

Social Media Masterclass: How to engage your ideal customers on social channels

Delivered by Dr Yekemi Otaru



What we will cover

- Introduction
- Identifying ideal customers
- Social platform strategies
- Employee advocacy
- Social content creation
- Interactive exercise
- Q&A



About me

- Engineer turned entrepreneur
- Sales and marketing specialist
- 4-time business owner
- Chancellor at UWS
- LinkedIn Top Voice
- Bestselling author on B2B social media
- 6-time award winner
- Interim charity CEO



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Ideal Customer Profiles (ICPs)

Who is your customer?

- If you sell to businesses, consider: Job title, Job responsibility, company size, innovation mindset, risk appetite, sector
- If you sell to consumers, consider: Demographics, income, lifestyle choices, education level, political and religious views, gender



Ideal Customer Profiles (ICPs)



CEO Charles

- **Key responsibilities**
Develop and drive the vision for the company, ensuring a conducive workplace with the best possible working practices for employees
- **Key challenges**
Encouraging staff to come back to the office after COVID, low staff retention, planning ahead in uncertain times, customer loyalty.
- **Most likely to say**
“Will these changes to the work environment motivate my employees?”

“Do you have examples of past work you’ve done with similar companies?”



Who are your ideal customers?

- Website data (Google Analytics)
- Social media analytics
- CRM database
- Market research (primary, original)
- Secondary research
- Competitors



Start with an hypothesis



Example - 1



Your ideal customer is a man in his 30s to 50s, working in the software industry. His job title is likely to be Quality Assurance Manager and his employer has at least 1000 employees.



Example - 2



Your ideal customer could be any gender, aged between 25 and 35, passionate about a healthy lifestyle and likely goes to the gym 3-5 per week. They have up to £200 of monthly disposable income.



