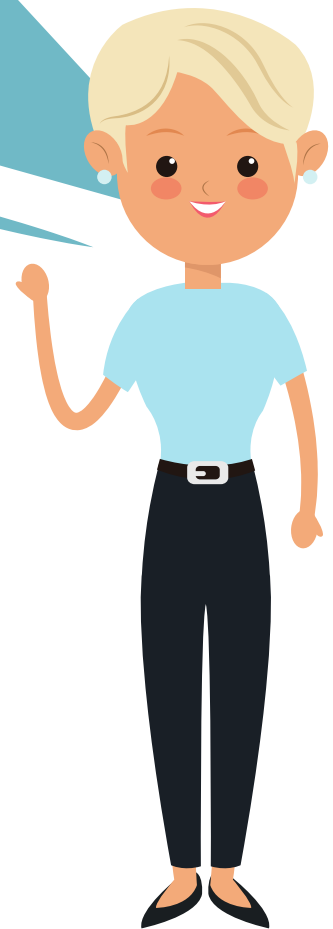


The 5 Ws of Social Media Marketing

HOW TO DETERMINE WHICH
SOCIAL CHANNELS MATTER



A Marketing Story Presented By:



There is no shortage of social media nowadays.

In fact, it almost feels like there's a new platform or feature to employ every other week.

It's tempting to want to use every platform for maximum organic or paid traffic impact, but it's just not practical for every business.

Hi! I'm Amber,
Content Strategist at
EmberTribe.



Don't give in to temptation!

When adding social media platforms to your marketing mix, whether for organic or paid ads, it's best to choose wisely.

Social media platforms are a commitment. Time, energy, creativity...it's an investment.

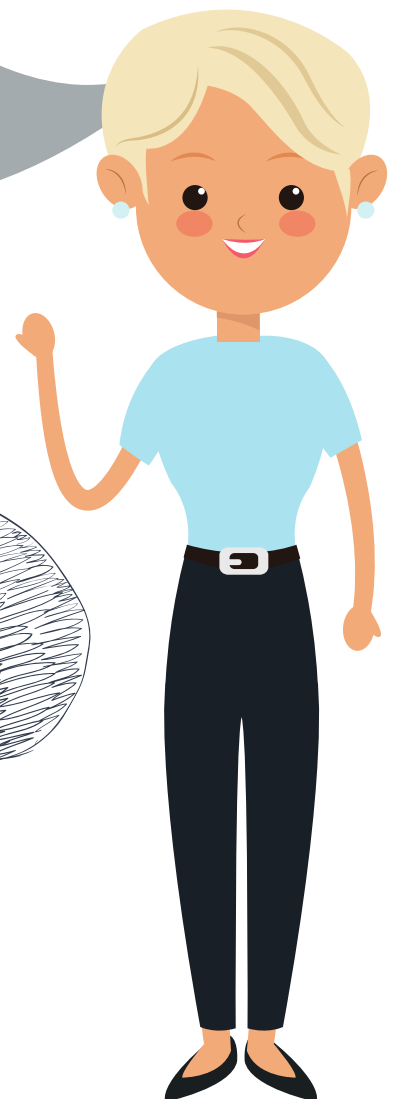


That's why I'm going to talk to you about the Five Ws of Social Media Marketing.

You probably know the "Five Ws" from middle school English.

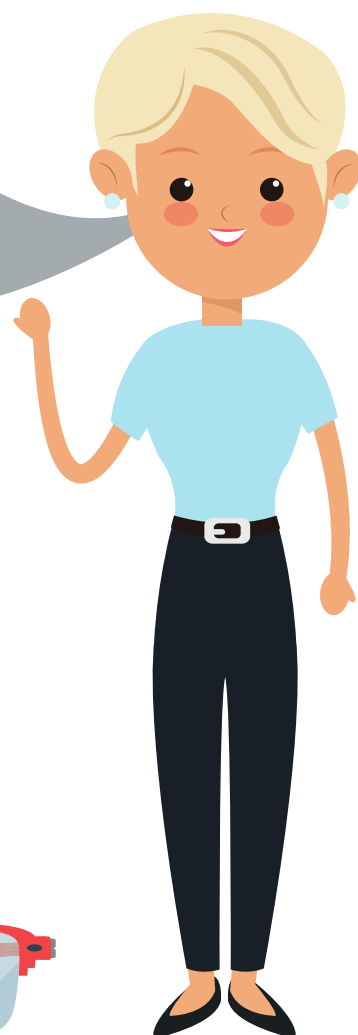
They are five open-ended questions meant for problem solving:

Who?
What?
Where?
When?
Why?



While the Five Ws can help a journalist write an awesome article, they can also help **YOU** determine if a social media platform is worth your time and energy (and, most importantly, money).

By asking these five questions, you can make an educated decision about social media channels that fit (or don't fit) your marketing needs.

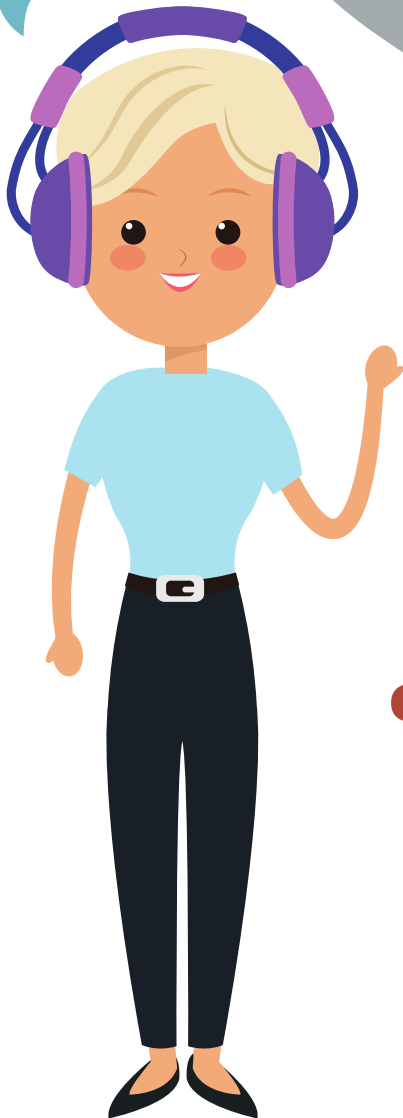


Who?

Ask yourself: who are you trying to reach with your paid social or organic social posts?

The "who" will help you narrow down which platforms can provide the greatest potential for valuable audience reach.

You can even listen to The Who while asking yourself this question!

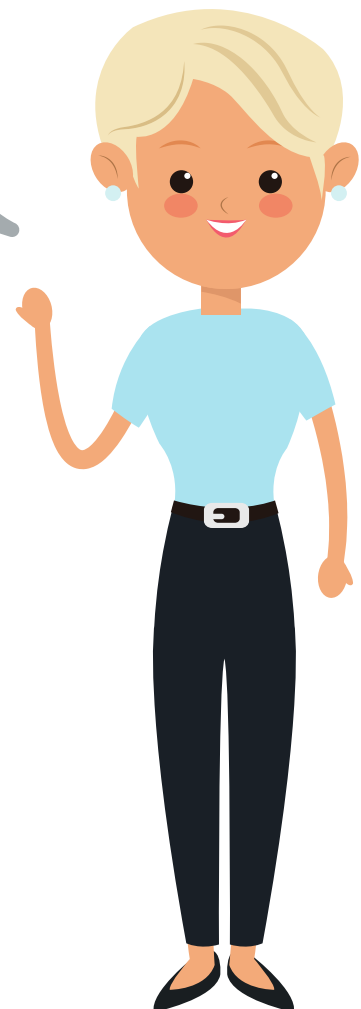


What?

Ask yourself what goals or KPIs you want to set with social media.

Some platforms, like Pinterest, garner a lot of traffic from audiences with high buyer intent.

Therefore, if your goal as an eCommerce store is to convert sales, you might want to consider Pinterest.



Where?

This question is two-fold. The first thing to consider is **where are your audiences located?** If you want to reach international audiences, you'll want a platform with good international engagement.

The second thing to consider is **where do you want your content shared on the page?** Different platforms have different content-sharing opportunities. What fits your wants & needs?



When?

This question is less about reaching an audience at a specific time, but more about reaching them when content is relevant.

Consider how folks use social media in their lives. Twitter users are interested in the **now**. Instagram users are sharing **past** experiences. Pinterest users are typically curating information for the **future**.

How do these patterns of engagement align with your marketing needs?

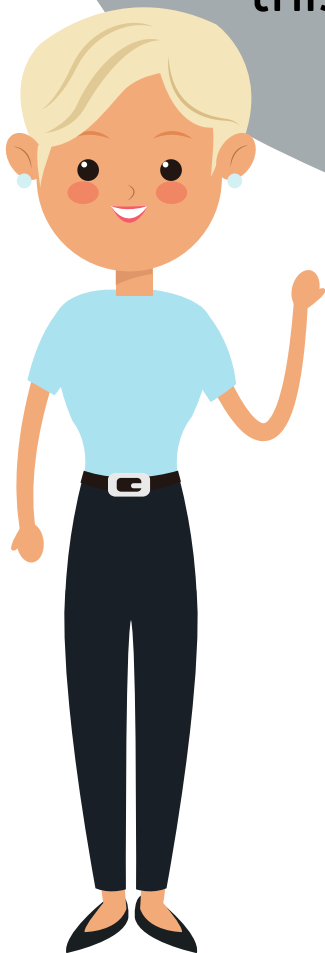


Why?

Now this is a big question.

Why are you choosing to invest in social media marketing? Is it for awareness? Are you hoping to bring in more customers? Is it just for keeping current customers engage?

One major piece of advice about smart marketing: always explore the why. Use this to help define your objectives, which in turn will help you find the most applicable channel.

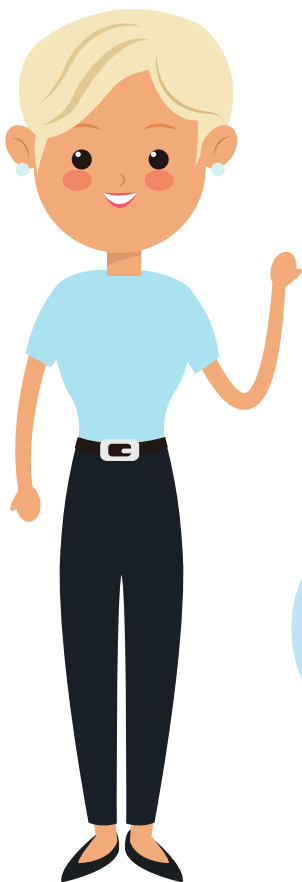


So, you see, social media doesn't need to be a source of anxiety for your marketing crew.

It's supposed to be an asset to your marketing mix, not an anchor dragging it down.

But you have to be **intentional** about your social media approach. Don't fall for every shiny new thing. Take time to map out your needs, goals, strategy, and resources.

Use the Five Ws to set yourself up for success.



Okay, I'll be honest. I've been holding out on you. There's actually one more question a business needs to ask before getting started on their social strategy (paid or organic). And that's...

How?

Well, truth be told, that's a whole other story ;)

But if you're interested in learning more about the **how** behind getting started with a solid social strategy, let's talk.





www.embertribe.com

Thanks for reading! Keep up with me and check out some great resources on our website.

