



Comprehensive guide to **social media marketing** for Snap Partners



Introduction

Mastering social media is what differentiates businesses in today's market. With intense competition among brands and limited attention spans, creating a distinct identity and fostering a community on social platforms is crucial for standing out. It's also a powerful way to reach and engage new customers.

A well-executed, goal-oriented social media strategy can yield positive outcomes for your business. Numerous brands have been built from scratch on platforms such as Facebook, Instagram, and TikTok. Navigating your social media strategy can be overwhelming with so many elements to consider, especially if you're new to the scene.

That's why we've crafted this guide to break down the essentials of using social media for business success.



Why social media marketing is important for businesses

Social media marketing is a vital asset for small businesses to build brand identity, connect with audiences, and thrive in the digital world. Here's why an effective strategy is essential.

- ✓ **Boosts brand visibility**
With 80% of social media users² purchasing through social platforms, a consistent presence enhances recognition.
- ✓ **Expands reach**
With 5.17 billion users, Facebook, Instagram, X, LinkedIn, and other platforms help broaden your customer base.³
- ✓ **Gains insights**
Social media offers valuable data on customer habits and preferences, enabling better marketing tactics and product development.
- ✓ **Fosters connections**
Engaging content and timely responses create community and loyalty, crucial for repeat business.
- ✓ **Cost-effective promotion**
Social media ads are budget-friendly, allowing small businesses to engage and grow without high costs.

What is a SMART goal?

S

Specific: Is clearly defined.

M

Measurable: Includes trackable metrics.

A

Achievable: Can be reasonably reached.

R

Realistic: Takes budgets, time, and staffing into account.

T

Time-sensitive: Has a time limit, ideally within the next year.

Understanding your target audience

Understanding who your audience is and what they want is fundamental to crafting a successful social media strategy. Conduct market research to gather insights into the demographics, interests, and online behaviors of your target audience. Create buyer personas to visualize and tailor your content to meet their needs and preferences.

Get to know your audience. This makes it easier to provide the content they want to see. The experts at Social Media Examiner recommend assessing audience needs with a quick and simple survey.

Setting clear goals

Before diving into social media marketing, it's crucial to establish clear, measurable goals. Sprout Social recommends setting goals that are "SMART."⁴ Whether you're aiming to increase brand awareness, drive website traffic, generate leads, or boost sales, defining these objectives will guide your strategy and help measure success. Use the SMART criteria (Specific, Measurable, Achievable, Relevant, Time-bound) to set your goals effectively.

Get to know your audience! Ask these questions.

- ? What social media sites do you normally use?
- ? What websites do you visit most?
- ? What people do you follow or pay attention to online?

Creating a consistent brand voice

A consistent brand voice helps build recognition and trust with your audience. Your brand voice should reflect your company’s values and resonate with your target audience. Whether your tone is professional, casual, humorous, or inspirational, maintain consistency across all platforms to reinforce your brand identity.



Sample brand voices for social media

Element	Description	Examples
Tone	Friendly, approachable, and professional.	• Use warm greetings like “Hi!” or “Hello!” • Maintain a positive and helpful attitude.
Language	Simple, clear, and relatable language. Avoid jargon and technical terms unless necessary.	• Use everyday language: “Let’s explore how we can help you today!” • Simplify complex ideas: “Here’s how it works, step-by-step.”
Style	Consistent use of first-person plural (“we,” “our”) and second-person (“you”) to create a sense of community and engagement.	• “We’re excited to share our latest updates with you!” • “You’re going to love what we have in store.”

Do’s and don’ts

Do’s

- ✓ **Be consistent:** Always use the same tone and language style across all posts and platforms.
- ✓ **Engage positively:** Respond promptly to customer inquiries and feedback with a positive attitude.
- ✓ **Be clear:** Communicate messages clearly and concisely, ensuring they are easily understood.

Don’ts

- ✗ **Avoid negativity:** Never engage in arguments or negative interactions with customers.
- ✗ **Don’t use jargon:** Refrain from using complex language that might confuse the audience.
- ✗ **Avoid over-promising:** Ensure all claims are realistic and achievable.

Platform selection

Social media platforms offer powerful opportunities for promoting your business and engaging with your audience. However, with so many options out there, selecting the most suitable ones for your business can be daunting. Here are some top social media platforms that businesses can effectively harness to their advantage.



Facebook:

Ideal for reaching a broad audience. It offers diverse content formats like text, images, video, and live streaming. Use Facebook Groups and Pages to build communities.



