

Social Media Pilot: **What, How,** and **When You Should Post?**

A GUIDE TO BEST-PRACTICE SOCIAL MEDIA
TACTICS FOR LEADERS IN SUSTAINABILITY



Social media continuously changes the way we communicate with others. From advertising to engaging, it's also shaping the way B2B professionals, like yourself, communicate with prospects and clients. With the changing environments, social media can no longer be ignored. As a leader in sustainability, it needs to be an integral part of your sales and marketing.

So where do you start and how do you make sure you're "doing the right thing"? It may be difficult to steer through a world where 'likes' and 'comments' are the currency for engagement, and click-through rates are the currency of conversion. But with a little help along the way you can be a social rockstar before you know it. In this exclusive guide, we're going back to basics to help you nail the best-practices for your industry and sector.

Choosing Your Platforms

A common misconception is that your company should be on ALL social media platforms. That is inevitably wrong. Conversely, when choosing your platforms you need to ask yourself the following questions:

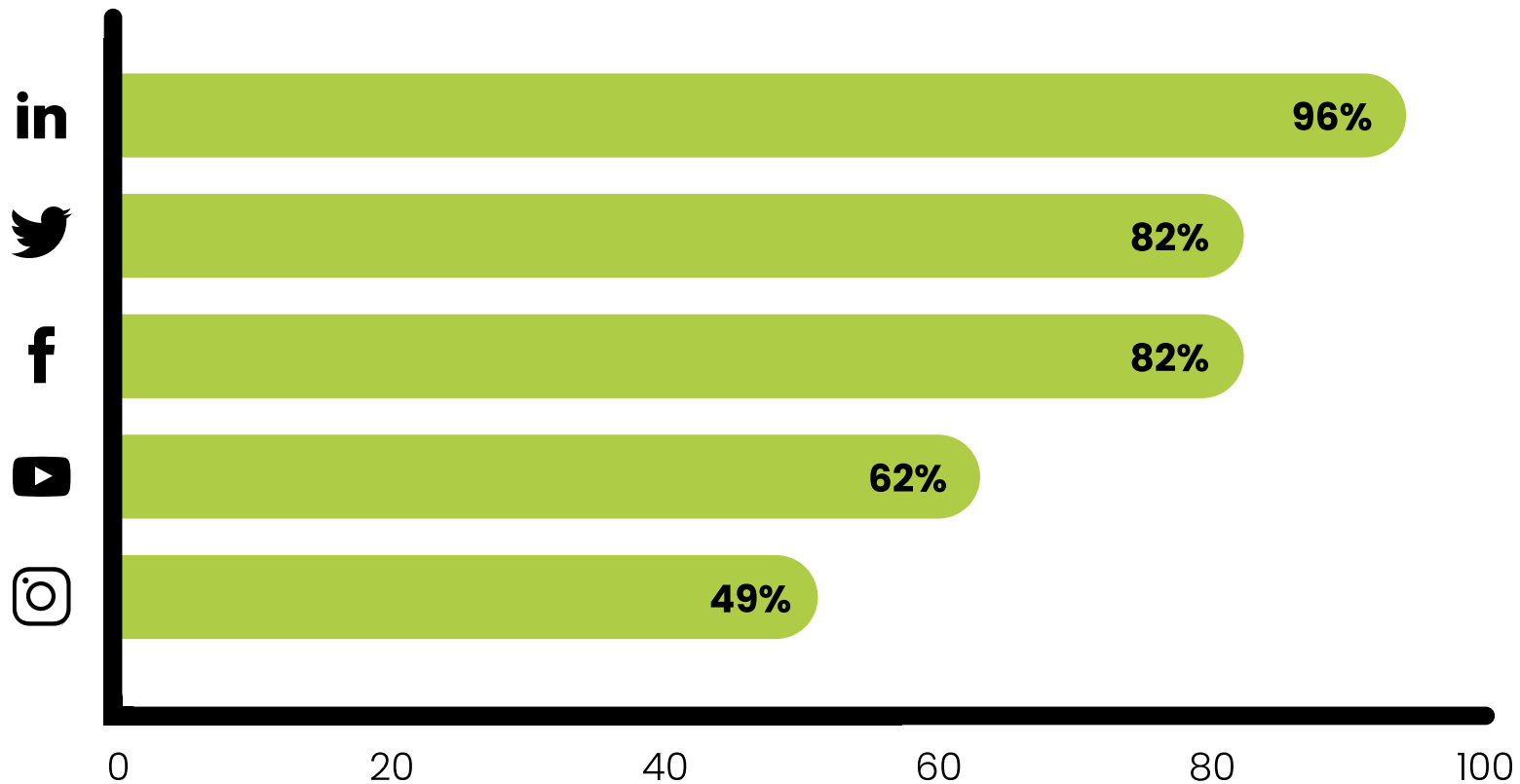
- 1.** Where does my target audience spend their time?
- 2.** What sort of content will I be able to produce (articles, infographics, visuals, podcasts etc.)?

