

Social Media Strategy

Enhancing Online Presence and Engagement

July 2024



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Introduction

BUSINESS OBJECTIVES

- Boost brand awareness
- Enhance engagement
- Increase sales
- Generate leads
- Strengthen reputation
- Gain a competitive edge

SOCIAL MEDIA MISSION

- Align with business goals
- Maintain brand consistency
- Use data-driven decisions
- Engage target audience
- Stay trend-savvy
- Manage online reputation
- Adapt to social media changes
- Build a community

- Don't get enough interaction on posts
- Infographics are very time-consuming and we don't get much interaction - inefficient use of time
- Rules about not spotlighting particular companies or people can make content restricted
- Tagging is very difficult and time-consuming
- Follower growth

Challenges

Current Social Media Analysis

Platform Performance Overview (followers):

- Really good
- Good but could be better in relation to the show's other accounts
- Needs improvement

SOCIAL	17/07/2024							
	UK			US		ASIA	IFS	BSM
	TBS	RTE	GG	TBS	B2B	TBS		
	6,942	1,729	757	1,379	3,221	159	3,237	124
	9,800	78	117	127	1,500	1,100	263	-
	29,300	668	4,016	418	1,691	91	4,287	-
LINKEDIN	3,587	486	2,000	864	2,000	2,000	2,000	2,000

Instagram Followers Growth

GROWTH ROUNDUP (JAN-MAR)								
SOCIAL	UK			US		ASIA	IFS	BSM
	TBS	RTE	GG	TBS	B2B	TBS		
INSTAGRAM	116+	0	9+	321+	12+	-	242+	-

GROWTH ROUNDUP (MAR-JUL)								
SOCIAL	UK			US		ASIA	IFS	BSM
	TBS	RTE	GG	TBS	B2B	TBS		
INSTAGRAM	106-	1-	7+	22+	58-	-	273+	-

Review

- Decrease in followers from March to July
- There seems to be a good flow of followers coming into **IFS** accounts – this could be because the IFS 2024 show was within these recorded periods

Improvement Plans

- To make more routine out of **monitoring engagement metrics** so that we can notice decreases faster and implement strategies to combat it quicker
- A monthly roundup of followers
- Measure the difference when implementing new strategies, calendars or themes

Strategies to Fix Follower Growth

Audit Content Quality:

- Conduct a deep dive into our accounts to evaluate current content and identify what resonates with our audience and what doesn't.

Put Into Action:

- Meeting with the whole company, focusing on more of an alignment between the Sales team and our Social Media Team. As the Sales team speak to different exhibitors frequently, the industry focus can shift from time to time. Ensuring our social media posts are aligned with these industry focuses will give exhibitors more confidence in our legitimacy as a business, which could, in turn, enhance sales.

Engaging With More People

- Sharing some of our tailored content with the Sales team to post on their accounts, as they each have a significant amount of followers.
- Tagging clients we are working with more can encourage them to engage, making the content appear to their followers too (LinkedIn).

Content Variety:

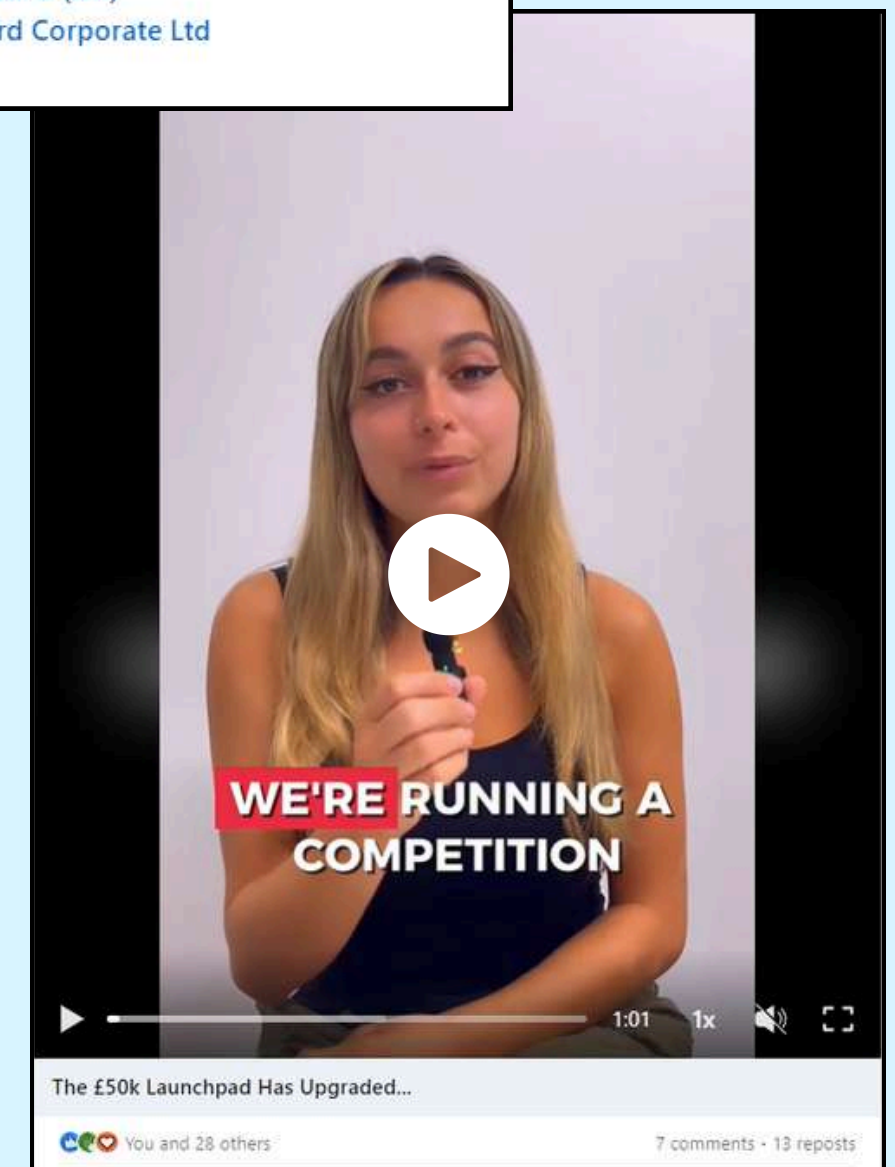
- Mix up content types (videos, images, stories, polls, etc) to keep the feed interesting.

Put Into Action:

- Making videos instead of posts, to alternate our content types and try to boost engagement.

A massive thank you to our contributors so far:

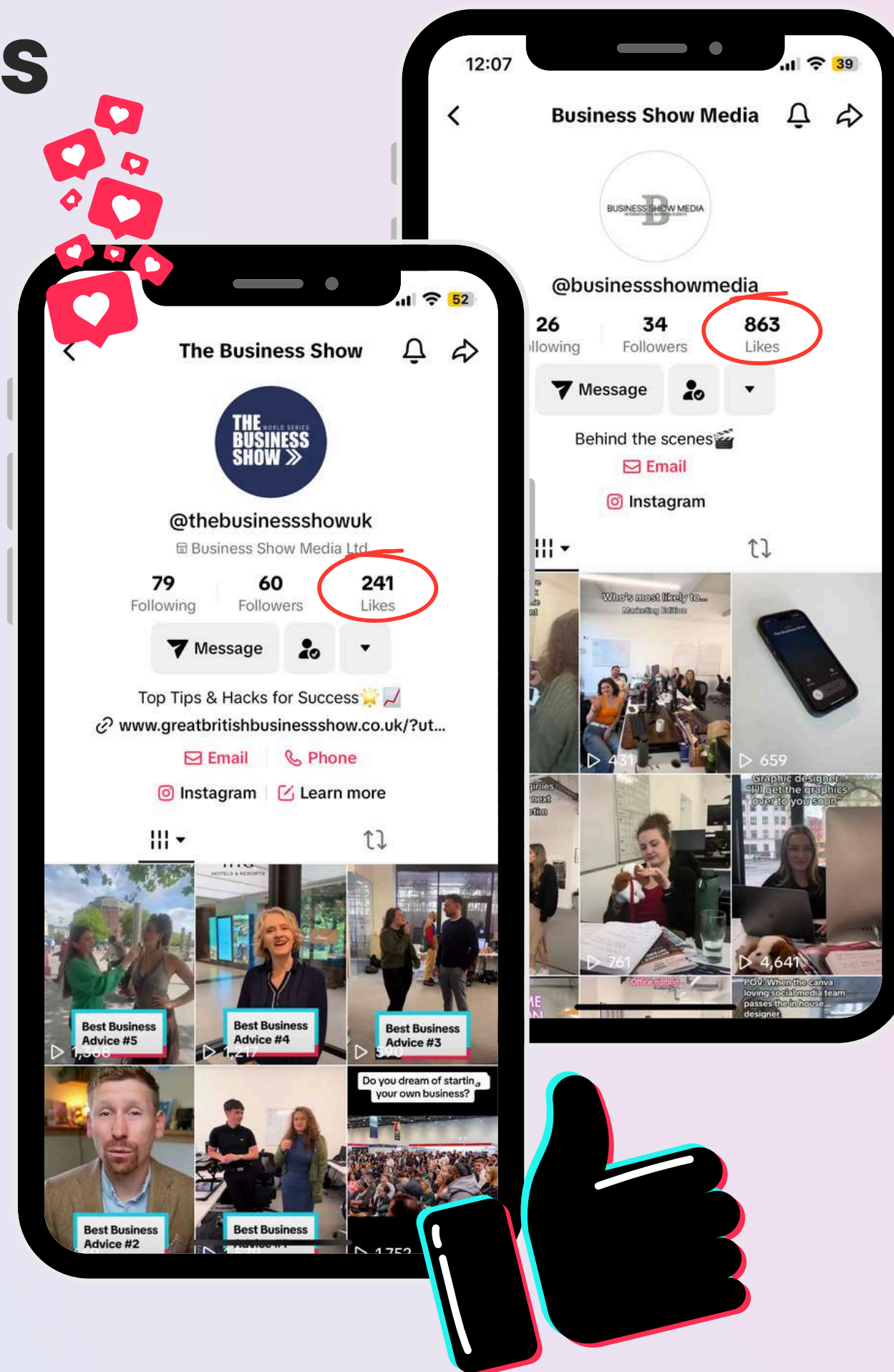
- ★ ARVRA Wellness
- ★ Institute of Directors (IoD)
- ★ Ley Hill Solutions
- ★ OSER Brand & Marketing Consultancy
- ★ Superluminal Software
- ★ Tradeprint
- ★ HS Accountants and Consultants
- ★ Fulcrum
- ★ KN Communications
- ★ National Mentoring Day
- ★ Be More Effective
- ★ Ares Legal
- ★ Scared So What™ Ltd
- ★ Tegemea Virtual Assistants
- ★ Metro Bank (UK)
- ★ Blackbird Corporate Ltd
- ★ Zoho



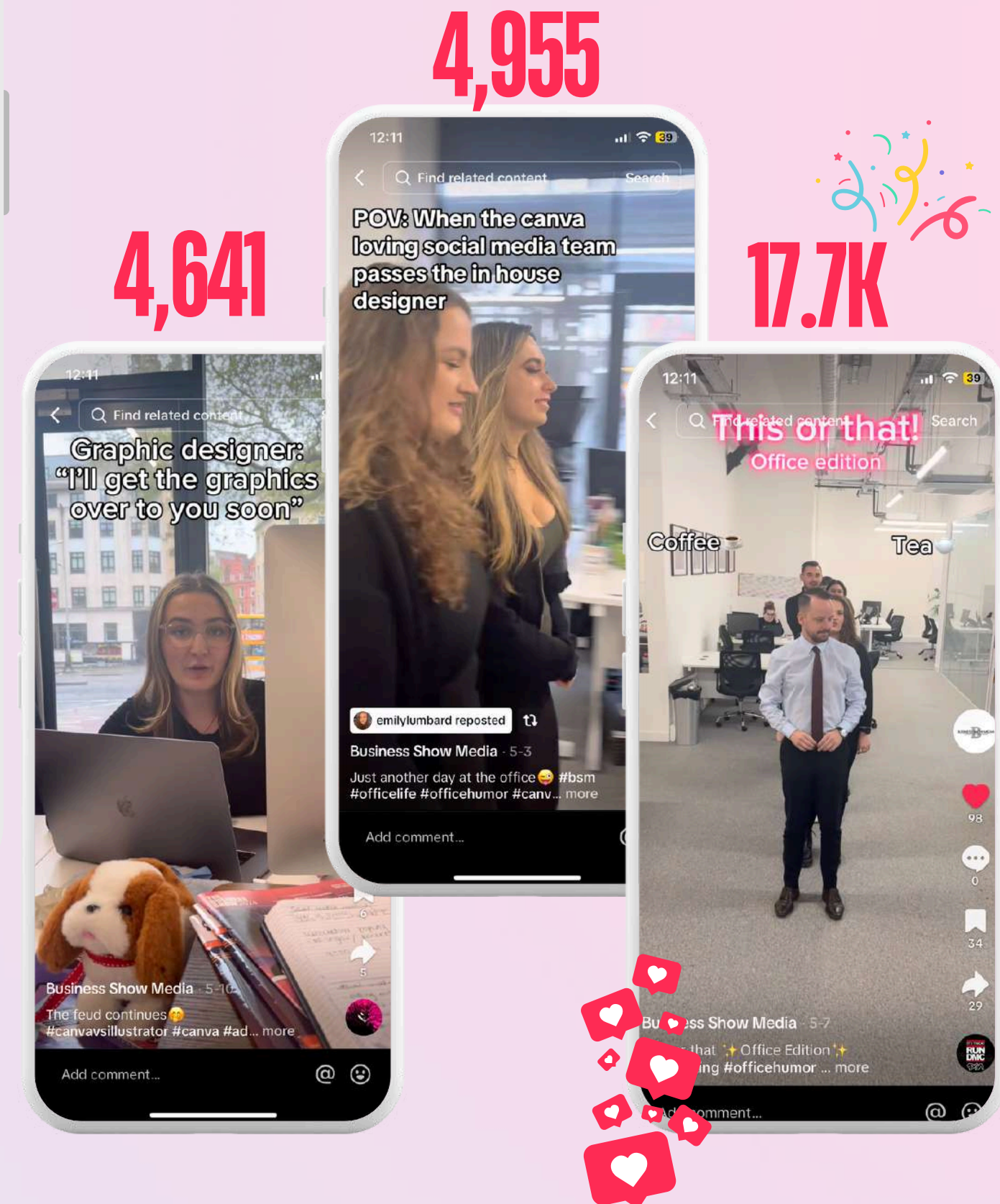
Achievements

Recently we have been putting a lot more focus on TikTok. Making office-based videos for BSM, and starting a business series for The Business Show's TikTok page, interacting with members of the public.

💡 **Ideas:** When we go around town and ask people to be in our videos, we could hand them a business card with The Business Show logo and all social media tags. This could be a good way to get them to follow, but also a nice gesture of letting them know where their video could be featured.