Instagram:

Perfect for visually driven content. Utilize Instagram Stories and Reels for short, engaging videos, and leverage hashtags to increase visibility.



X (Formerly known as Twitter):

Great for real-time updates and conversations. Use it for news, quick updates, and engaging in trending topics.



LinkedIn:

The go-to platform for B2B marketing. Share professional content and industry insights, and network with other businesses.



TikTok:

Popular among younger audiences. Focus on creative, entertaining, and authentic short-form video content.



Pinterest:

Ideal for visually inspiring content, popular among users for sharing ideas and DIY projects. Utilize rich pins and keywords to boost discoverability and site traffic.



YouTube:

Top video platform for all ages, great for tutorials and brand storytelling. Optimize titles and descriptions with keywords to enhance visibility and engage audiences.

Understanding the [demographics of each platform](#) is essential before deciding which ones to use. Different social media channels are better suited for various content types. For example, Instagram excels with photos and videos, while X is ideal for sharing brief updates or stories.

While it might seem beneficial, being active on every social media platform can actually hinder your brand's growth. Even if it doesn't, it's likely consuming more time than it's worth. When shaping your social media strategy, prioritize quality over quantity. Aim to achieve the greatest impact with the resources you have.



Mixing up your content is key to keeping people interested. Different things appeal to different folks. Videos are great for showing off products or giving a sneak peek behind the scenes. Infographics can help break down complex info, while articles let you dive deep into topics your audience cares about. Don't forget about user-generated content, like reviews or photos from your fans – it adds a realness to your brand and makes your audience feel more involved.

To really get people talking and build a lively community, you've got to encourage some interaction. Throw out some open-ended questions to invite your audience to share their thoughts. Polls and surveys are helpful for getting to know what your followers are into.

In the end, content creation on social media is about not just informing, but also inspiring and engaging. With a content calendar, a variety of content types, and a focus on audience interaction, you'll be on your way to building a strong online presence and a community of loyal fans around your brand.

Content creation and audience engagement

Creating content and keeping your audience engaged is important for social media success. Think of content as the king of your social media world. Good, interesting content grabs attention and can turn occasional visitors into dedicated followers.

First, create a content calendar. This is your secret weapon for planning and organizing posts. It helps you keep things consistent and ensures you're always on top of important dates and themes. Plus, it makes it a breeze to add in seasonal or special event content, keeping your audience in the loop all year long.



Leveraging paid advertising

Over 90% of executives are planning to boost their social media marketing budgets over the next three years.⁵ What's driving this decision?



When it comes to boosting your brand's visibility, leveraging paid advertising is a game changer. Think of it as a way to supercharge your reach and connect with those specific audience segments you've been eyeing. Each social media platform comes with its own set of advertising tools that let you create campaigns targeting demographics, interests, and even the online behavior of your audience.

Whether you're on Facebook, Instagram, or another platform, you can tailor your ads to hit the right people with the right message at the right time. Imagine being able to focus your efforts on those who are most likely to be interested in what you're offering, rather than casting a wide net and hoping for the best. This targeted approach means

you're not just reaching more people; you're reaching the right people.

But here's the thing – just setting up an ad and leaving it isn't going to cut it. You've got to keep an eye on how your ads are doing. Are they reaching the right people? Are they getting clicks, likes, or shares? This is where monitoring performance comes in. By checking out how your ads perform, you can tweak and optimize them to ensure you're getting the best bang for your buck, which ultimately means a better return on investment (ROI).

Measuring success with analytics

Analytics are crucial for evaluating the effectiveness of your social media efforts. Use platform-specific analytics tools or third-party solutions to track key performance indicators (KPIs) such as engagement rate, reach, conversions, and ROI. Regularly analyze this data to understand what works, what doesn't, and how to refine your strategy.

Connect your social media objectives to tangible metrics and KPIs. This is essential in a time when marketers must demonstrate ROI. From engagement to web traffic and more, there are numerous metrics to monitor.



Understanding social media marketing metrics

Social media marketing metrics are crucial for teams to assess campaign effectiveness and pinpoint successful strategies, allowing for strategy adjustments to enhance outcomes. Here's a concise overview of important metrics.

