

CUBITREK'S ESSENTIAL SOCIAL MEDIA GUIDE FOR BUSINESSES

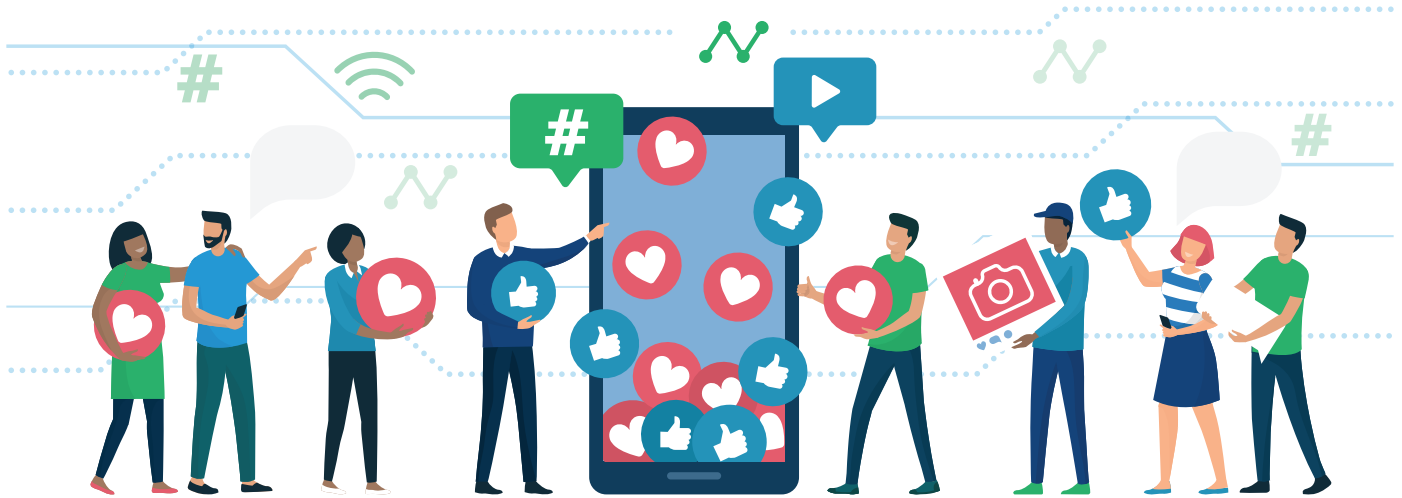


WHY USE SOCIAL MEDIA?

Social media is a powerhouse for businesses, offering a direct line to your target audience. With **billions of users worldwide**, it's the perfect platform to boost your brand and establish your expertise. But navigating social media can be overwhelming for **newcomers**.

However, **success doesn't happen overnight**. You need clear **goals** and a **solid strategy** in place. Our interactive workbook can help you map out which platforms to use and what **content to share**, so you can take your **social media game to the next level**.

That's where your social media strategy comes in. By **educating your audience** and showcasing your **skills**, you become their go-to source for **valuable content**.

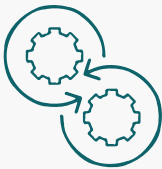


WHAT DOES IT TAKE TO BECOME SUCCESSFUL?

Building a strong **social media presence** takes **time** and **dedication**.

Here are **3 key** ingredients for social media **success**:

Consistency



Don't be a social media ghost! Regularly posting fresh content keeps your **audience engaged** and **coming back** for more.

Quality



Just like with any other type of **content**, **quality matters** on social media. Share informative, visually appealing content that resonates with your **target audience**.

Authenticity



Social media is a **two-way street**. Respond to **comments** and **messages promptly**, participate in relevant **conversations**, and encourage interaction with your **audience**.

TIPS TO BECOME A SOCIAL MEDIA MASTER

1 CRAFT MEANINGFUL MESSAGES

Think about what makes your **audience tick** and **create content** that truly resonates with them. Whether it's sharing helpful **tips**, **insider knowledge**, or **the occasional behind-the-scenes peek**, make sure every post serves a purpose and speaks directly to your audience's hearts.