These questions set the foundation for what platforms to choose. As a leader in sustainability, you are more likely to sell your products and services to a professional network in b2b environments, which in all probability is more likely to happen on LinkedIn. But depending on your audience demographics, you may want to focus on Facebook or Twitter, or furthermore, if you feel like you have a heavily visual portfolio of images and video to share, Instagram or YouTube may be right for you as well.



Organic Social Media Platforms

B2B Content Marketers used in last 12 months



Knowing What to Post

You may already be aware that social media should be an important part of your overall marketing strategy, but do you know which types of content to produce to engage with people at different stages of the funnel? The general rule of thumb is that your content should vary based on what part of the customer journey your audience is in.

Top of the Funnel

At the top of the funnel, you'll find a combination of interested prospects and casual window shoppers. For this target group, you want to prepare content pieces that add value to your audience. This includes helpful tips and tricks, industry news, educational infographics and more. You need to invite them into the funnel by providing value, which inevitably will spark their interest as to other ways you could help them with their business.



Knowing What to Post

Middle of the Funnel

As potential clients and prospects move to the middle of the funnel, you want to provide them with a thorough introduction to your products/ services and carefully share how these can benefit their company. Do you have videos that highlight your business' features? Do you have testimonials or interviews with current clients? Are there webinars you can invite them to that show you as the subject matter expert you are? You may want to consider adding informative guides or downloads to your website that are gated in exchange for your prospect's contact information.

Bottom of the Funnel

At this stage, you've helped nurture your leads all the way down the funnel and they're so close to becoming a sale you can feel it. The social media content at this stage is more important than ever. You need to post things that help clients make the buying decision. This content includes personalised studies and reports on specific market segments and sectors, tip sheets, how-to guides and other relevant pieces that will kick-start them.

