

**ICECOLDGORILLA**  
CREATIVE MARKETING

# Social Media Survival Kit

*May 2020*

In Partnership with

**NEWQUAY BID**

# 1. Our Top Tips

Social media of all types is a vital platform for ongoing communication with all of your target customers and audiences, as well as with local media. Here's some of my top tips for keep up brand awareness and a social media presence during these tough weeks and months:

## Keep the conversation going!

I've seen a scary number of businesses notifying their social media followers of their closure, but what's even scarier is that that's the last post they've made since then. Now, more than ever, people need to know whilst your doors may be closed, you're going to be back!

## Think outside the box.

Let's say you use your social platforms to tell your followers about "Today's Specials" or what you've got coming up this week. That's obviously had to stop. You have now, officially, been given a license to be ballsy and get creative. Let's say you're a restaurant, you can't post about today's specials, you can't post about tomorrow's specials. Why not, using a smart phone, create a recipe video for some of your favourite past specials or specials you'll look to launch post-Covid-19?

## Get Planning!

Remember all those excuses where you were too busy to plan your content? You were busy counting stock, you were doing the accounts etc. etc. etc. Sound familiar? Yes, your time may well be taken up by looking after kids or the housework you promised your other half you'd do last year, but look to allow yourself even just an hour a week when you can plan your social media content. When we call come out of this, you're going to want to let your customers know in a really exciting way - get planning!

## Become a 'Thought Leader'.

Do you do things a certain way in your business that you think would 'WOW' your customers and competitors alike? Write about, film it, sing about it! Let people know what you're doing and why it helps your business succeed and voila...you're a 'Thought Leader'!

## Exeriment!

Got Facebook? Been wondering what Instagram is all about? DO IT! Again, you've now got free-reign to get out there and try these new platforms and see how they can work for you. Don't be afraid that you don't have 10k plus followers or a blue tick by your name. It takes time to build a following on a new platform. Be bold, be consistent and most importantly.... BE CREATIVE!

# 2. Facebook Advertising

Boosting your Facebook posts is a great way to reach a new target audience or even to hit more from an existing audience. Creating a boosted post couldn't be easier, but make sure you've got these three things locked down before you push the button...

## 1. What's the Goal?

Before you post ANY social media content you need to know exactly what you're looking to get from it. It could be Likes on your page, an increase in website traffic or even getting subscribers to a mailing list.

Knowing your goal will help shape your content. It will help you understand what your tone of voice should be and the any imagery/video you may use to partner it.

## 2. Know your Audience.

When creating a boosted post you're able to really drill down into your target demographic. *(see image below)*



Using this dialogue box, you're able to create your own custom audience and filter it by gender, age, location and even their interests.

Once you've entered these in, Facebook will tell you the potential reach from your post and offer advice if the reach is either too specific or too broad.

If you're not sure on your audience, do a bit of research and create a 'real-life target audience profile'.

## 3. How long?

How long should you run your Facebook ad for? Well, how long's a piece of string?

Again, this is entirely down to what the goal of the post is. It may be you've got a special offer on throughout the Lockdown period, so you may set it for at least 3-4 weeks and then look to potentially extend. Or you may only have 5 of something left in stock and you're looking to ship it out fast, so the ad will run for 7 days - This all really does come back to what your goal is.

## 4. The Budget.

And last but certainly not least, the budget. How much are you going to spend on boosting your post? Again, there is no real definitive answer to this. Genral rulle of thumb would be the longer the campaign runs, the bigger the budget or the bigger the audience, the bigger the budget.

Now when we say "bigger the budget", we're not talking thousands and thousands of pounds. We're talking the difference between maybe £50 for one week vs £200 for one month (example only).

Again though, this all comes back to your goal. Don't be afraid to try boosting posts for a lower amount to start off with and see how you go. Definitely don't throw £1000 into a post without really understanding who your target audience is and what you're trying to acheive from the post.

# 3. TIMES TO POST

Did you know there are peak times people are engaging with social media? One of the key challenges with social media marketing is "rising above the noise". Knowing when to post can help overcome this...



source: Sprout Social

## Peak Times.

The three examples you see above are **global engagement** examples for some of the most used social media platforms. The darker shades indicate when a platform has its peak engagement, whereas the lighter shades show when it's 'quieter'.

You can use this data one of two ways: **1)** Knowing when users are most likely to be online you can schedule your content for this day/time or **2)** You can look to capitalize on the 'quieter' times knowing there may be less posts to compete with.