2 PUT YOUR BEST FACE FORWARD:

Your profile picture is like your **online calling card**—it's the first thing people see, so make it count! Choose a photo that reflects your **brand personality** and **exudes warmth** and **approachability**. And hey, don't forget to keep it consistent across all your **social channels** for that extra dose of recognition.



3 MAINTAIN SEPARATE ACCOUNTS:

Differentiate between **personal and professional profiles**. By keeping them separate, you can focus on highlighting your business expertise and access valuable **insights** to refine your content strategy.



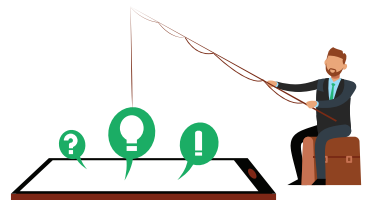
4 ENSURE YOUR CONTACT INFORMATION IS EASILY ACCESSIBLE

Clients should be able to easily contact you if they like something they see on your social media. Make sure your mobile number and email are easily available on all the platforms you use.



5 KNOW YOUR AUDIENCE

Gaining knowledge of your target audience's demographics and buying behaviours will help you tailor content they enjoy and engage with. Your audience will vary for each platform you are active on, understand what type of content they are looking for and how you can best cater to their needs.



6 PLAN CONTENT IN ADVANCE

It can be very overwhelming to think about what you should post daily. We suggest having a monthly calendar outlining what you are going to post each week on different platforms. If you need some help with content, check out our [social media calendar](#) which gives you 31 unique ideas for the month!



THE PLATFORMS

When it comes to choosing the right social media platforms, it's all about knowing your audience inside and out. Each platform has its **own unique vibe**, user base, and language, so it's essential to tailor your **messaging** to fit the preferences of your audience. After all, different segments of your audience may hang out on **different platforms**, so it's **crucial to customize** your approach for each one. To make things easier for you, we've put together a **handy guide** outlining everything you need to know about four of the most popular platforms for real estate.



WHO IS YOUR TARGET AUDIENCE?

| | |
|---|--|
| Demographics (age, gender, nationality, etc) | |
| Interests | |
| Challenges | |
| Areas they are interested in | |

BEST PLATFORMS TO REACH MY TARGET AUDIENCE

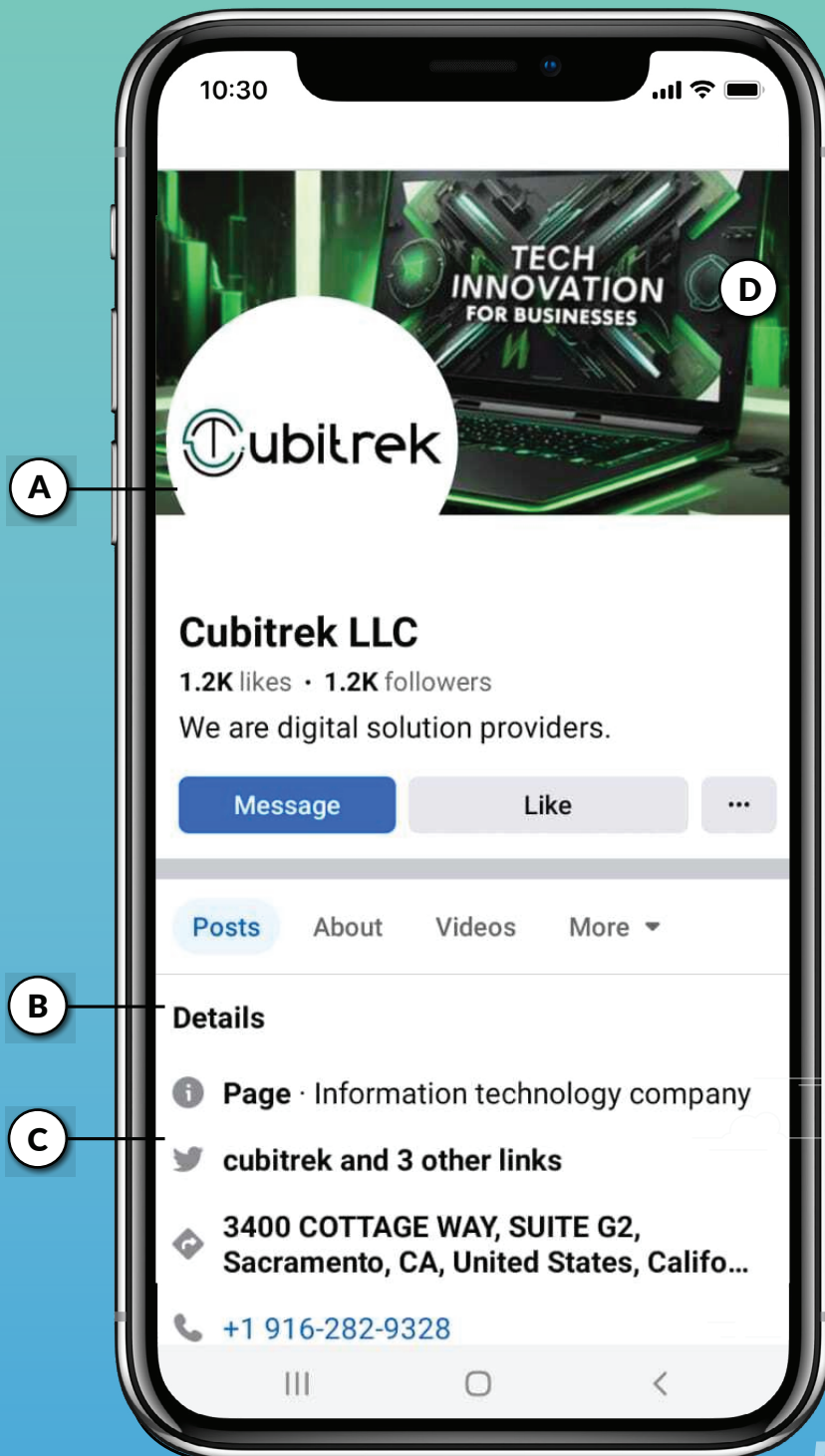
Let's get started and find the **perfect platforms** to elevate your business's social media game!