- ✓ **Reach:** Counts the unique viewers of a social media post.
- ✓ **Impressions:** Measures how often a post is shown to users.
- ✓ **Engagements:** Tracks interactions such as likes, comments, clicks, shares, or messages on posts or the entire account.
- ✓ **Engagement rate:** Reflects the percentage of engaged users compared to those who saw the post. Calculated as: $\text{engagement rate} = \text{post engagement} / \text{post reach}$.
- ✓ **Amplification rate:** Shows the percentage of followers who share a post. Calculated as: $\text{amplification rate} = \text{post shares} / \text{total account followers}$.
- ✓ **Click-through rate (CTR):** The proportion of post viewers who click on a link. Calculated as: $\text{CTR} = \text{post link clicks} / \text{post impressions}$.
- ✓ **Account views:** The count of viewers visiting your social media profiles.
- ✓ **Audience growth rate:** Indicates how fast your audience expands, expressed as a percentage. Calculated as: $\text{audience growth rate} = (\text{net new followers} / \text{total followers}) \times 100$.
- ✓ **Cost-per-click (CPC):** Evaluates cost efficiency by determining the cost per click on a post. Calculated as: $\text{CPC} = \text{ad spend} / \text{number of clicks}$.
- ✓ **Conversion rate:** Percentage of users performing a desired action, like buying a product. Calculated as: $\text{conversion rate} = \text{number of desired actions} / \text{number of impressions}$.
- ✓ **Return on investment (ROI):** Assesses campaign profitability. Calculated as: $\text{ROI} = \text{profits attributable to a campaign} / \text{total campaign cost}$.
- ✓ **Mentions:** Counts how often users reference your company on social platforms.
- ✓ **Share of social voice (SoSV):** Compares your brand mentions against competitors, shown as a percentage. Calculated as: $\text{SoSV} = (\text{brand mentions} / \text{competitor mentions}) \times 100$.
- ✓ **Social sentiment:** Analyzes the balance of positive, negative, and neutral sentiments about your company. Calculated as: $\text{social sentiment} = (\text{positive mentions} - \text{negative mentions}) / \text{total mentions}$.



Sample B2C social media goals and KPIs

Increase brand awareness

KPI: Number of impressions and reach

Boost engagement rates

KPI: Likes, comments, shares, and overall engagement rate

Drive website traffic

KPI: Click-through rate (CTR) and website visits from social media

Improve customer satisfaction

KPI: Customer feedback scores and response times

Generate leads

KPI: Number of leads collected through social media forms or campaigns

Increase sales revenue

KPI: Conversion rate and revenue generated from social media campaigns

Enhance brand loyalty

KPI: Frequency of repeat interactions and customer retention rate

Grow social media community

KPI: Growth in follower count and community size across platforms

Adapting strategies based on performance data

Social media is dynamic, and strategies must evolve based on performance insights. Be flexible and willing to experiment with new content types, posting times, and strategies. Continuously repeat and improve your approach to stay ahead of trends and changes in audience behavior.

Imagine you've got your goals all set.

But here's the thing: Making social media work for your business requires a solid plan.

Random posting just won't cut it. Without a strategy, your social media could end up being a massive time drain.

Don't sweat it! Crafting a [social media marketing strategy](#) doesn't have to be intimidating. To stay on track without feeling swamped, here's what we recommend focusing on.



Make sure your social media goals address specific challenges.



Spot business opportunities via social channels.



Integrate social marketing efforts across the company.



Engage with your audience instead of ignoring them.



Concentrate on platforms that offer true value.



Continuously track and refine your strategy to market effectively.



Develop content that captivates your audience.



By honing in on these areas, you'll be miles ahead of the game.

Mentioning Snap Finance in your content

Want to showcase your partnership with Snap in your content? Feel free to tag us on the social media platforms listed below, and we'll make sure to engage with you. Snap offers a selection of preapproved advertising materials specifically for social media marketing. To access online banners and other resources, head over to the Merchant Portal, click on the Documentation tab, and find the Resources menu. Remember to adhere to our list of approved and unapproved phrases to ensure compliance.



Facebook:

facebook.com/approvalinasnap



Instagram:

instagram.com/snapfinance



X:

x.com/MySnapFinance



YouTube:

youtube.com/@snapfinance3367



LinkedIn:

linkedin.com/company/snap-finance



TikTok:

https://www.tiktok.com/@snap_finance

Make sure to follow us, and we'll follow back!

Making the most of social media

Social media marketing is a powerful tool for businesses seeking to achieve various marketing objectives. By setting clear goals, understanding your audience, maintaining a consistent brand voice, and leveraging the strengths of each platform, you can create a comprehensive strategy that drives success and fosters a strong connection with your audience.

Regular analysis and adaptation will ensure your social media efforts continue to deliver results in the ever-evolving digital landscape.

