



# Crafting Your Narrative: A Beginners Guide to Leveraging Social Media Tools to Tell Your Small Business Story

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[www.marketingconcepts2.com](http://www.marketingconcepts2.com)



Create

Edit

Post

Track

Measure





## **SOCIAL MEDIA MANAGER: (noun)**

- **Like a normal manager, only way cooler.**
- **Someone who miraculously solves problems you never knew existed and basically saves the day.**

*See also: genie, fairy godperson*

- MC2 has been working for local small businesses in Durango since 2017.
- Jessika Buell was named Entrepreneur of the Year in 2019 for MC2 by the Durango Chamber of Commerce.

# The Basics

The ultimate objective of any marketing strategy is to inform, educate, and entertain audiences through content that inspires action.

**Social media marketing is no different.**

However, it can seem a bit daunting as it's easy to get lost in the sea of the latest social media trends and techniques.

## 01. Understand your audience

Here are some questions to ask

- Who are they?
- What do they care about?

## 03. Choosing the right channels

Select the platforms where you're most likely to find your target audience.

## 02. Define S.M.A.R.T. goals

SMART goals are a simple and effective way to set clear targets that can guide your actions and decisions.

## 04. Establish your metrics

Engagement rate, clicks, reach, and sentiment are all great metrics to define success.

## 05.

### Content Mix

**80%** of the content you post should be focused on entertaining, informing, and educating your audience. And **20%** should be focused on directly promoting your brand.

## 07.

### Focus on Engagement

Engaging with your audience in a timely manner is beneficial to the success of your social media marketing.

## 06.

### Posting Schedule

**Consistency** is key. Algorithms can get triggered if you are sporadic with posting.

## 08.

### Evaluate and Optimize

Be sure to track and measure your results. Check to see which posts or campaigns are driving the most traffic to your site or resulting in the most sales.

Content Plan:

Topic: **Social Media Consulting**

Content Pillar:

**Educational**

Post Idea:

**Carousel post giving data and information about social media for business**

Content Pillar:

**Entertainment**

Post Idea:

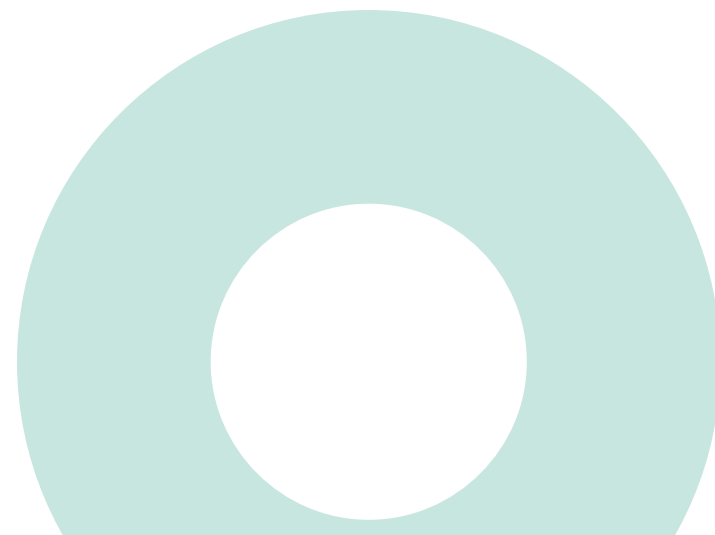
**Reel using a trending audio that addresses an audience problem and solving it**

Content Pillar:

**Community**

Post Idea:

**Highlighting a customer success story**



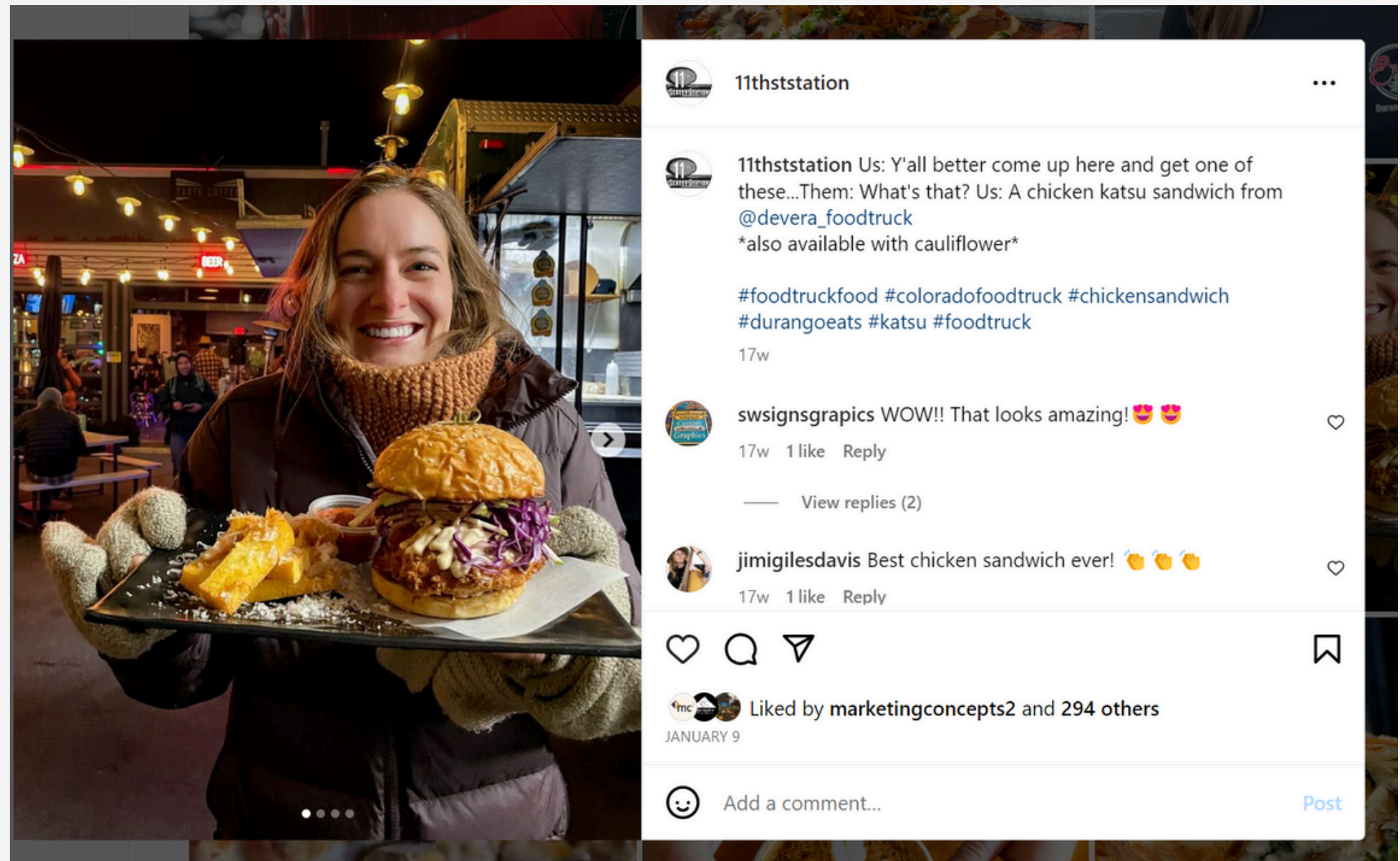
# A beginner's guide to social media tools

1. Social media post creation/branding tools.
2. Reel/Video Creation tools.
3. Social media scheduling tools.
4. Social media analytics & engagement tools.



# Social media post creation/branding tools

- Size/dimensions vary depending on the platform.
- Branding is everything!
- What image you choose matters.
- Less text in graphics.
- Captions short & sweet. Clever gets bonus points!



# Our Picks

## ● Canva

- Search Canva's library of templates and choose to use them as-is or to customize them for your brand. There is a section dedicated to social media graphics for an array of content formats across platforms.
- Choose your unique elements to make the graphic your own.
- Share your new visual on any social media platform.
- Create a branding kit with your logo, color palette, and fonts to come back to and use regularly.

## ● Grammarly

Grammarly is an all-in-one spellcheck and grammar tool. It helps users write error-free copy on Gmail, Facebook, X, LinkedIn, and almost anywhere else on the web.

## ● Hashtags

Hashtags are a tool!

Be creative and mix it up! Find hashtags:

- Specific to your business
- In your general industry
- In your region



# Reel/Video Creation Tools

Video content is still on the rise! Research shows that 91% of consumers want to see video content from the brands they care about. That means plenty of content opportunities to take advantage of!