1. FACEBOOK

Facebook is like a cozy gathering place for families and middle-aged individuals. It's the **perfect spot to share valuable insights** and tips relevant to your industry and to demonstrate your commitment to **guiding clients through their journey**.

Make sure your profile is **engaging and informative**, with clear contact details to make it easy for **potential customers to reach out**. Dive into conversations, join relevant groups, and showcase success stories to connect with your **audience** and establish your expertise.

CHECKLIST OF ESSENTIALS



- A Profile Photo
- B About Section
- C Contact Details
- D Cover Photo



LET'S CRAFT YOUR CONTENT STRATEGY AND SET YOUR GOALS!

Example:

| Content Strategy | Goals for Content |
|---|---|
| Share informative articles, tips, and guides related to your industry or niche. | <ul style="list-style-type: none">• Increase engagement by 20% within the next three months. |
| Offer a glimpse into your business operations, team culture, and day-to-day activities. | <ul style="list-style-type: none">• Boost engagement by 25% through likes, comments, and shares. |
| Encourage your customers to share their experiences, testimonials, and photos using your products or services. | <ul style="list-style-type: none">• Humanize your brand and strengthen relationships with your audience.• Build a sense of community and engagement around your brand. |

NOW YOUR TURN!

| Content Strategy | Goals for Content |
|------------------|-------------------|
| | |
| | |
| | |



