

# SOCIAL MARKETING 10 TIPS FOR MANAGING A GREAT CAMPAIGN



Social media is a fantastic tool for businesses to improve consumer engagement and drive sales.

But how can you successfully manage your campaign?

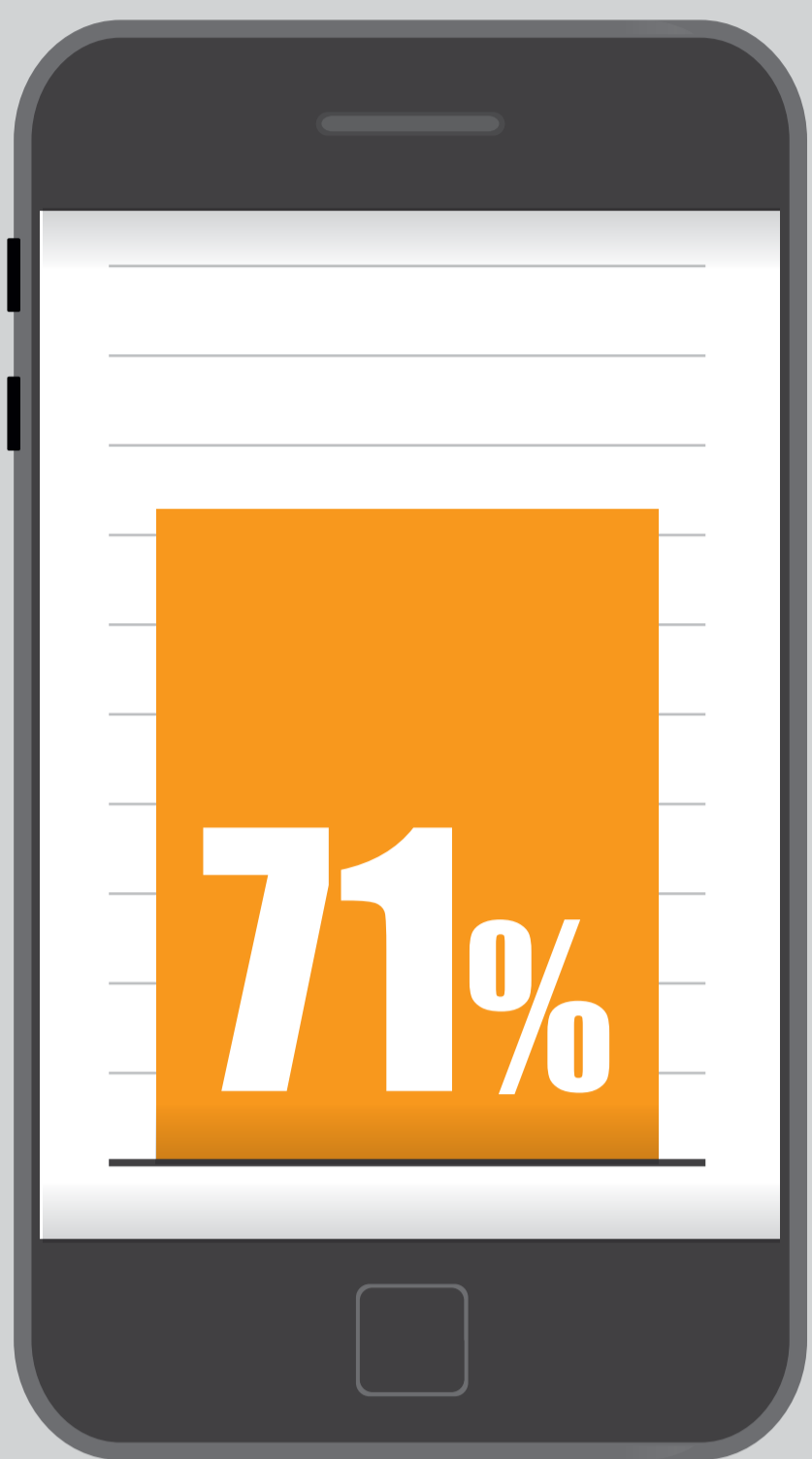
Check out our infographic for some general tips and tricks that could help your social media campaign get off the ground.

