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E-ENTREPRENEURSHIP

WHITE BOOK - CHAPTER 1

Topic

How to optimize your social media strategy?

In this chapter, we will try to give you our tips and tricks to optimize your social media strategy. Social media are all the web platforms and applications that allow people or organizations to exchange content, or to discuss and share common interests in a multitude of fields.

They can be a simple means of entertainment for some or a real communication weapon for others. Today they have become indispensable in the digital communication of organizations, allowing easy exchange with Internet users. They allow the creation of communities that can interact with each other and bond around a cause or common values.

Moreover, with the mobility of the Internet (smartphone, tablet...), Internet users who interact via social media have the possibility to stay constantly connected. In 2021 more than 53% of the world's population will use social media, a figure that has increased due to the health crisis.

Some social media will be able to offer a wide range of content to their users, for example journalism, digital marketing, online sales or direct exchange between users. It is therefore possible to find these different services on the same platform, which increases the connection time of users. According to a survey conducted by the Hootsuite social media barometer, 82% of business leaders surveyed believe that social platforms are essential to increase their competitiveness. And 42% of small and medium-sized businesses say they use between 4 and 10 social media for their communication.

WHY SHOULD YOU OPTIMIZE YOUR STRATEGY?

Before revealing all the tools and techniques to optimize your social media strategy, we will see why having a good strategy is essential. Often, we tend to launch ourselves quickly on social networks without thinking too much, except that once the account is created, it doesn't always take off as well as expected. Indeed, we often see the digital presence as the answer to all our worries, a miracle solution that will boost our sales without much effort.

But it's not true, getting started on social media takes a lot of time and thinking. It is essential to ask yourself the right questions in order to avoid wasting time and energy. We will answer these questions together. Before even starting, it is good to know why you want to launch yourself in the media and in which objective. If your objectives are clear, it will be easier for you to communicate with impact and to capture your potential customers more easily.

Now that we have demystified social media a bit, let's see how to best use them to achieve your goals.

Which strategies should you choose?

In this booklet, we will talk about 3 strategies: acquisition, transformation and retention and we will see which one you should implement according to your needs and objectives. In order to know which strategy suits you best we will draw 3 cases:

Case 1: You have difficulties to get traffic via your website or store.

If this is your case, you will have to focus on an acquisition strategy in order to increase your traffic but also and above all to target the profiles that are most likely to buy in order to have a qualified audience.

Some tips to set up a successful acquisition strategy:

- Know your targets by heart: if you know your customers and their purchasing behaviors well enough, you will know how to communicate with them (what tone of voice, at what time...) and you will know exactly what to offer them to attract them to your website.
- Differentiate yourself: try to attract them with limited time promotions, a first free version or a contest. All actions that can make you stand out and attract eyes on your brand and thus attract potential buyers.
- Make partnerships: associate yourself with brands that have the same target as you but who are on a different market. This allows you to reach more potential customers.

CASES

Case 2: Your website generates a lot of traffic but little conversion

If this is the case for you, you will have to implement a transformation strategy to convert your visitors into buyers.

Here are a few tips to set up a successful conversion strategy:

- Analyze why the conversion is not done: you must analyze the path taken by the customers who bought and those who gave up during the purchase. This will allow you to improve the shopping experience on your site
 - Communicate in a clear way and incite to action: explain your products well and incite to action by offering temporary discounts for example.
 - Describe your products: the information on your networks must be very clear so that the customer understands directly without too much effort what you sell.
 - Give life to your company: try to personify your company by talking about value, by having ambassadors or influencers talk about it in order to give a human/recognizable face to your brand and inspire trust.
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Case 3: Your site generates a lot of traffic and conversion

If this is your case, you should adopt a retention strategy. Indeed, your customers are present now you must make them come back. Indeed, acquiring a new customer is 10 times more expensive than retaining an existing one, so it is strategic to keep them and will help you to ensure the sustainability of your business and a growing profitability.

Here are a few tips to set up a successful retention strategy:

- Personalize your relationship with your customers: this can be done by answering their comments quickly on your social networks, by posting their questions and answering them on Instagram stories for example. The customer must feel privileged, valued and listened to.
- Make your community living: propose via contests to your customers to live an experience with your products and communicate all this adventure on your networks. This will allow your customer to become your best ambassador and other buyers to identify themselves and thus become loyal to the brand.
- Take the time to thank your customers: offer free products to your biggest customers to encourage and thank them. The more they feel valued, the more they will talk about you and will not only allow you to keep them loyal but also to get new prospects.

