

SOCIAL MEDIA ON A SHOESTRING

PRACTICAL SOCIAL MEDIA MARKETING



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SOHO HOUSE



Etsy



HYATT



UNIVERSITY OF
SURREY

OUR AGENDA

- 1 SOCIAL MEDIA MARKETING STRATEGIES 🖥
- 2 CREATING ENGAGING CONTENT 📱
- 3 PAID SOCIAL ADVERTISING 💰
- 4 FREE & LOW-COST MARKETING TOOLS 🚀
- 5 Q&A 🤓 💁



SOCIAL MEDIA MARKETING STRATEGIES



WHY SOCIAL MEDIA MATTERS

5.24
BILLION USERS

4.1%
INCREASE YOY

2H 21M
DAILY TIME SPENT



WHY SOCIAL MEDIA MATTERS



UK social commerce sales are expected to reach £11.75 billion in 2026 (Emarketer)



83% of shoppers have discovered a new product on TikTok Shop, and 70% have found a new brand (GlobalData)



1 in 4 of UK adults follow a pub, bar or restaurant on social media (KAM)



46% of Gen Z now turn to TikTok or Instagram when looking for a place to eat, shop, or explore (Forbes)

CHOOSING PLATFORMS



VISUAL



B2B



ENTERTAINMENT



COMMUNITY



EDUCATION



NEWS



INSPIRATION

CHOOSING PLATFORMS

- Pick 2-3 max
- Don't post exactly the same content to each
- Learn the nuances of each platform



80/20 CONTENT RULE

80%

VALUE-FIRST

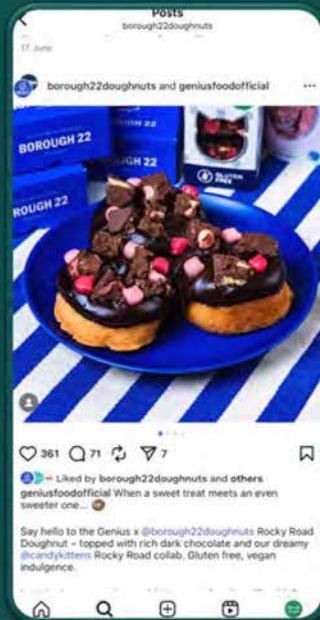
20%

PROMOTIONAL

80/20 CONTENT RULE



VALUE-FIRST



PROMOTIONAL



VALUE-FIRST



PROMOTIONAL

CREATING ENGAGING CONTENT



SHORT-FORM VIDEO

- Use the first 3 seconds well
- Film in vertical
- Build for sound off
- If using spoken word, include captions



