



FNQ

# FOOD INCUBATOR

CREATE | INNOVATE | ACCELERATE

## MODULE 11

*Developing & Implementing a Social  
Media Strategy*

On successful completion of this module you will be able to:



The average supermarket shopper can be exposed to 20,000+ products in a supermarket visit that may last less than 30 minutes. In addition, many purchases in their trip may be largely unplanned. As discussed in the branding module, food products often do not vary greatly functionally, so in-store motivations and activations at point of purchase can have significant impact on shopper's purchasing behaviour. So what exactly is POP?

In short, we can consider POP marketing as all those marketing exposures that are designed to have the shopper buy our product. These exposures generally occur in- store, but as a by-product of packaging (seen later) occur out of store also. POP marketing has an important impact on shopper purchase behaviour, in conjunction with the other elements of traditional consumer focussed marketing already looked at in this course. POP marketing is said to be one of the 'new' disciplines in the marketing field, although it has been studied commercially for some time. According to Point of Purchase Advertising International (POPAI, 2013) states that in the past, in-store marketing was considered different to, separate from, and not as important as out of store marketing. These perspectives have changed.

POP marketing activities are largely forms of promotion that are built around the product standing out from the clutter and catching the shopper's eye, which are used to facilitate impulse purchasing. One well-cited study by Phillips & Bradshaw (1993) suggests that unplanned purchase of grocery items might be as high as 51 per cent depending on the trip type. This implies there is a significant opportunity for marketers at point of purchase to gain sales. Seafood CRC research confirms that while up to 75% of food purchases are planned before a shopper enters the store, many of the items on the shopping list may

simply be 'tinned tomatoes' or 'fish' – with the brand decision still yet to be made in store (Retail Transformation 2010).

By definition, POP implies that the marketing message must be encountered on (or very close to) a shopping trip. POP exposures are frequently referred to as customer 'touch points' and have been shown in various studies to help contribute to the 'brand image' of products. There are various types of POP 'touch-points' including:

- Price promotions
- Multipack buys
- Product samples
- Taste testing
- Window displays
- Counter displays
- Floor stands/display bins
- Banners of any kind
- All types of open and closed display cases
- Digital & interactive media
- Aisle end caps
- Packaging
- Information pamphlets, recipe card holders etc.

Different POP materials and combinations of materials will be more suitable for different products/situations.

A social media marketing strategy is a summary of everything you plan to do and hope to achieve on social media. It guides your actions and lets you know whether you're succeeding or failing. Every post, reply, like, and comment should serve a purpose.

The more specific your strategy is, the more effective the execution will be. Keep it concise. Don't make your plan so lofty and broad that it's unattainable or impossible to measure.

## TRACK MEANINGFUL METRICS

Vanity metrics like retweets and likes are easy to track, but it's hard to prove their real value. Instead, focus instead on targets such as leads generated, web referrals, and conversion rate. You may want to track different goals for different channels, or even different uses of each channel.

Make sure to align your social media goals with your overall marketing strategy. This will make it easier for you to show the value of your work and get executive buy-in and investment.

| Business Objective              | Social Media Goal  | Metric(s)                                 |
|---------------------------------|--|---|
| Grow the brand                  | <b>Awareness</b> (these metrics illuminate your current and potential audience)              | followers, shares etc.                    |
| Turn customers into ambassadors | <b>Engagement</b> (these metrics show how audiences are interacting with your content)       | Comments, likes, @mentions etc.           |
| Drive leads and sales           | <b>Conversions</b> (these metrics demonstrate the effectiveness of your social engagement)   | Website clicks, email signups etc.        |
| Improve customer retention      | <b>Consumer</b> (these metrics reflect how active customers think and feel about your brand) | Testimonials, social media sentiment etc. |



## CREATE AUDIENCE PERSONAS

Knowing who your audience—and ideal customer—is and what they want to see on social is key to creating content that they will like, comment on, and share. It's also critical if you want to turn social media followers into customers for your business.

Further develop your client avatars in more detail for social media. These allow you to think of your potential fans, followers, and customers as real people with real wants and needs. And that will allow you to think more clearly about what to offer them.

## GATHER REAL-WORLD DATA

Social media analytics can also provide a ton of valuable information about who your followers are, where they live, which languages they speak, and how they interact with your brand on social. These insights allow you to refine your strategy and better target your social ads.

Beerenberg condiments used Facebook Analytics to learn that 90 percent of their users who referred other customers were between 18- and 34-years-old, and 65 percent of that group was using Android. They used that information to target their ads, resulting in a 40 percent lower cost per referral.

## Research The Competition

Odds are, your competitors are already using social media—and that means you can learn from what they're already doing.

## CONDUCT A COMPETITIVE ANALYSIS

A competitive analysis allows you to understand who the competition is and what they're doing well (and not so well). You'll get a good sense of what's expected in your industry, which will help you set social media targets of your own.