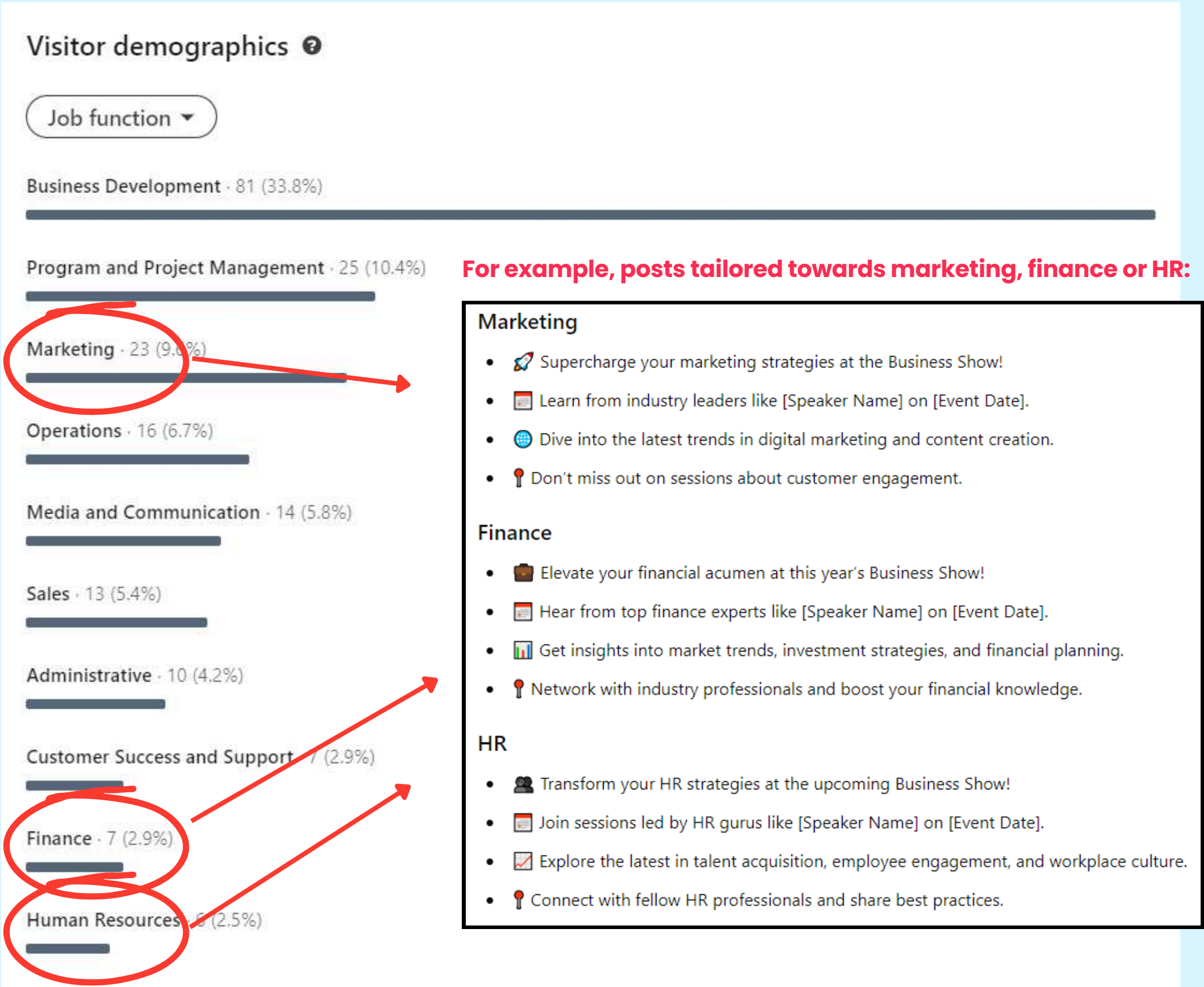


Most Viewed TikToks



Visitor Demographic: The Business Show's LinkedIn

Diving into the analytics of our social media accounts can give us more information on the types of people our posts are reaching, helping us tailor our content more accurately to the viewer.



Posts that have done well and understanding why

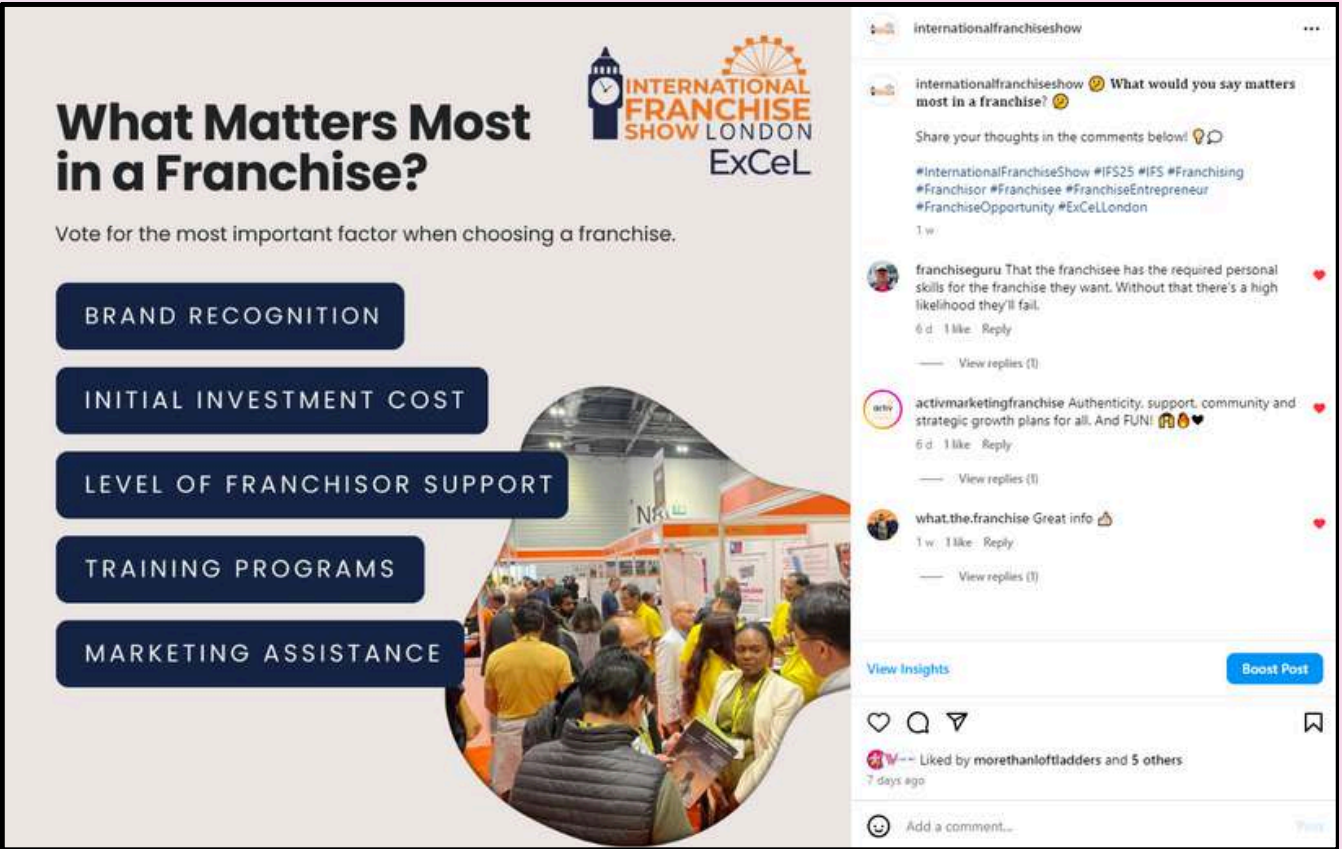
Testimonial Posts with Real People

- **Personal Connection:** By naming real people and quoting their experiences, the posts created a personal connection with the audience. This personal touch makes the content more relatable and trustworthy.
- **Social Proof:** Testimonials serve as social proof. This increases credibility and trust in our brand.
- **Authenticity:** Using genuine quotes from real people adds authenticity, making the content more engaging and believable.

Interactive Post on 'What Matters Most in a Franchise'

- **Engagement through Opinion Sharing:** This post encouraged followers to share their opinions, sparking a conversation and increasing engagement. People enjoy sharing their thoughts, especially on topics they care about.
- **Community Building:** By asking for opinions, the post fostered a sense of community among followers, enabling them to engage with each other too.

		Impressions		Clicks	
<p>★ TESTIMONIALS ★ Check out this fantastic testimonial left by easyStorage about our show this...</p> <p>Posted by Emily Lumbard</p> <p>7/8/2024</p> <p>Get up to 8,300 more impressions by boosting this post. ?</p> <p>Boost</p>		Image	All followers	345	8 2.32%
<p>💡 Curious about royalty fees and how they work? 💡 Check out this infographic for a quick dive into the...</p> <p>Posted by Emily Lumbard</p> <p>7/12/2024</p> <p>Get up to 8,300 more impressions by boosting this post. ?</p> <p>Boost</p>		Image	All followers	86	3 3.49%





• How We Can Utilise AI to Enhance Our Social Media Strategy

Chat-GPT can be used so much more than a simple 'copy and paste'. It's a really advanced and useful tool for creatives to enhance their innovative thinking and push the boundaries with their content.



Analytics and Improvement

- **Analyse Metrics:** Analyse social media performance metrics. For example, "How can I analyse the engagement metrics from my recent Instagram campaign?"
- **Content Strategy:** Adjust content strategy based on performance insights. For example, "What changes should I make to my social media strategy to improve engagement on LinkedIn?"
- **Plan new initiatives based on audience feedback and data.** For example, "What new social media initiatives can I introduce based on my followers' interest in eco-friendly products?"

Tone

- It can help you adjust your tone. For example, "Rewrite this caption in a more enthusiastic and compelling tone.: ---insert caption---"

Hashtags

- Generate current or trending hashtags based on the caption you provide.

Content Calendars

- Help to plan your content calendar. For example, "Help me outline a content calendar for a fashion brand for the next month."
- **Special Dates and Events:** Identify key dates and events relevant to your industry. Eg. 'What are some important dates in August for business-people and entrepreneurs'

--- August 26 - Women's Equality Day: Celebrate women's achievements in business and promote gender equality in the workplace.