## #1 PAY ATTENTION TO MOBILE USERS

12 Jan 09:34

### PAY ATTENTION TO MOBILE USERS

71% of people who access social media do so via mobile devices



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## #2 RESPOND TO YOUR FOLLOWERS

22 Feb 17:52

### RESPOND TO YOUR FOLLOWERS



25% of those who complain on social media expect a response within an hour

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## #3 HAVE A CLEAR MESSAGE

14 Jan 13:28

### HAVE A CLEAR MESSAGE



39% of marketers start out with no strategy for their campaign

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## #4 HAVE ENOUGH RESOURCE AND EXPERIENCE FOR YOUR GOALS

3 Mar 12:02

### HAVE ENOUGH RESOURCE AND EXPERIENCE FOR YOUR GOALS



Only 9% of marketers employ someone full time to manage their blog/social media

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## #5 ENSURE YOUR POSTS HAVE LOTS OF IMAGES

25 May 17:21

### ENSURE YOUR POSTS HAVE LOTS OF IMAGES

350 million images are uploaded to Facebook every day



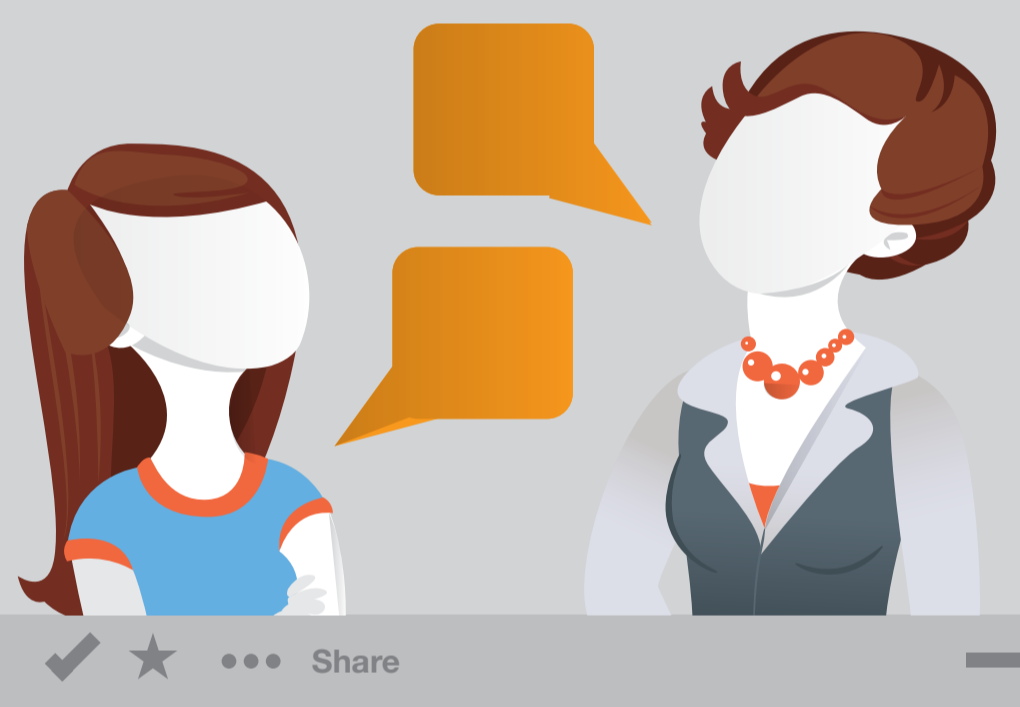
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## #6 KNOW YOUR TARGET AUDIENCE

22 Feb 17:52

### KNOW YOUR TARGET AUDIENCE

Young adults between 18 and 34 are most likely to share news via social networks



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## #7 MAINTAIN A BLOG WITH REGULAR CONTENT