Then add/change details over time

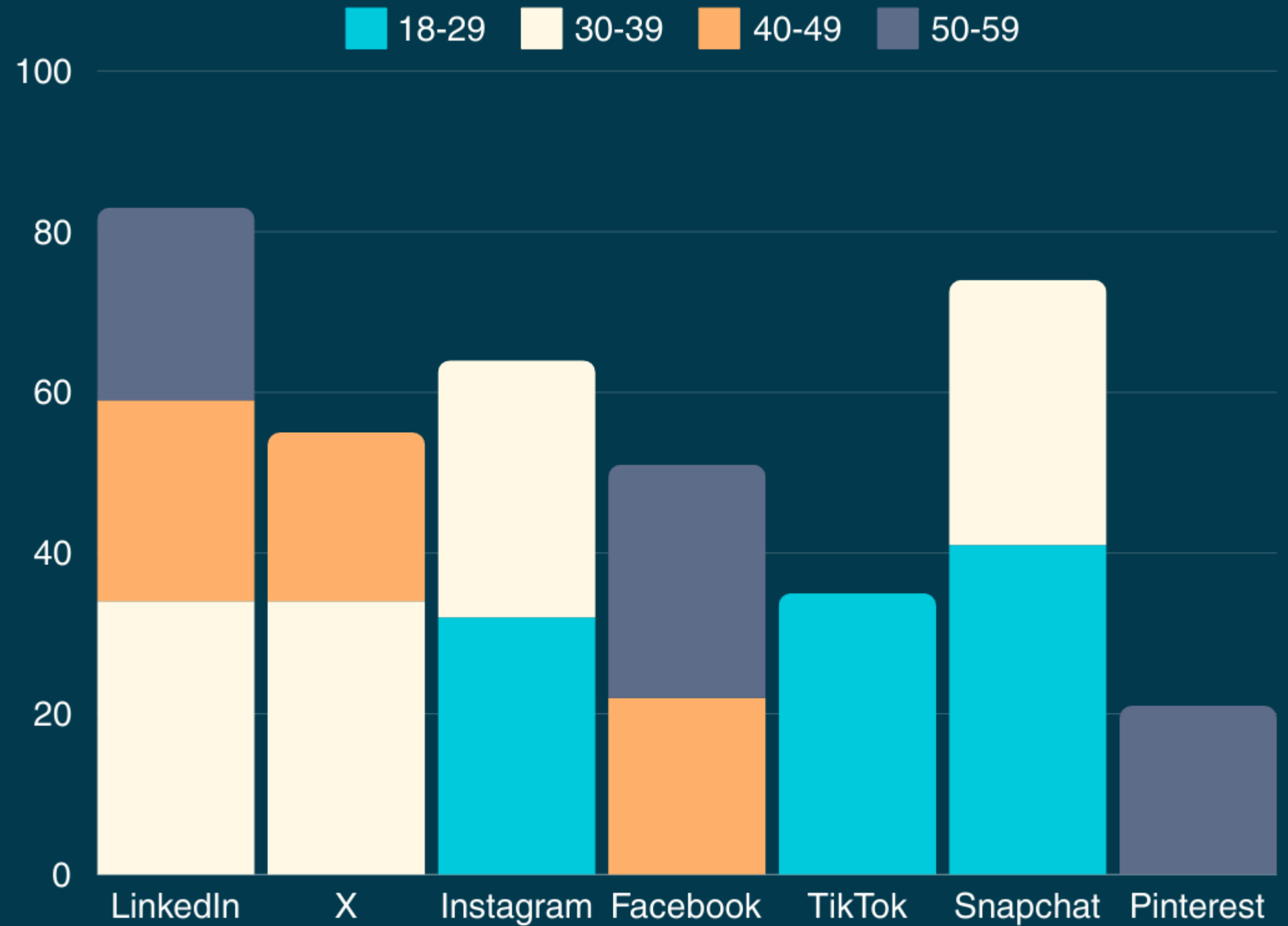


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Social