# Our Picks

## ● In App

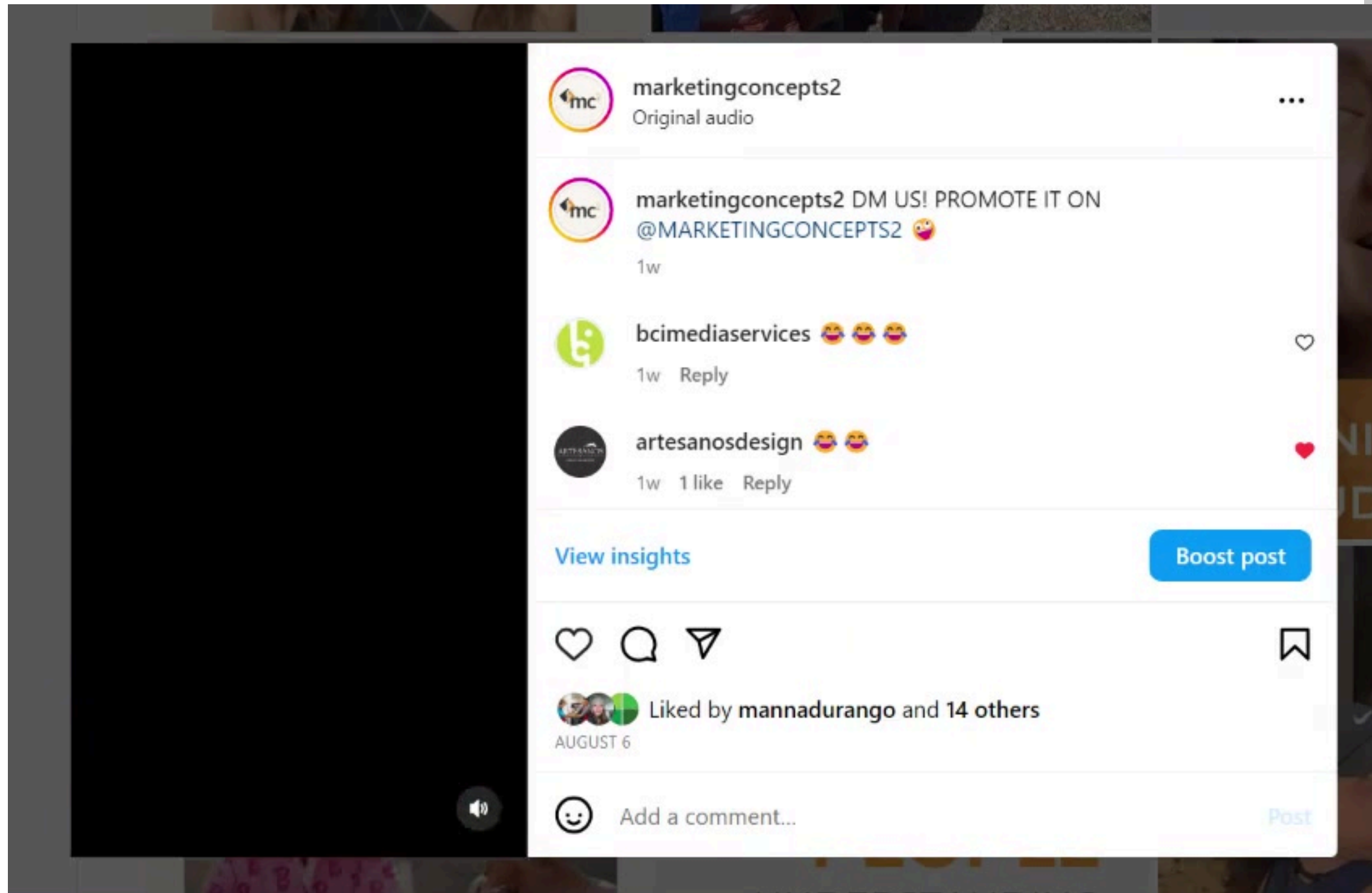
Instagram upgraded its video editing process, which now allows users to edit uploaded video clips, audio, stickers, and text overlays all on the same screen, rather than having to go through each step separately.

## ● In Shot

- Simple, easy-to-use features suitable even for absolute beginners.
- Dedicated tools for compatibility with Instagram and TikTok requirements.
- Excellent transitions features and other editing tools.

## ● CapCut

User-friendly editing options, like distinct captions and effects, spice up their vertical videos. Includes free in-APP fonts and effects, keyframe animation, smooth slow-motion, chroma key, and stabilization, to help you capture and snip moments.



# The Barbie Trends

# Scheduling Tools

There are several different types of social media scheduling tools available on the market for everything from composing posts to content curation to queuing and organizing.

But all of them have one common goal:  
**Save time.**

# Our Picks

- **Hootsuite or the scheduling platform that best meets your needs**
  - A social media scheduler is made to save you time.
  - Social media management software is designed to help you become a more efficient marketer.
  - Scheduler, analytics, engagement resources.

- **Meta Business Suite**

- Most cost-effective (as it is FREE)!
- It only includes Facebook and Instagram, but for a lot of businesses, this is enough.
- Convenient, one place for post publishing, engagement, and analytics.
- Can be a little challenging to navigate until you get familiar with it.

# Analytics & Engagement Tools

Social media marketing is a very effective way to drive traffic and build an audience for your brand. However, without the right analytics, you are kind of flying blind.

Analytics help you figure out what you are doing right and what you are doing wrong when it comes to the audience you are trying to go after.

# Our Picks

- **A Scheduling Platform**

- Track social media metrics across all your networks in one place. See what's working, improve what's not, and get results.
- Get more followers and engagement with reports that tell you the best time to post based on when your audience is the most active.
- Set Goals: Extend reach, build awareness, increase engagement, or drive sales.

- **Meta Business Suite**

- All notifications in one spot: Never miss a notification.
- Mentions & Tags Notification Area: Very helpful for finding and sharing user-generated content.
- Inbox Automation: Business Suite consolidates all of your Facebook and Instagram messages and comments into a single inbox so you can manage engagement efficiently.

# Saving you time & your sanity

At Marketing Concepts Squared, our mission is to **empower local small businesses** with effective social media management and digital marketing strategies that drive growth and success. Our team is driven by a passion for what we do and a commitment to honesty, creativity, high-quality work, and strong positive relationships with our clients.








Want our Toolkit for Business Owners to Successfully Post AND our Content Planning Worksheet FOR FREE!?!?!?!?

**Send me a direct message on Instagram!**

**@marketingconcepts2**

# Stay in touch

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