

A large, stylized, light pink 'DeuS' logo is positioned on the left side of the slide, partially cut off by the edge. The letters are thick and rounded, with the 'S' being particularly prominent.

Social Media & Website

DeuS ComP Lesson #8

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Social Media Strategy

The world of social media is ever changing, but a few things remain the same.

To get you started on creating a solid social media strategy, we'll take you through the basics to get you started on the right foot.

Introduction (1)



Essentially, here is what you need to do.

First, be clear on what you are trying to achieve by using social media. What are your goals? Why are those your goals and how are you going to measure them? Once this is established you'll want to move on to auditing your current social media platforms and content.

If you haven't set up any accounts yet, we've included a step for that as well. Auditing is something you'll be going back to again and again to keep up engagement and following on your accounts, so don't skip that part completely.

Introduction (2)



When we've covered these basics it's time to create a content plan. This should be based on your buyer persona or key target group.

Once you have a solid content plan you'll want to test that content in the real world and measure the results. Based on those results, you can readjust your goals, content plan and even consider adding additional platforms to your overall marketing plan.

Before we get there, let's start by covering the basics.

S.M.A.R.T.



Create goals that are S.M.A.R.T.

- Specific
- Measurable
- Attainable
- Relevant
- Time-bound

Measurements

Decide on What You Want to Measure

- Brand awareness
- Contents Reach
- Website traffic
- Social interactions & engagement
- App Installs
- Lead Generation
- Conversations & Messages
- Conversions
- Sales
- Store Traffic

Create Audience Personas

In essence buyer personas are semi-fictional representations of the ideal customer (an archetype). They provide structure and insight for a company and give the ability to attract the most valuable visitors, leads, and customers to your business.

Personas are a great tool to understand your core target group and customers. By taking the time to create a few of your most important buyer personas, you are investing time in catering to your future customers.

Hubspot has created a great and [free to use tool to create some really cool buyer personas.](#)

Canvas is also a perfect tool to develop personas with the support of your team. Some examples are available on [Shakalaka blog.](#)

Benchmarking (1)

Benchmark Yourself Against Competitors (*yes, you'll always have competitors*).

How can you prove that you are performing better than your competitors? Benchmarking is the process of comparing your own performance metrics to best practices from your market. It's an essential method to evaluate strategies and KPIs (Key Performance Indicators).

You can split benchmarking in 4 top segments:

Aspirational: you can learn from best accounts;

Trended: you can set goals, projections and standards based on previous activities;

Earned: you can compare campaign efforts against a standard;

Competitive: you can set goals and baselines for growth based on your competitors.

Benchmarking (2)

Most social media efforts can be measured through the platform inbuilt analytics, but you can't have access to competitor's data.

To begin, you need a tool, or a suite of tools, to consider share of voice, sentiment, mentions, campaign performances and other key factors such as demographics and redemptions.

There are plenty of free and paid online tools that you can use, here you have some examples:

- [Unmetric](#)
- [Socialbakers](#)
- [Phlanx](#)
- [Buzzsumo](#)
- [Quintly](#)

Set up Accounts

Based on your personas and goals, choose the right network for your and get started on setting up those accounts.

Hootsuite has created some great guides on how to set up different social media accounts.

- [Create a Facebook business page](#)
- [Create an Instagram business account](#)
- [Create a Twitter business account](#)
- [Create a Snapchat account](#)
- [Create a LinkedIn Company Page](#)
- [Create a Pinterest business account](#)
- [Create a YouTube channel](#)

Creating Content



Next step is to start making content. Easier said than done you might think. We won't lie, it might take you some time to find your tone of voice, but don't despair. You will get there, and it can be a fun journey – we promise.

Here are a few tips to get you started.

Be authentic: don't try to be something you are not. Authenticity resonates with an audience and it's very easy to see through when people try to be something they are not on social.

If you care about an issue, your audience will probably too! Think about what kind of followers you are looking for and don't be afraid to share causes that are close to your heart.

Humor! Try it out. We're not talking knock-knock jokes, but experiment with a little dash of humor and see how your audience reacts.

Use good photography and don't be lazy with your visuals. Some social media platforms like Instagram and Pinterest are all about the visual. Make your visuals work for you.

Content Promotion (1)



Get your content noticed is more challenging than ever.

Organic reach on social media is almost dead, half of all content gets zero shares and Facebook just announced that you're even less likely to get your content in front of people who aren't related to you.

Additionally, digital marketing conversion rates are less than 1%. Most content goes nowhere, this is reality.

Fortunately, social media ads provide the most scalable content promotion and are proven to turn visitors into leads and customers of your business.

Content Promotion (2)

A natural process for content marketing is composed like this:

1. Produce content and share it on social media;
2. Promote your top contents;
3. Tag site visitors with a cookie to build your remarketing audience;
4. Apply behavioral and demographic filters on your audience;
5. Remarket to your audience with specific offers and contents;
6. Convert qualified leads or sales;
7. Repeat.

Content Promotion (3)

You can use the following checklist to get more eyeballs on your content:

- Improve your relevancy score increasing post engagement rates;
- Increase engagement with audience targeting;
- Social media remarketing;
- Promote your content on more social platforms: Facebook, Instagram, YouTube, LinkedIn, Pinterest, etc.

That's the basics for you. Now it's time to get clicking and posting.

Create a Winning Website

Your short checklist to creating a useful and value driven website brought to you by the collective knowledge of the DeuS project.

Choose the right Domain Name

1. Use the right domain name extensions: ".com" is the easiest to remember. If that's taken, try ".net" or ".org". If these are taken too, you'd better choose a new domain name. Please, avoid strange extensions!
2. A brandable domain name is unique and stands out from the competition. It will help you with keywords and memorization.
3. Short is best! Research from DataGenetics.com shows that the most common name length is approximately 12 characters.
4. Make sure it's easy to type and pronounce.
5. Consider using specific keywords that reflect your website content.
6. Think long-term over short-term. If you decide to change the domain in the future, it will cost you money, branding, and SEO rankings.
7. Check if it's not trademarked or already used.

Content Management System

A content management system is a must for managing and publishing content. Think of it as the virtual home for your website. All of your content — be that blog posts, landing pages, or images — are created inside that virtual home.

WordPress is one of the most popular options out there, especially for creating company blogs.

It has thousands of plug-ins you can use to turn your WordPress site into one that takes payments, directs links, and optimizes your content for SEO.

However, you could consider other options :

1. **Squarespace** – A software as a service provider for website building and hosting, known for its simplicity and usage simplicity.
2. **Wix** – A cloud-based web development platform.
3. **Drupal** – Another open-source CMS option similar to WordPress, but with a less blogging-heavy focus.
4. **Joomla** – A free and open-source content management system for publishing web content.

Design your site

There are 3 criteria that can help you find the right design for your website:

- Content width: full vs boxed. Full-width is more creative and contemporary. Boxed-width is more traditional and business-oriented.
- Home page header. It depends on what type of business you have. If you need to explain what you do, a static header image is not ideal. A slideshow header works best when you have multiple core services or products. Your purpose will drive your selection.
- Menu bar: choose a clean, simple design that makes tabs easy to read and access. Create hierarchy and don't use too sharp or flashy colors. Highlight tab text with a contrasting color to make them stand out.

Once you've compiled a list of potential design candidates, it's time to choose one or two templates you like the best. You can make a "test drive" with your team before making the final decision.

SEO and Optimization Tools

Did you know that 67% of all clicks in a search engine go to the first five organic results?

Search engines are a great way to drive traffic to your content. However, to get your content found in organic search and measure its performance, you'll need a solid set of SEO tools.

Here are some of our favorites:

Ahrefs – This platform is awesome for keyword research, link analysis, rank tracking, site auditing, and more.

Ubersuggest – Again, similar to Ahrefs but free to use. Great for bloggers or small businesses.

Google Search Console – Vital for monitoring the overall health of your website. You can use it to do technical SEO, like submitting your new content for Google to crawl.

Clearscope – An AI-powered optimization tool that helps make sure your content is SEO-friendly.

Follow the tools advice and rise to the top of the chart!

Thank you!

Want to know more?

Join our community on www.deuscci.eu
and get in touch with experts from all over Europe.