SEO BEST PRACTICE: Emily

We all attended the ShowOff webinar on SEO and Google Search Console and we have been making notes on how to implement SEO

- I’ve been writing blogs with SEO, learning about it as I do it
- Making a guide sheet for SEO
- Analysing Google Search Console to find our top keywords and how we’re ranking
- Taking advantage of meta descriptions and SEO everytime a new blog is uploaded, internal and external
- ideas for blogs to take advantage of popular searches e.g Simon Squibb, Ben Askins

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
					⌵
Top queries					↓ Clicks Impressions
the business show					908 2,252
simon squibb					503 36,074
the business show london					265 382
business show					170 1,531
the business show 2024					151 437
ben askins					147 2,295
the business show uk					136 208
the business show, excel london, 13 nov					114 174
great british business show					108 151
london business show					107 209

Emily Lumbard

SEO NOTES FOR BLOGS

Guide

- Meta Title (50-60 characters)
- Meta Description (50-160 characters)
- The ideal blog post length is between 1,500 - 2,500 words
- **Internal Links:** including good internal links to other highly ranked pages on your site, increases the rank of current page.
- **External links:** look for high quality external websites to link to. This increases your own websites authority and legitimacy.
- Increase the scannability of the blog by introducing headings
 - **H1 is the main heading.** Every blog post should have one H1 tag. It's often identical to the title of the post.
 - **H2 is the subheading that's highest in the hierarchy.** A blog post can have several H2s. These subheadings should reflect the main topics or concepts in the blog post.
 - **H3 subheadings reflect subtopics.** They should only be present if the blog post has H2s. Some blog posts also include H4s and H5s, but many stop at H3s.
 - Aim to include the primary keyword and any related keywords in headings, as long as they sound natural and relevant.

[Content Shake AI](#) in the Semrush App Center can help you outline a structure for a blog post quickly.

In other words, incorporate semantic keywords.


PageSpeed Insights

<https://www.semrush.com/blog/seo-blog-post/>

SEO moving forward...

Webinars and courses to continue learning

- Semrush past and future webinars to watch
- Thinking about an account on a keyword platform like Semrush, Google Trends, Moz's Keyword Difficulty Tool, and more
- Potentially spending the last half hour 3 times a week on training
- Exploring Google Analytics more too



PAST

Content Marketing SEO

Local SEO Erika Varangouli


30 minutes

Small Business SEO Basics: Create High-Ranking Content for Your Website

In this free, 30-minute masterclass, our Head of SEO Branding will reveal a step-by-step workflow to create content that performs no matter your budget.

[View webinar info](#)

Watch Now



PAST

SEO Local SEO

Rosamaria Amato


1 hour

Small Business SEO Basics: 5-Step Keyword Strategy to Increase Traffic

The secret to creating high-ranking content is a strong keyword strategy. Join our free webinar for small businesses and learn how to target high-impact keywords in 5 easy steps!

[View webinar info](#)

Watch Now



PAST

SEO Jason Gill Eugene Levin Erika Varangouli Kyle Byers

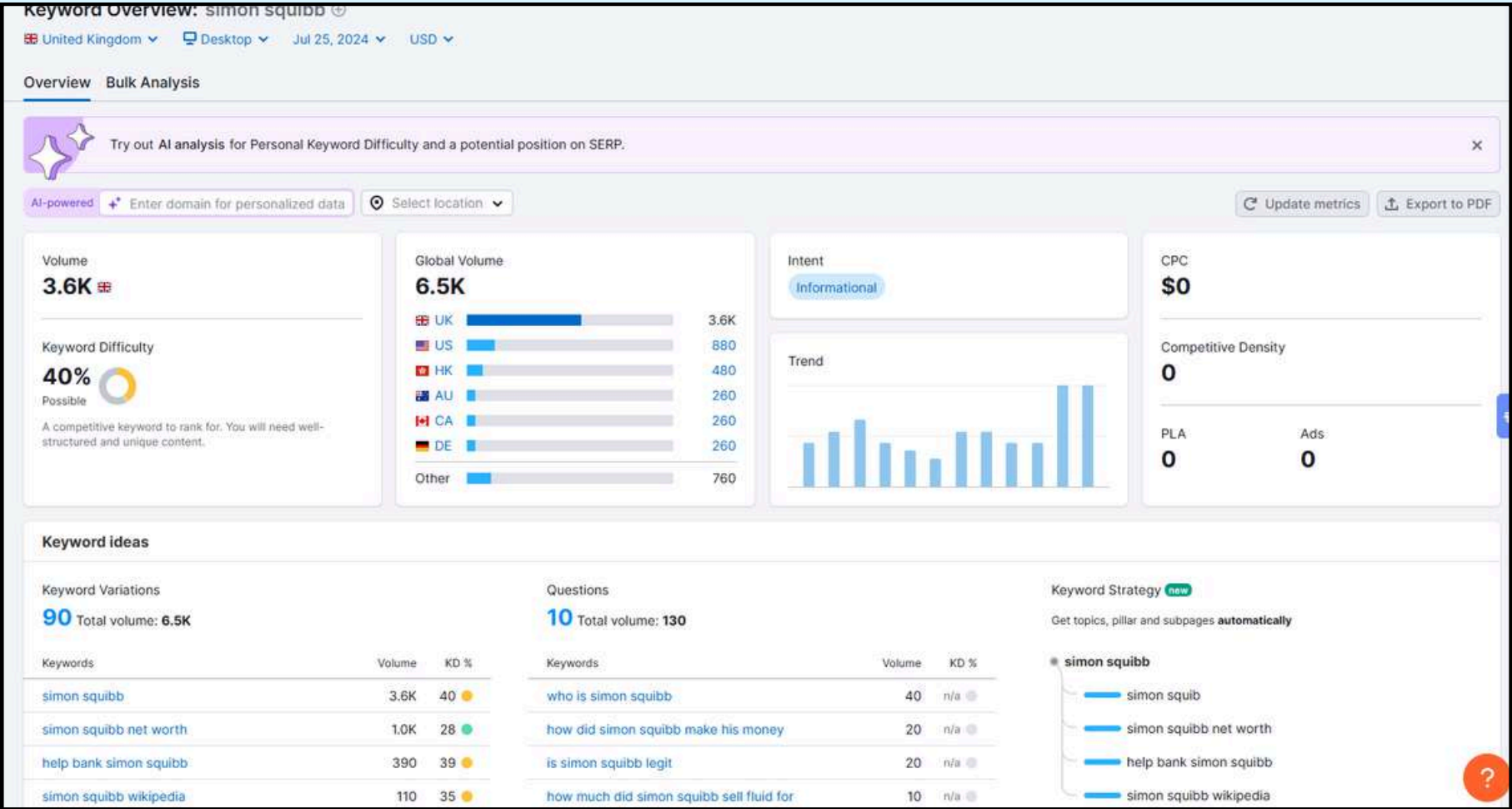
1 hour

Generative AI for Digital Marketers: The Tech's Impact on Business Growth

The webinar covers how generative AI will impact SEO, branding and business, and how digital marketers can leverage the tech to stay ahead.

[View webinar info](#)

Watch Now



SERP Analysis Domain new URL

Results 2.1M SERP Features

1-10 11-20 21-30 31-40 41-50 51-60 61-70 71-80 81-90 91-100

URL

Page AS Ref. Domains Backlinks Search Traffic URL Key

1 <https://uk.linkedin.com/in/simonsquibb> linkedin.com

2 <https://www.instagram.com/simonsquibb/?hl=en> instagram.com

3 <https://simonsquibb.com/> simonsquibb.com Image

4 <https://www.youtube.com/c/SimonSquibb> youtube.com Image

5 <https://twitter.com/simonsquibb?lang=en> twitter.com Image

6 <https://www.tiktok.com/@simonsquibb?lang=en> tiktok.com

7 <https://www.instagram.com/simonsquibb/reels/> instagram.com

8 <https://www.greatbritishbusinessshow.co.uk/speakers/simon-squibb> greatbritishbusinessshow.co.uk Image

9 <https://www.startupgrind.com/events/details/startup-grind-london-presents-from-zero-to-hero-with-simon-squibb-powered-by-tiktok/> startupgrind.com Image

Get a SERP breakdown analysis

View up-to-date data on your top 100 competitors, their backlinks, and organic metrics for their positions on the SERP.

Get metrics

£100k Launchpad Boost

Challenge: Stagnant 63 entries for the Launchpad. We want to reach 100 entries ASAP.

Solution & Combat Strategy:

- Using varied multimedia social media outreaches to raise awareness of the competition and its updates.
- Joining relevant Facebook groups and posting the Launchpad
- Varied outreach, updates on the Launchpad, as well as announcements about the judge lineup.
- Individual judge lineups scheduled including a short bio about them.

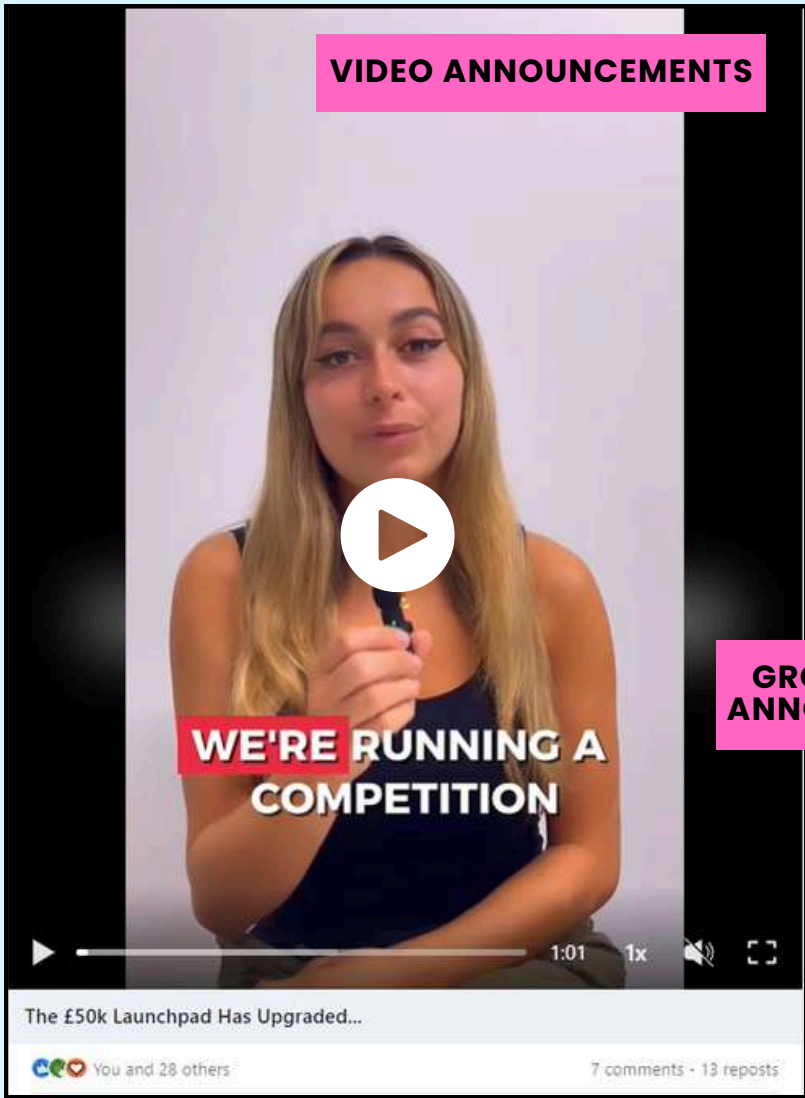
Result: Awareness is evidently spreading as there is a **47.62% increase in entries in just over 3 weeks**

63	Submitted	17/07/2024 18:21
93	Submitted	12/08/2024 17:33

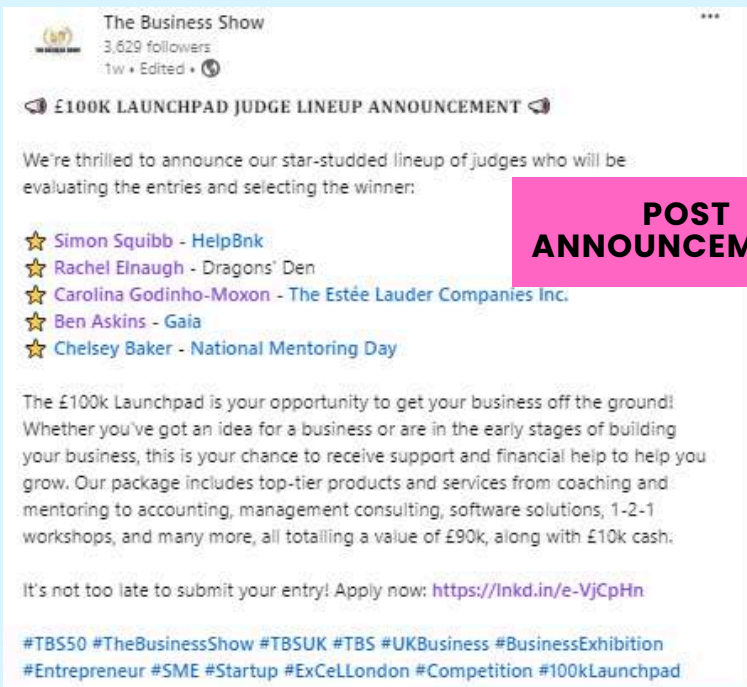
TBS2024 - The £100K Launchpad Application Form

93

59 New



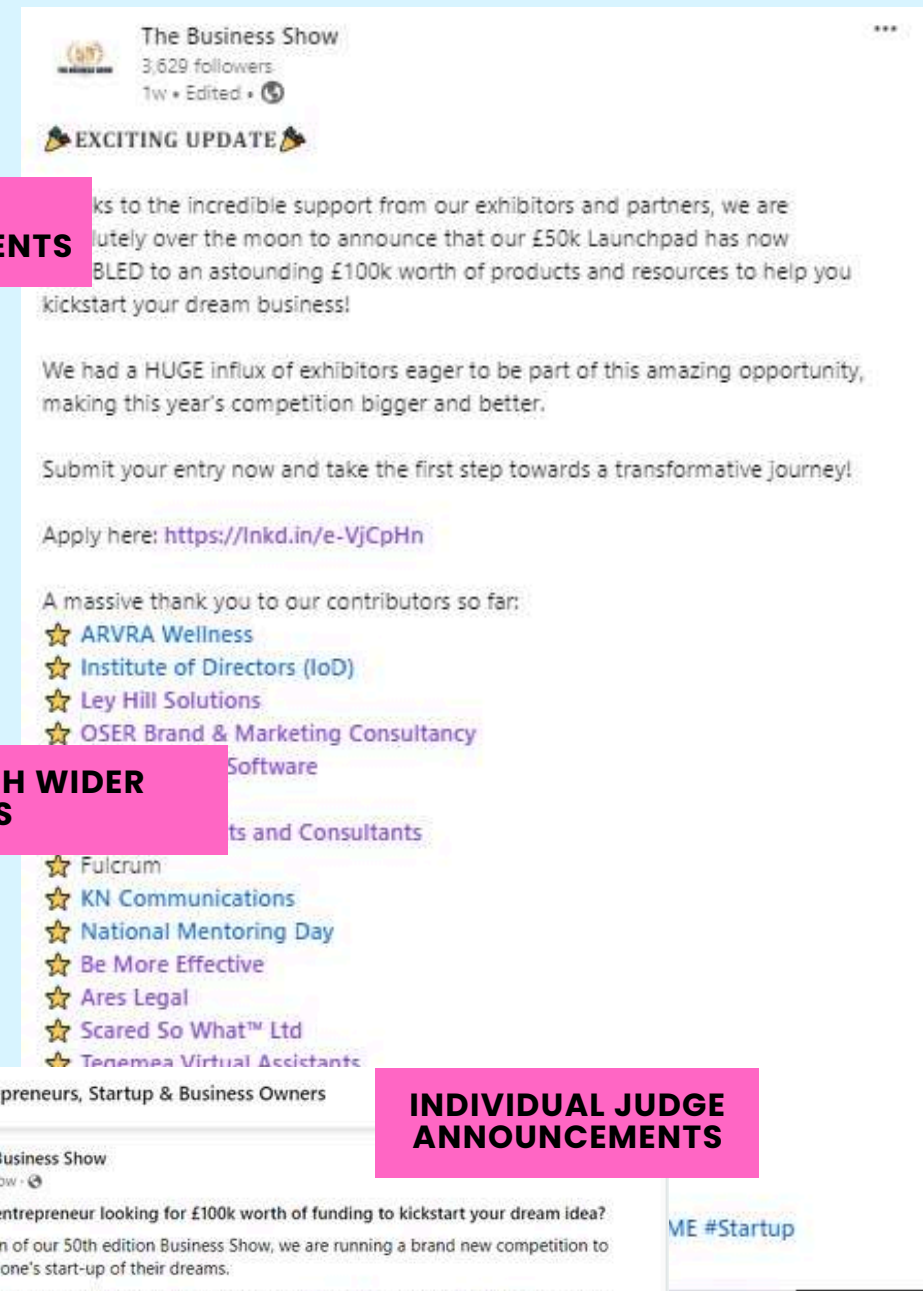
INDIVIDUAL JUDGE ANNOUNCEMENTS



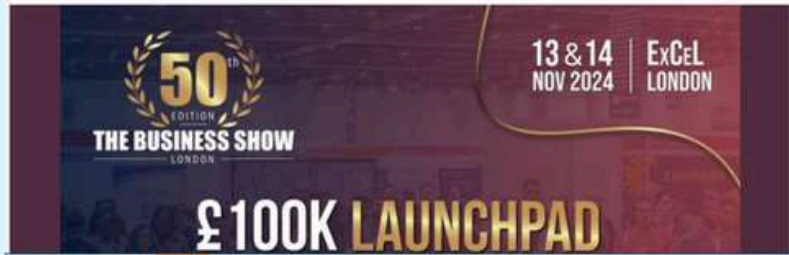
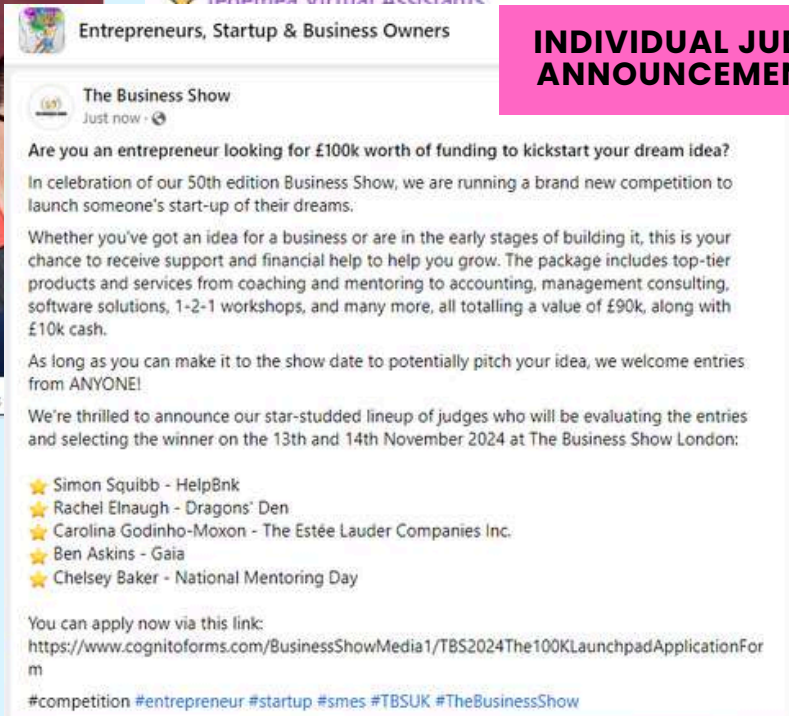
POST ANNOUNCEMENTS



TAGGING TO REACH WIDER NETWORKS

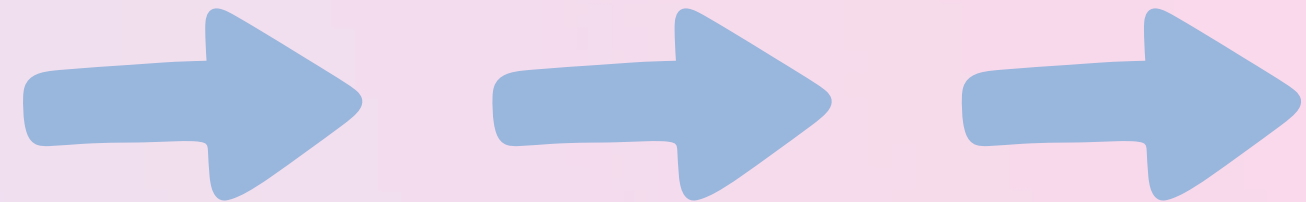


INDIVIDUAL JUDGE ANNOUNCEMENTS



Content Ideas

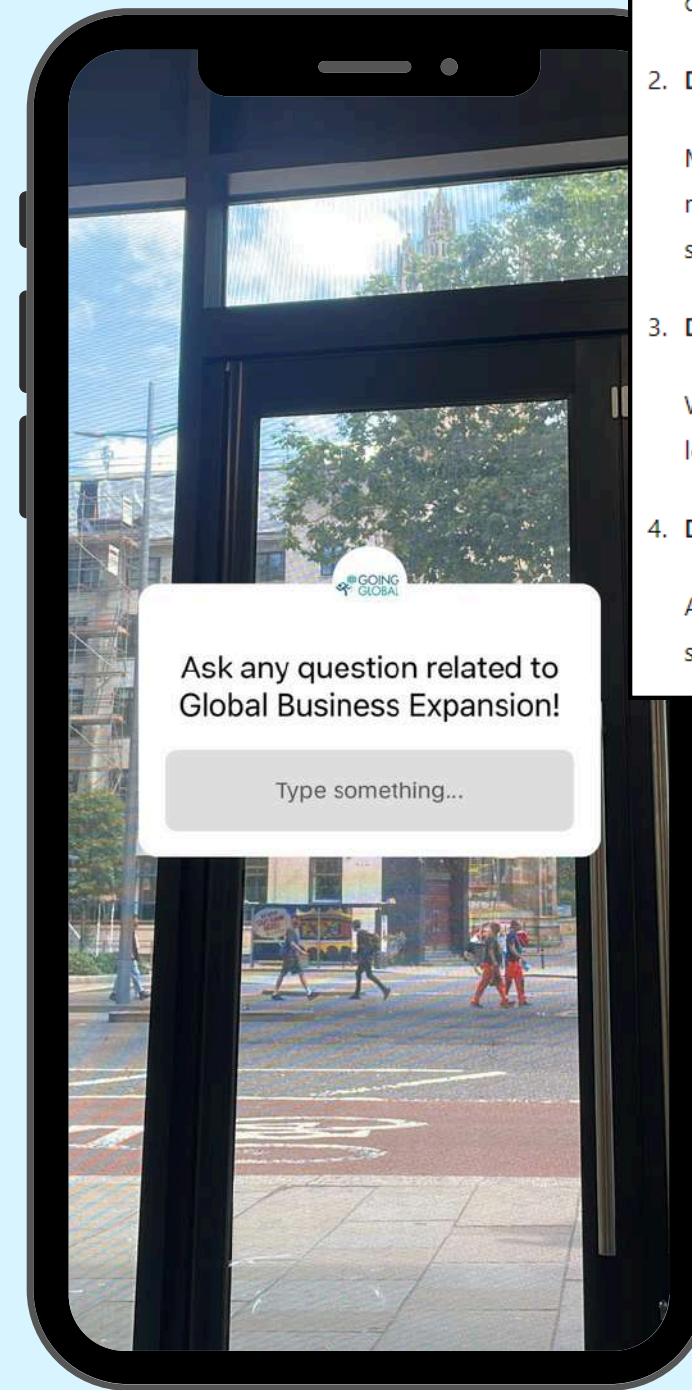
Diving into some new ideas and suggestions we have been discussing as a Social Media team...



Agony Aunt Content Idea:

Agony Aunt style posts. Questions from the voice of a business-person undergoing global business expansion, asking for advice on different areas of the transition.

Insert a 'question and answer box' on our Instagram story, post on and Facebook, and gather together some questions from real people.



agony aunty type questions about international business expansion

1. Dear Agony Aunt,

I've recently started exploring opportunities to expand my small business internationally. However, I am overwhelmed by the different legal regulations in each country. How can I ensure compliance without getting lost in the complexity?

2. Dear Agony Aunt,

My company is considering entering the Asian market, but we're unsure how to adapt our marketing strategy to appeal to local consumers. What are some key cultural considerations we should keep in mind to avoid missteps?

3. Dear Agony Aunt,

We're a mid-sized tech firm looking to expand into Europe. How can we effectively manage the logistical challenges of shipping and distribution across multiple countries?

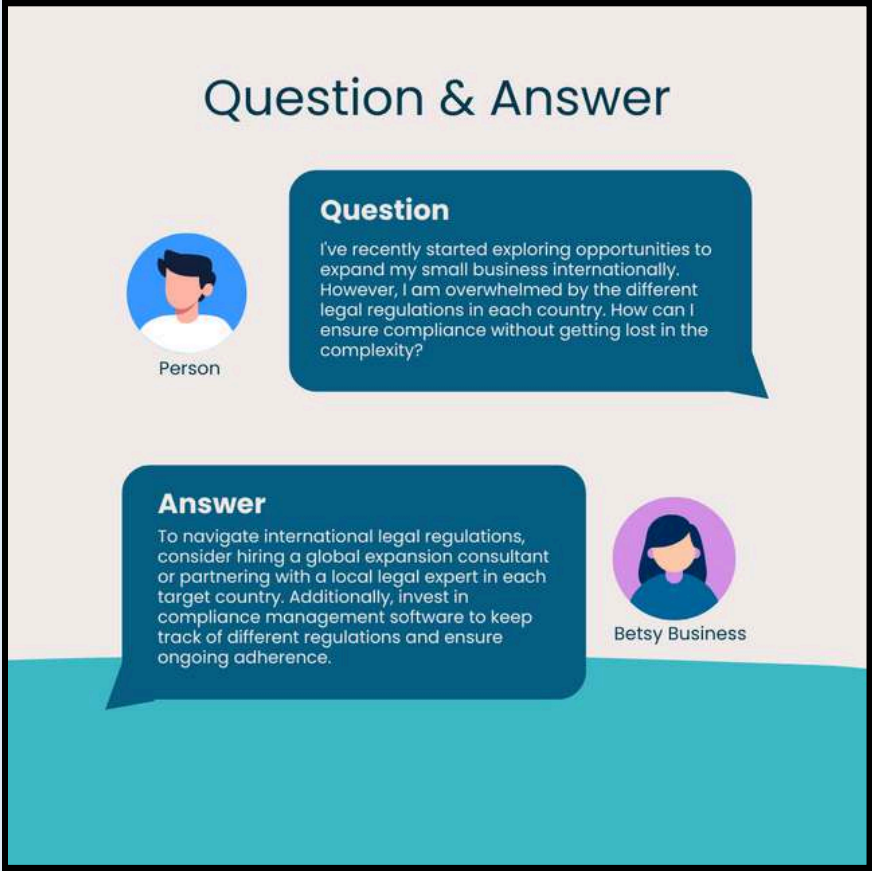
4. Dear Agony Aunt,

As a startup founder, I'm worried about the financial risks of international expansion. What are some strategies to secure funding and manage currency fluctuations?

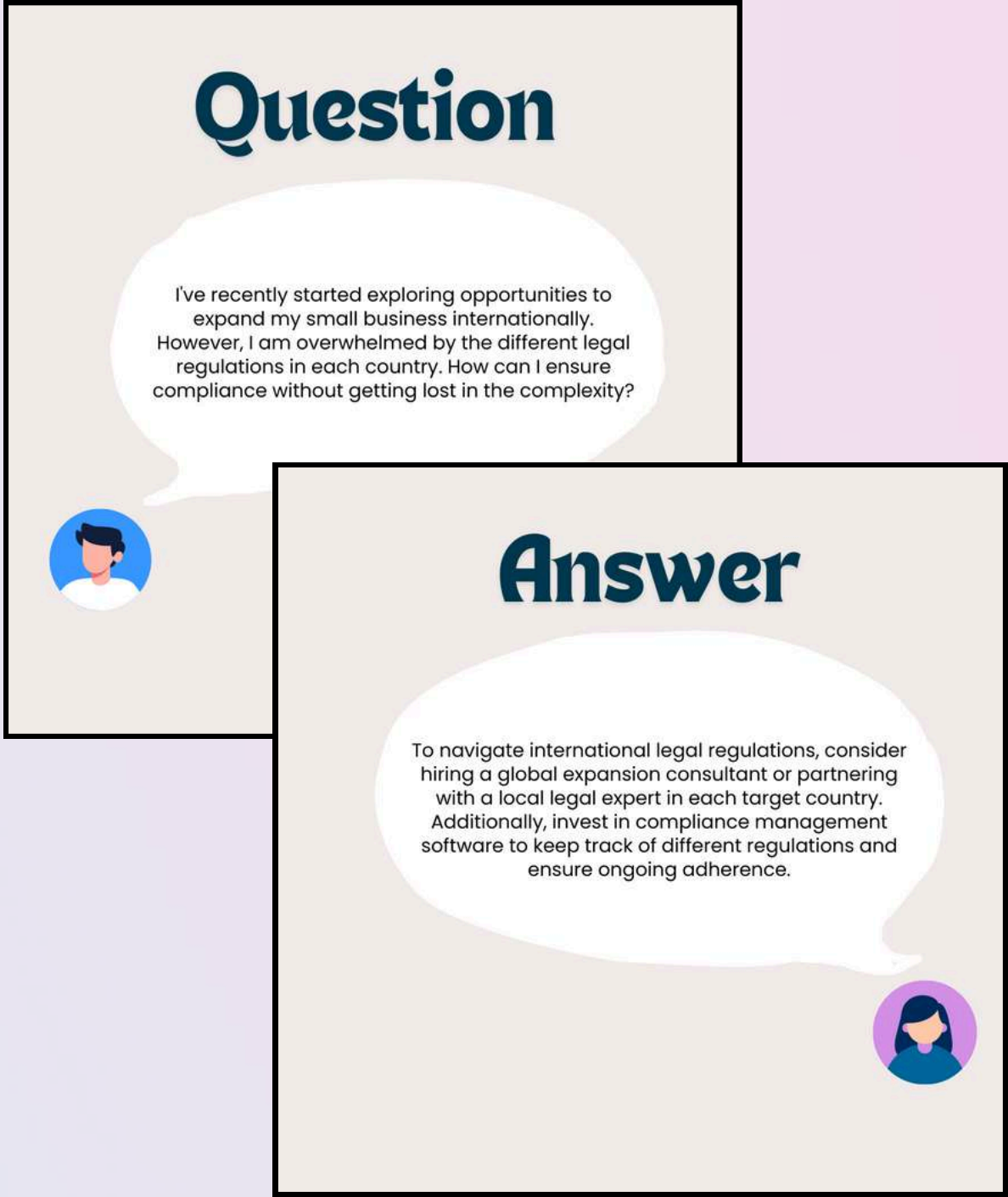
Utilising AI with Chat-GPT to generate ideas. This can help to inspire us on what we could discuss.

Agony Aunt Content Idea:

Style 1



Style 2



Style 3: Video – To be posted on TikTok too



Put Into Action

RETRAIN EXPO
RETRAIN • RETHINK • RESKILL

Question & Answer

Q

I've been in the same career for 10 years and **feel stuck**. I'm scared to make a change but need something new. What should I do?

A

It's never too late to pivot. Start by identifying your passions and strengths. Consider attending The Retrain Expo for resources on career development and to connect you with mentors who can guide you on this transition. Embrace the change!

INTERNATIONAL FRANCHISE SHOW LONDON
ExCeL

Q&A'S

Franchisor

I'm overwhelmed with the initial setup costs for my new franchise. How can I manage these expenses effectively?

Franchise Advice

Starting a franchise can be financially daunting, but effective strategies can help manage initial setup costs. Create a detailed budget, cut down costs by negotiating with suppliers or using second-hand equipment, and explore financing options like loans, grants, or franchisor financing programmes. Monitor cash flow closely and avoid unnecessary expenses early on. With careful planning and creativity, you can successfully navigate this challenging phase for sure!

+ Messages . . .

GOING GLOBAL

AGONY AUNT'S ADVICE

QUESTION

My business is set to go global, but the thought of **managing a remote international team** worries me. How can I ensure productivity and maintain company culture across different time zones?

ADVICE

Managing a global team is a fantastic opportunity to **embrace diversity**! You could utilise collaboration tools and set clear communication guidelines. Schedule regular check-ins and team meetings to stay connected. Encourage cultural exchange programs to blend different perspectives into your company culture. Overall, have trust in your team and celebrate their unique contributions.



retrainexpo Feeling stuck in your career? It's time for a change! 🚀

Discover new opportunities and get guidance from mentors at The Retrain Expo.

Grab your free ticket via the link in our bio and kickstart a future that fulfils you.

#RetrainExpo #RTE24 #Retrain #Upskill #Reskill #CareerChange #ExCeLLondon

5 h



internationalfranchiseshow Overwhelmed with your initial setup costs? 💰💡

Don't worry, we've got you covered! Here are some practical tips to manage those expenses effectively 📝💡

#InternationalFranchiseShow #IFS25 #IFS #Franchising #Franchisor #Franchisee #AgonyAunt #SetupCosts #FranchiseFees #ManagingExpenses

6 h



goinggloballive Managing a remote international team can be daunting 🌍

We've got you covered! Check out our latest Agony Aunt advice for tips on embracing diversity, utilising collaboration tools, and fostering global synergy.