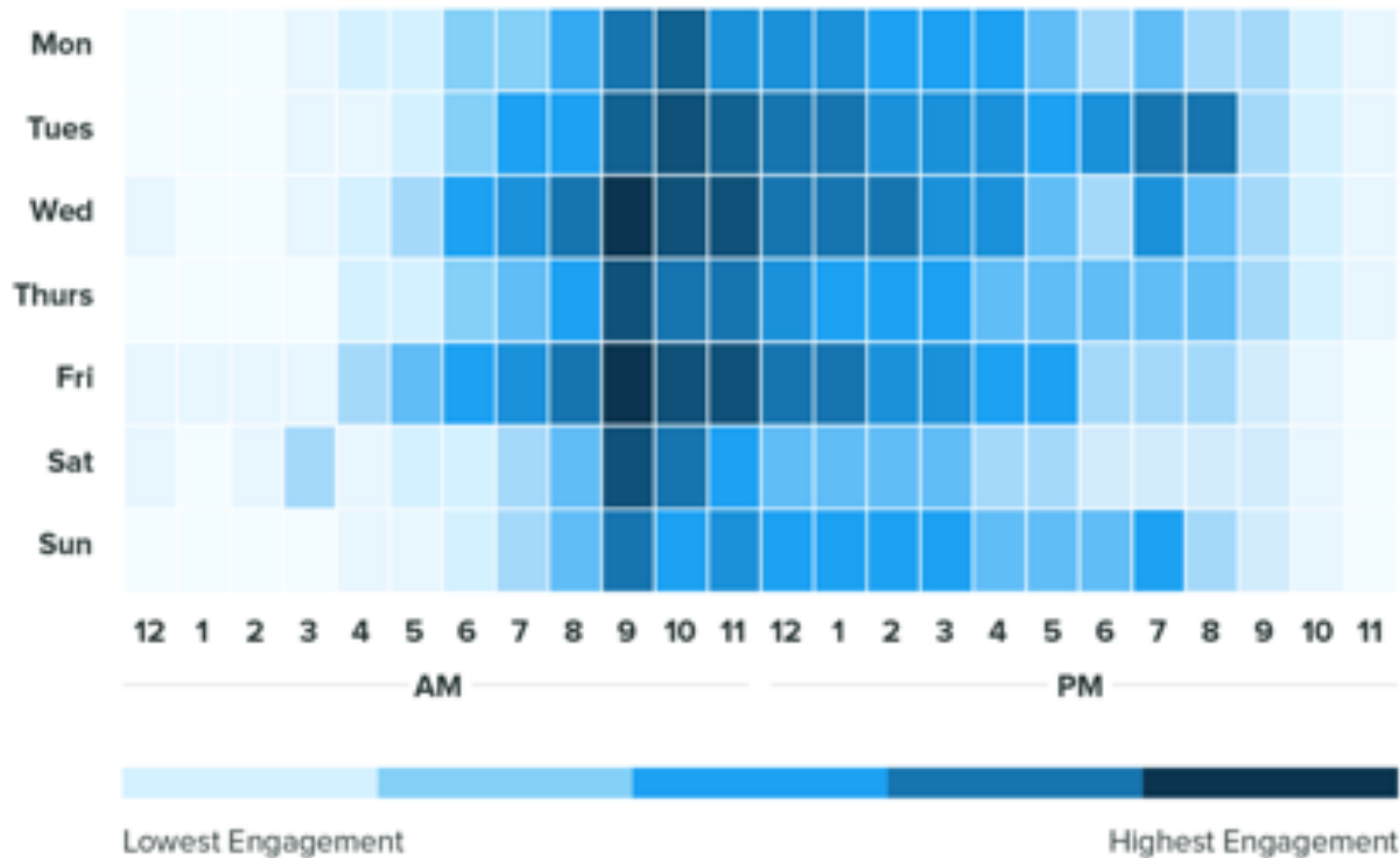


Knowing When to Post

The day and time of your post can make or break the engagement you receive. Therefore, knowing when to post may be one of the most difficult decisions in b2b social media marketing. Although optimal times can differ with different audiences and networks, we've highlighted some benchmarks to go off for each platform. To optimise social media posting, we recommend using a Social Media Scheduling platform that enables you to plan your content and posts ahead of time.