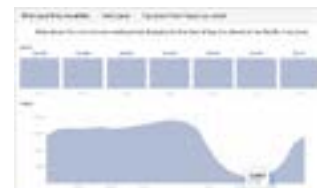
## But when is good for you?

We can see from the examples to the left that they are based on a global scale (and are shown in CST) but unless you're an international seller, how does that help you or better yet, how can you find out the times which work best for you and your business?

Here's some examples of how you can determine which times are best for your social media posting:

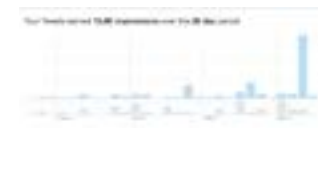
### Facebook.

Using the **'Insights'** tab on your Facebook Business Page and clicking **'Posts'** you can see exactly when your fans are online. (It is worth noting that Facebook shows this in PST, so you may need to add nine hours)



### Twitter.

Slightly different to Facebook, instead of seeing when users are online, you're able to see when your content gets most engagement. Simply select **'Analytics'** then click **'Tweets'**



### Instagram.

Like Facebook, Instagram allows you to drill down to see exactly when your followers are online. This then allows you to decide what times you want to schedule your content for. Simply click on your menu icon and select **'Insights'**



# 4. CONTENT PLANNER

As mentioned in my 'Top Tips' planning your content can really help you keep ahead when it comes to posting on social media. But where do you start?

## Things to remember when planning content...

### 1. Research your key times

As mentioned on the previous page, knowing the peak times can really help you stand out 'above the noise'. It's best to do your research and know what times you plan to post before adding to your planner.

### 2. Know your goals

In point 2 of this document we spoke about knowing what the goal of your post is going to be. Whether it's increase website traffic, brand awareness, increase in sales etc. knowing this will help shape your copy and imagery/video used.

### 3. Plan at least one week ahead of yourself

Where possible, try to stay ahead of yourself when it comes to your proactive content. That way, other than reactive engagements with your audience (*which we recommend doing daily*), you can more or less kick back and relax.

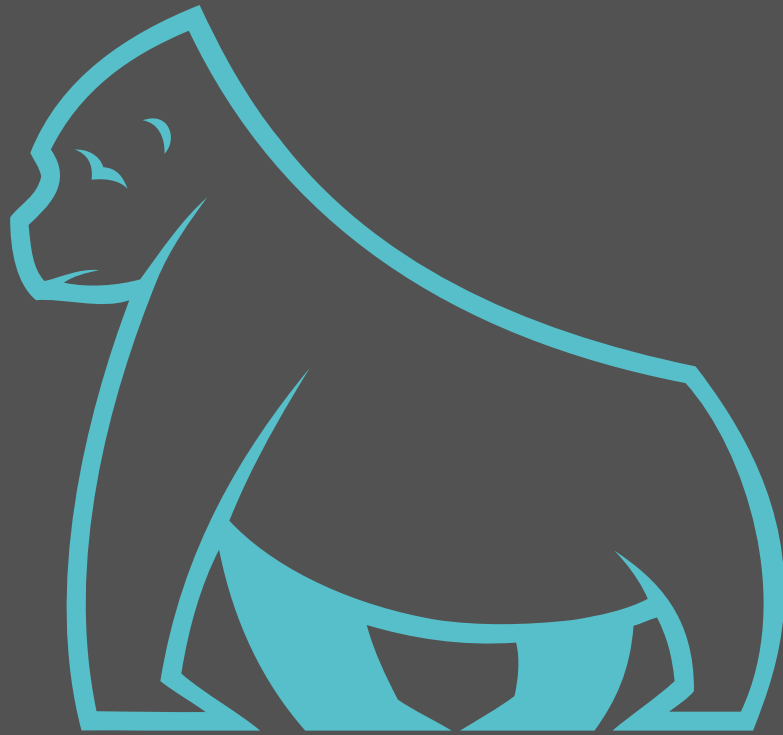


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# **YOU'RE GOOD TO GO!**

**Hopefully you will have taken some useful bits from this 'Survivial Kit'. Remember we're living in unprecedented times and businesses will now have to rely heavily on their digital marketing and online presence - something they may not have considered in the past.**

**Our best piece of advice with the current situation is to experiment and be creative. You've got a fantastic opportunity to really show-off your products/services in a way you may have not done before!**



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## Thank You.

*Please let us know if you found the above of use.  
If you would like to find out how we can help  
develop and achieve your social media goals,  
feel free to get in touch!*

*hello@icgcreative.com*

*01637 852323 // 07534 542825*