

localsearch

Digital
Marketing
Service

2023 Social Media Guide





Hi, We're Localsearch!

Since 1993, Localsearch has been making marketing damn easy for Australian business owners.

In this simple guide we're going to show you how to master your organic social media! From understanding your audience to picking the best platforms for your business. This is your one-stop guide to getting the most out of your organic social media.

Localsearch is one of the highest-rated, full-suite digital marketing services in Australia. What we do is provide 300,000 Australian businesses with free support, plus help a further 28,000 business owners through Localsearch.com.au, websites, search engine optimisation, Google Ads, Google Business Profile and social media marketing. We'd love to help you too!

An Overview

Introducing our comprehensive guide for elevating your organic social media game. Whether you're a social media novice or a seasoned pro aiming to refine your digital presence, this guide has you covered. It's designed to be your trusted companion, ready to be personalised with your notes for reference whenever you need it.

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- 6** Pick Your Focus Platforms
- 7** Time for your NAP!
- 8** Link Your Profiles
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Step 1:

Understanding Your Audience

Understanding your target audience is paramount when strategising for organic social media. It forms the foundation for creating content that genuinely resonates, fosters engagement, and builds lasting connections. By comprehending their preferences, behaviours, and pain points, you can tailor your content to address their specific needs.



Ask Yourself These Questions to Help Define Your Audience

Who is my ideal customer?

Describe the characteristics of the person who would benefit the most from my product or service. Consider factors such as age, gender, occupation, and lifestyle.

What problems does my product/service solve?

Identify the pain points or challenges that your offering addresses. Who are the individuals or groups most affected by these issues?

Where does my audience spend their time online?

Determine the social media platforms, online forums and apps your target audience frequents.

What are their interests and hobbies?

Explore the hobbies, interests, and activities that resonate with your potential customers. This can provide insights into how to engage them on a personal level.

Step 2:

Pick Your Focus Platforms

Let's talk about social media and a key principle: "quality over quantity." It's tempting to be everywhere online, but here's the catch. While being on many platforms might get you noticed, it can also water down the good stuff you share. Think about it – spreading yourself too thin means your content might not be as great as it could be. So, consider this: focus on a few key platforms where you can really shine. That way, you can put your best foot forward, create awesome content, and truly connect with the people who matter most – your audience.

So, Which Platforms Should I Pick?

We've broken down the key information of on some of the worlds tops social media platforms. Using this information alongside your target audience discussed earlier, pick 3 focus platforms.



- Widely used across all age groups, but more popular among adults and seniors.
- Multiple content types including posts, images, videos, and live streaming.
- Offers broad reach, ideal for brand visibility and community engagement.



- Demographics: Skewed towards younger users, especially teens and young adults.
- Features: Visual-centric platform focused on images and short videos.
- Key Traits: High engagement, great for visually appealing content and influencer collaborations.



- Demographics: Broad user base, but popular among professionals, journalists, and influencers.
- Features: Short-form text-based updates (tweets) with multimedia attachments.
- Key Traits: Real-time updates, suitable for sharing news, trends & opinions.



- Demographics: Mainly used by professionals, businesses, and job seekers.
- Features: Career-focused networking, sharing industry insights, and business updates.
- Key Traits: Ideal for B2B networking, recruitment, and professional conversation.



- Demographics: Wide range of users across various ages, popular among younger audiences.
- Features: Video-sharing platform for various content types and genres.
- Key Traits: Second-largest search engine after Google, great for educational content and tutorials.



- Demographics: Skewed towards younger users, particularly Gen Z and Millennials.
- Features: Short-form video platform for creative and entertaining content.
- Key Traits: Trend-focused, suitable for playful and youthful brands.

Let's Look at Some Examples

Here we have Sallys Dress Shop. Sallys defined her target market as Millennials, they're professionals in their fields and spend a lot of their free time socialising with their friends. They like to express themselves through their personal style and Sallys dress shop provides a wide variety of clothing and accessories to achieve this.



Sallys Dress Shop

Selected Platforms



Johns Accounting

Johns accounting is well established accounting business servicing small business in metro areas. They pride themselves on staying up-to-date on industry trends and maintaining a professional brand image.

Selected Platforms



Step 3:

Time for your NAP!

Now it's time to jump into your chosen platforms and check your NAP! NAP refers to the consistent and accurate listing of a business's Name, Address, and Phone number across different platforms. Keeping your NAP consistent across all you social media platforms, website, Localsearch Business Profile and Google Business Profile helps boost your SEO and who doesn't want that!

Step 4:

Link Your Profiles

Imagine your social media profiles are like puzzle pieces that fit together perfectly. When you connect them and share them with your website, online directories and anywhere else your business is online, it's like creating a big map where people can easily find you. It's like adding extra power to your online reputation and making sure you show up when people search for things. So, by putting all these pieces together, you're not just making links – you're building a strong online image that helps you connect with more people and make your business grow.

