



"WHAT'S THE BEST SOCIAL MEDIA PLATFORM FOR YOU?"

[& your business]

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You **Tube**

GIANT sized question, right? Well in this 'whitepaper' we explore that very topic. Remember to check out the video of this paper on our YouTube channel where Digital Creative Yumna will guide you through all you need to know.

So, social media. If your business isn't on there, chances are, you're missing a trick. Having a presence on the big boys of social media is just good customer service!

You can pretty easily split your time out evenly across them, and quickly work out when, what and how often you should be posting.

But let's take a second to break this down so you can work out for yourself where you might want to concentrate 10% more of your efforts...

Let's go through the obvious social GIANTS; Twitter, Facebook and LinkedIn.

Because all good things come in threes...

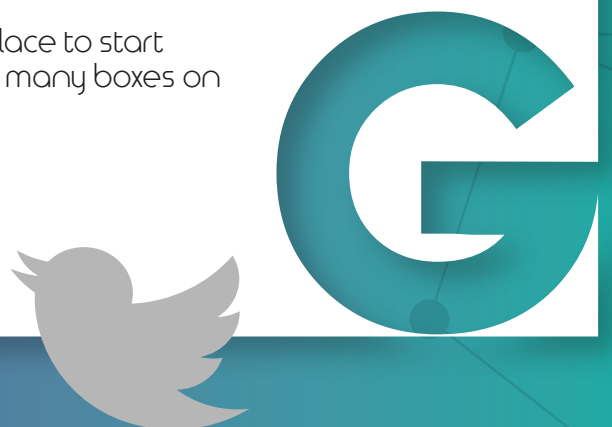


SO, SOCIAL MEDIA, IF YOUR BUSINESS ISN'T ON THERE, CHANCES ARE, YOU'RE MISSING A TRICK.

Twitter

Twitter is the place to "see what's happening". Essentially, it's like reading the news on the go, mixed with opinions (that you haven't asked for), quotes and memes from trending tv shows and weird GIFs...

But is it the right place for your business? Well, it's a great place to start conversations with potential and current customers. It ticks many boxes on the customer service front, if you do it right.



The types of goals Twitter is good for are;

- Generating leads & sales
- Increasing brand awareness
- Building a customer support channel
- Creating a positive opinion with users
- Building a community

Interacting with other brands and customers through Twitter can result in great brand awareness too.



It's one of the easiest platforms for users to reshare (retweet) your content, meaning that their followers then get the chance to see your awesome work too.

And, as I said, it's the place to demonstrate your awesome customer service.

A lot of the time, users will interact with brands to either moan or congratulate them on their service. There's no such thing as bad press, apparently, so both of these are opportunities for your brand.

So that's a quick look at Twitter, perfect if you're looking to conduct some killer customer service and increase your reach.

Facebook

Facebook seems to be one of the fastest evolving platforms out there. Ever since it killed off the much loved Bebo, it's evolved from a user only platform to the perfect place for businesses to engage with their customers.

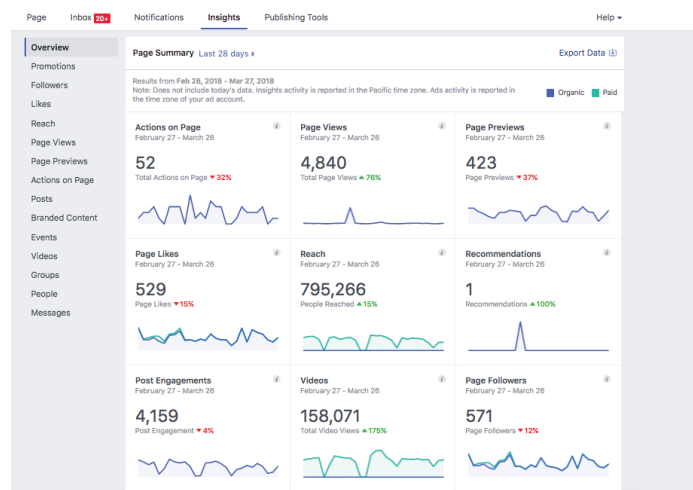
Unlike Twitter and its fast-paced news feed, Facebook's algorithm sometimes means your posts are more likely to be seen by your followers.

The kind of insights you can get from Facebook is amazing and the level at which you can target people with your posts based on their interests is next level. It's a great platform for building brand loyalty

with valuable and entertaining content posted regularly, keeping on the users feeds as they scroll through and constantly reminding them you exist.



Having a Facebook page can increase your online visibility too, with certain aspects of your page being considered for SEO.



The types of goals Facebook is good for;

- Building awareness of your brand
- Consideration - getting people thinking about you and looking for more information
- Getting people to convert

An advertisement for Slack. At the top, it says 'Slack shared a link. Sponsored'. Below this is a large blue banner with a woman sitting on a pink unicorn that is part of a rainbow. The text on the banner reads 'What it feels like to sit in 25% fewer meetings.' Below the banner, it says 'Slack: Make Work Better' and 'Slack brings all your communication together in one place.' At the bottom, there is a link 'SLACK.COM/RESULTS' and a 'Learn More' button.

And all of these can be enhanced by the super tailored targeting you can use when advertising through the platform. Something which is super affordable by the way.

LinkedIn

LinkedIn is one of the most popular platforms for B2B social networking.

If people are using it right within your network, it will be full of individuals sharing knowledge based on experience and looking to connect with those who can help their business and network grow.

You can position yourself as thought leaders through LinkedIn by sharing original content, tailored to the type of people you're connected with as well as those you want to target.

It's a professional networking platform, different from the others out there which are mostly for entertainment. So really, you could call it the adult... the mummy of all social media.

The types of goals LinkedIn is good for;

- Generating sales & leads
- Creating a professional brand
- Reaching the right people
- Building strong relationships

How is it good for your business?

Well, whether you're a stationery brand or a funeral director, or maybe you sell a specific type of doors... your customers are on LinkedIn.

It's the place for you as a business, or an individual representing your business, to interact with others for marketing and partnership reasons, to help generate genuine leads and, best of all, present business quality through the content you publish.

It's a professional, professional network.

92%
OF B2B MARKETERS
LEVERAGE LINKED IN
OVER ALL OTHER SOCIAL PLATFORMS



Okay, I'm sure that was a lot of information, but hopefully it will help you decide where to focus your time on social media a little better based on your goals and objectives.

No matter what your business is, we've all got goals, so let's hit them effectively!

Use the points we just went through to plan your next marketing campaign and let us know how it goes.

Other Information

We produce blogs and videos weekly on a whole host of topics. Want something in particular covered? Drop us an email to hello@sleepinggiantmedia.co.uk and we will send you over the good stuff.

About Us

Sleeping Giant Media are a multi-award-winning digital marketing agency based in Folkestone, Kent, with a heavy focus on their specialist subjects, search and social marketing.

We offer clients a superior service in every way, our passion is technical excellence coupled with awesome customer service.

The business is built purely with the intention of making other businesses GIANT at what they do, using the power of digital, technology and online techniques.

We heavily believe that **our** success will only come through that of **our clients**. A success achieved through knowledge, passion and endeavour.



Our Services

Sleeping Giant Media offers a number of core services focused around search marketing. We offer a range of PPC (paid search), SEO (search engine optimisation) and Social Advertising services.

All these services are aimed at helping your business be found online when a potential customer searches for a product or service you provide.

Essentially, you being there when they're ready to convert.

Get in touch below.

Our main services:

- Search Engine Optimisation
- Pay Per Click
- Analytics
- Content Creation
- Remarketing
- Social Media
- Website Migration
- Agency Partnerships
- Training Packages

visit us: www.sleepinggiantmedia.co.uk
email us: hello@sleepinggiantmedia.co.uk