Media Demographics, 2024

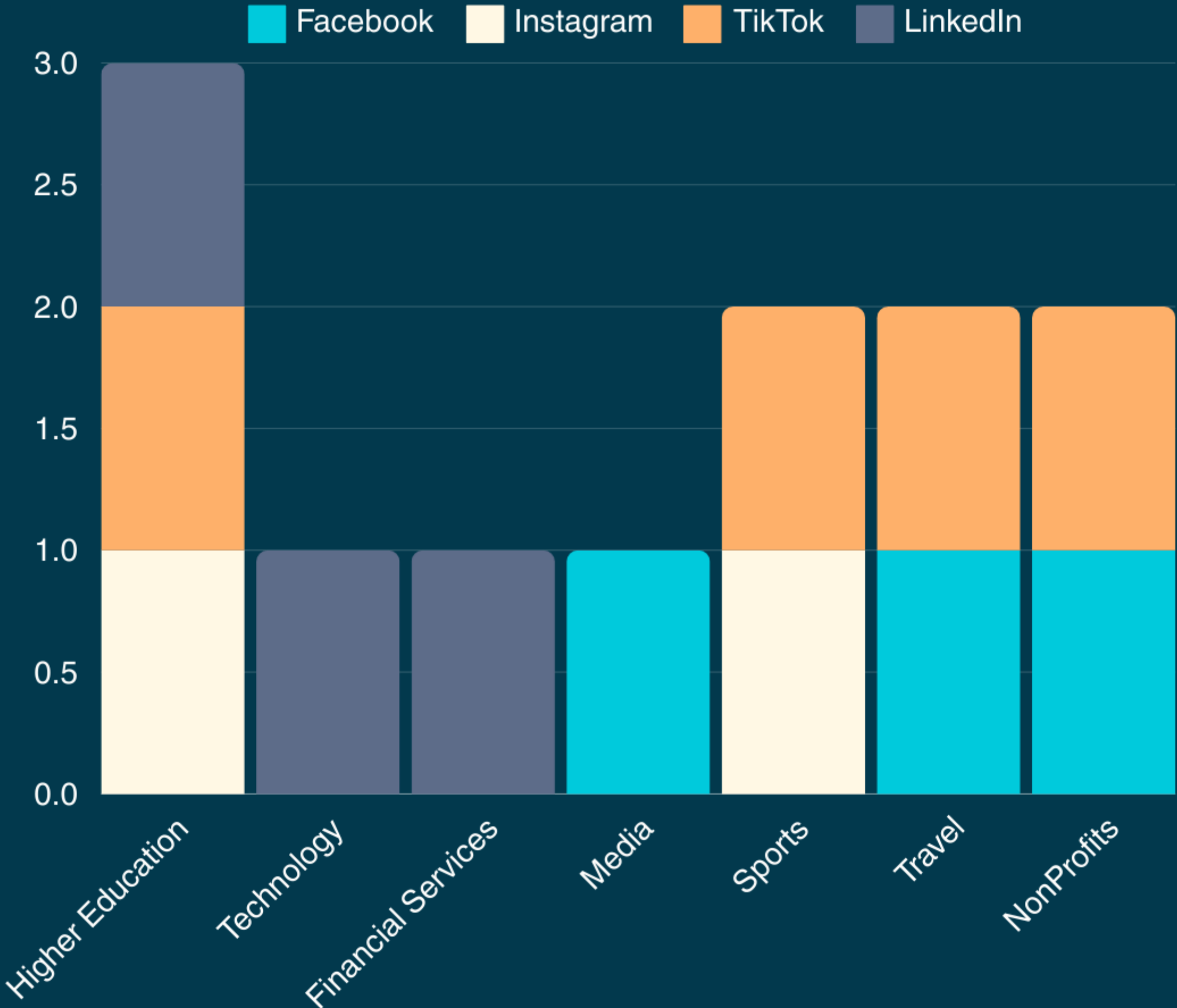
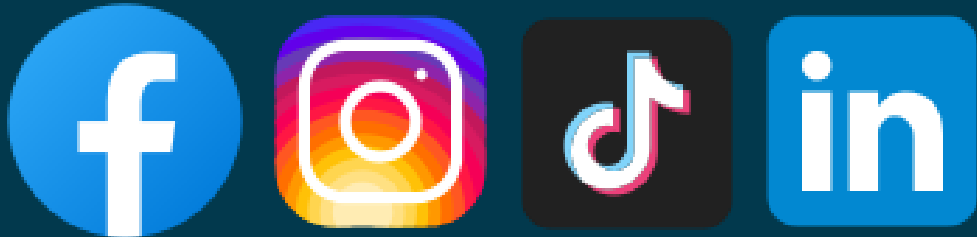