THERE YOU GO, THE DIFFERENT STRATEGIES HAVE NO MORE SECRETS FOR YOU, NOW YOU ARE ALMOST READY TO LAUNCH YOURSELF. LAST STEP IS TO CHOOSE THE SOCIAL NETWORKS ADAPTED TO YOUR SECTOR AND YOUR TARGET. INDEED, IF YOU SELL WALKATORS TO HOSPITALS, CREATING A LINKEDIN ACCOUNT WOULD NOT NECESSARILY MAKE MUCH SENSE.

You will find below two tables: the first one lists the best networks according to the sector of activity and the second one according to the age of your target.

	Advice for B2C sectors
Travel/ Tourism	<u>What is working:</u> It's a sector that makes you dream, so you must bet on the networks with images, videos, sunshine... <u>Specific networks:</u> TravelBudds, Alowaa <u>Flagship networks:</u> Instagram (real), Pinterest, TikTok
Sport	<u>What is working:</u> sport videos, tips and tricks <u>Specific networks:</u> Strava, Up2it, Sportlobster <u>Flagship networks:</u> Instagram, Facebook, TikTok, Blogs
Food	<u>What is working:</u> beautiful photos, short video recipes. <u>Specific networks:</u> Youmiam, Toocook <u>Flagship networks:</u> Instagram, Facebook (cooking group), Pinterest
Textile, fashion	<u>What is working:</u> video challenges, fashion shows, description of the origin/history of the product <u>Specific networks:</u> Hackaoui, 21Buttons, Social Textile <u>Flagship networks:</u> Instagram (real), Tiktok, Pinterest
High- Tech	<u>What is working:</u> product presentation, photo designs, feature highlights and tips for using the device <u>Flagship networks:</u> Facebook, Instagram

Age/Media	Instagram	Facebook	LinkedIn	TikTok	Pinterest	Twitter	Snapchat
Under 15 years old				27%			15%
15-25 years old	69%	25%	18%	42%	37%	33%	33%
25-35 years old	29%	32%	61%	16%	36%	26%	25%
35- 50 years old	8%	26%	16%	8%	24%	25%	27%
More than 50 years old			5%	7%	16%	16%	

Ex: 69% of 15-25 years old use Instagram.

HOW TO OPTIMIZE YOUR STRATEGY?

A) Overview of some networks

Social networks are the new communication sources of the 21st century. They are effective and have many advantages for all companies, including a high visibility on a large and varied audience.

However, you have to know how to use them because being "simply" present on these platforms is not enough. To maximize these tools, you need a rhythm and a certain rigor. The time spent should not be neglected. We propose solutions to optimize your results while saving time.

As we said before, after having clarified your objectives and understood the different strategies, you must choose the appropriate network(s) while having the right information. For each of them, you need to know :

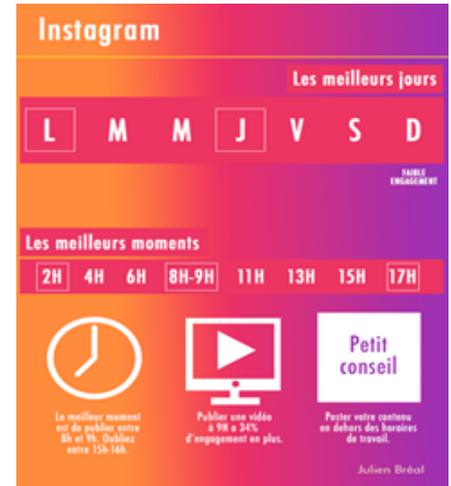
- Which day to publish
- Which hour
- The frequency of posts
- The response time for negative comments

Instagram :

Using Instagram for your business can be a winning strategy if it is used properly. It is a popular social network worldwide, with a large audience and high engagement. The advantages of Instagram for a company are numerous: professional account, statistics, e-commerce features, influencer marketing, many features allow it to develop its visibility and its notoriety. The interest of Instagram for a company is to humanize its business, to create a brand identity, to enhance its products, thanks to quality visual content.

Every day, 500 million users connect to this social network. It is therefore relevant today to use this social network if your target is there, to stand out from the competition. In 2020, Instagram had nearly 1 billion monthly active users worldwide. Nationally, that's 21 million monthly users. And 11.5 million daily users. 90% of Instagram users follow at least one brand. Thus, the platform covers virtually all the BtoC sectors mentioned above ranging from tourism to high-tech and includes a wide range of ages, between 15 and 50 years. We give you the key days and times in the following images.

In addition to its publishing rules, Instagram, just like many social networks, works with an algorithm. By understanding it, you will know how to gain visibility and "snap Instagram".



FOCUS ON 4 SOCIAL MEDIA PLATFORMS

Your posting on Instagram

→ Content quality: you post regularly, you have a loyal community, you interact often on posts.

The more you meet these criteria, the more likely your post will be favored by Instagram.

→ The post is first shown to some of your followers: The post generates a lot of interactions, users spend time on your post, the post is shared in private message..

The faster your post generates engagement, the more it will be shown to your followers.

→ Ranking signals: your subscribers check your profile often, the publication is recent, the content of the publication matches your subscribers' expectations.

The relevance and freshness of your post are important criteria for the Instagram algorithm.

Facebook is the 3rd most visited website in the world, just after Google and YouTube, and is a platform on which most companies are present. You gain visibility and credibility, you learn, thanks to the different functions and settings, information about your potential customers, you can create your own community of fans, it is a service that costs little or no money, and saves time. With 2.85 billion monthly active users and 1.88 billion daily active users worldwide in 2020, Facebook is a huge database. Facebook also allows you to retrieve the "real" contacts (e-mail address for example) of your fans outside this network. In the same way, the potential targets of the ads are carefully selected in order to be the most likely to act and therefore to generate sales. Today, the types of Facebook users are very diverse. Some are just observers, while others reveal their personal lives.

In any case, overall, Facebook is far from being a passive network. It is even the first tool for sharing what you find on the Internet. In fact, 24% of the information that is reposted on the web is on Facebook. By creating a powerful ad, a company can reach many prospects in record time! Facebook covers many sectors such as sports and reaches the same profile groups as Instagram, between 15-50 years old.

Your post on Facebook:

→ Content quality: images/videos are imported natively, it's a live video, there is no external link, it's not a "click trap" post, the post doesn't ask for "like"; "share"; "comment", there are no words: "free"; "promotion" etc, the publication has never been published before.

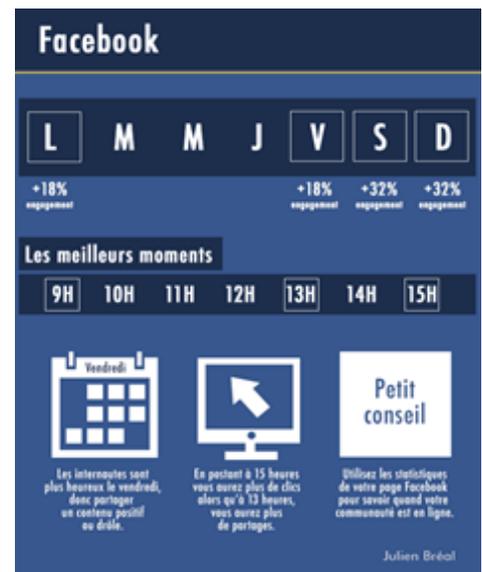
The more you meet these criteria, the more likely your post will be favored by facebook.

→ The post is first shown to 1% of fans (likes = + 1, comments = + 6, detailed comments = + 13, shares that generate engagement = + 13, shares that do not generate engagement = + 6, video viewed for 3 seconds = + 0.25, video viewed for 60 seconds = + 13, negative feedback = - 100).

The more positive your score, the more % of your fans who will see your post. The more negative your score, the less facebook will spread your post.

→ Ranking signals: the post is about a trending topic, your page regularly shares quality content and live videos, your fans regularly interact with your page, your community discusses comments under your posts, your content generates interactions from your fans.

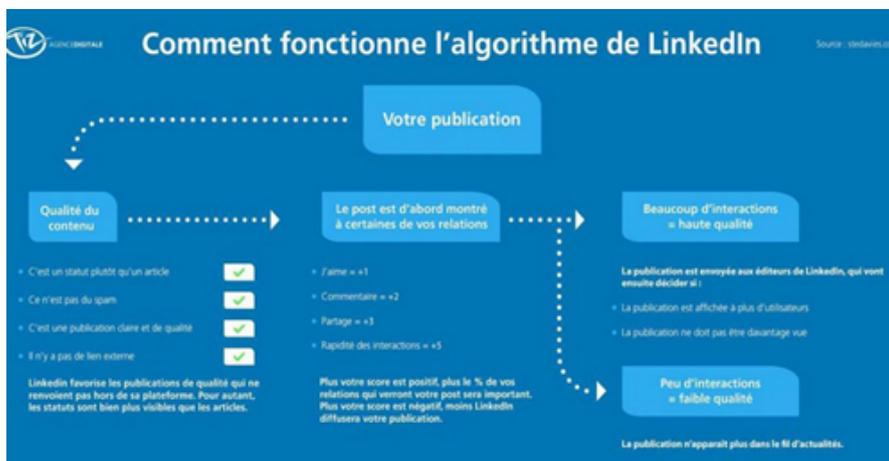
The regularity of your animation and the engagement of your fans is essential for facebook, and contributes to increase or decrease the reach of your posts.