CONTENT IDEAS

BTS

ANSWER A FAQ

MYTH BUST

MINI CASE STUDY

RESHARE UGC

PRODUCT DEMO

HOW-TO TUTORIAL

TELL YOUR STORY

MEET THE TEAM

PACK AN ORDER

WORKPLACE TOUR

TUTORIALS

DAY IN THE LIFE

CONTENT IDEAS



PRODUCT DEMO



BTS

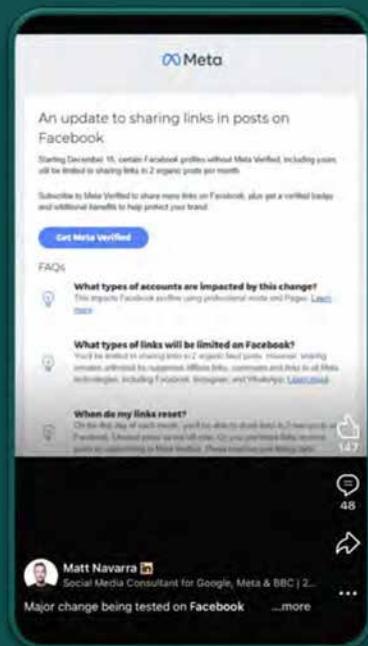
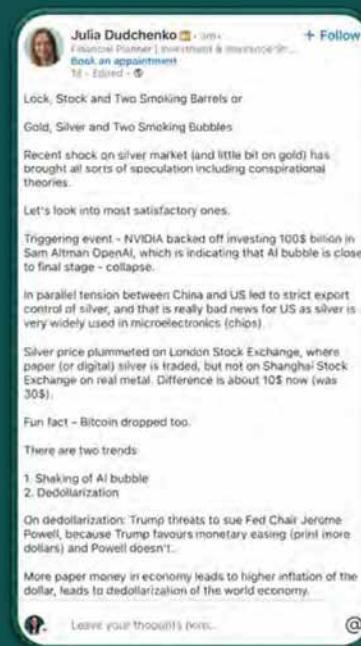
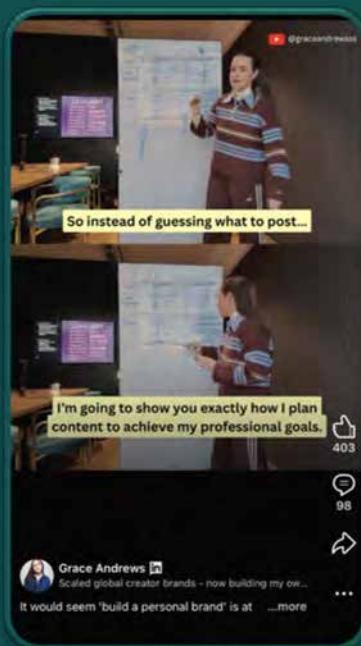


DAY IN THE LIFE



PACK AN ORDER

CONTENT IDEAS



THOUGHT LEADERSHIP

INDUSTRY COMMENTARY

NEWSJACKING

TREND SPOTTING

SEO

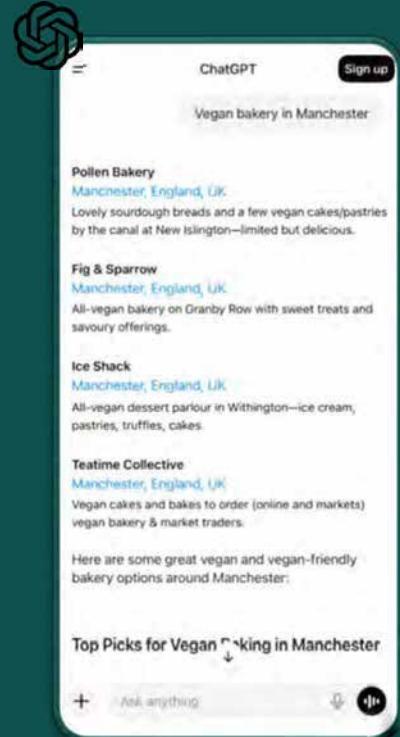
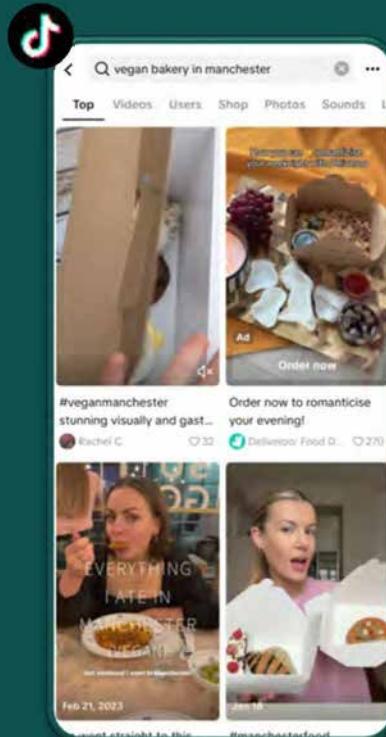
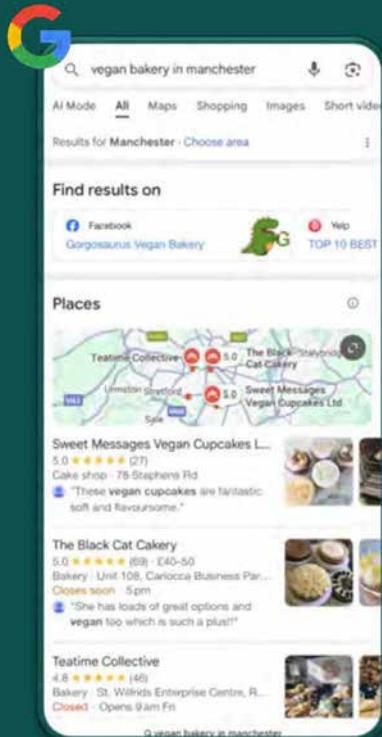