- A Engaging caption
- B Appropriate use of hashtags
- C Clear Images graphic

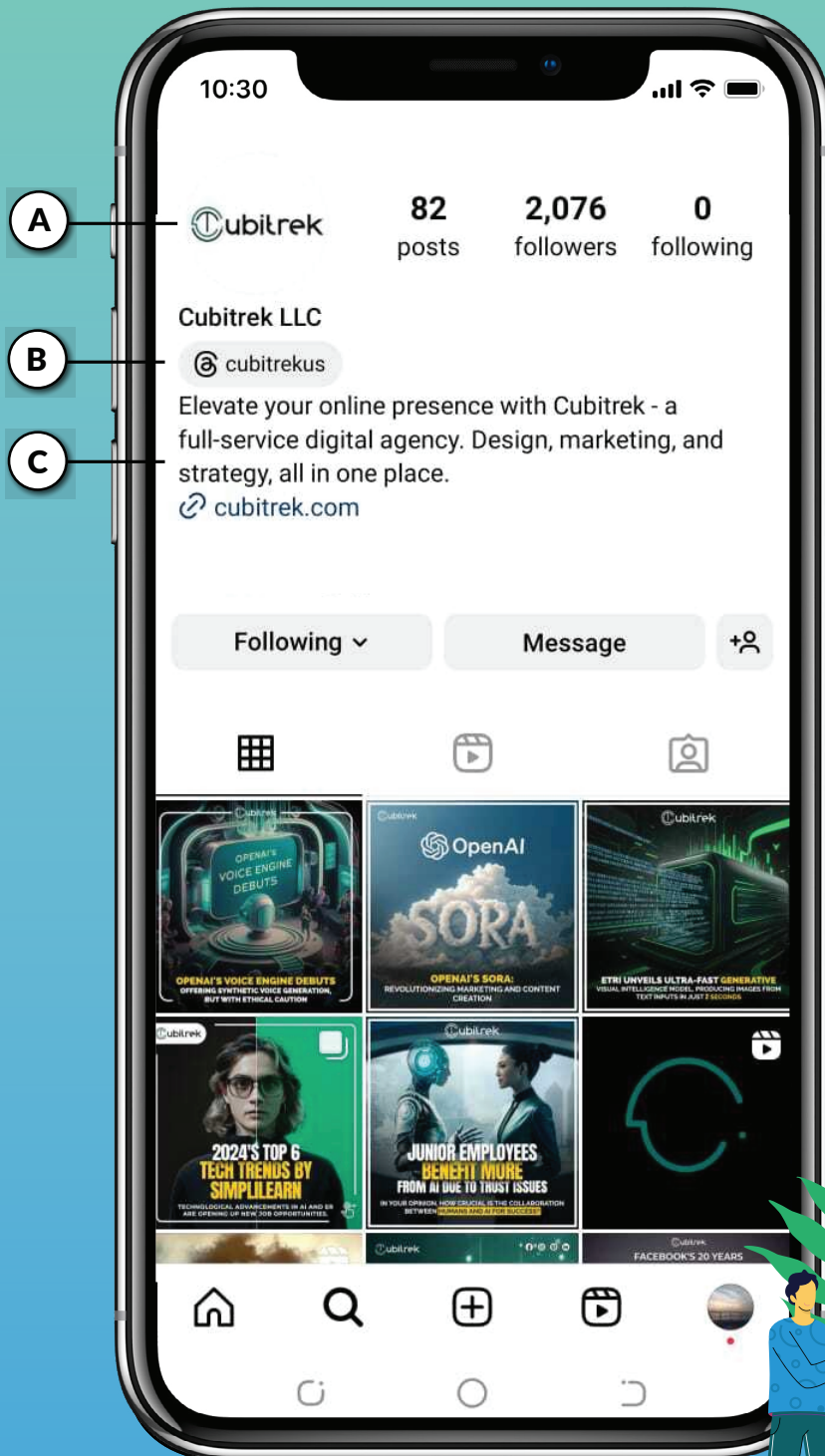


2. INSTAGRAM

Instagram is all about **captivating visuals** that tell your brand's story. To make the most of this **platform**, focus on maintaining a strong brand image and attracting **followers** who resonate with your values.

Share your expertise through various types of **content**, - including **posts, reels, stories, and IGTV videos**. Experiment with different formats to see what **resonates best with your audience** and helps you stand out from the crowd.

CHECKLIST OF ESSENTIALS



- A Profile Photo
- B Instagram Handle
- C Instagram Bio



LET'S CRAFT YOUR CONTENT STRATEGY AND SET YOUR GOALS!