Twitter Global Engagement

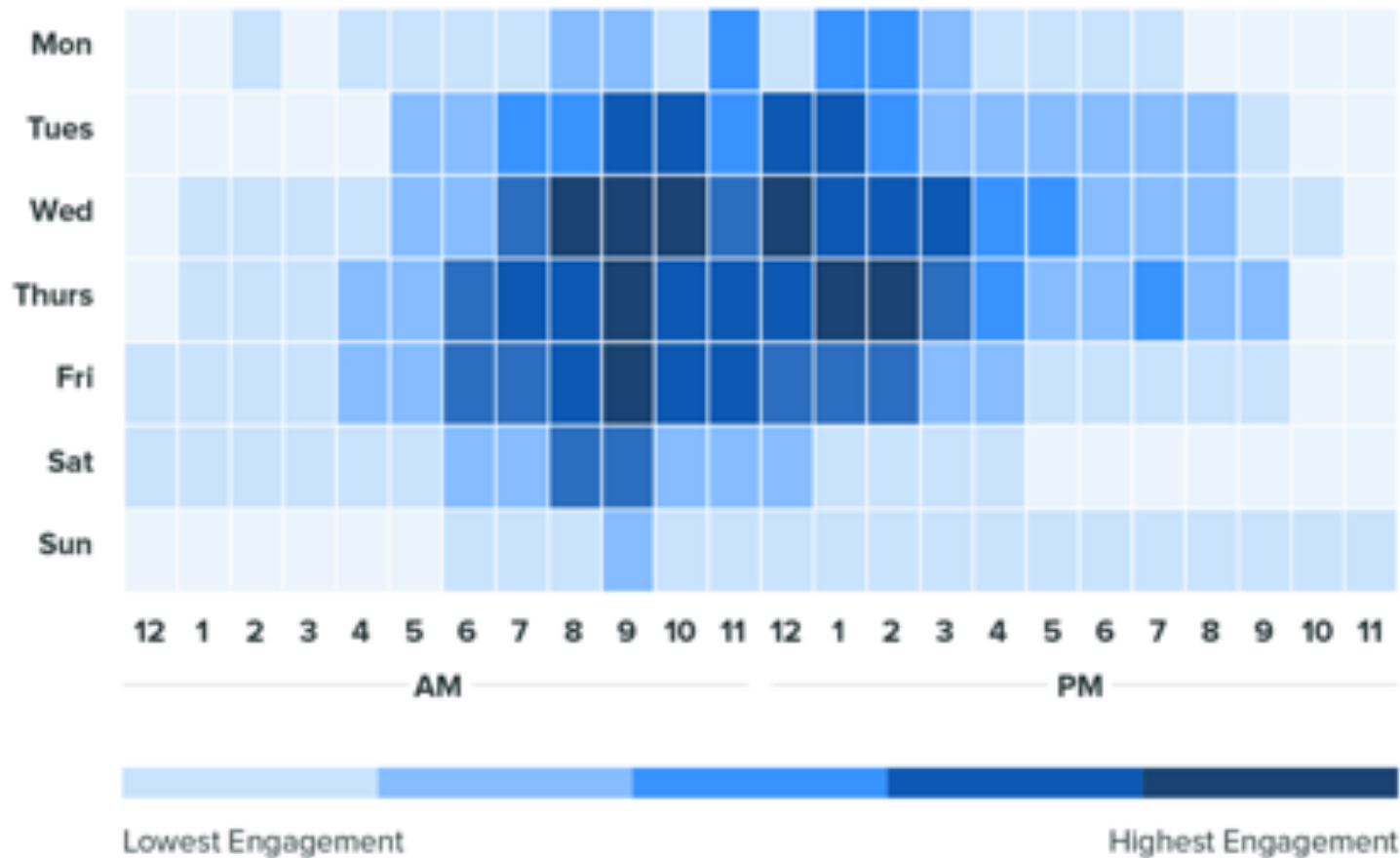


Best times:
Wednesday and Friday
at 9 a.m.

