

Mastering the Social Media Landscape

Five strategies for business success

by Candie Guay

▶ In the ever-changing social media landscape, staying on top of trends is vital for businesses aiming to thrive in the digital sphere. Knowing which social media platforms and trends to pay attention to and which ones to ignore can be challenging.

CONTENT IS QUEEN; VIDEO IS KING

Gone are the days when static content ruled supreme. Short-form videos have taken center stage, captivating audiences like never before. To further elevate the power of short-form videos, businesses need to master the art of storytelling within that limited timeframe. Embracing eye-catching visuals, snappy on-screen text and catchy soundtracks helps businesses supercharge their message's impact. It's important to resist shying away from experimenting with user-generated content and interactive elements, as these will forge a profound connection with the audience, ultimately resulting in soaring engagement rates.

LEVERAGING ALL INSTAGRAM'S FEATURES

With various features on Instagram, businesses can build a thriving content ecosystem. From Instagram Stories to Feed and Reels, each element offers unique opportunities. The algorithm favors accounts that use a diverse content mix and embrace all Instagram's offerings, including polls, link stickers and trending sounds in IG Stories. Unlocking the full potential of Instagram's features is the key to constructing a vibrant business content ecosystem.

PAY TO PLAY

Organic reach on social media has diminished significantly, and simply posting without boosting content yields minimal results. Envida's expertise shows that allocating a small budget, like \$5 on Facebook and \$10 per post on Instagram, can exponentially expand reach. Boosted posts reach more users and attract hyperlocal audiences, boosting follower counts.

KEEP AN EAR OUT WITH SOCIAL LISTENING

Social listening is becoming increasingly crucial for brands. It complements traditional analytics and helps maintain a strong audience relationship. Companies need to employ social listening quarterly to tap into customer feedback and stay ahead of trends. This enables them to turn leads into community members and make improvements to customer service, marketing and products. They need to be proactive in viewing customer feedback and being notified of mentions or tags. To implement social listening effectively, companies should consider using top social media listening tools, and stay connected with their industry and niche through this valuable practice.

ORGANIC CONTENT VS. OVERLY CURATED

Authenticity is key to connecting with today's social media users. Heavy design and overly curated content are losing appeal, while organic and spontaneous posts resonate more



with audiences. Users seek genuine human experiences, gravitating toward accounts that foster a sense of authenticity.

THE AGE OF THE INFLUENCER ISN'T GOING ANYWHERE ANYTIME SOON

Influencers continue to wield significant influence in the social media realm. Studies reveal that 46% of users have made purchases based on influencer promotions. For businesses, partnering with micro-influencers (1,000–40,000 followers) is proving highly effective in reaching hyperlocal audiences. From promoting property grand openings to collaborating with pet influencers for pet-friendly properties, the opportunities are diverse and creative.

SOCIAL MEDIA COMMUNITY ADVANTAGE

In 2023, brands with an engaged social media community will thrive. Building a community is as important as sharing content. Signs of an engaged community include unprompted brand promotion, content sharing, celebrating milestones together and fostering relationships with the brand/products. According to a survey, 90% of social media marketers consider an active online community crucial for success, ranking as their second-biggest goal in 2023. Consumer data shows 20% joined online communities in the last three months, with 22% actively participating. The biggest benefit reported is product discovery. Businesses can start building their community where their audience resides, using insights to guide strategies on other platforms.

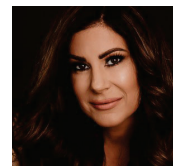
EMBRACING EMERGING PLATFORMS

While major social media platforms dominate, it's crucial for businesses to keep an eye on emerging platforms. Early adoption of these platforms can provide a competitive advantage and access to niche audiences. For instance, platforms like TikTok, Clubhouse or Byte offer unique engagement opportunities and allow brands to showcase their creativity in new ways. By strategically venturing into these platforms, businesses can discover untapped marketing potential and connect with audiences beyond the traditional channels.

Keeping pace with the ever-changing social media landscape is paramount for businesses looking to thrive. Businesses need to embrace short-form videos, leverage Instagram's features, invest in boosted posts, prioritize authenticity, partner with micro-influencers and explore emerging platforms to unlock their full potential and achieve success in this dynamic world of social media. ■

QUICK TIPS

- Short-form videos (15 seconds) are gaining popularity, outperforming static content.
- Embracing all Instagram's features, including Stories, Feed and Reels, results in better audience engagement.
- Allocating a small budget to boost posts significantly expands the reach and attracts hyperlocal users.
- Authentic and organic content is more relatable to audiences than heavily curated posts.
- Influencers, especially micro-influencers, remain powerful in driving product purchases and connecting with hyperlocal audiences.



Candie Guay is the co-founder and creative director of Scottsdale-based Envida, the nation's leading multifamily creative agency. From her experience with the company's vast portfolio of managed accounts, she shares critical insights into the industry's hottest trends.
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Short-form video content maximizes audience engagement. The 15-second videos on Instagram Reels receive 56% more "likes" than photo posts.

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