21 Jun 12:41

### MAINTAIN A BLOG WITH REGULAR CONTENT

37% of marketers say blogs are the most valuable type of content marketing



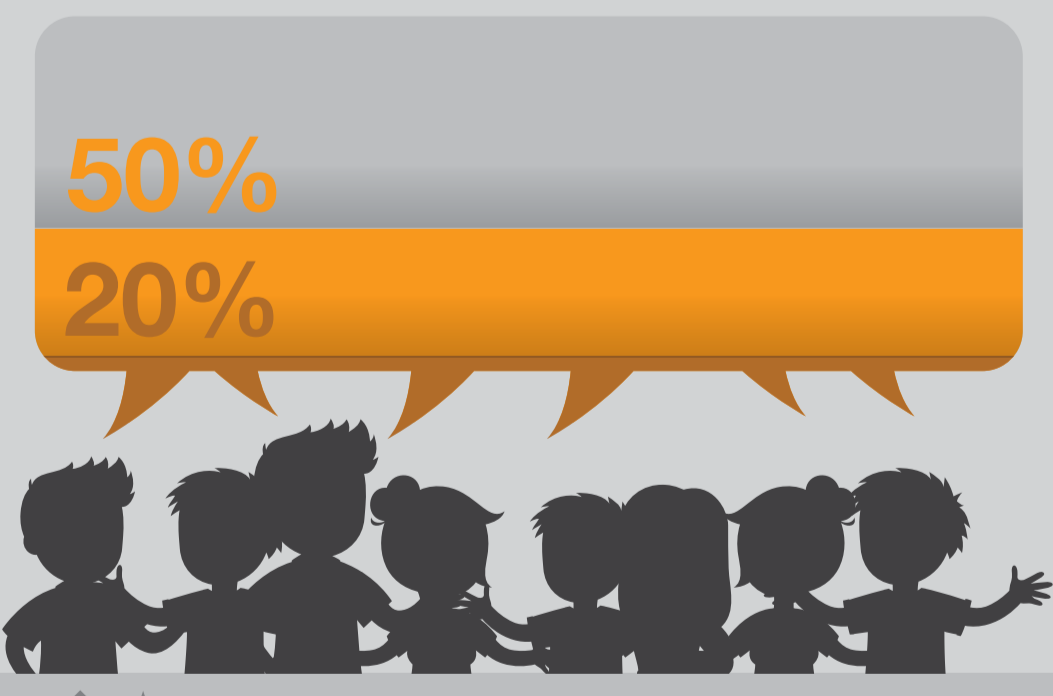
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## #8 FOCUS ON WORD OF MOUTH MARKETING

3 Jul 11:34

### FOCUS ON WORD OF MOUTH MARKETING

A word-of-mouth recommendation is the primary factor behind 20% to 50% of all purchasing decisions



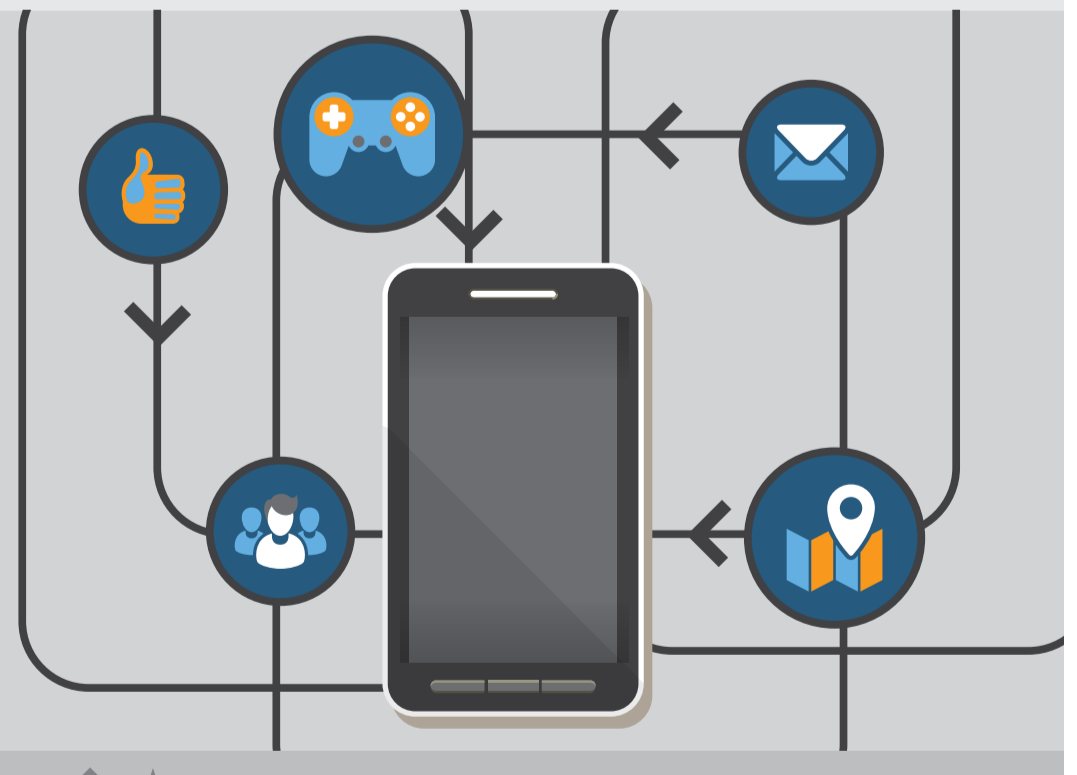
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## #9 KEEP YOUR CONTENT RELEVANT AND ORIGINAL

