



**ENTERPRISE  
ENFIELD**

BUILDING BETTER BUSINESSES



SMALL BUSINESS  
**SATURDAY**  
3<sup>RD</sup> DECEMBER

# How to Start a Social Media Campaign

*\*A beginners guide to the basics*

**Caz Kennedy**

# So...

- ✓ You know how to use a few social media platforms. (*messaging, liking, hashtags, etc.*)
- ✓ You, have something to say share and you want to say it using social media
- ✓ Let's get started.



**In just 8  
Easy Steps**

# Step 1

## What are your campaign goals?

- Product / service launch / introduction
- Introduce a new aspect of your business
- Gain more followers / build an online community
- Raise awareness (of you, an event, movement, etc.)
- Build your brand
- Get rid of old stock
- Generate sales!



For Example

## For Example: Alison the Photographer

### Alison's Campaign Goals

- ✓ Wants to boost sales before Christmas
- ✓ Her target is to raise an additional £2000.00

Alison's business always suffers a seasonal dip after Christmas.

Earning more now will see her through January and February.

*\* Pre-Christmas campaigns can be great for goods and services that make good gifts, but start your planning early! (At least 3 months)*



Step 2

## Step 2 Structure your campaign

- ✓ When will it start?
- ✓ What am I offering / what is the appeal?
- ✓ How long will it last?
- ✓ How will I manage it?
- ✓ What resources will I need?
- ✓ Who will I target? (The Hitlist)
- ✓ How will I know if it is working?

Create a timetable to make sure you account for everything you need to do.

Make sure it is manageable!



Step 3

## Step 3 Create the appeal

What is going to make people take an interest in what you have to say / offer?

- ✓ Is it an opportunity to..
- ✓ Save time
- ✓ Save money (discount or free)
- ✓ Save effort
- ✓ Make someone feel good / better



Key: People are motivated to buy because of what the product or service will do for them.

What can your offer do for people?

For Example

# Alison's appeal (*campaign message*)



Alison plans to offer the following (gift card / voucher) deals;

- ◆ 3 portraits for the price of 2 = £120
  - ◆ Purchase 2 portrait packages and get a 3<sup>rd</sup> for free
- \*She can use either or both messages to mix it up a bit*



## What does it do for people?

- ✓ *Saves money*
- ✓ *Makes a great Christmas gift*
- ✓ *Saves time & effort (shop from your chair)*



## Step 4

## Decide on Your Social Media Platform(s)



### Choose platforms you...

- ✓ Regularly use
- ✓ Reaches your audience
- ✓ Have a good amount of followers
- ✓ Easily engage with

 Alison's choices

If you don't have many followers...



# Get Some!

✓ Follow people  
With similar / mutual interests\*



Be interesting!  
Make your content exciting



Engage  
Join in on topics, make positive  
comments and retweet / repost



# Step 5

# Get Organised



Campaign Start Date: 22/11 - Ends 25/12



Tasks & Scheduling	
Get vouchers made (designed & printed)	By 15/11
Increase followers and engage (start the hype)	Start now
Research potential new markets / events	Start now
Let <i>actual</i> friends know about your campaign (spread the message)	Start now
Plan messages (what to say and when) - Don't be boring!	By 20/11
Organise good images to include in your messages	By 20/11
Make sure your website home page reflects the offer	By 20/11
Make sure website is ready to take orders - print instant vouchers	By 20/11
Plan your days so you have time to engage with people	By 20/11
Use Hashtag #Picturethis #lastminutegifts #picturegifts	By 20/11
Create a target hitlist (active SM users with huge following)	By 20/11
Make sure website is smartphone compatible	Done



Step 6

## Step 6

# Go, Go, Go,



- ✓ Start spreading your message (research times)
- ✓ Don't be a pain and fill time lines with just selling  
(Quality over Quantity)
- ✓ Be visual, quirky, complimentary and friendly
- ✓ Engage with people, share (retweet)
- ✓ Thank people for buying, making a comment, sharing, etc..
- ✓ Invite / encourage feedback
- ✓ Make sure you respond to questions / comments quickly
- ✓ Use #Hashtags to spread the message even further

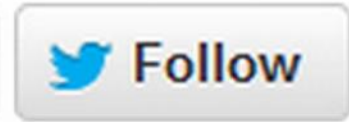
Thank  
You

#Hashtag

Example



**Perfect Pictures**  
@Aliperfectpics



♥ Gift Idea Alert! ♥

3 Photo sittings for price of 2. Just £120. Print / post voucher. Limited time only. *#Lastminutegifts*  
Buy now (insert website link – tiny url)



Managing it all



If you are too busy to post when your followers are most active, you may want to consider a **Social Media Account Management Package**



## Step 7

# Monitor Effectiveness



- ✓ *Take note of click throughs  
(where website connections are coming from)*
- ✓ *Count likes*
- ✓ *Observe times people are engaging with you most*
- ✓ *Ask where people heard about you (\*transaction completion)*
- ✓ *Learn from mistakes*

## Step 8

### Post Campaign Behaviour

- Carry on engaging with people
- Try to run a few campaigns a year (with a great appeal)
- Research by engaging with people - find out what they want
- Watch how others campaign via social media
- Look out for future opportunities (holidays / events)
- Relax - you deserve it!



# Any Questions?

This brings us to the end  
of the seminar.

THANK YOU

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We will follow you back.





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with



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Telephone 020 8443 5457

[www.EnterpriseEnfield.org](http://www.EnterpriseEnfield.org)  
[info@EnterpriseEnfield.org](mailto:info@EnterpriseEnfield.org)