Best Places to Link Your Social Media Profiles



Google Business Profile



Other Social Media



Your Website



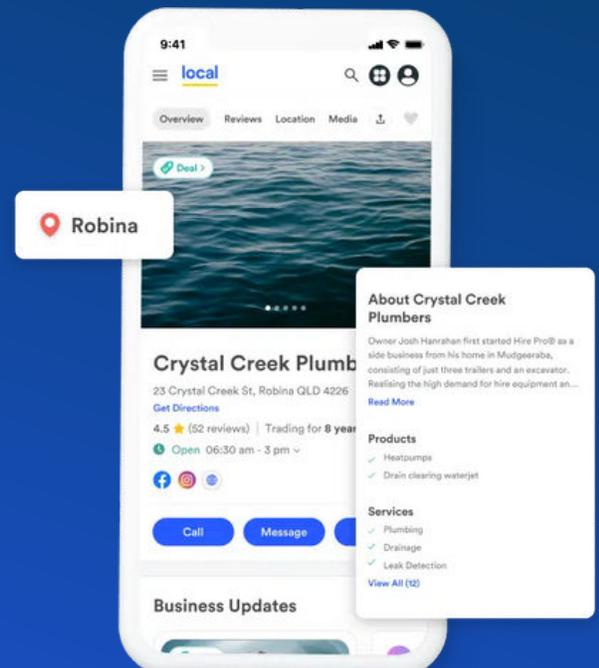
Localsearch.com.au
Business Profile

Claim Your Free Localsearch Business Profile

8+ million people are searching for businesses just like yours on Localsearch.com.au every year.

- ✓ Be found in more places online.
- ✓ Boost your SEO.
- ✓ Grow your business.
- ✓ Get more leads, enquires & reviews.

[Claim My Profile](#)



Step 5:

Creating Content

Creating compelling content on social media is a dynamic art that involves capturing attention, igniting engagement, and fostering meaningful connections. It's about crafting visuals, stories, and messages that resonate with your audience's interests, needs, and aspirations. By blending authenticity, creativity, and value, your content can stand out in the digital crowd, prompting likes, shares, and conversations. Whether it's eye-catching images, informative videos, or thought-provoking captions, the key is to consistently deliver content that adds genuine worth to your audience's online experience.

Content Ides For Businesses

- | | |
|---|--|
|  Text Posts |  Reviews |
|  Short-form Video |  Photos |
|  Tutorials |  Product Spotlights |
|  Case Studies |  Competitions |
|  Infographics |  Throwbacks |
|  Seasonal Content |  Live Streams |
|  Q&A Sessions |  User Generated |

Ask Yourself These Questions to Help Create Your Content

What language and tone do they respond to? Do they prefer formal language, casual tones, or a mix of both?

What are their aspirations and goals? Understand the aspirations and goals your target audience aims to achieve. How does your product or service align with these aspirations?

What are their pain points and challenges? Identify the common problems your audience faces. How can your business provide solutions to these challenges?

What values and beliefs do they hold? Understand the values, beliefs, and causes that matter to your audience. This can guide your messaging and help you connect on a deeper level.

Our Top Free Tools For Content Creation for Business Owners

There are some really helpful free tools that can make creating content for social media a lot easier. From making graphics to generating captions, there are a wealth of free tools out there to help you make quality content for your social media platforms.

Video Editing



CapCut



Canva



iMovie

Captions & Text



ChatGPT



Grammarly



Google Docs

Stock Images & Editing



Pixabay



freepik



Canva

Graphic Creation



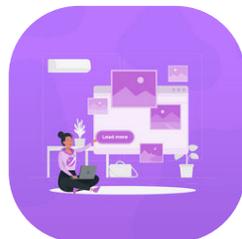
Canva



Visme



wepik



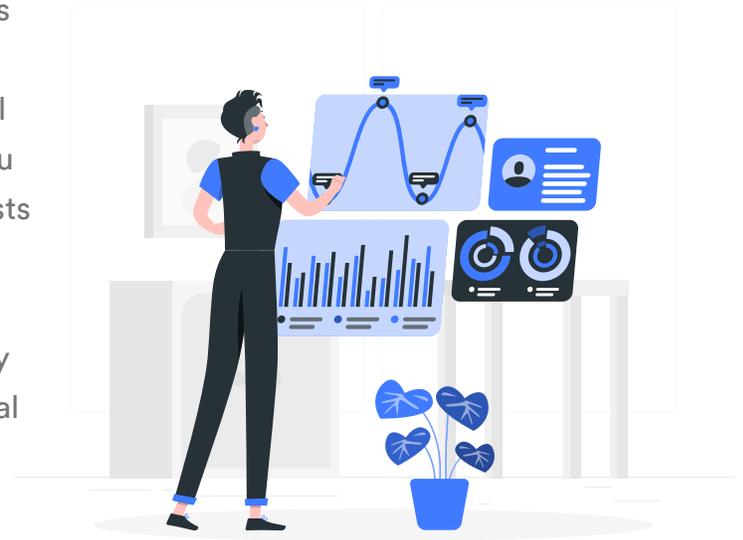
Our Top
Canva Tips

[Learn More](#)

Step 6:

Understanding Your Analytics

Understanding your social media analytics is like having a map for your online journey. It shows you where you're going and how well you're doing. By looking at the numbers, you can learn what your followers like, what posts are popular, and when people interact with you the most. This helps you improve your posts and talk to your audience in ways they really like. So, paying attention to your social media analytics helps you make smarter choices and connect better with the people who follow you.