21 Sep 12:41

### KEEP YOUR CONTENT RELEVANT AND ORIGINAL

Show your personality and make sure your brand values shine through



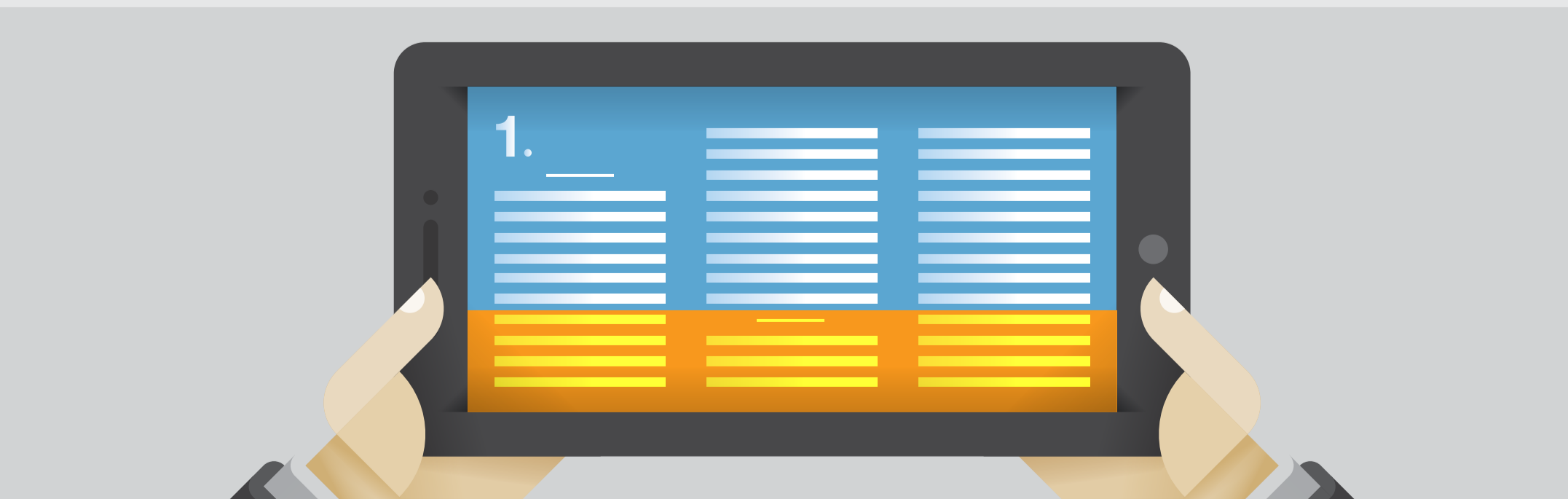
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## #10 TRY WRITING AN EBOOK AND SHARE IT ON YOUR SOCIAL CHANNELS

1 Dec 12:41

### TRY WRITING AN EBOOK AND SHARE IT ON YOUR SOCIAL CHANNELS

31% of B2B content marketers use ebooks to position themselves as thought leaders



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## SOURCES

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