This analysis will also help you spot opportunities. For example, maybe one of your competitors is dominant on Facebook, but has put little effort into Twitter or Instagram. You might want to focus on the networks where your audience is underserved, rather than trying to win fans away from a dominant player.

## ENGAGE IN SOCIAL LISTENING

Social listening is another way to keep an eye on the competition.

As you track competitor accounts and relevant industry keywords, you may notice shifts in the way these channels are used. Or, you might spot a specific post or campaign that really hits the mark—or totally bombs. Keep an eye on this information and use it to evaluate your own goals and plans.

# Conduct A Social Media Audit

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## EXAMINE YOUR CURRENT EFFORTS

If you're already using social media tools, you need to take a step back and look at what you've already done and accomplished. Ask yourself the following questions:

- What's working, and what's not?
- Who is connecting with you on social?
- Which networks does your target audience use?
- How does your social media presence compare to that of your competitors?

Once you gather all this information in one place, you'll have a good starting point for planning how to improve your results.

Your audit should give you a clear picture of what purpose each of your social accounts serves. If the purpose of an account isn't clear, think about whether it's worth keeping.

To help you decide, ask yourself the following questions:

- Is my audience here?
- If so, how are they using this platform?
- Can I use this account to help achieve meaningful business goals

Asking these tough questions will help keep your strategy on track and focused.

## Set up accounts and improve existing profiles

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### DETERMINE WHICH NETWORKS TO USE (AND HOW TO USE THEM)

As you decide which social channels to use, you will also need to define your strategy for each network.

It's a good exercise to create mission statements for each network. These one-sentence declarations will help you focus on a very specific goal for each account on each social network. Example: "We will use Facebook advertising to target a specific audience in order to increase sales." One more: "We will use Instagram for promoting and sharing our company culture to

for promoting and sharing our company culture to help with recruitment and employee advocacy." If you can't create a solid mission statement for a particular social network, you may want to reconsider whether that network is worth it.

### SET UP (AND OPTIMISE) YOUR ACCOUNTS

Once you've decided which networks to focus on, it's time to create your profiles—or improve existing profiles so they align with your strategic plan.

- Make sure you fill out all profile fields
- Use keywords people will use to search for your business
- Use images that are correctly sized for each network

# Create a social media content calendar

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Sharing great content is essential, of course, but it's equally important to have a plan in place for when you'll share content to get the maximum impact. Your social media content calendar also needs to account for the time you'll spend interacting with the audience (although you need to allow for some spontaneous engagement as well).

## CREATE A POSTING SCHEDULE

Your social media content calendar lists the dates and times at which you will publish types of content on each channel. It's the perfect place to plan all of your social media activities—from images and link sharing to blog posts and videos. It includes both your day-to-day posting and content for social media campaigns. Your calendar ensures your posts are spaced out appropriately and published at the optimal times.

## PLOT YOUR CONTENT MIX

Make sure your calendar reflects the mission statement you've assigned to each social profile, so that everything you post is working to support your business goals. For example, you might decide that:

- 50 percent of content will drive traffic back to your blog
- 25 percent of content will be curated from other sources
- 20 percent of content will support enterprise goals (selling, lead generation, etc.)
- 5 percent of content will be about HR and company culture

Placing these different post types in your content calendar will help ensure you maintain the ratio you've planned. If you're starting from scratch and you're simply not sure what types of content to post, try the 80-20 rule:

- 80 percent of your posts should inform, educate, or entertain your audience
- 20 percent can directly promote your brand.

You could also try the social media rule of thirds:

- One-third of your social content promotes your business, converts readers, and generates profit.
- One-third of your social content shares ideas and stories from thought leaders in your industry or like-minded businesses.
- One-third of your social content involves personal interactions with your audience.

Once you have your calendar set, use scheduling tools or bulk scheduling to prepare your messaging in advance rather than updating constantly throughout the day. This allows you to craft the language and format of your posts rather than writing them on the fly whenever you have time.



# Test, evaluate, and adjust your strategy

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Your social media strategy is a hugely important document for your business, and you can't assume you'll get it exactly right on the first try. As you start to implement your plan and track your results, you may find that some strategies don't work as well as you'd anticipated, while others are working even better than expected.

## TRACK YOUR DATA

In addition to the analytics within each social network, you can use UTM parameters to track social visitors as they move through your website, so you can see exactly which social posts drive the most traffic to your website.

## RE-EVALUATE, TEST, AND DO IT ALL AGAIN

Once this data starts coming in, use it to re-evaluate your strategy regularly. You can also use this information to test different posts, campaigns, and strategies against one another. Constant testing allows you to understand what works and what doesn't, so you can refine your strategy in real time.

Surveys can also be a great way to find out how well your strategy is working. Ask your followers,

email list, and website visitors whether you're meeting their needs and expectations, and what they'd like to see more of. Then make sure to deliver on what they tell you.