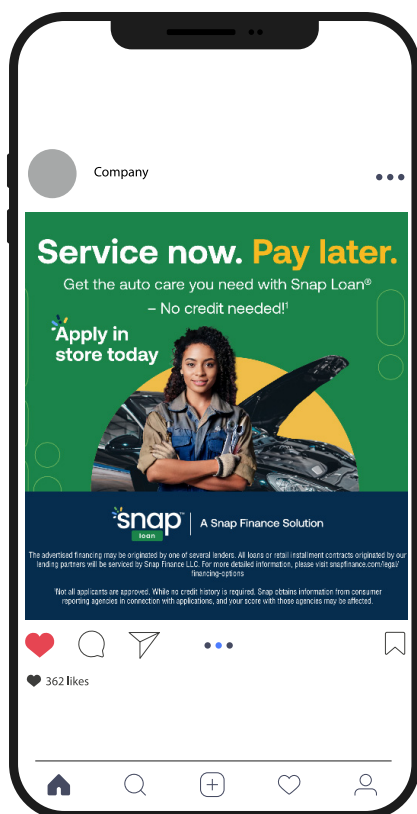
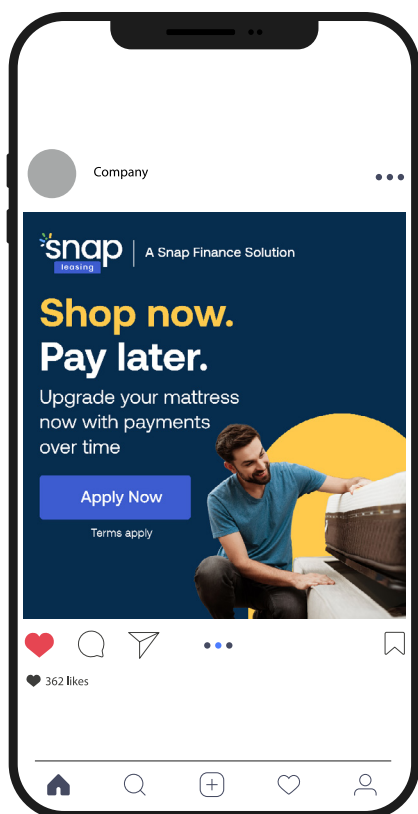
With social media in your marketing toolbox, your business can really go the distance. Check out the following Resources section for more social media tips. You can also contact your CSM for more social media pointers.

Snap Finance social media resources

Let your followers know you offer financing with Snap Finance.



Communicating your partnership with Snap through social channels can drive more traffic to your site or business. You can easily share these assets across Facebook, Instagram, LinkedIn, and X (formerly Twitter) to reach more customers. For best results, we suggest linking your posts to a landing page with more details.



You can find all these ready-made assets in your Merchant Portal. Just select [Resources > Marketing > Social Media Graphics](#).

Resources for social media marketing for your business

Tools to help improve your social media marketing strategies

Content schedulers: A [scheduler](#) lets you plan and automate your social media posts, saving time and ensuring consistent updates.

Analytics tools: These [tools](#) enable you to monitor and evaluate how your social media campaigns are performing to help refine your strategy.

Hashtag generators: This [tool](#) assists you in discovering and utilizing the best hashtags to boost your post's reach.

#UsefulTool

Social media management tools: Platforms such as [these](#) allow you to efficiently oversee multiple social media accounts and analyze performance metrics in one centralized dashboard.



Social media managers: Bringing in a social media manager to handle your accounts can keep you updated on trends and expand your reach to potential customers without increasing your workload. By outsourcing these tasks to experts, you free up time to concentrate on what only you can do.

Guide to setting up social media pages for business: Here's how to [set up](#) social media pages for your business.

Latest social media news: [Social Media Today](#) is a leading platform that provides the latest news, trends, and tips in the social media industry.

Sources

¹ Nanji, Ayaz. "[How Social's Influence on Brand Discovery Varies Among Generations](#)." MarketingPros, 2021.

² "[50+ Must-know social media marketing statistics for 2024](#)." Sprout Social, February 8, 2024.

³ Singh, Shubham. "[How Many People Use Social Media](#)." Demandsage, September 2, 2024.

⁴ Kenan, Jamia. "[How to set and achieve meaningful social media goals](#)." Sprout Social, February 13, 2023.

⁵ Gomez, Ronnie. "[The importance of social media marketing: 7 stats that prove social's role in business success](#)." Sprout Social, September 18, 2023.