Best days:
Wednesday and Friday

Worst day:
Saturday

LinkedIn Global Engagement

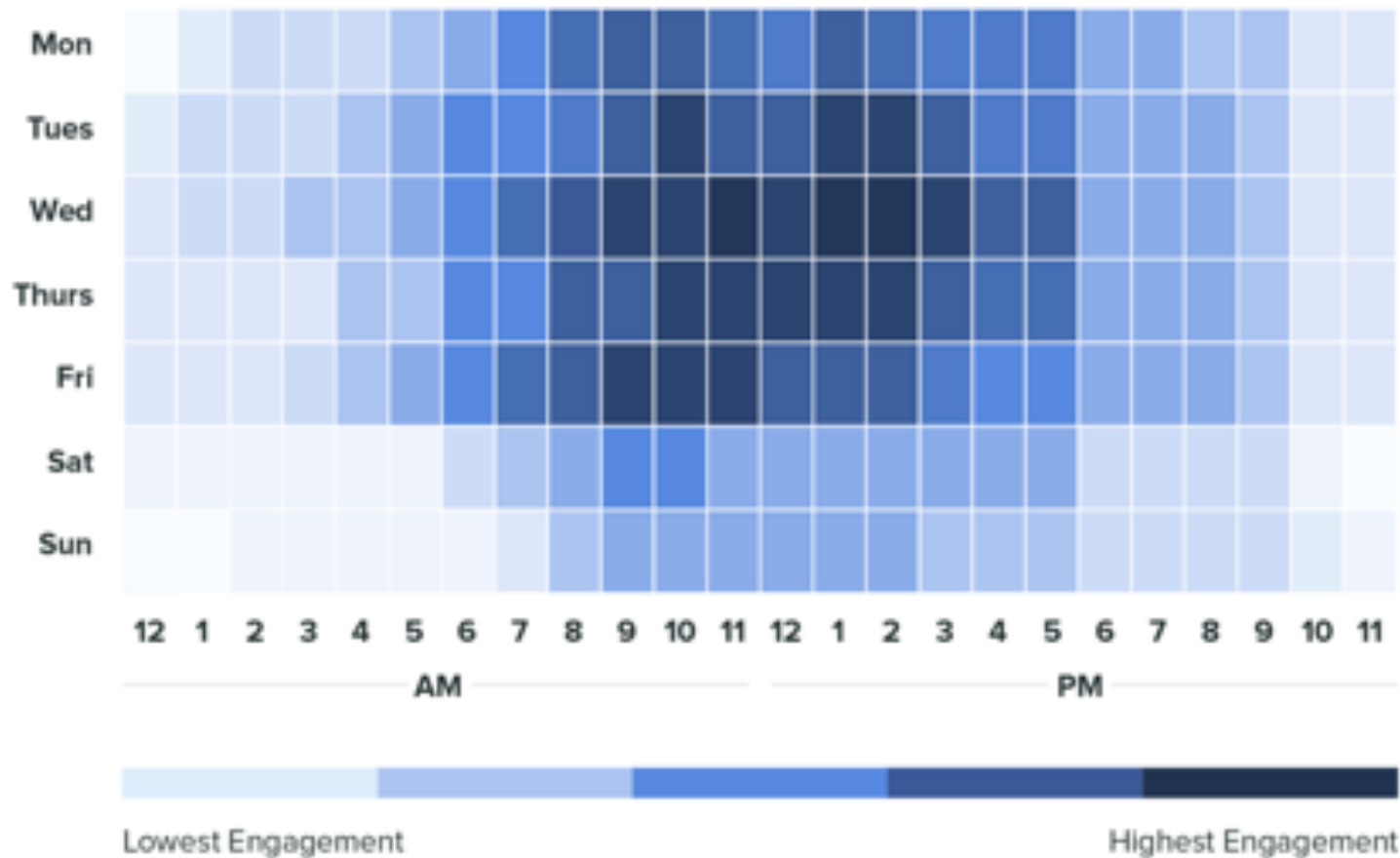


Best times:
Wednesday from 8–10 a.m.
and noon, Thursday at 9 a.m.
and 1–2 p.m., and Friday at 9
a.m.

