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In a world driven by social media, building a brand presence across social platforms has become more important than ever.

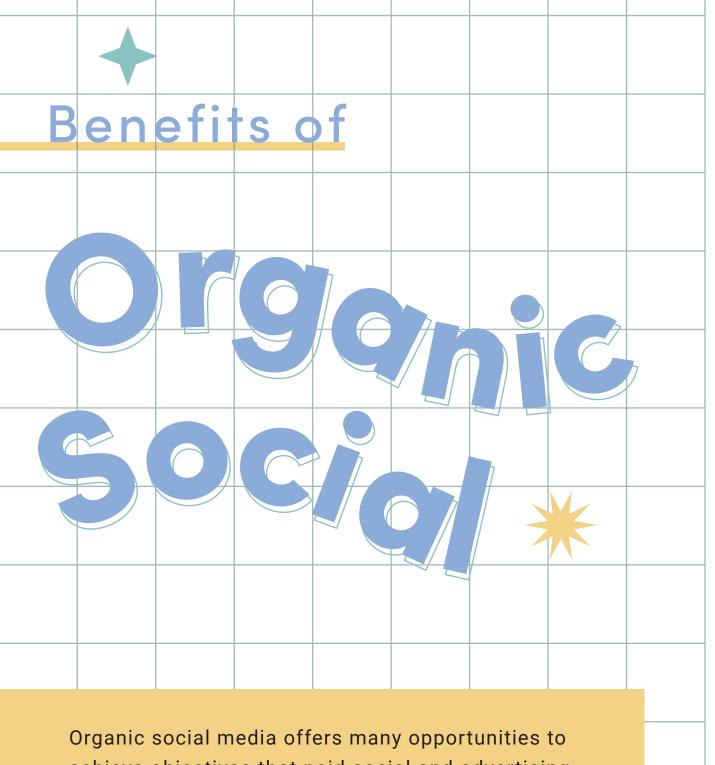
Organic social is key to a breakthrough digital marketing strategy that builds a connection with your customers at scale.

Over the past 2 years, algorithm updates across all major platforms have made organic social media highly competitive.

• Ex: Average organic reach on social media is about 5.5% of your follower account and even less for larger brands.

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With continuously increasing competition, the priority is strengthening your brand's organic social media presence in an effort to distinguish your brand from competitors and build loyalty.



Organic social media offers many opportunities to achieve objectives that paid social and advertising cannot - specifically, **building your brand**.

- 1. Establish a brand personality
- 2. Generate brand awareness
- 3. Build relationships with cus tomers and follower base to generate loyalty
- 4. Engage customers at every stage of their buying process
- 5. Support users with customer service
- Convert new customers by showcasing what your brand is all about

### Establishing



Social media provides the opportunity for you to express creativity in crafting and sharing your brand story.

How can you take advantage of this?

- **Communicate** your values, Refine your tone of voice, Flaunt your aesthetic.
- Stay authentic to your brand in all facets of your expression
- Show up for your followers: be consistent & engaging





























Using an organic social strategy to shape your brand is a long-term effort with a worthwhile payout.

# CONTENT

Aside from the basics of social media best practices such as posting cadence, the best time to post on each platform, and having a monthly planned schedule, there are some strategy tactics that are worth diving deeper into for 2022.



### Take Advantage of UGC

Repost what users and other accounts are saying about your brand/product

Tag relevant accounts wherever necessary



Interact with other accounts to gain a social presence and establish a connection with your audience

### Utilize time-sensitive content & stories

Use IG stories to engage and interact with your followers

Highlight discounts,
promos, and sales via
stories to lend the idea of
exclusive access to these
announcements - tap into
your followers' FOMO



Have direct conversations with your followers through story stickers

Let the faces behind your brand shine through the informal interactions that stories allow



### Get involved in social media trends

(IF they align with your audience)

- Contribute to pop culture by creating and sharing relatable memes
- Utilize short-form video content to the greatest extent with the help of trending sounds on Reels and Tiktoks

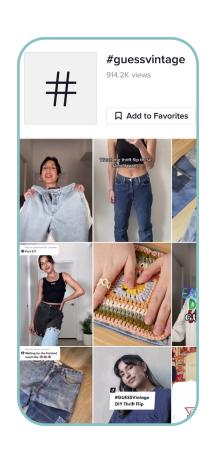
### Hashtag Strategy

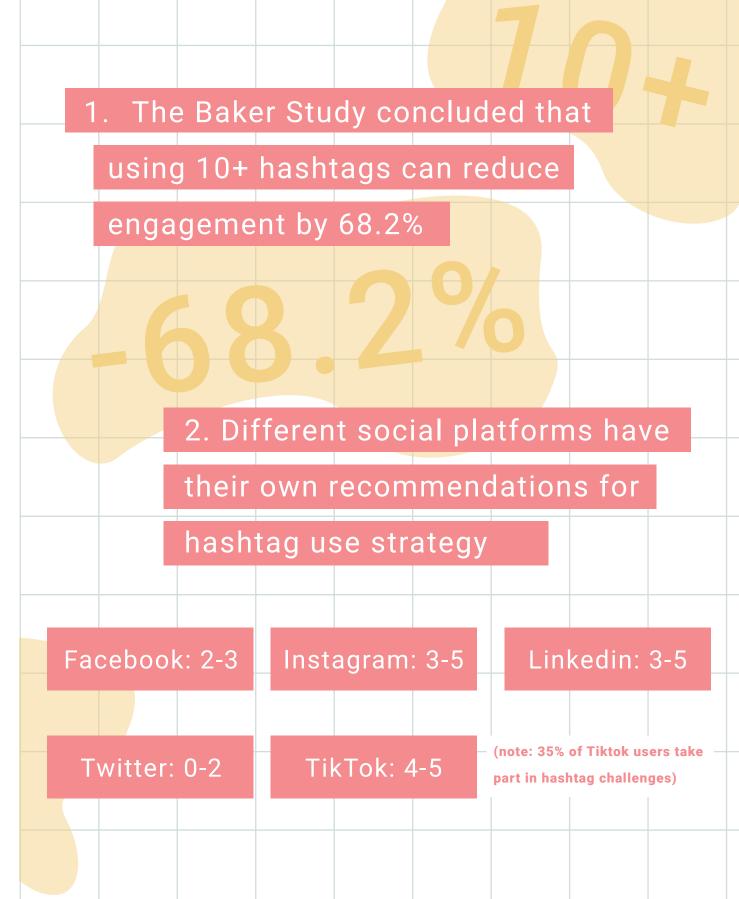
Be discoverable and a part of the conversation around trending topics on any platform

Build community, generate engagement, and oftentimes can be exclusive to your brand

Kickstart social media campaigns or add to ongoing social media trends `

Use hashtags purposefully and refrain from overusing





## CREATING

## - ENGAGING

### VISUAL +

CONTENT



### Post short-form video content

- 54% of marketers believe that video is the most valuable content type for achieving social goals
- Since the rise of TikTok in 2020, short-form video content has continued to dominate the social space across all platforms due to the high engagement rates it produces

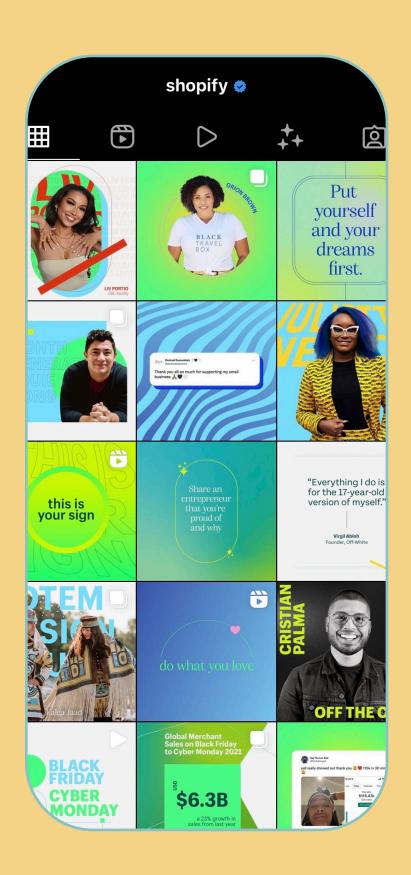
Share informative, comical, and inspiring content

Create content that goes
beyond imagery, such as
quotes, graphics, and
repurposed tweets to curate
a feed that highlights your
brand personality and builds
community



Follow
2022 social
media
design
trends

Stay fresh and establish your brand as a competitor by keeping up with social media design trends.



Incorporate some of the elements that drive creative

3D Shapes MAXIMALIST
COMPOSITION

expressive

HIGH-VOLTAGE COLOR Cloud Motifs - RETRO STYLE -

Modern gradients

### **Important Tip:**

Know when to get involved; do not compromise your brand aesthetic for the sake of a trend

Cultivate a strong visual representation on your feed to help in telling your brand's story in a way that is easy to understand

## Relationship Between Organic & Paid

- Although it may seem that ranking algorithms across all platforms has created a continuously declining organic reach, it doesn't mean that it has no potential. When strategically combined with paid social media content, there are a lot of ways organic and paid can complement each other.
- What is the main difference between organic and paid social media, and why does it matter?
  - Organic: Long-term Credibility, Serves Existing
     Customers
  - Paid: Immediate Visibility, Attracts Targeted
     New Customers
- In order to really showcase your authentic brand voice, your organic posts and paid posts must remain consistent. Make your paid social feel organic.
  - Learn how to target your paid ads from your organic audience.

- Exercise your freedom with organic when it comes to content type and posting cadence
  - You always have the option to boost your best-performing content from the past.
- Hybrid Approach will best help in enhancing your overall social media strategy.

### Paid

Reach a larger audience
Target ideal customers
Drive leads and conversations

Gain new customers
and followers
Promote quality content
Research your target audience

### Organic

Brand awareness, customer service relationship building