How do you manage your remote team? Share your experiences 📁

#GoingGlobalLive #GGLive #GGLiveLA #AgonyAunt #remote #remoteteam #diversity #global #international

1 h

Content Ideas & Social Media Improvement Suggestions



Agony Aunt style posts – Betsy Business. With a mascot

Humanising the content more by having videos, photographs of people etc

Case Studies

Switching up our hashtags to be more relevant to the individual posts

Blogs that utilise SEO best practice

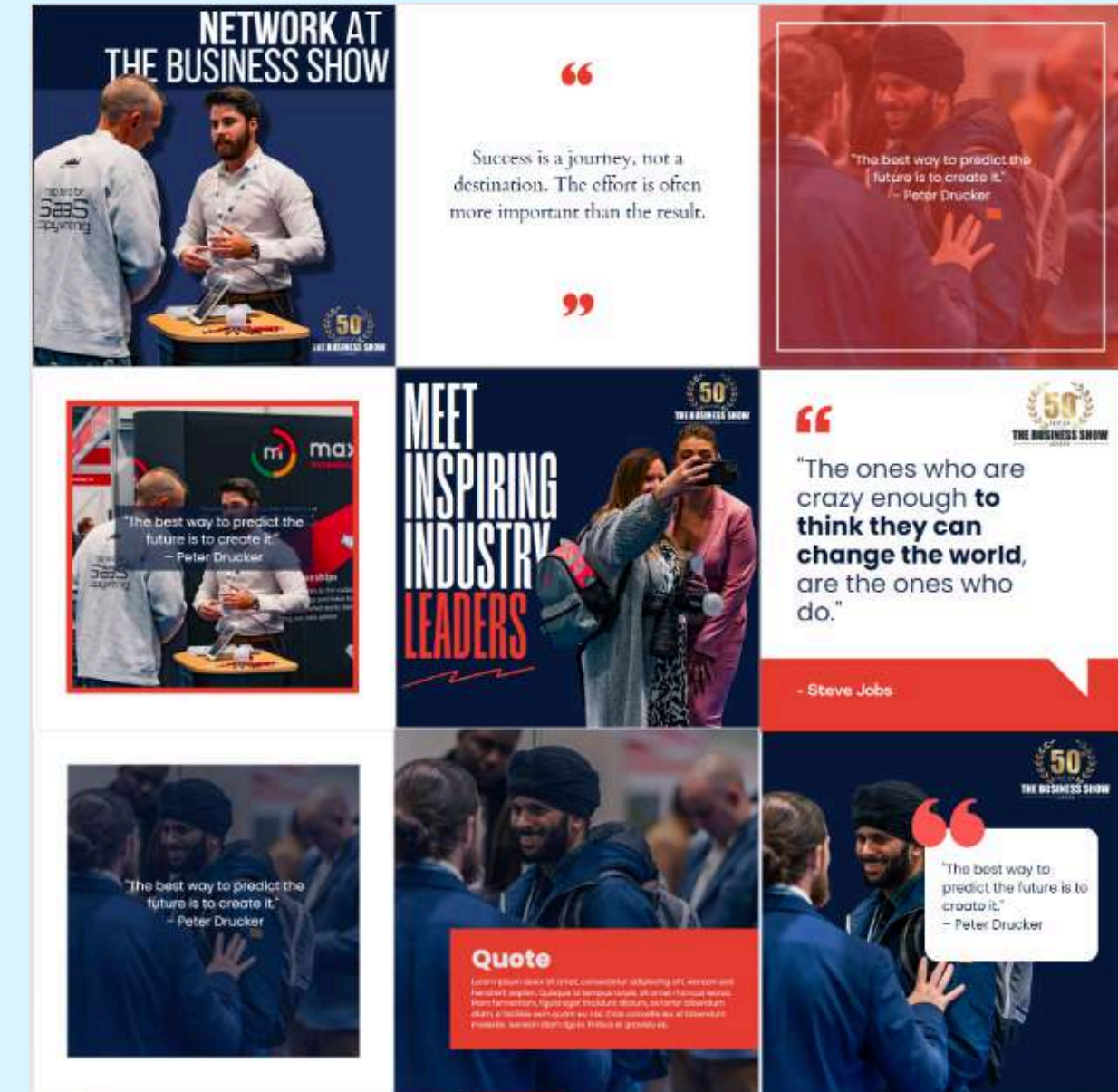
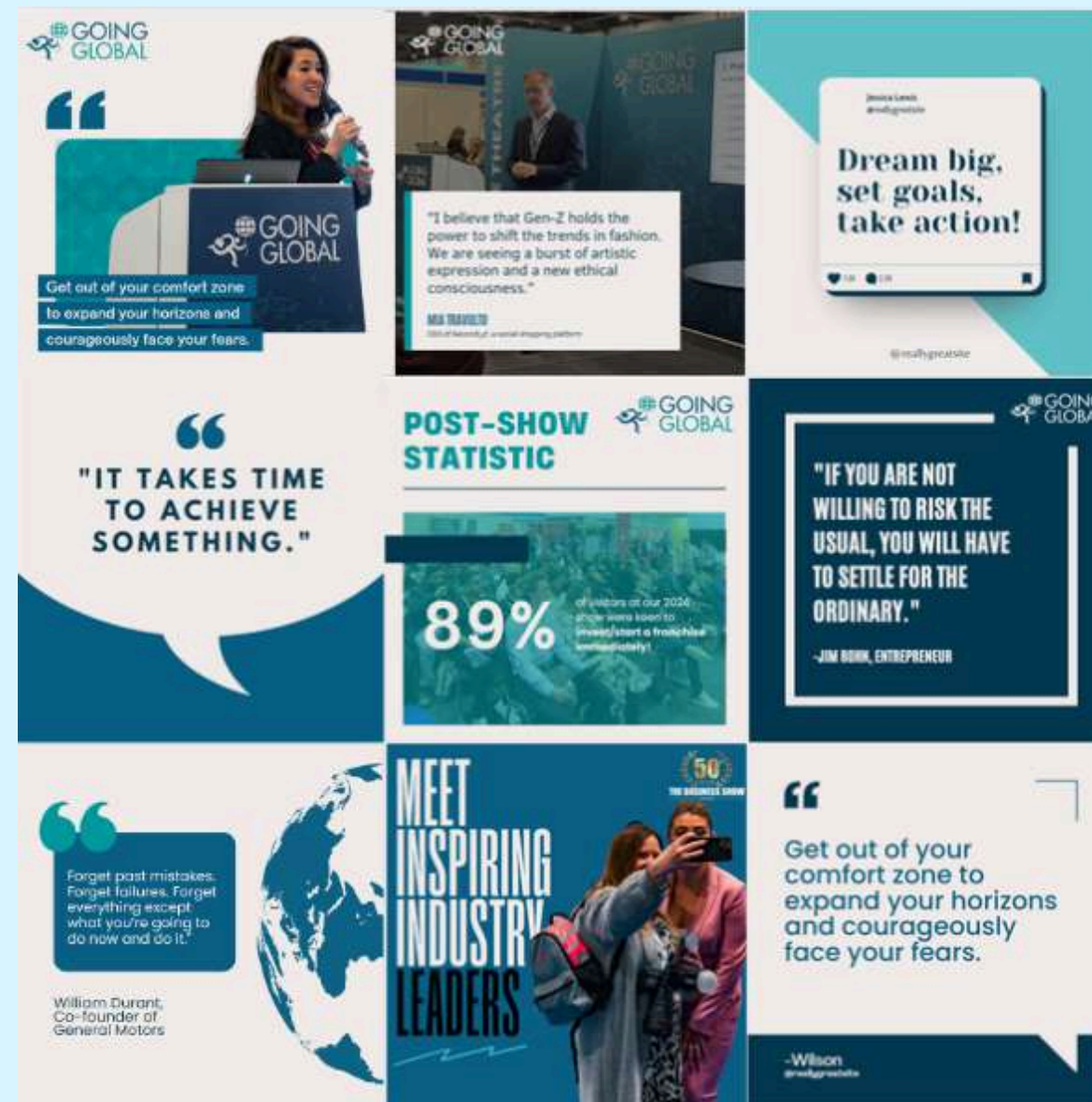
Polls and surveys but also sharing the results and discussing them

We could reach out to the main keynotes to send us videos leading up to the event. For eg: Simon Squibb could send us one sharing some insights into what he'll be speaking about.

More interactive stories on Instagram

Design & Style – Grid Layouts

- More minimalist graphics
- Humanise the content more
- Larger blocks of colour rather than lots of different elements



Mon

Interactive Post:

- Generates more comments and interactions from different people
- People enjoy giving their advice and talking about themselves

Tue

Wed

Question/answer agony aunt style

- Position The Business Show as an informed expert
- Aligns with our mission to help entrepreneurs

Thu

Fri

Flexible Day: Blog feature/ Testimonial/Case Study

- Try and write more blogs
- Write case studies (would need to ask team members)
- Any other mvideos/announcements/testimonials/features

Calendar

- **3 posts a week to keep it manageable, quality over quantity**



Timeline of activities



FIRST

Start implementing the new calendar, trying out the new strategies.

SECOND

Monitoring metrics along the way and seeing what's working and what's not.

THIRD

Continue discussing and adapting to match the metrics. Staying focused on the users.

Thank you!