SEARCH
ENGINE
OPTIMISATION



SEARCH
EVERYWHERE
OPTIMISATION

SOCIAL SEARCH



SEO TIPS

- Optimise your social media post captions to match what is being searched for by your target audience
- Review text overlay and closed captions for keywords

Semrush
578,979 followers
Visit website
TW · 5h

67% of URLs featured in AI Overviews also rank in Google's top 10 organic results. So the good news is that SEO still matters!

But AI needs to understand your content, trust it, and pull it clean into the answer. And the difference between getting featured vs. getting ignored usually comes down to three things:

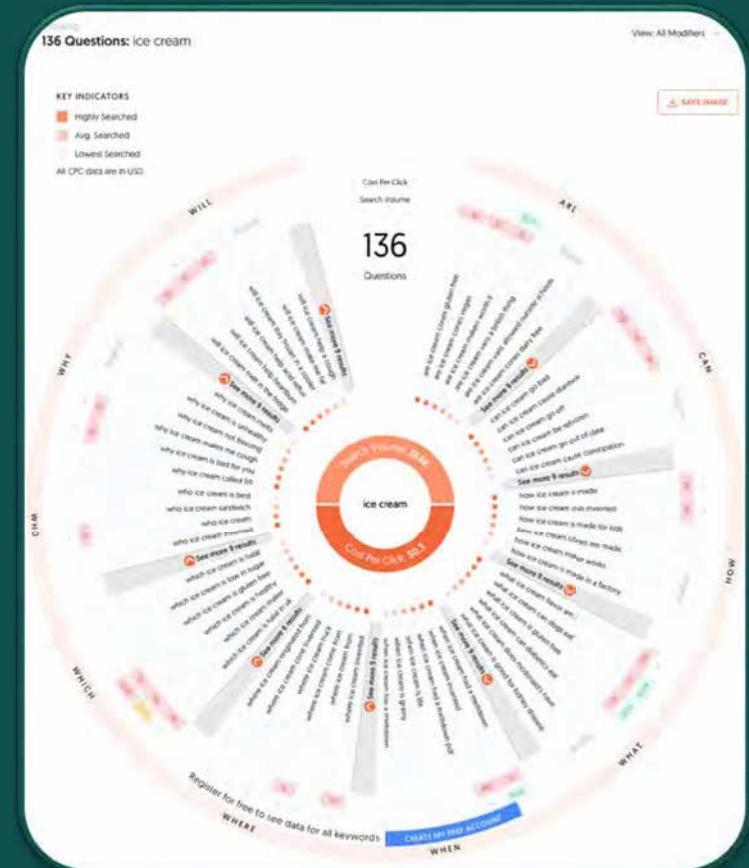
1. Structure
2. Freshness
3. How easy you make it to cite you.

Here are 8 steps to try today

8 Steps to Rank in Google AI Overviews

- 1. Find Long-Tail Informational Queries**
Target complex, multi-part questions that trigger AI Overviews
- 2. Structure Your Content for Extraction**
Make every paragraph self-contained and scannable

RESEARCH: ANSWER THE PUBLIC



SEO TIPS

DO:

- Keyword research
- Include relevant keywords in captions
- Post consistently
- Tag locations