Data source

Social media demographics to inform your 2024 strategy
(Sprout Social, 2024)



Social Media Industry, 2024



Data source
50 LinkedIn statistics every professional should know
(LinkedIn, 2024)



Let's go back



Your ideal customer is a man in his 30s to 50s, working in the software industry. His job title is likely to be Quality Assurance Manager and his employer has at least 1000 employees.



Linking social strategies to business goals

Market entry - Brand awareness - LinkedIn, X
Market penetration - Lead generation - LinkedIn
Market development - Customer engagement - LinkedIn
Market leadership - Customer retention - LinkedIn
Market leadership - Thought leadership - LinkedIn, X



Linking social strategies to business goals

Which social platforms best suit your business?



Social media metrics

- Brand awareness - Reach, impressions, follower growth
- Lead generation - Number of leads, conversation rates, CTR
- Customer engagement - Engagement rates, response time
- Customer retention - Retention rates, referral rates, mentions
- Thought leadership - Shares, collaborations, mentions



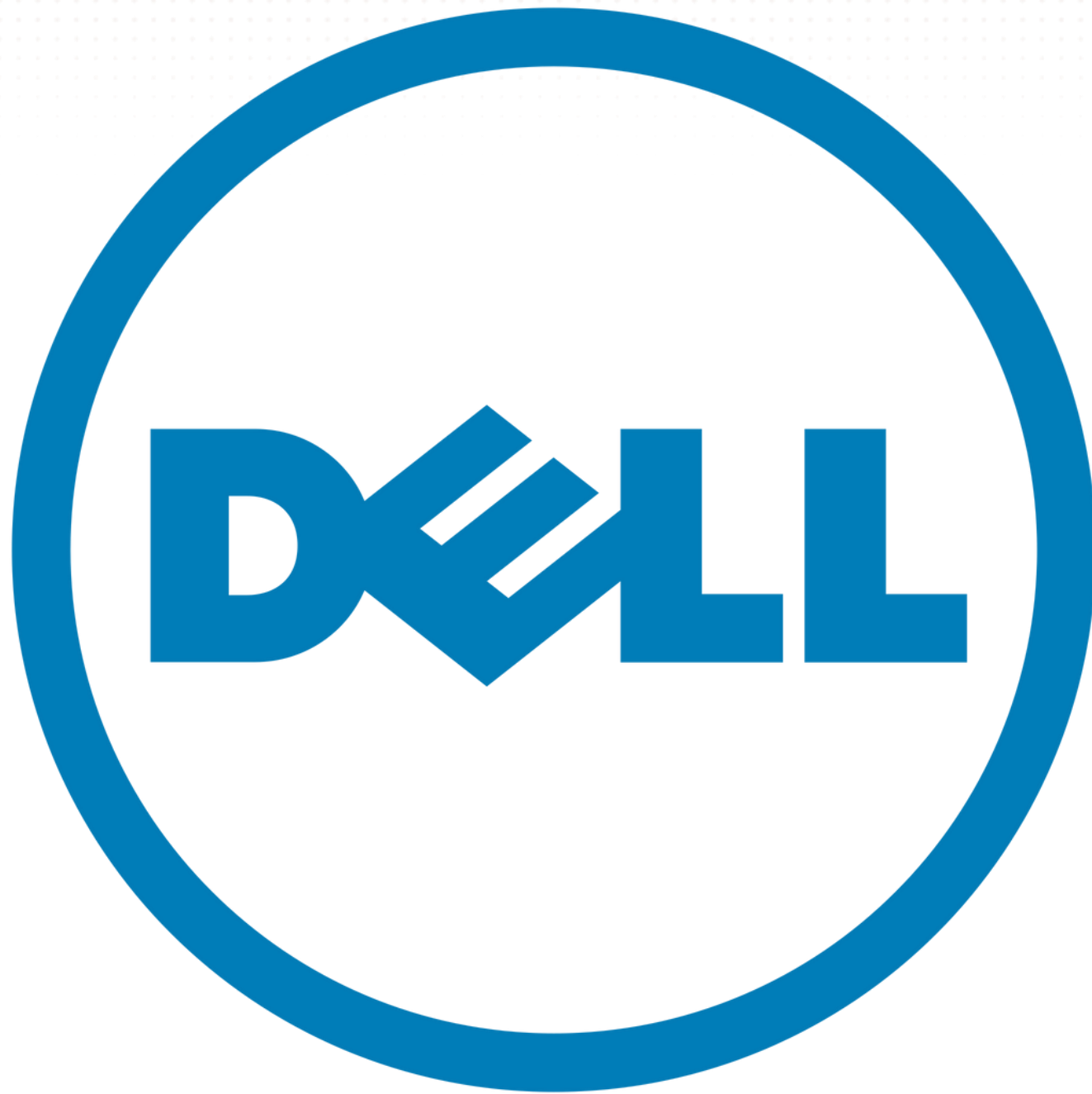
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Surround yourself
with people who
get it.





Dell

In 2007, Dell launched Ideastorm, a website where ideas for the next tech feature could be submitted by the public. There were thousands of ideas, and by 2015, Dell had implemented over 550 ideas out of over 25,000 submitted by customers, partners and other audiences. Employees regularly joined and facilitated conversations and ‘storm sessions.’ If Dell employees didn’t participate, Ideastorm wouldn’t have had the level of success it had.





Block Imaging

In 2010, Block Imaging started its first blog. The main goal was to grow its customer base by driving web traffic to the company's website. There was an opportunity to help more visitors to discover Block Imaging's solutions. To show early success, the marketing team measured increases in web traffic, number of pages viewed, number of downloads and enquiries. Over five years, the number of team members contributing to the blog went from 1 to 60. Sales from social media went from 5% to 60%. Today, its 75%.