In the social sphere, things change fast. New networks emerge, while others go through significant demographic shifts. Your business will go through periods of change as well. All of this means that your social media strategy should be a living document that you look at regularly and adjust as needed. Refer to it often to keep you on track, but don't be afraid to make changes so that it better reflects new goals, tools, or plans.

When you update your social strategy, make sure to let everyone on your team know. That way they can all work together to help your business make the most of your social media accounts.

# SOCIAL MEDIA CHECKLIST

**Optimising your social media is a key part of a digital marketing plan. This checklist will uncover the gaps in your social media strategy.**

Are you groaning and rolling your eyes at the very suggestion of performing an Instagram audit? We can't blame you—it hardly sounds like a fun way to spend your time.

However, if you're eager to discover what's working (and what isn't!) on your brand's Instagram account, it's a necessary step to take. Conducting your own Instagram audit will empower you with all sorts of information you can leverage to take your Instagram account up a notch (or, honestly, several notches).

Answer the questions as YES or NO based off of your business or personal social media accounts. After you've answered the questions, evaluate how you can improve in some areas to fully optimize social media for your business.

## LET YOUR WORDS DO THE TALKING - INSTAGRAM BIO

Although Instagram bios are short, it's important that you pay attention to what you're saying there to ensure it's an adequate reflection of your brand. Your bio should address who your brand is, as well as what it does.

A simple way to make sure you touch on those points? Imagine yourself shaking someone's hand at a networking event and introducing your brand. What would you say?

That simple exercise will help you to ensure that you hit on the most important pieces. And don't forget you also get a clickable link in your bio. Most people use it to drive traffic to their website's homepage—but this is limiting and leads to missed opportunities.

## A PICTURE SPEAKS A THOUSAND WORDS

Most business owners on Instagram don't think about updating their Instagram profile, but doing so can be a great way to keep the profile fresh and relevant. Adding logo variations or designs specific to a marketing campaign can encourage followers to check out your profile more frequently than they might otherwise.



## WHEN APPEARANCE COUNTS

If appearance isn't something you've been too concerned about up to this point, an Instagram audit is a good time to ensure that you're giving the visual element the attention it deserves.

You should curate a profile that makes a statement. The most attention-grabbing Instagram accounts have a cohesive aesthetic that complements the brand's overall vibe. The images you post should have similar colors, subjects, or feelings to them in order to maintain a consistent look.

## YOUR THE VOICE, TRY UNDERSTAND IT....

It's important to turn a closer eye to the language you've been using to ensure that it fits the overall voice and personality of your brand. Scroll through some of the captions on your recent photos. Do those captions fit with your brand's voice?

## KNOW YOUR NUMBERS

The only way to know if your Instagram strategy is working is if you have the analytics to prove it. While an Instagram Business account does offer some basic information about performance, third-party analytics platforms provide a wealth of information that is otherwise inaccessible.

## QUALITY OVER QUANTITY

You may think that having a large number of followers is important to create a fully optimised Instagram profile. After all, the more followers a brand has the more credible it often appears. But a quick look at Instagram profiles owned by some of the largest companies in the world shows that follower quality is more important than quantity.

Focus on developing a strategy that engages the target audience rather than boosting the numbers of followers just to project an air of credibility.

# INSTAGRAM

YES

NO

Is your handle and name a representation of your business/product?

Is your profile photo of your logo or product?

Does your bio introduce your brand & have a clickable link?

Is your content branded?

Is your feed consistent/attractive to the eye?

Are you using the right hashtags for your posts/food industry?

Is there a call-to-action in your captions?

Are you following accounts that are relevant and aligned?

Are you responding to comments in a timely manner?

Do you dedicate time to engage with your followers?

Do you engage with food industry hashtags and your target audience?

Are you being spammy with likes, comments, and follows?

Are you building a community with your followers?

# FACEBOOK

YES

NO

Is your bio and business information completely filled out?

Is your "about" section complete with visuals, mission, values & contacts

Is your profile photo of your logo or food product?

Does your cover image include a call-to-action?

If you have milestones & awards is this section filled in?

Are you making use of your CTA button?

Are your business operating hours or online shop link accurate?

Are you taking advantage of the featured image section?

Have you created an announcement for the top of your page?

Is your branding consistent with all your other platforms?

Are you posting regularly, and at a time when your audience is online?

Do you have a content strategy?

Are you posting interesting content?

Are you replying to comments in a timely manner?

Do you have a strategy around managing reviews?

Have you set your autoresponder messenger?

Are your page tabs organised?

Are you following, liking, commenting on other people's content?

Are you building a community with your followers?



# DAILY SOCIAL MEDIA TO-DO-LIST

The key is to break things down into small steps and work on them daily rather than letting them build up. You can run this checklist at the start of your day to free up some headspace and drop that nagging feeling in the back of your head that you just might have forgotten something.