Common Social Media Analytical Terms and What They Mean

Impressions

The number of times a post appears on a user's screen, regardless of whether it was clicked or engaged with.

Reach

The total number of unique users who see a specific post or piece of content.

Engagement

The sum of likes, comments, shares, and clicks on a post, indicating how interactive your content is.

Conversion Rate

The percentage of users who take a desired action, like making a purchase or signing up, out of the total who interacted with your content.

Follower Growth

The rate at which your follower count is increasing over a specific time period.

Engagement Rate

The average percentage of engagement (likes, comments, shares) your posts receive in relation to your total followers.

Clicks

The total number of clicks on your post or links within your post.

Mentions

Instances where your username or brand has been tagged or mentioned by other users.

Virality

The rate at which your content is shared compared to its reach, indicating how "viral" it becomes.

Post Longevity

How long a post remains relevant and continues to receive engagement.

These terms help you analyse your social media performance, understand your audience, and refine your strategy for better engagement and results. Depending on the social media platform you're using the analytics you see can vary.

Step 7:

Boost Your Brand with Social Media Marketing

Paid social media marketing serves as a turbocharger for your business growth. By strategically investing in targeted ads, you amplify your brand's visibility, reaching a wider and more relevant audience. These ads allow you to showcase your products, services, or promotions to potential customers who might not have discovered you otherwise. With precise targeting options, you can tailor your ads to specific demographics, interests, behaviours, and even geographic locations.

The result? Increased website traffic, lead generation, and potential conversions. As a powerful complement to organic efforts, paid social media advertising accelerates your business's reach and impact in the digital realm.



Why Invest in Social Media Marketing?

Increased Brand Awareness

Generate Leads

Reach More Customers

Boost Website Visits

Improved Customer Insights

Build Your Organic Audience

[Learn More](#)

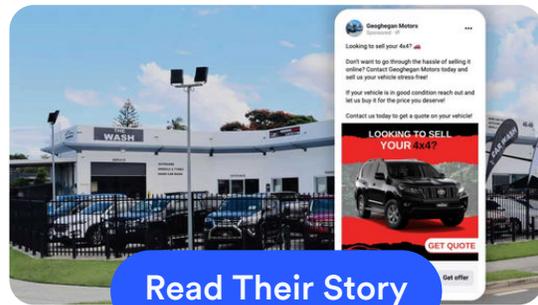
Your Social Media Marketing Questions Answered

Deciding to invest in Social Media Marketing for your business is not a decision many business owners take lightly. With this in mind, we've curated a collection of frequently asked questions from business owners embarking on their social media marketing journey. Our aim is to equip you with the insights needed to make informed decisions that fuel your business's growth with confidence.



Can I run my own social media ads?

Certainly! You can run your own social media ads, but for optimal outcomes, consider involving a professional due to the complexities and changing platforms. Discover how this approach led to success for Geoghegan Motors.



[Read Their Story](#)



Is there a difference between boosting a Facebook post and Facebook ads?

Boosted posts enhance existing organic content by investing money for broader visibility. Facebook, Instagram, and Messenger Ads, within the Ads platform, offer advanced features and audience refinement. While boosted posts provide quick visibility, Facebook Ads drive targeted growth for your business.



How much does Social Media Marketing cost?

Facebook Ads costs vary by factors like industry, timing, and campaign type, generally spanning \$0.30 to \$3.00 per click. As Facebook refines audience targeting over time, results often improve, and you can set budget limits and optimise for efficient ad delivery.

76% of consumers have made a purchase based on what they've seen on social media.

Key Takeaways

Remember, organic social media success takes time and effort. Consistency, authenticity, and adaptability are key to building a meaningful online presence and fostering genuine connections.

1

Authenticity Matters

Organic social media is all about connecting on a personal level.

2

Know Your Audience

Base your content on your audience's interests & pain points.

3

Quality Over Quantity

Focus on a few platforms when building your brand on social media.

4

Content Diversity:

Try different types like images, videos, stories, and polls.

5

Engage Actively:

Reply fast, build loyalty. Don't be afraid to interact with your followers.

6

Monitor Analytics:

Use your analytics to make data-lead decisions,

7

Drive Leads with Paid Advertising

Paid advertising is a powerful business growth tool when done correctly.

Actionable Tips to Grow Your Organic Social Media

1

Set Goals

Define objectives – brand awareness, engagement, leads.

2

Plan Content

Use a calendar for consistent planning.

3

Visual Impact

Opt for striking images and graphics.

4

Engage Actively

Respond promptly to messages and comments.

5

Show the Real

Share behind-the-scenes for trust.

6

Analyse and Adapt

Regularly review and adjust for growth.

7

Test New Ideas

Always test new ideas and concepts.

Mastering Your Organic Social Media

A Guide For Small Businesses



Join the 28,000+ Australians Using Localsearch to Grow Their Business

Contact Us