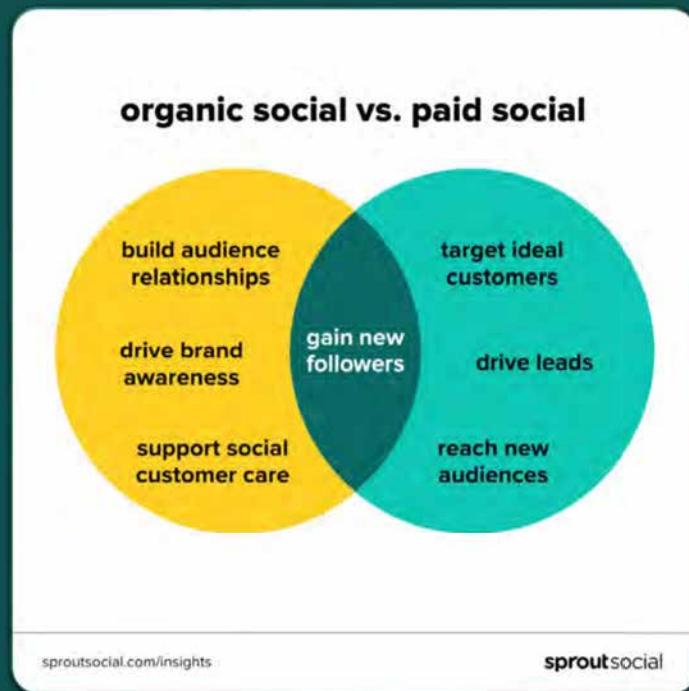
DON'T:

- Keyword stuff
- Use irrelevant hashtags
- Forget to add captions to video content
- Expect instant results

PAID SOCIAL ADVERTISING

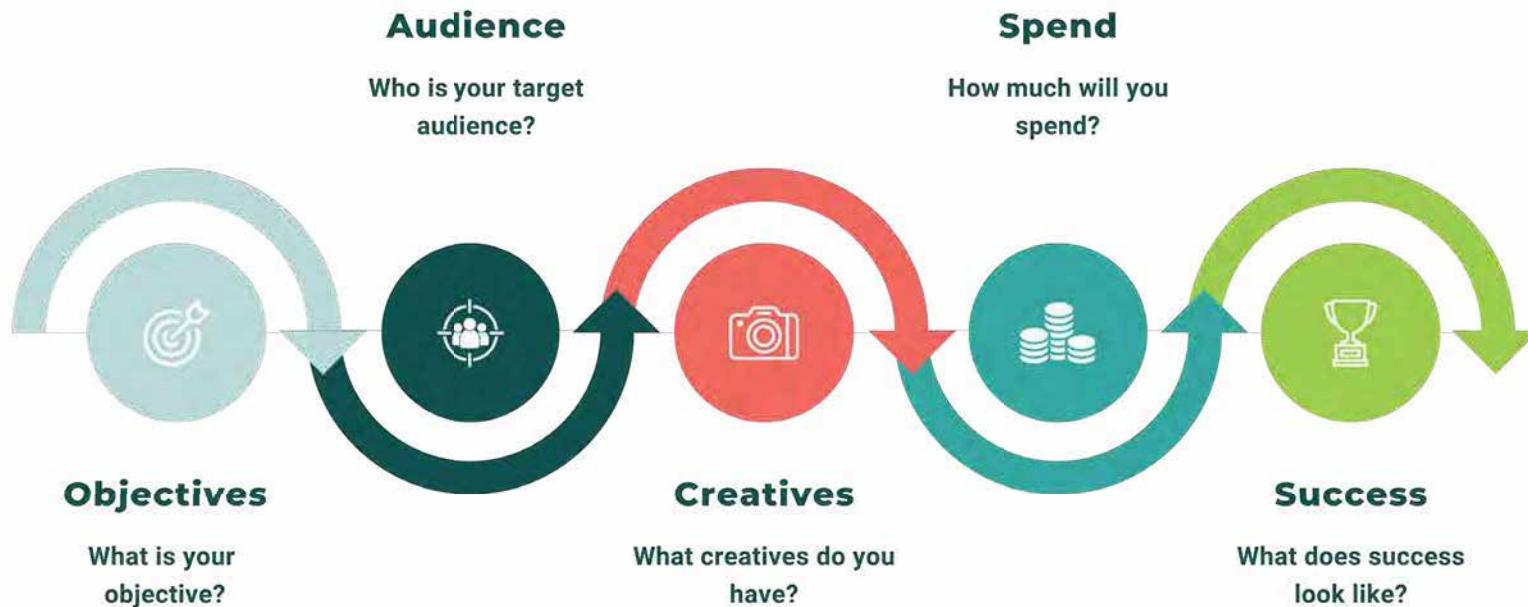


THE BALANCE



CREATE AN ADVERTISING STRATEGY THAT WORKS

5 STEP FRAMEWORK



AUDIENCE

The screenshot shows the Facebook Audience Insights interface. At the top, a section titled 'Advantage+ audience' is selected. Below it, a sub-section titled 'Our AI finds audiences for your ads. If you add an audience suggestion, you'll guide our AI towards people you think are likely to respond.' includes a link 'About Advantage+ audience'. A red arrow points from a callout box on the right to this link. The interface includes fields for 'Include these custom audiences' (with a search bar and 'Create new' button), 'Age' (set to '18 - 65+'), 'Gender' (set to 'All genders'), and 'Detailed targeting' (with a sub-section for 'Interests > Additional interests' listing 'BBC Earth', 'National Geographic Channel', 'National Trust for Places of Historic Interest or Natural Beauty', 'Wildlife', and 'wildlife conservation'). A red arrow points from another callout box on the left to the 'Detailed targeting' section. At the bottom, there is a search bar 'Q Add demographics, interests or behaviours' and a 'Browse' button.

Guide the AI with
Audience Controls

Experiment with
Advantage +
audiences

SUCCESS

Followers

Comments

Reach

Likes

Impressions

Video Views

Conversions

Total Spend

Clicks

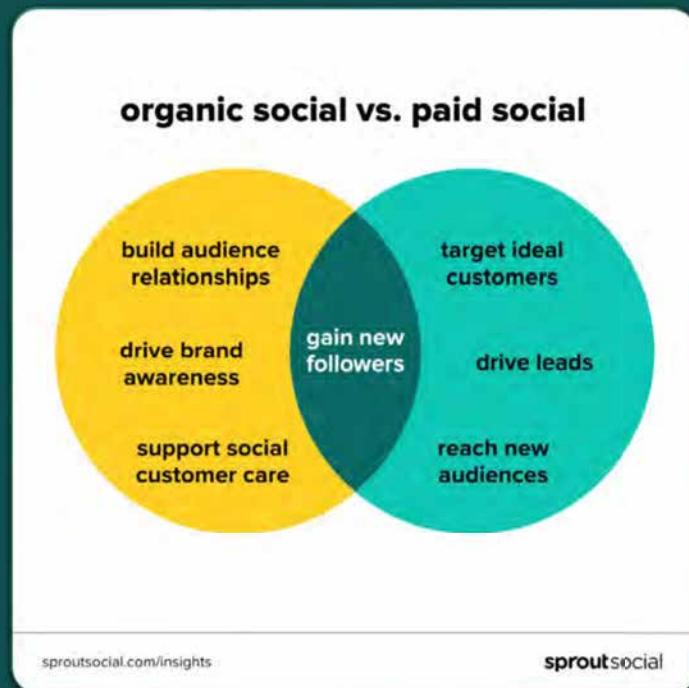
Frequency

CPC

CPM



THE BALANCE

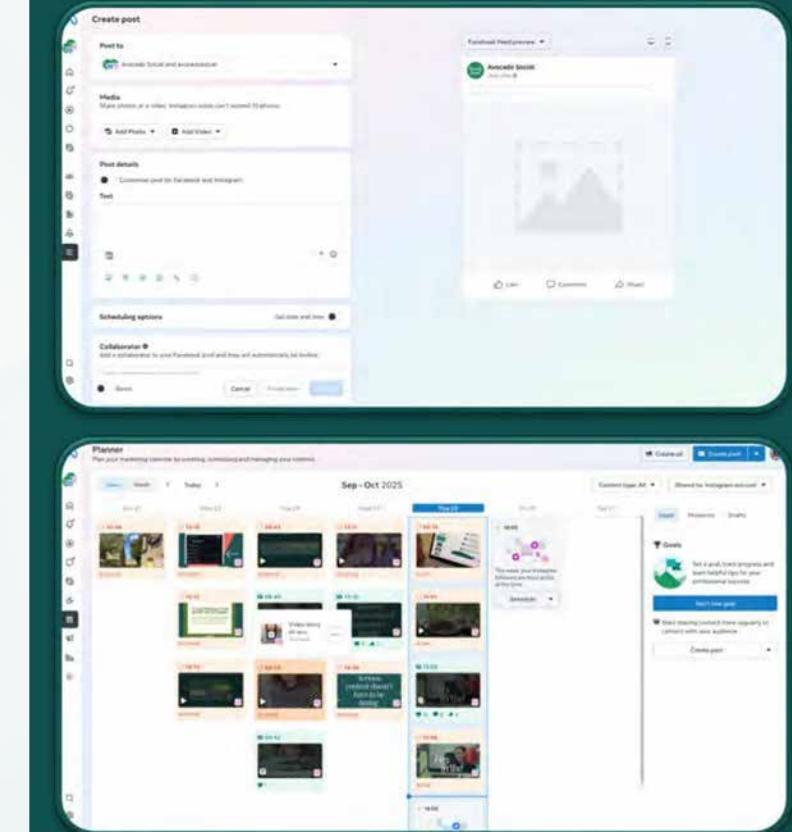


FREE & LOW-COST MARKETING TOOLS



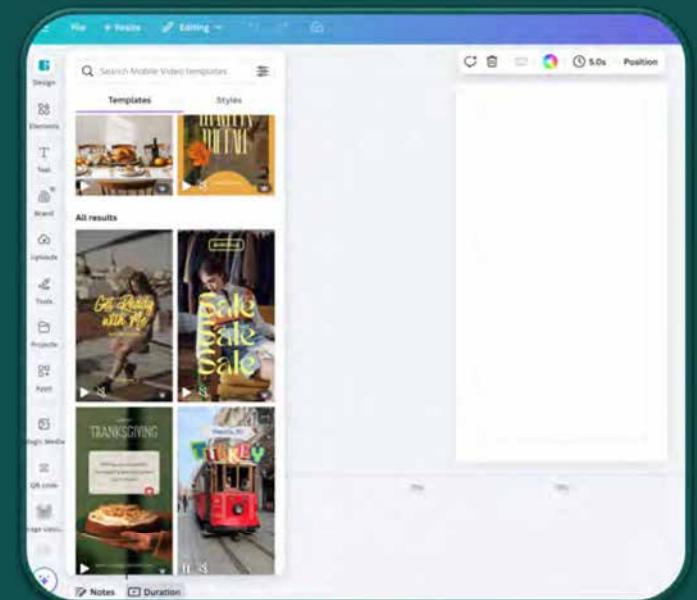
META BUSINESS SUITE

- Schedule & manage posts
- View insights and analytics
- Respond to messages and comments
- Create & manage ads



CANVA

- Create graphics & edit videos
- Use templates
- Build & apply brand kits
- Collaborate & share designs



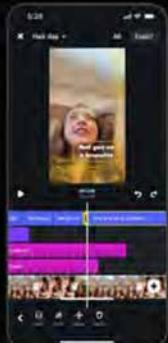
CANVA

A screenshot of the Canva software interface, displaying a "SOCIAL MEDIA CALENDAR" template. The template is titled "SOCIAL MEDIA CALENDAR" and includes sections for "MONTH: MAY" and "WEEK COMMENCING:". It features a table with columns for CHANNEL, DAY, DATE, TIME, DESCRIPTION, POST COPY, DEVELOPMENT STATUS, POSTING STATUS, and POST LINK. The table contains five rows of data, all associated with the Instagram channel. The data is as follows:

CHANNEL	DAY	DATE	TIME	DESCRIPTION	POST COPY	DEVELOPMENT STATUS	POSTING STATUS	POST LINK
Instagram	Tuesday	06 May 2025		Day in the life		Approved	Pending	
Instagram	Wednesday	07 May 2025		Behind the scenes		Pending review	Pending	
Instagram	Thursday	08 May 2025		Spring Sale		In Progress	Pending	
Instagram	Friday	09 May 2025		Seasonal promo		Not reviewed	Pending	
Instagram	Monday	10 May 2025		Customer feedback		Rejected	Pending	

INSTAGRAM EDITS

Safe Zones



Never worry about your text getting blocked by captions or like buttons. You can now preview exactly where your video elements will be placed relative to the Reels user interface.

Edits UPDATES

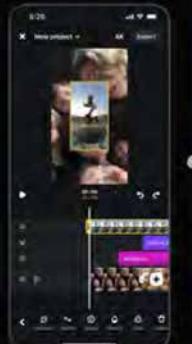
150 New Fonts



Choose from nearly 150 new fonts to effortlessly add unique style and personality to your videos.

Edits UPDATES

Overlays



Be more creative with your overlays - now you can apply changes to opacity, color and add filters.

Edits UPDATES

Royalty Free Music

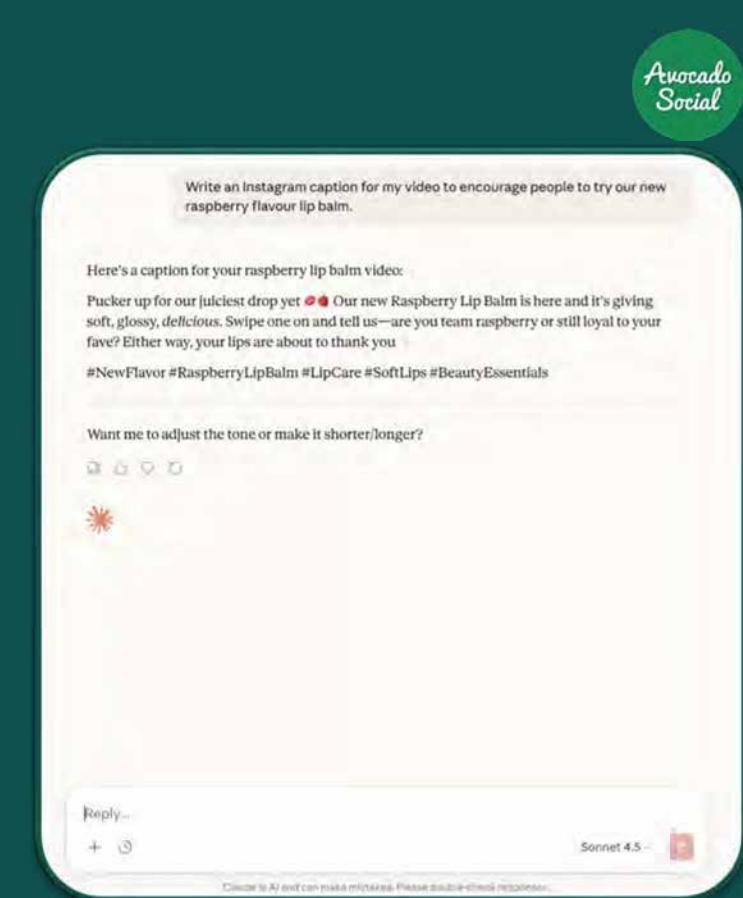


Easily discover royalty-free music on Edits, making it simpler to enhance your content with high-quality audio without worrying about copyright issues.

Edits UPDATES

CLAUDE

- Great for fast drafting and ideation
- Works best with strong prompts
- Tone of voice is adjustable
- Polish to remove telltale signs of AI



Q&A

A thick, red, hand-drawn style wavy line that underlines the "Q&A" text.

ENJOYED TODAY'S SESSION?



CONTACT US

We'd love to talk about
all things social media marketing.



alison@avocadosocial.com



<https://www.avocadosocial.com>



[@avocadosocial](https://www.instagram.com/avocadosocial)



[Avocado Social](https://www.linkedin.com/company/avocado-social/)

