



AIRFOIL
COMMUNICATIONS + DIGITAL



**SOCIAL MEDIA
TRAINING FOR
EXECUTIVES**



INTRODUCTION

The digital landscape is constantly evolving, and it's time to take a fresh look at social media. It can be difficult for anyone—even the most forward-thinking execs—to stay on top of it all.

Airfoil Group helps companies of all sizes understand how to optimize and refresh their social media strategies. Social success is key for thought-leadership momentum, which can boost your company's profile even higher.

CONTENT DEVELOPMENT: HOW TO START FROM SCRATCH

If you're struggling to develop a social media content plan, you're not alone. Did you know that just 9% of executives feel "very effective" at creating content?



Quality content generation is one of the top challenges for marketers around the world. Overcoming that challenge pays big dividends. Consider these content-generation stats:



61% of consumers are influenced by content customized for them.



Content creation costs 62% less than other forms of lead-gen marketing, but it **generates 3 times as many leads.**



Companies that consistently produce high-quality content get **6 times the conversion rate** of those that don't.

So, great content is an incredibly effective and cost-efficient way to drive traffic to your website, generate buzz on social media and improve the reputation of your company. To launch a new social content plan, start by addressing key issues:

Content strategy:

What's your objective? Content strategy should be developed with your customers in mind. Instead of a self-centered goal like, "Sell more running shoes," your purpose should be something like, "Educate customers about how our shoes make marathons easier."

Content creation plan:

Who is actually going to write/post your content? It might be a marketing employee, an outside writer or a social-media specialist. Whoever you choose, they must have excellent spelling and grammar skills, plus a knack for creating compelling content.

Content posting calendar:

After you've answered the "why," "how," and "who" questions, you need to decide "when." A posting schedule provides a consistent presence for your brand. If you're worried about frequency, don't fret. The focus is now on quality over quantity. It's better to post top notch content less frequently than to post something subpar very frequently. There is no magic number per day or per week.

CONTENT POSTING: SELECTING THE RIGHT CHANNELS AND TOOLS TO USE

This leads us to our next topic: Choosing which social channels to use. While you'll hear a wide range of opinions on this topic, Facebook, Twitter, LinkedIn, and Instagram are great places to start. Depending on your business, it might make sense to include others, like YouTube, Yelp, TripAdvisor, and Google Business/Maps/Reviews.

YouTube is an especially powerful platform in terms of customer contact and lead generation. It's also owned by Google, so YouTube videos are highly ranked in search results. In some cases, YouTube comments can be a good source of customer contact and lead generation.

Our biggest piece of advice is to focus on the most relevant channels for your business and your potential buyers. Facebook and Twitter might be good channels for your business to expand into, but if LinkedIn is your bread and butter, focus your time and effort there. Doing one channel really well will have a greater impact than doing a bunch just for the heck of it.

Start with:



Maybe include:





SOCIAL ANALYSIS: HOW TO MEASURE YOUR SUCCESS

Analytics are a huge part of any social-media plan. Put some numbers to the social success you're seeing, because it's not enough to say, "We seem popular on Facebook." You need facts such as, "Instagram is providing us with 1,000 leads a month."

Google Analytics is a go-to tool for social-media metrics. It's Google's behind-the-scenes monitor, showing how your messages perform across the web.



Awareness

Use metrics such as impressions and reach. Google Analytics can show a global map of the countries that are seeing your messages, as well as the countries that aren't.



Engagement

Examine likes, comments, shares and replies. Retweets go beyond engagement. They also boost awareness, because people are both seeing and sharing your messages.



Advocates

Track the powerful fans, advocates, and influencers talking about your brand. Measure how far their influence reaches through mentions on media websites.



