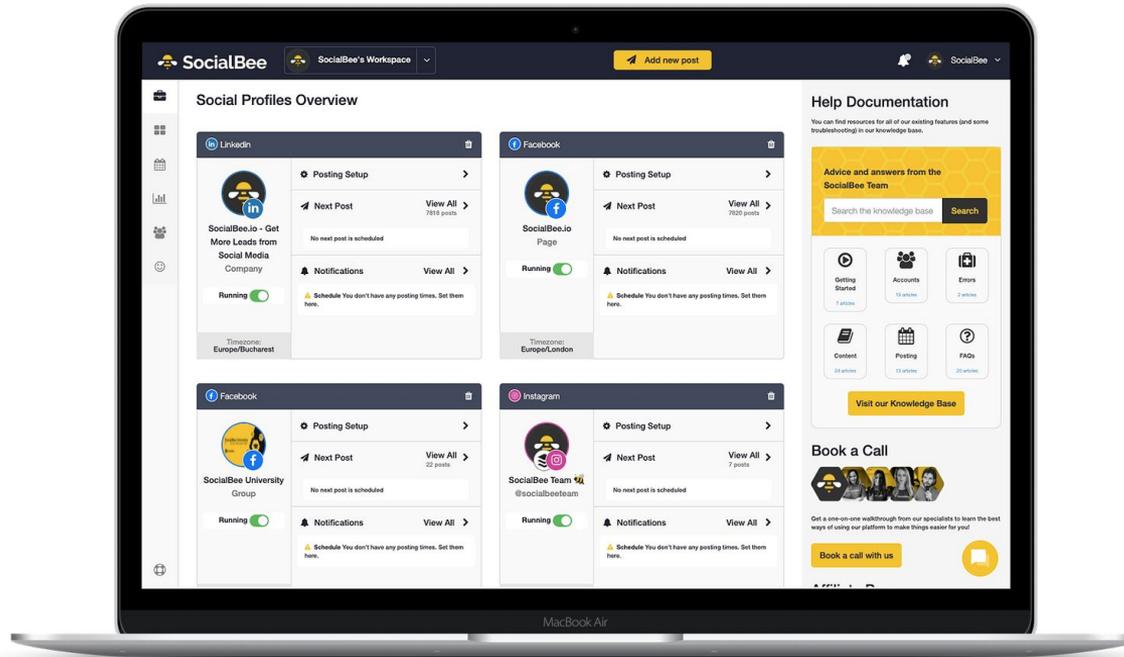**Image size:** 1080 x 1080 px

Posting frequency:

- Minimum - three times/day
- Ideal - one/two times/day
- Maximum - three times/day

Best posting times: Between 11 AM – 2 PM (Monday, Tuesday, Wednesday), 10 AM for weekends

BONUS: Use a Social Media Management Tool

Schedule Setup

This is how your categories are scheduled. Looks good? If not, just change it!

Europe/Bucharest timezone

| ☰ Compact View | 📅 Calendar View |

Categories: **Showing All** ▾   Social Profiles: **Showing All** ▾

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
09:30 **Covid-19-Related**	09:30 **Company Spotlight**	12:00 **Remote Working & Pro...**	09:30 **How-To (Crafts, Hobbi...**	17:30 **Video Content**	11:00 **Spotlight on Real Hum...**	09:30 **Support Small Busin...**
11:00 **Funny Content**	11:00 **Activism and Inclusivity**	14:50 **Covid-19-Related**	16:40 **Spark the Conversation**	20:20 **Remote Working & Pro...**	14:50 **Covid-19-Related**	14:50 **Covid-19-Related**
16:40 **Spark the Conversati...**	19:34 **Funny Content**	16:40 **Spark the Conversation**	19:34 **Funny Content**	21:40 **Support Small Busines...**	19:34 **Funny Content**	18:00 **Company Spotlight**
20:20 **Remote Working & P...**	➕ Add Posting Time	18:00 **Company Spotlight**	➕ Add Posting Time	➕ Add Posting Time	➕ Add Posting Time	➕ Add Posting Time
➕ Add Posting Time		➕ Add Posting Time				

🗑 Delete all schedules

Schedule stats

Selected Category: **Showing All**

Edit your post

⊞ Select All. ☐ Select None.

Are you trying to emphasize an idea in your post, but don't know **how** to? Or ... Variation 1 ⌀

Are you trying to emphasize an idea in your post, but don't know **how** to? Or ... Variation 1 ⌀

Are you trying to emphasize an idea in your post, but don't know **how** to? Or ... Variation 1 ⌀

🗐 Add Variation

When to post

→ Post at a specific time ⓘ

➕ Add a posting time

→ Category ⓘ   Promotional   ▼

→ Re-queue after posting ⓘ 🔴⚪

→ Expire post

? Cancel

Post preview

*Social networks tweak their design all the time. This is our best estimate of how this will look like once publi

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Are you trying to emphasize an idea in your post, but don't know **how** to?
Or maybe you are trying to make sure that sarcasm *reaaaaally* translates
well into the post? Maybe you are trying to ~~hide~~ point out something
wrong?... See More
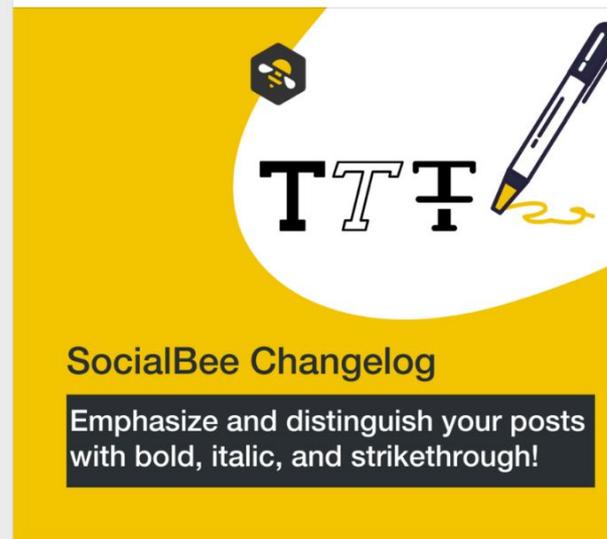
SocialBee Changelog

Emphasize and distinguish your posts with bold, italic, and strikethrough!

👍 Like   💬 Comment   ↪ Share

Update post

SocialBee

My Workspace

✈ **Add new post**

SocialBee 🐝

🔔

🛒 1

Content

‹ Activism and Inclusivity

Link settings: Short Link Domain: No short link,

To lighten up the mood from time to time.

Filter 13 existing posts for:

⚙ **Edit Category**

✏ **Bulk Editor**

🗑 **Delete Category**

- ▦ Categories
- 🔊 RSS
- Pocket
- # Hashtag Collections
- ⬆ Import Links
- ☁ Import CSV
- 🖼 Import Media
- ⚡ Zapier
- 🌐 Browser Extensions
- 👍 Content Approval

✈ **Add Post to this category**

⇄ **Shuffle**   ↕ **Reverse Posts**

Approved 🟢   🗑

Let us know in the comments!

💬 Comments   🔔 Get notified

↻ **Re-queue**   via Import Media ⓘ

⌃ **Move To Top**   ⌄ **Move To Bottom**   ⧉ **Duplicate**   ✏ **Edit**   → **Share now**

Draft 🔴   🗑

javascript:void(0);

Final Thoughts

- Concentrate on the platforms relevant to your audience and business

- Use social media to move your prospects through the sales funnel

- Have a strategic approach to posting on social media

- Discover and share content that is valuable to your target audience

- Create posts that respect the requirements of each platform

Special Offer by SocialBee!

- Offer: 50% off for 3 months on any monthly plans

- DISCOUNT CODE: PARTNER50X3
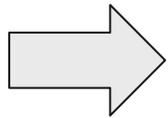
⇨ Get started at: app.socialbee.io

Thank you // Get in touch!

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