

# HOW TO Create a

Social media has certainly proven beneficial over the last two decades. Once a communication experiment that later evolved into platforms figuring out just how much personal data people would make available to their "digital networks," social media remains a huge part of people's everyday lives.

For businesses, social media has created a way to send a brand's messaging to the right people at the right time and hope your brand sticks out to them enough to be interested, let alone loyal throughout their lives.

A social media campaign is a coordinated marketing effort across multiple platforms to assist with a specific goal or target. It can be a great tool to use because of its measurability and targeting. It can be as simple as posting a few images or complex as running cross-channel targeted ads.

Follow these easy steps to create your own basic social media campaign:

78%  
of 19-34 year olds  
found products on  
Facebook in  
2018



## 1. WHAT IS YOUR GOAL?

Before jumping in, you need to define what your goal for the social media campaign is. This would determine what strategy to follow in terms of targeting, posting, creating content and writing captions.

### Ask yourself this question:

What should the end result of the person viewing the campaign be?

QUESTION	GOAL	MEASUREMENT
Do you want them to follow your page and become part of your community?	Brand Awareness	Likes on page 
Should they click on a link to go to your website?	Website Traffic	Page views on website
Do you want to convert them into making a sale?	Conversion	 Sales received from conversion

## TIP



Social media is not a one size fits all type of marketing; it all depends on your community and brand.

# Social Media Campaign



## 2. CREATING A MESSAGE

After setting your goal, you need to establish what your message will be for your campaign.

This can be a theme for the month, a special occasion or even a product range.

### FOR EXAMPLE:

you could choose to focus on moisturisers or anti-ageing products (Forever Young). Try to be creative and link your message to a cause or trending topic like Valentine's Day or Father's Day. This will form the basis for creating content for your campaign.



## 3. CREATE A CONTENT CALENDAR

Planning is very important when creating a social media campaign. This includes deciding on the timeline for your campaign, how often to post content and which platforms to make use of. A campaign can be anything from as short as a week to couple of months. Be careful not to make it too short, you want to give viewers the opportunity to follow your campaign, but run it for too long and they might get bored.

Choose which social media platforms you'd like to make use of (Facebook, Instagram, Twitter, YouTube or Pinterest). Plot down how many times you'd like to post, on a calendar, for example every second day or once a week. Try to be active at least once a week. Ideally you'd want to aim for every second day to stay constant in your viewer's feed. You can either do it parallel for all platforms or choose to do one per day alternating between platforms. Choose a topic to focus on for each post that relates to your campaign message and goal and create a catchy caption. For example, if our theme is moisturisers you could do a post about the importance of moisturisers or the different types of moisturisers for different skin types. It is always better to focus on educating and sharing an experience. Remember to keep it conversational and use some emojis to make it fun



### FOR EXAMPLE:

if you want to host a Pamper Party during your campaign, clients can use #MoisturiserPamper while attending, perfectly aligning with your campaign theme. You can also use popular hashtags that resonate with your campaign to help you reach more people.



## 5. GET #TRENDING

Create a unique # for your campaign to help track your posts and encourage viewers to engage with you. This is especially great for when you are hosting an event within your campaign and want attendees to share their posts.



## 4. CREATE CAMPAIGN VISUALS

Now it's time to be creative. Your campaign needs to have an overall look and feel (colours, design elements, theme) to ensure it all connects to your message. For example, choose to work with two main colours, a specific shape like circles and try to keep to one font when using text.

Consistency is important because it creates a brand image in your consumer's mind. It helps to establish an image for them to remember and recognise next time. Know your platform.

posts accompanied by a

ual (image, GIF, video or link) tend to perform better on Facebook than merely

posting a para-graph. Instagram requires a visual to post, whereas

with Twitter you don't always need a visual but you have a character limit to work with. It

helps to post a variety of different visuals to keep viewers interested and engaged. It is important to take

into consideration the platform specifications when creating visuals. Facebook can make use of a variety of media, whereas Instagram requires a square image and Twitter preferably a landscape image to perform optimally. Be cautious of text heavy images as these have a tendency of not performing well, especially on Instagram as it is a visual driven platform. Remember to keep your campaign goal in mind when creating visuals.



## 6. READY TO GO!

You are now ready to run your campaign.

Keep track of your campaign performance, especially different media types, captions and posting times.

This would help you learn and improve on your next campaign.