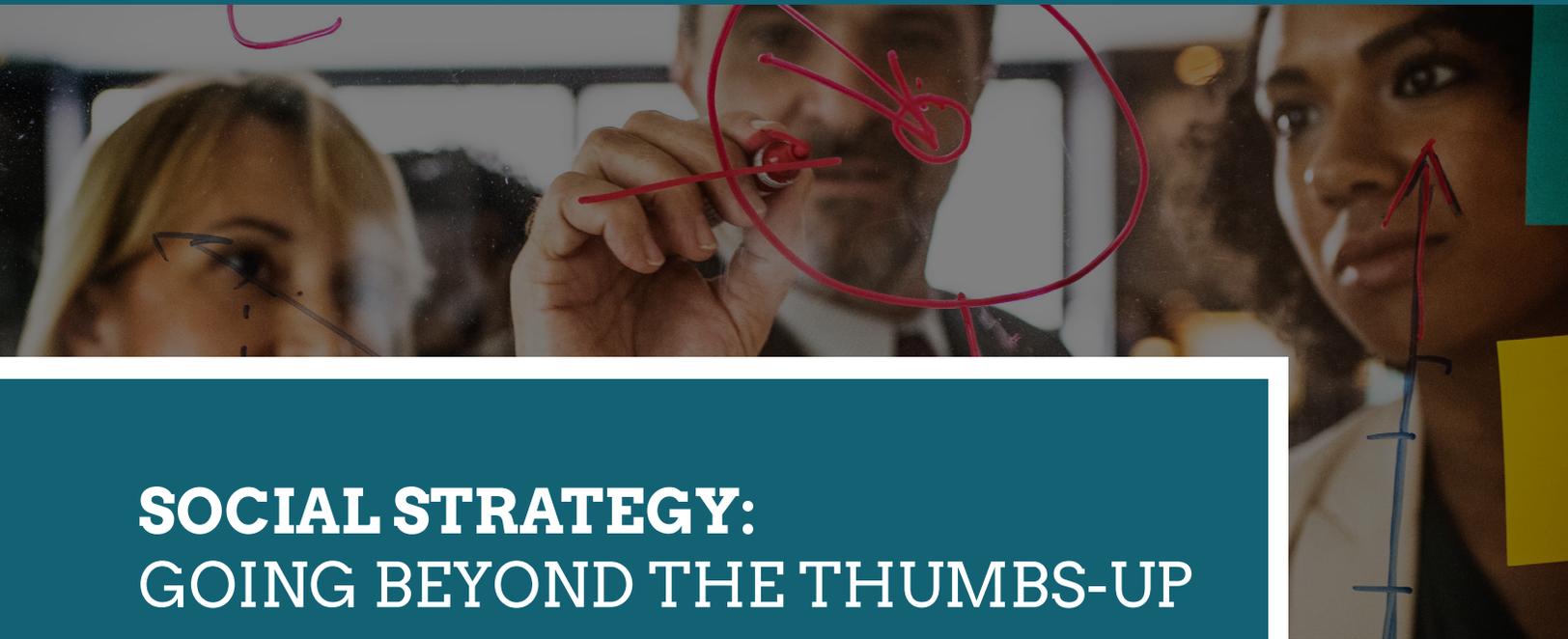
Share

How do you stack up to the competition in your market? Share of voice can measure your brand awareness and reputation in comparison to those of your competitors.



Traffic

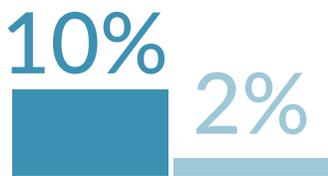
Look at URL shares, clicks and customer conversions on your own website. Measuring traffic is about observing the behavior of the people who are drawn to your site.



SOCIAL STRATEGY: GOING BEYOND THE THUMBS-UP

As you fine-tune your social strategy, you'll find yourself wanting more (and more, and more) from your campaigns. Likes are nice, but are they leading to real customer engagement and ROI for your company?

This is where paid social comes in. Paid social placements give your messages a boost and ensure they're being seen by the right audiences.



Organic (non-paid) tweets are seen by about 10% of your audience and organic Facebook posts are seen by about 2% of your audience.



On Facebook, 93% of companies are using some kind of paid placement. If you're not, your competition may be beating you.

8-24x
HIGHER

The click-through rate for paid Twitter ads is 8 to 24 times higher than that of paid ads on Facebook. Both are at least 10 times higher than their respective organic posts.

The stats above show how paid social can be incredibly effective. Use paid ads to complement your organic posting plan, and you'll get the best of both worlds.



NEXT STEP: HELP FROM THE PROS

We hope this guide to social media will refresh your strategy and give your company better social ROI.

Need some extra guidance? Airfoil Group helps companies build their brands more effectively online. If you need to implement a fresh social plan, **connect with Airfoil Group.**

Looking for more social media tips and advice? Follow us on your preferred channels: