Avocado Social

SOCIAL MEDIA ON A SHOESTRING

PRACTICAL SOCIAL MEDIA MARKETING

HELLO I'M ALISON

Social Media Consultant and Founder of Avocado Social.

OUR AGENDA

1. SOCIAL MEDIA MARKETING STRATEGIES 💻
2. CREATING ENGAGING CONTENT 📲
3. PAID SOCIAL ADVERTISING 💰
4. FREE & LOW-COST MARKETING TOOLS 🛠️
5. Q&A 🙋‍♀️

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SOCIAL MEDIA MARKETING STRATEGIES

WHY SOCIAL MEDIA MATTERS

5.24
BILLION USERS

4.1%
INCREASE YOY

2H 21M
DAILY TIME SPENT

We are Social Digital 2025 Report.

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

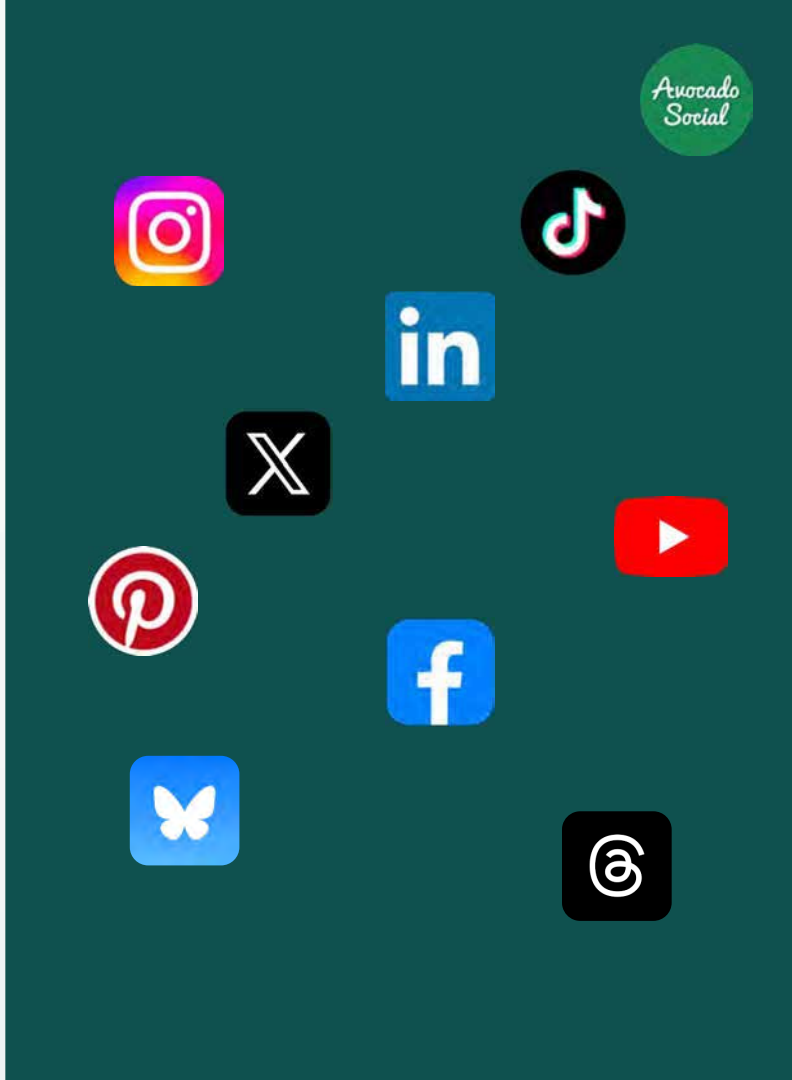
EDUCATION

NEWS

INSPIRATION

CHOOSING PLATFORMS

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



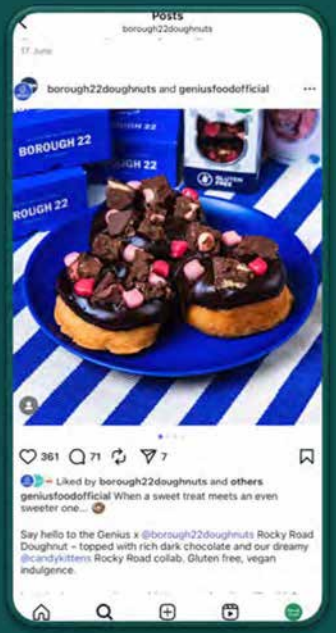
80/20 CONTENT RULE

80%
VALUE-FIRST

20%
PROMOTIONAL

80/20 CONTENT RULE

VALUE-FIRST



PROMOTIONAL

VALUE-FIRST

PROMOTIONAL

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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

MYTH BUST

ANSWER A FAQ

RESHARE UGC

BTS

PRODUCT DEMO

MINI CASE STUDY

HOW-TO TUTORIAL

TELL YOUR STORY

MEET THE TEAM

PACK AN ORDER

WORKPLACE TOUR

DAY IN THE LIFE

TUTORIALS

CONTENT IDEAS

PRODUCT DEMO

BTS

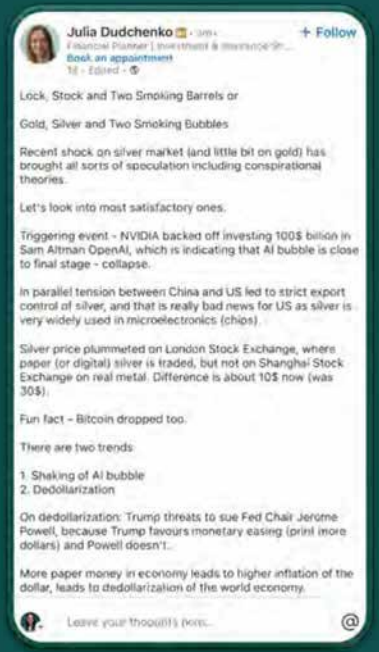
DAY IN THE LIFE

PACK AN ORDER

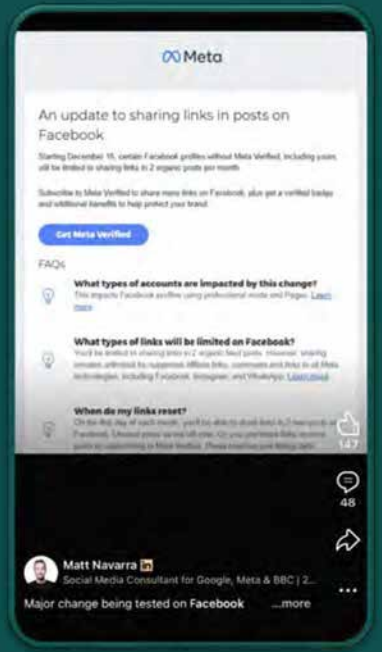
CONTENT IDEAS

THOUGHT LEADERSHIP

INDUSTRY COMMENTARY



NEWSJACKING

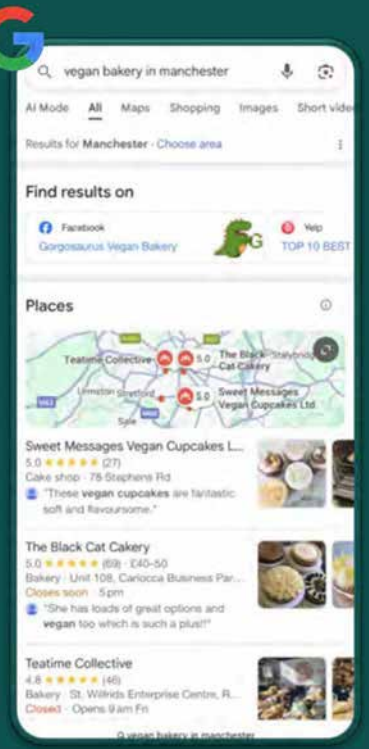


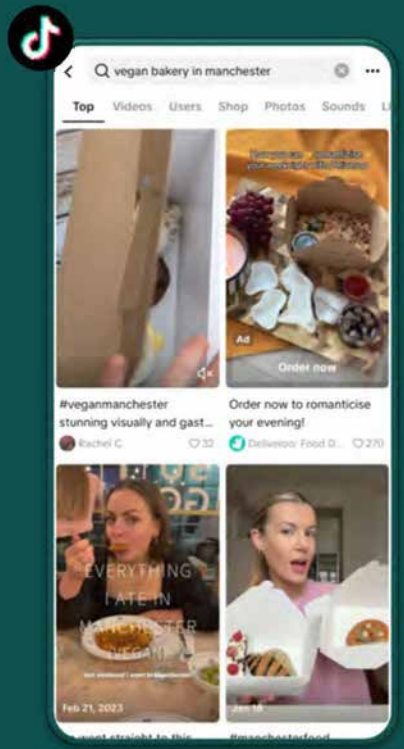
TREND SPOTTING

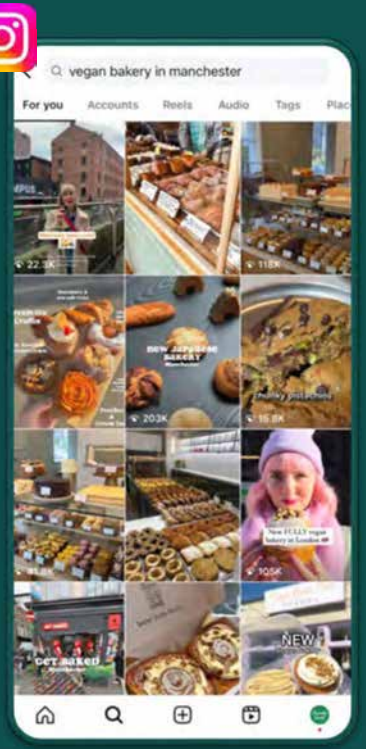
SEO

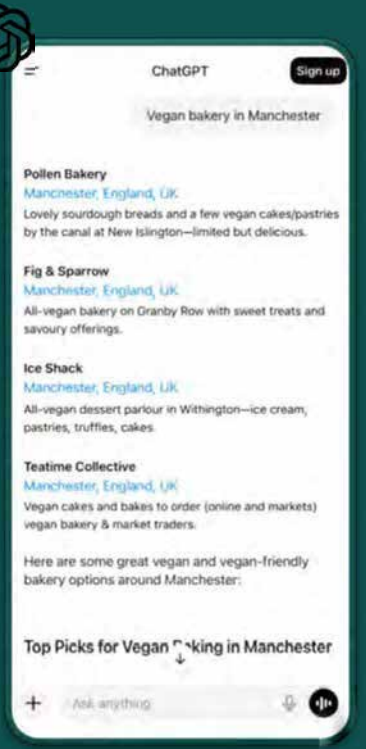
SEARCH ENGINE OPTIMISATION → SEARCH EVERYWHERE OPTIMISATION

SOCIAL SEARCH





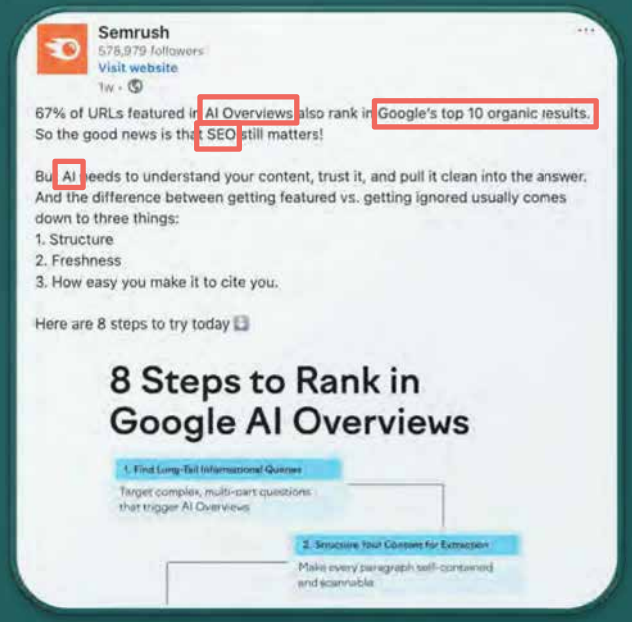




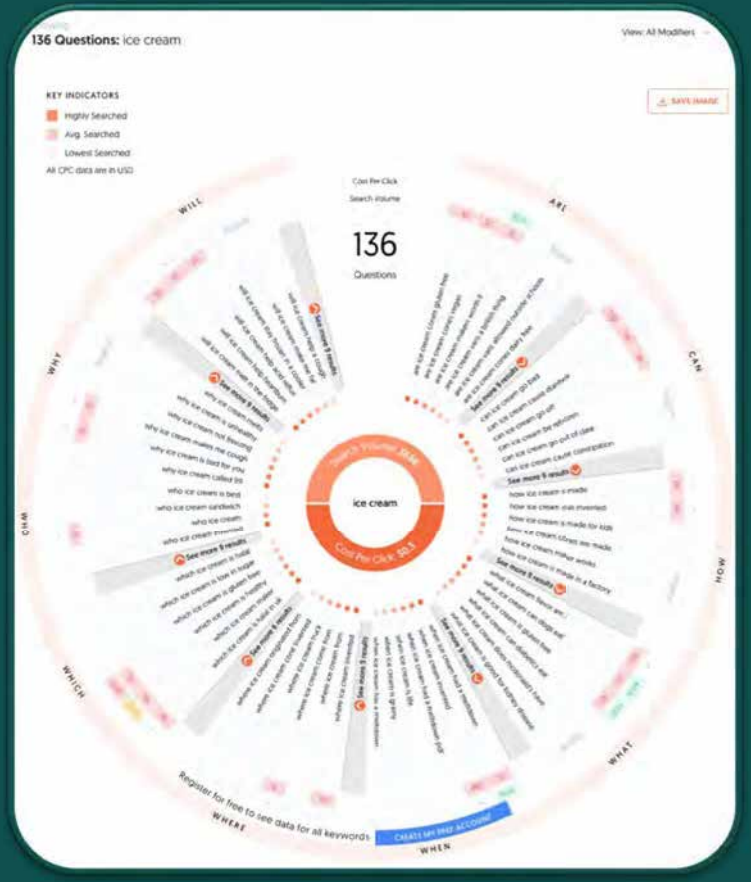
SEO TIPS

- 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



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

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PAID SOCIAL ADVERTISING 💰

THE BALANCE

organic social vs. paid social
build audience relationships
drive brand awareness
support social customer care
gain new followers
target ideal customers
drive leads
reach new audiences
sproutsocial.com/insights
sproutsocial

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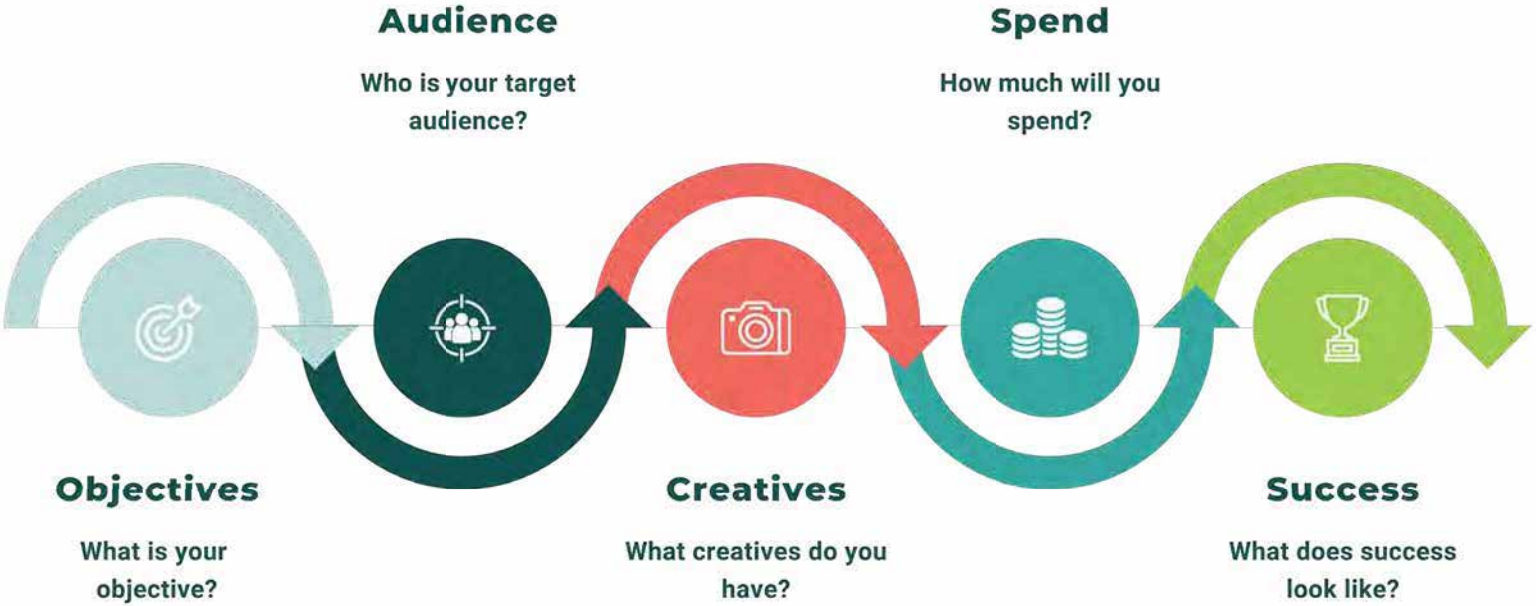
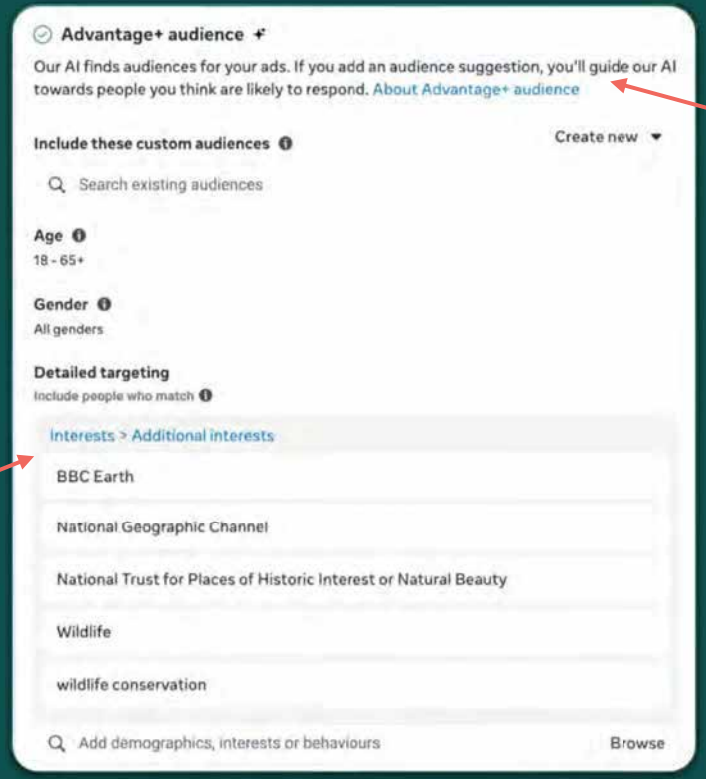
CREATE AN ADVERTISING STRATEGY THAT WORKS

5 STEP FRAMEWORK



AUDIENCE



Experiment with Advantage + audiences

Guide the AI with Audience Controls

SUCCESS

Followers

Comments

Reach

Likes

Impressions

Video Views

Conversions

Total Spend

Clicks

Frequency

CPC

CPM

THE BALANCE

organic social vs. paid social
build audience relationships
drive brand awareness
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drive leads
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sproutsocial.com/insights
sproutsocial

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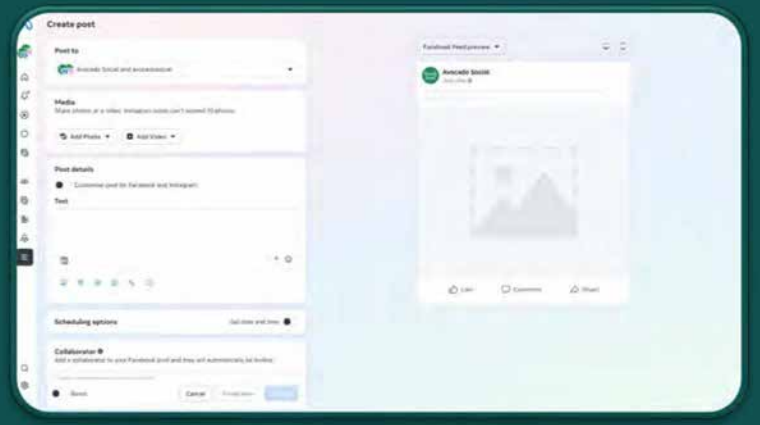
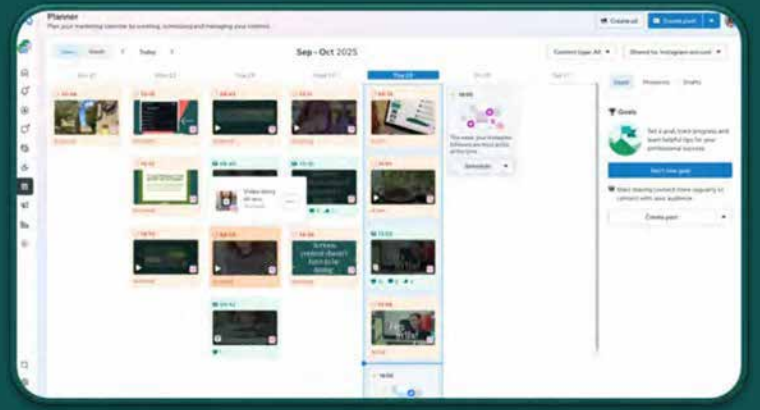
FREE & LOW-COST MARKETING TOOLS

META BUSINESS SUITE

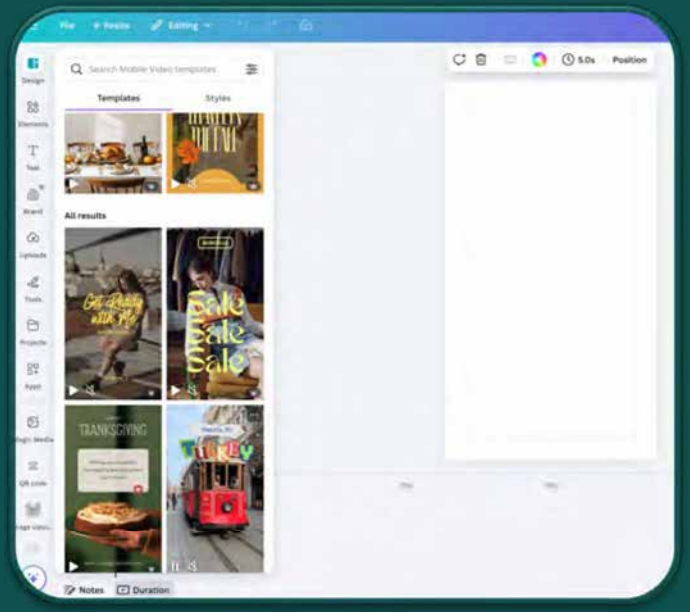
- Schedule & manage posts
- View insights and analytics
- Respond to messages and comments
- Create & manage ads



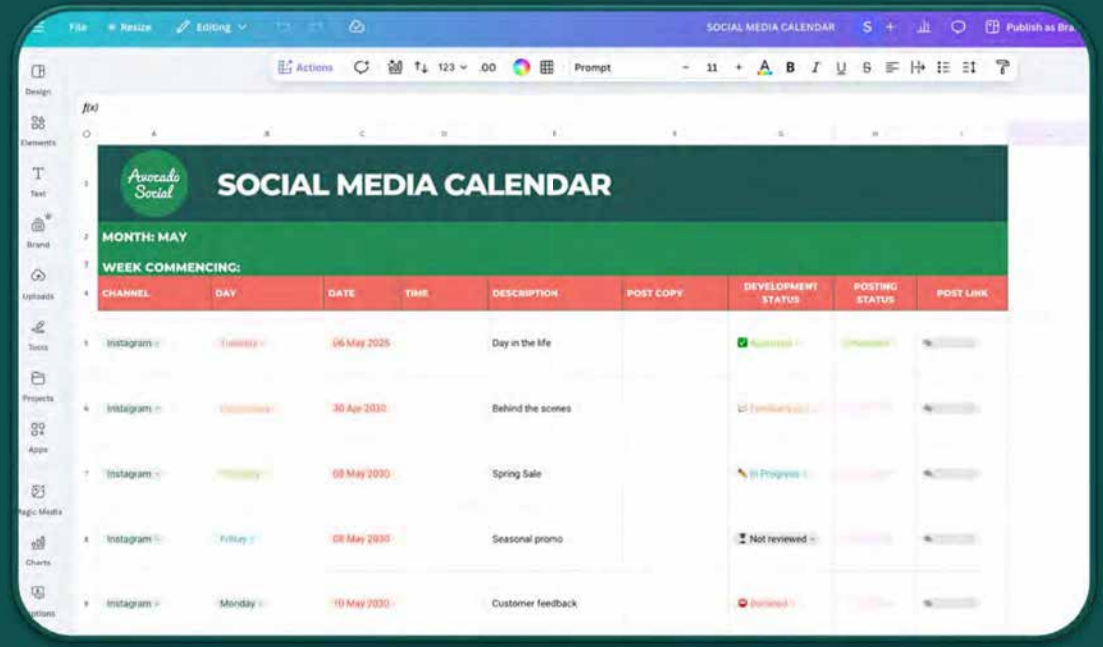


CANVA

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



CANVA


SOCIAL MEDIA CALENDAR
MONTH: MAY
WEEK COMMENCING:
CHANNEL
DAY
DATE
TIME
DESCRIPTION
POST COPY
DEVELOPMENT STATUS
POSTING STATUS
POST LINK
Instagram
06 May 2025
Day in the life
Instagram
30 Apr 2030
Behind the scenes
Instagram
08 May 2030
Spring Sale
Instagram
Friday
08 May 2030
Seasonal promo
Not reviewed
Instagram
Monday
10 May 2030
Customer feedback

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

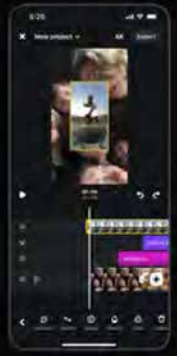
150 New Fonts

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

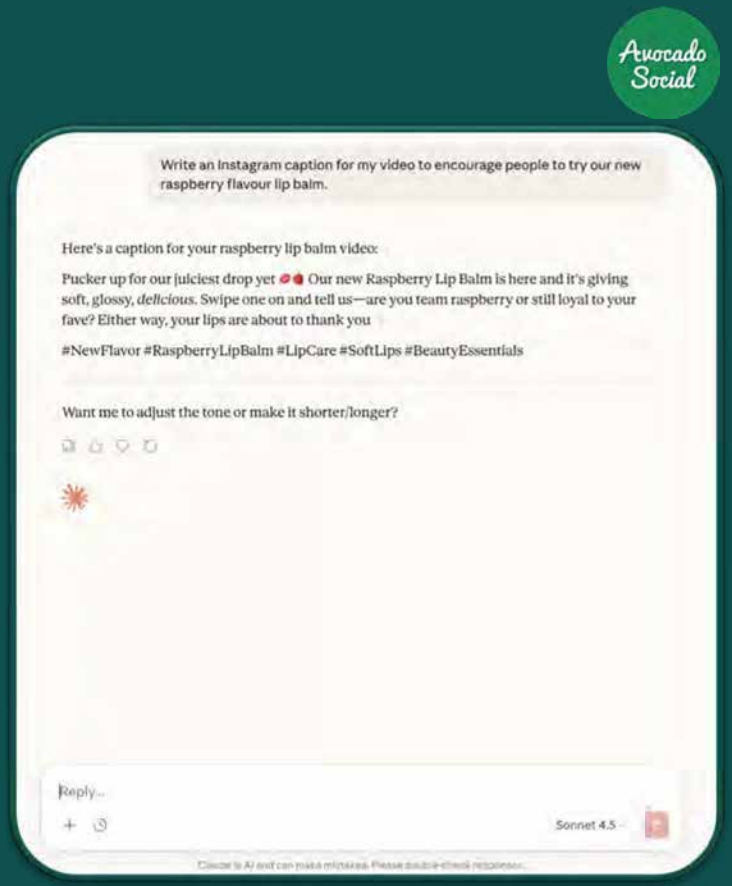
Royalty Free Music

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

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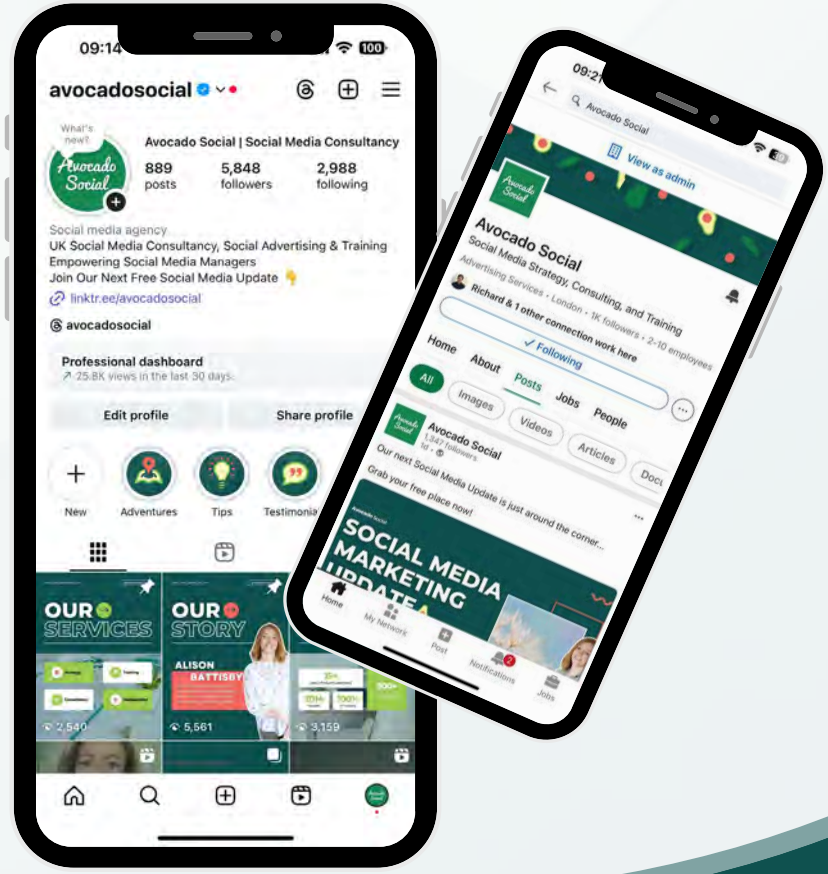
ENJOYED TODAY'S SESSION?

CONTACT US

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

alison@avocadosocial.com

https://www.avocadosocial.com

@avocadosocial

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