LinkedIn

In 2020, LinkedIn passed the 20 million user mark in France, representing 69% of the active population. It is the leading professional networking platform and is the world's largest and oldest professional social network. Designed to help professionals and entrepreneurs expand their professional network, find new opportunities or develop their brand, LinkedIn remains and strengthens its position as the world's leading professional network.

You can gain visibility by improving your natural referencing on search engines such as Google, you have leads, you strengthen your digital identity and you can recruit potential talent in your company has platform. It allows you to unite all your employees who are members of LinkedIn under one umbrella and to improve the reputation of your company. LinkedIn includes age groups between 15 and over 50 and is aimed at the professional BtoB and BtC market.



Your post on LinkedIn

→ Quality of content: it's a status rather than an article, it's not spam, it's a clear and quality publication, there is no external link).

LinkedIn favors quality publications that do not refer outside its platform.

However, statuses are much more visible than articles.

→ The post is first shown to some of your relations (likes = + 1, comments = + 2, shares = + 3, speed of interactions = + 5)

The more positive your score is, the higher the % of your relations who will see your post. The more your score is negative, the less linkedin will spread your post.

→ Many interactions: the post is sent to linkedin editors, who will then decide if: the post is displayed to more users - the post should not be seen more.

→ Few interactions = low quality (the publication does not appear anymore in the news feed).

TikTok

If you've opened a social network in the last 12 months, you'll probably have seen a video post recorded on TikTok in your news feed. It's the network of the moment that's exploding especially since containment. With nearly 1 billion active users per month (October 2021), TikTok leaves the role of rising star and is now a giant of social networks alongside Instagram or Facebook.

The TikTok app has been downloaded a total of over 3 billion times worldwide. A TikTok User spends an average of 52 minutes per day on the app.

TikTok is not just an app for people under 20. It's reaching an increasingly older audience. In 2021, in the US, the share of 18-24 years old on TikTok is at 34%, while the share of 25-34 years old is at 32%.

Moreover, this is an opportunity to catch a new wave first. Since TikTok is still ignored by many companies, you have a rare opportunity to use the first-mover advantage. The platform allows you to target other segments of your audience differently and generate visibility in new ways with influencers.

The TikTok algorithm



Global Best Times to Post on TikTok

Eastern Standard Time

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	2 AM			5 AM		
6 AM	4 AM	7 AM				7 AM
	9 AM	8 AM	9 AM		11 AM	8 AM
10 AM			12 PM			
				1 PM		
			7 PM	3 PM	7 PM	4 PM
10 PM		11 PM			8 PM	

1. Contest

To increase the visibility of your company, the principle of a contest is a good method. It allows to enlarge the public and to "make talk" about the concept of the company (brand, range, advantages...) by using popularized conditions so that the participants can win something for free. The conditions are always to be subscribed to the page of the company and its partner (brands or influencers), to like the post, to comment by identifying one or more other participants and finally to share the post. It is necessary to adapt to the different periods of the year which can be relevant communication strategies. For example, for Christmas, you can create an "advent calendar" event, where each day through the principle of the contest, it will be possible to win something (gifts, services, discounts, etc.).

3 ACTIONS TO DIFFERENTIATE YOURSELF

2. Influencers

Influencers on different networks are necessary levers to attract specific targets and provide a reassuring image. These intermediaries can be present in the contests but can especially use their notoriety to promote the company. We are talking about stories where they address their community directly, posts presenting the product, tutorial videos etc.

3. Partnership

Partnerships can be made by influencers or brands. It can be monetized as in the form of "barter": in exchange of a communication on the company, for example with an influencer, it will be necessary to send him articles or give him access to services for free. Similarly, for another company, through contests, both companies offer products and set up their contests on their respective pages without having to pay their respective partner.
