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## **HOW TO IMPROVE SOCIAL MEDIA MARKETING STRATEGY**

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Social media is a religion of the modern world.

Some people spend there all their free time. And businesses that consider it as an opportunity use this fact to generate leads, attract more customers, improve customers' loyalty and maximize their profit.

Social network advertising is a huge step forward for your management campaign. But to make your work even more efficient, you need to manage the result and adjust your campaign according to the analytical data [1].

The importance of social network analysis:

The CMO Survey claims that in the next 4-5 years the investment given for marketing strategies in social networks will rise from about 10 to more than 18%. It shows that the giants of the market understand the role of social media marketing in a brand development and sales increasing.

Yet, we also know that despite such an active diving of many modern companies into the social network marketing, only a very few of them really understand how to manage such campaigns in a proper way.

This is why if you want to achieve great results with your marketing strategy with the help of social media, you will need to use some analytics tools.

As with anything that needs investments, you have to make sure that the data analysis form social networks are not only a new, expensive hype but a tool which gives you a chance to optimize your expenses and build an effective strategy for your product marketing [2].

Before we compare the best analytical tools for social media, we want you to investigate how your competitors lead their marketing campaigns. Here's a detailed plan for you to collect all the comprehensive data on them.

Social Media Groups:

Since 2014, there has been a dramatic drop in organic reach of posts published to Facebook and Instagram Pages. According to a [press release](#) from Brian Boland, the VP of Advertising Technology at Facebook, there are two main reasons for this decline.

The first reason is that more and more content is being created everyday due to the ease of use that mobile smartphones have provided.

The second reason is that the News Feed's algorithm is such that posts from your friends will be higher up on the News Feed so that you do not miss the posts you care about [3].

Create Unique Content:

Sharing your posts to every single relevant group out there will not be enough to drive traffic to your social channels if the content is not there.

The best way to get noticed is to use your content to inform about your company values, show your expertise in your given field, and provide useful information to potential consumers.

If the content does not add value to the audience the analytics will reflect that.

Curating your content is so important to any business launch because it is the first impression for a new customer – your virtual handshake, so to speak.

The most appealing content is unique and original. If a person's first encounter with your business is not appealing, it is unlikely there will be a second encounter.

How to Build a Restaurant Social Marketing Plan?

Restaurants can use social media to build a strong online presence, which in turn establishes brand loyalty with existing customers and attracts potential customers. Social media marketing campaign offers restaurants an opportunity to sell their product and services. Social media utilizes sites like Facebook, Twitter, Flickr, Pinterest, Yelp, Foursquare, StumbleUpon, and Instagram.

These sites piece together online conversations and images and help build an online identity for businesses. It also acts as a way to measure business growth and see if the social media strategies are successful or need tweaking. Finally, social media allows restaurants to check up on the competition.

There are four parts to a successful social media marketing campaign.

1. Audience
2. Message
3. Concept
4. Competition

Each of these areas will help you reach your overarching goal of keeping and attracting new customers. Read on for more about the four parts of social media marketing at your restaurant [4].

What's Your Social Media Message?

Once you have established who it is you are trying reach, you need to decide on an appropriate message. If it's the lunch crowd, posting daily lunch specials and delivery schedules on weekdays is ideal.

Restaurant food truck businesses use this method to alert their customers where they will be, each day. If you are looking to increase your weekend business, increase your postings on Friday, Saturday and Sundays. Think outside the box with what you post as well. It doesn't have to always be just a list of specials. You could offer recipes from your chef or bartender, videos and photos of happenings around your restaurant or upcoming events [5].

What is Your Restaurant Concept?

If you are a hip and trendy bar, seeking to attract hip and trendy twenty and thirty-something's, the messages you create should be, well, hip and trendy. Posts or tweets should have a causal, friendly tone. It should also contain information pertinent to the audience. For example, ladies drinks are only a dollar during happy hour. If your audience is older, they may not appreciate the hipness of you

message. Think a bar versus fine dining. You need to change your tone and vocabulary accordingly [6].

#### Check Out Your Restaurant Competition

What social sites, if any, are your fellow restaurants using and how are they using them? Follow their posts, twitters and pins and you may find some useful techniques to employ in your own social media campaign.

While you don't want to copy every method your competition uses in their social marketing campaign, you can borrow, improve and customize them to fit your concept. Following your competition's social media campaign doesn't have to always be about competition. You may find opportunities for collaboration, such as restaurant week or community fundraisers [7].

It's important to remember that you should carefully plan a social media campaign before jumping online. Taking the preparation time to do so will help save you time in the long run, building an online presence and gaining followers.

Managers today face many challenges when using social media in their marketing strategies [8].

#### Conclusion

As a marketer, it's your responsibility to drive actions. But without understanding the elements that comprise an action, it can be difficult to identify why desired actions aren't happening. Now that you have a good understanding of each of the elements of any action, assess each of your conversion goals and see if you can identify any missing or poorly-implemented elements. Approaching your goals using this process will lead to higher conversion rates, along with more website traffic, leads, and sales.

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