Best days:
Wednesday and Thursday

Worst day:
Sunday

Facebook Global Engagement

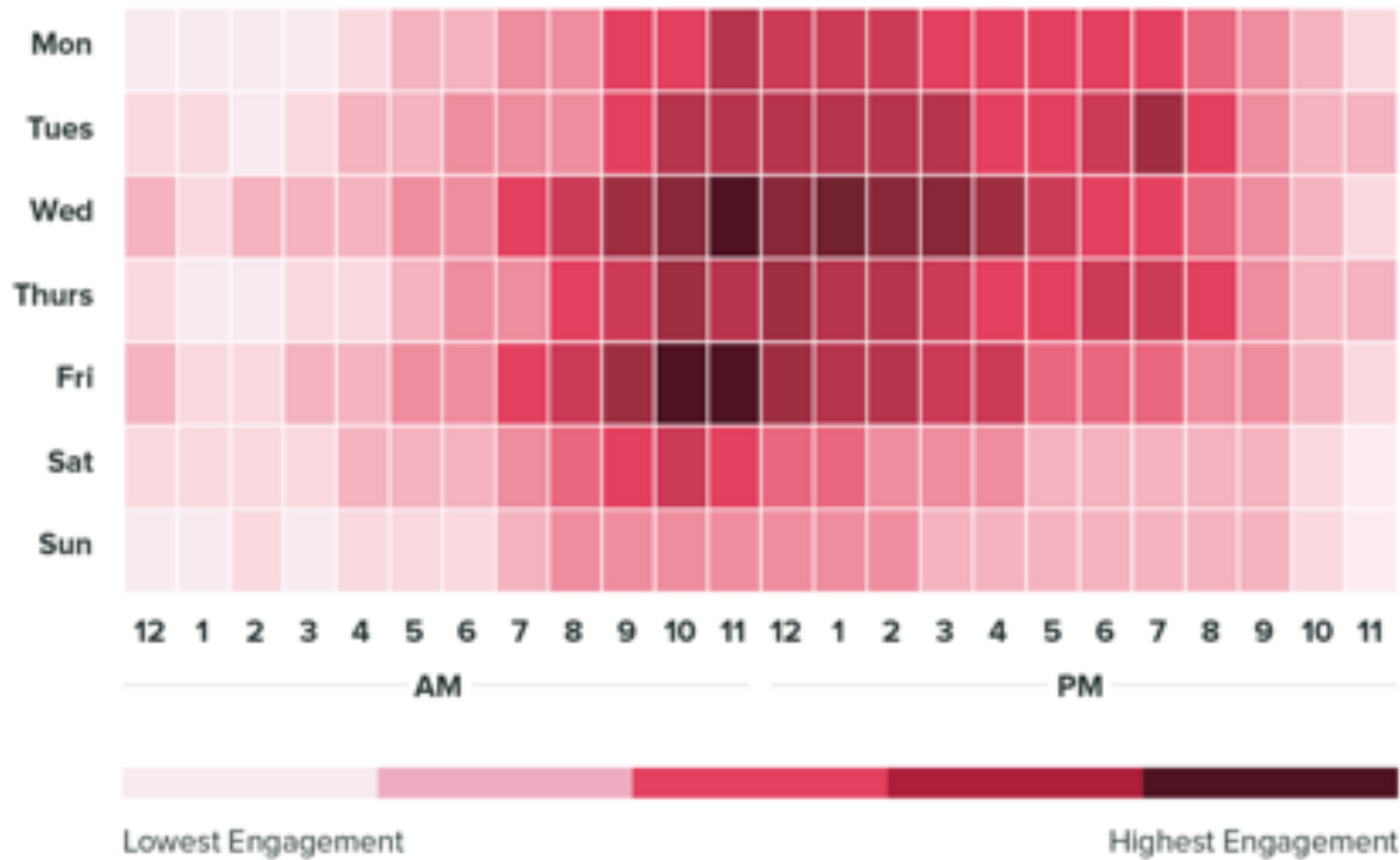


Best times:
Wednesday, 11 a.m. and 1-2 p.m.

Best days:
Wednesday

Worst day:
Sunday

Instagram Global Engagement



Best times:
Wednesday at 11 a.m. and
Friday from 10 a.m.–11 a.m.

Best days:
Wednesday

Worst day:
Sunday

Metrics that Matter

Engagement

Engagement refers to the number of actions taken by people who visit or see your social posts. This could be “likes,” shares, retweets, “hearts,” or comments. This can also include actions based on the post, which include liking the page or subscribing to the page

Reach and Impressions

Reach is a great way to see how many eyeballs the content was distributed to by the social networks. With Facebook and Instagram, reach is determined by custom algorithms, meaning they push the content to which followers and how many of them they want to. With Twitter and LinkedIn, the content is posted for everyone who follows the page, but they have to be on the platform at that moment to see it in a timely manner. Impressions on the other hand refer to the amount of times people actually viewed your post.



Metrics that Matter

Clicks to Website

Clicks to the website is a very useful metric for your business as it shows the number of people that took the action of going on to your website straight from one of your social media posts. If you're sharing thought leadership articles or content related to specific landing pages on your website, the number of clicks should be analysed when determining your success.

When looking at your social media metrics it's important to understand what your objectives are. If raising brand awareness is your main priority, reach might be the metric you want to focus on the most. If you on the other hand are looking to engage with people and drive them to your website, then engagement and website clicks will be more important.



Brands doing good should be better understood. Are you ready to embark on a new social media journey?

Planet Marketing is an ethical marketing agency with a desire and dedication to drive brands that are offering innovative environmental solutions amidst our climate crisis. We have a proven track record of developing, planning, and implementing social media marketing strategies. We help you make the changes you need to become a better business.



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