Example:

| Content Strategy | Goals for Content |
|--|--|
| Share visually captivating content that tells stories about your brand, products, or services. Appropriate use of hashtags | <ul style="list-style-type: none">Build trust and credibility by show-casing authentic user experiences. |
| Create interactive content such as polls, quizzes, and Q&A sessions to engage your audience. | <ul style="list-style-type: none">Drive higher engagement rates by increasing interactions with your posts by 30%. |
| Encourage your followers to share photos and videos featuring your products or services. | <ul style="list-style-type: none">Generate a 15% increase in sales attributed to user-generated content. |

NOW YOUR TURN!

| Content Strategy | Goals for Content |
|------------------|-------------------|
| | |
| | |
| | |



A Clear Images graphic

B Engaging caption

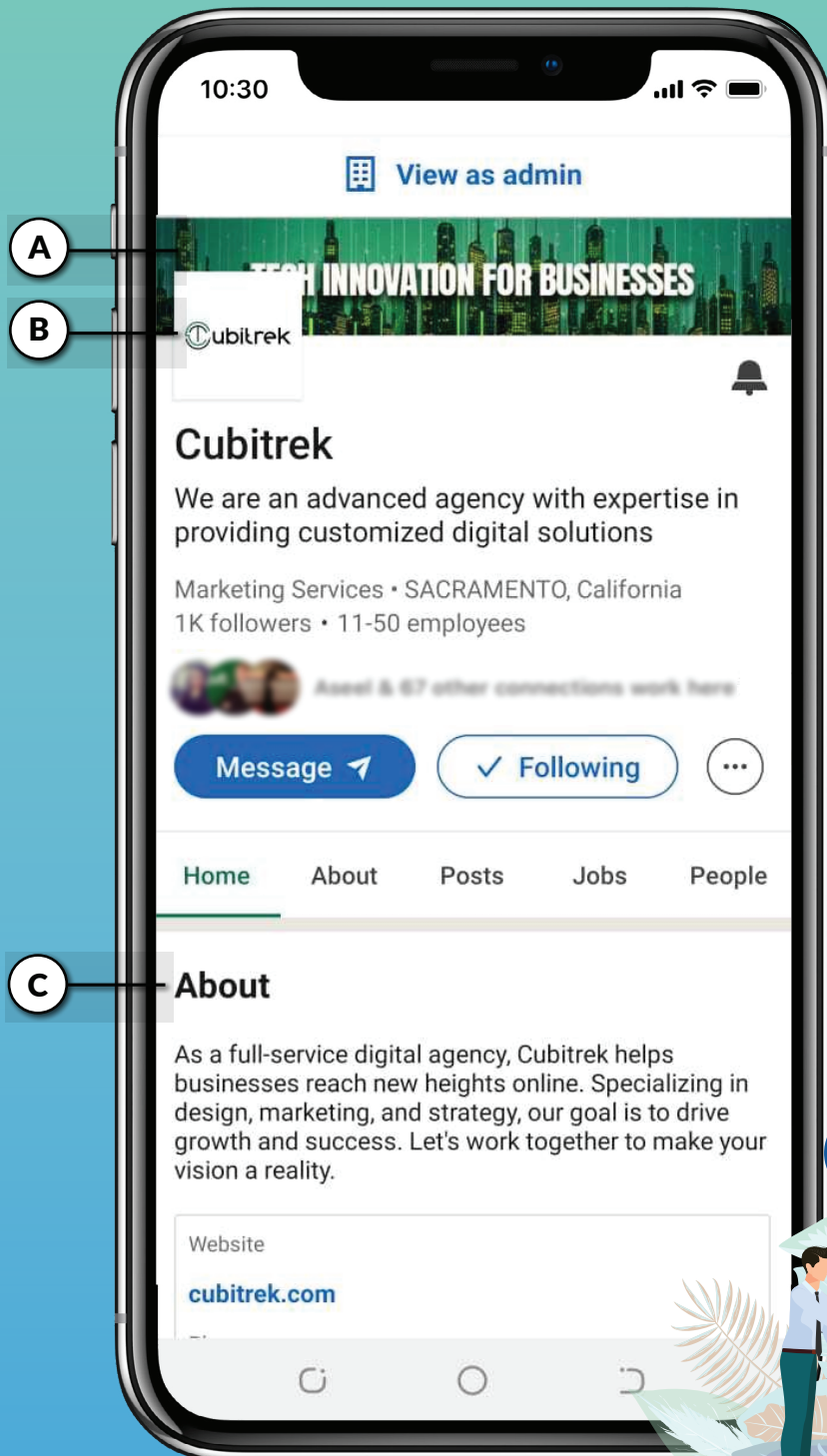


3. LINKEDIN

Think of your **LinkedIn profile as your digital resume**, showcasing your professional journey and expertise. This platform is the **go-to destination** for sharing formal business content and establishing yourself as a thought **leader in your field**.

Share **valuable insights and industry-specific** knowledge to position yourself as an expert in your niche. **LinkedIn is also a powerful tool for expanding** your professional network and connecting with like-minded professionals in your **industry**.

CHECKLIST OF ESSENTIALS



- A** Engaging cover photo
- B** Professional profile photo
- C** About section



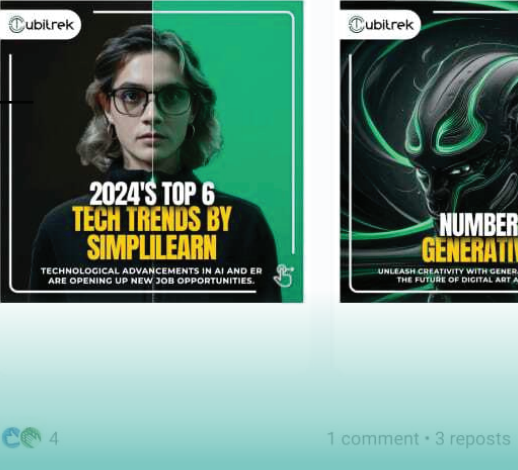
A

Cubitrek
1,098 followers
2w • 🌐

Discover the top 6 tech trends creating new job opportunities! 🚀
.... see more

Simp2024's top 6 tech trends by Simplilearn • 7

B



- A Use of formal language
- B Clear high-quality graphics



LET'S CRAFT YOUR CONTENT STRATEGY AND SET YOUR GOALS!

Example:

| Content Strategy | Goals for Content |
|---|---|
| Share insightful articles, industry news, and thought leadership content related to your expertise. | <ul style="list-style-type: none">Position yourself as a thought leader in your industry by gaining 500 new followers in the same period. |
| Highlight company achievements, milestones, and employee spotlights. | <ul style="list-style-type: none">Attract top talent by generating a 15% increase in job applications through LinkedIn. |
| Engage with industry peers and participate in relevant discussions. | <ul style="list-style-type: none">Generate qualified leads and business opportunities through proactive networking efforts. |

NOW YOUR TURN!

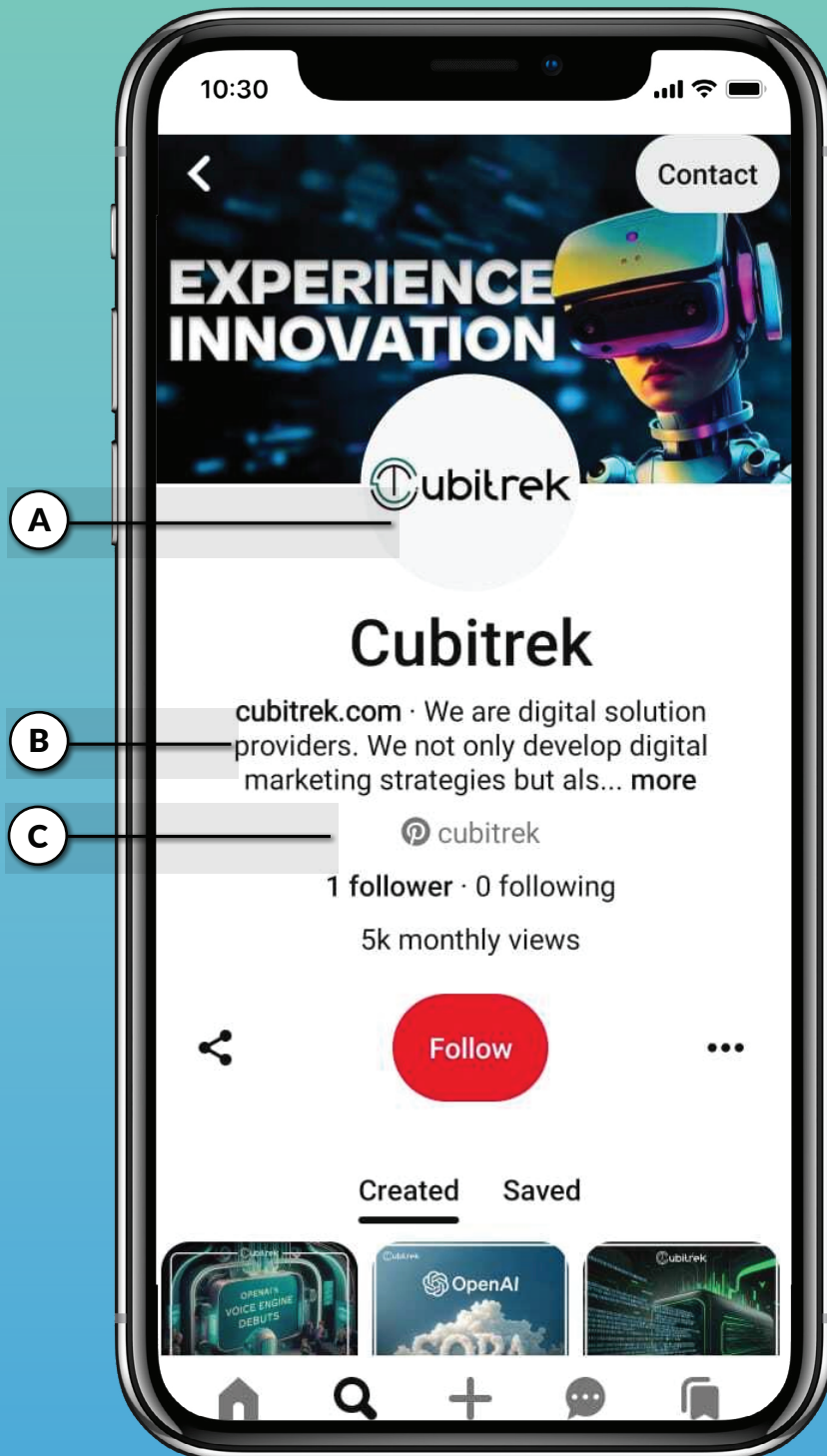
| Content Strategy | Goals for Content |
|------------------|-------------------|
| | |
| | |
| | |

4. PINTEREST

When you're crafting **posts for Pinterest**, think visually and make sure your pins stand out with **tall images and clear messages**. Use simple but catchy descriptions and encourage action with **clear instructions**.

Make sure to include **relevant keywords** to help people find your **content easily**. Keep your branding consistent across all your pins. **Try different types of content, post regularly**, and don't forget to chat with your followers to drive more traffic and achieve your **marketing goals**.

CHECKLIST OF ESSENTIALS



- A** Profile photo
- B** Fun and engaging bio
- C** Link to relevant website





- A** High quality video
- B** Clear and concise text



LET'S CRAFT YOUR CONTENT STRATEGY AND SET YOUR GOALS!

Example:

| Content Strategy | Goals for Content |
|---|---|
| Create themed boards and pins that align with seasonal trends and holidays. Appropriate use of hashtags | <ul style="list-style-type: none"> Drive traffic to seasonal promotions or campaigns by incorporating relevant keywords and hashtags. |
| Design informative infographics and educational pins that provide valuable insights to your audience. | <ul style="list-style-type: none"> Increase pin impressions and reach by 20% through visually appealing and shareable content. |
| Showcase your products in lifestyle settings and provide inspiration for their use. | <ul style="list-style-type: none"> Drive sales and conversions by encouraging users to click through and make purchases. |

NOW YOUR TURN!

| Content Strategy | Goals for Content |
|------------------|-------------------|
| | |
| | |
| | |

Now that you've got your content ideas sorted, **it's time to organize** them on your social media calendar. This handy tool will help you **schedule when to create and post your content**, keeping you on track and organized throughout the week. Use the template below to arrange your posts and stay ahead of your social media game!



PLATFORM

MON

TUE

WED

THU

FRI

SAT

SUN



CONGRATULATIONS!

You have finished your first
social media toolkit!



If you find this guide helpful, **please subscribe** to our **LinkedIn newsletter** and get the latest tips, trends, and guides on **digital marketing**.