3-step framework for employee advocacy



Getting your teams onboard

Affirmation

- Leadership and role modelling
- Clarify the vision and state the rules
- Communicate support from the top



Getting your teams onboard

Analysis

- Benchmark the status quo
- Identify what matters and measure it
- Establish a feedback loop



Getting your teams onboard

Action

- Create a virtuous cycle of learning
- Lead it, then leave it
- Showcase early success



Gartner predicts that 80% of B2B interactions will be on digital platforms by 2025

Gartner, The Future of Sales in 2025



Over 60% of salespeople that exceed their sales target say they use social media to reach customers at least once a month

Doqaru, How Social Media Drives Sales Performance, 2023



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Content types that resonate

- Educational e.g. “how-to”
- Thought leadership e.g. “experienced view”
- Case studies e.g. “evidenced impact”
- Behind-the-scenes e.g. “what it’s like here”

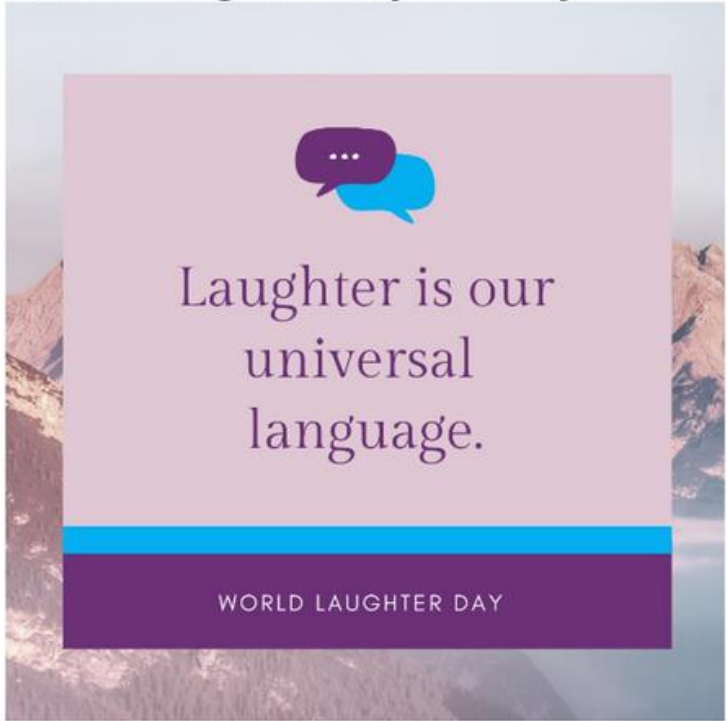



Content pillars



What's in a social content plan?

Instagram

DATE	CONTENT TYPE	CAPTION
Sunday 2 nd May	World Laughter Day 2 nd May 	Laughter is a feel-good potion and a universal remedy! World Laughter Day is an annual event celebrated worldwide to raise awareness about laughter and its many healing benefits. We'd love to join thousands of community groups and comedians to promote wellness through generous, good belly laughter! 😂 #worldlaughterday #laughter #translation #translationservice #universallanguage #mcfelder #goglobal
Monday 3 rd May	Image 	Happy #NationalPetMonth! Let's celebrate pet ownership, sharing the many benefits of our cherished companions across the UK. At McFelder, we love pets and could not pass up a chance to share our pet photos 🐾 #pets #McFelder #translation #services #petsofinstagram #goglobal #dogsofinstagram

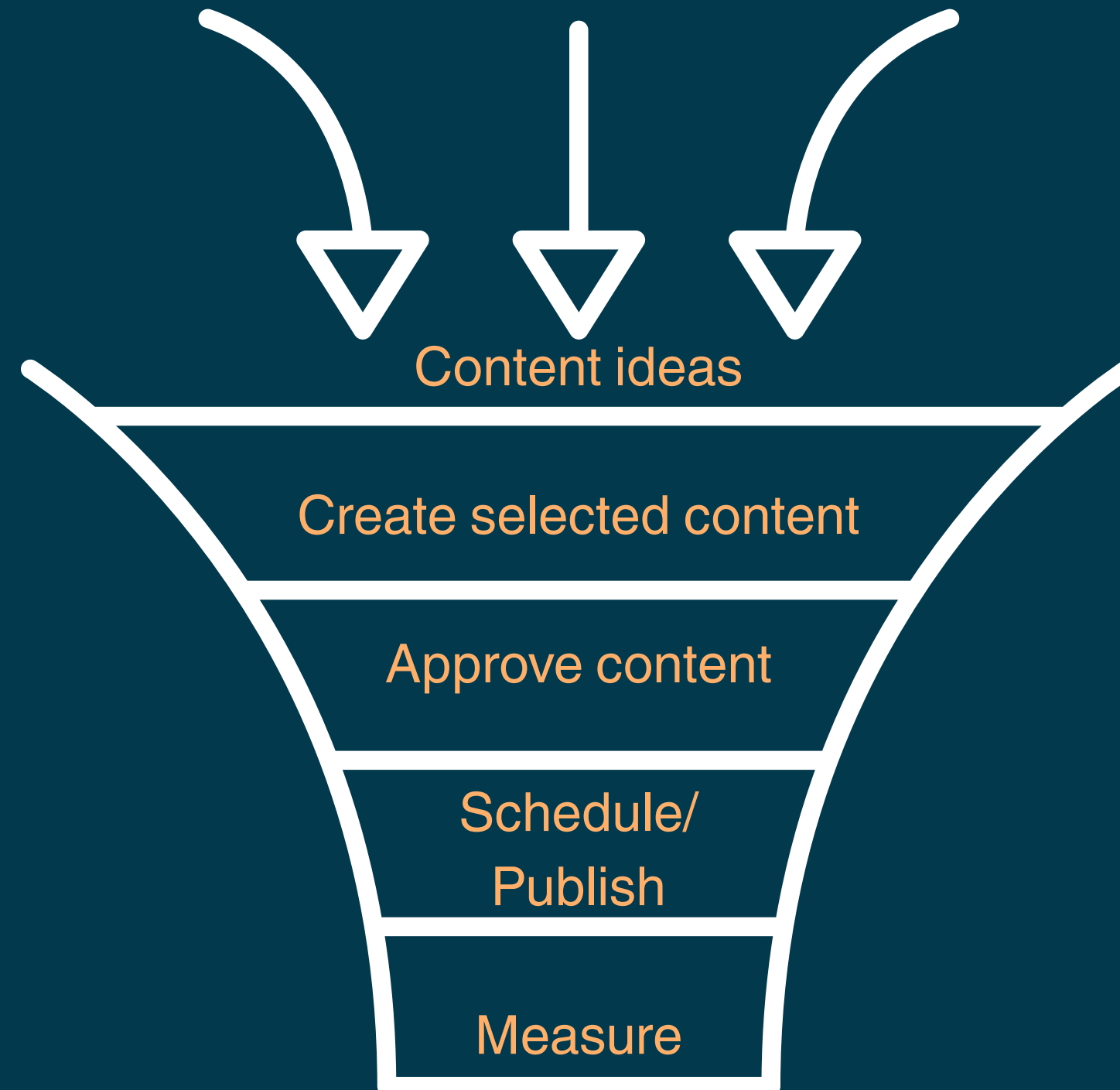


What's in a social content plan?

- Date/Time to be published
- Content format e.g. Image, Video, Blog
- Type e.g. educational, announcement, thought leadership
- Pillar e.g. research, opinion
- Caption/content
- Hashtags if appropriate



Managing social content



Tools for social content

Gather ideas

- Trello, Monday.com, Asana, Google sheets, Excel

Create content

- Canva, Adobe Photoshop, any word processor, Inshot

Schedule content

- Social media, Later, Buffer, HubSpot, Hootsuite

Measure content

- Social media, Google Analytics, Buffer, Adobe Analytics



Skills you need for social media

- Planning
- Graphic design
- Content writing
- Data analytics
- Photography
- Video editing
- Communication



100 Bulletproof Content Ideas



**Winning social media
content for businesses**

yoventures.co.uk

By Dr Yekemi Otaru, Founder,
YO Ventures Ltd, 2024



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Interactive exercise

Outline a one-week social content plan
(Hint-> this is 2-3 pieces of content)



Identify and engage your ideal customer on social media

Questions?

Contact me:

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www.yoventures.co.uk

Connect with me:

