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2024 SOCIAL MEDIA STRATEGY GUIDE





As of 2024

With a shift away from generative AI, which is seemingly causing audiences to feel uneasy in the rise of fake news, social trends are reverting back to original content for people, being written by ... well people! That's not to say that all AI is out though, with advanced analytics tools providing deeper insights into consumer behaviour, the trick is using AI appropriately, in the right places. Done correctly, and in 2024, companies will find unprecedented opportunities to reach and engage with their target audience in more personalised and meaningful ways, but **mess it up and you may as well start asking ChatGPT where it all went wrong.**

62%*

of consumer say they are less likely to engage with and trust content if they know it was created by an AI application



ROI Takes the Crown

So what do you need to do to succeed? That's what you really want to know, right!

Well the bad news is that jumping on bandwagons to leverage runaway social media trends is kinda a thing of the past now.

In this rapidly evolving landscape, success on social media hinges on adaptability, creativity, and authenticity. In 2024, ROI is truly making center stage, with those who can navigate the ever-changing algorithms, trends, and technologies finding themselves at the forefront of innovation and influence. Whether it's building a loyal community of followers, driving business growth, or shaping industry conversations, social media in 2024 is focused on getting the absolute most out of every pound, dollar, euro, or yen spent!

To help you do that, at ZOOZLY, we've put together a **5 phase model for success** in social media's most pivotal year yet.

So let's get started!



Phase 1: Understand

In the first phase of any social media strategy, it's crucial to gain a deep understanding of your target audience, industry trends, and competitive landscape.

Whilst you may be sitting there saying (in the most patronising voice you can muster) 'duhh, of course, everyone knows that', you would genuinely be surprised by the amount of clients we've worked with, who prior to our support, really don't have a clear understanding of their industry.

It's so important to conduct comprehensive research and analysis to inform any subsequent actions that you take, otherwise you really are cooking without a recipe, except **instead of ruining your dinner, you've spent thousands of pounds marketing to the wrong people.**

So, let's go back to school, and start right at the beginning with our ABC's.



The ABCs of Social Media Marketing

● Audience Research

As platforms continue raining new tools, features, and algorithm updates on us all, it's more important than ever to make use of analytic tools, to map audience behaviours, along with preferences. In doing so, you'll understand how your audience interacts with your brand, what content resonates most with them, and how you can leverage that to secure a sale.

Consider: [Hotjar](#), [Hootsuite](#), [Parse.ly](#).

● Basic Industry Trends

To identify opportunities, along with mitigating risks, you need to stay up-to-date on relevant trends and developments in your industry. Doing this will help to anticipate changes in consumer behaviour, and adapt our strategy accordingly.

One great tool to use when doing this is a [SWOT analysis](#).

● Competitor Analysis

Benchmarking has never been easier! In fact, you can even track your competitor's actions on LinkedIn now with a simple click of a button (ask us if you don't know how to do this). By tracking the social media presence of your competitors, you'll discover their strengths, weaknesses, and strategies, all of which will help to find opportunities for differentiation and improvement.



Phase 2: Plan

Moving onto the second phase, and now that there is a clear understanding of the target audience, industry trends, and competitive landscape, you can proceed to develop a strategic approach.

Think of it as a plan of attack – a true means of outlining your goals, messaging, content strategy, and key performance indicators (KPIs).

Now we've all heard fail to prepare, prepare to fail – well in this example it's more like, fail to be agile, then ... okay, that doesn't work! But look, what we're saying is that even with the best laid plans, the unexpected can, and probably will, occur, so it's important to be flexible and responsive to those changes.

We're talking doubling down on the wins, and pivoting to avoid losses, or at the absolute minimum, at least reducing them. To do that, we've put together a few important steps to take.



● Goal Setting

Committing to a target can be a little scary, but by clearly defining your goals, you can measure your progress over time, setting regular check-in points to review if your intended strategy is working, or needs a little tweak. From this, KPIs can then be crafted surrounding metrics like engagement rate, reach, conversions, and ROI – providing your team with concise targets to work towards.

● Messaging and Brand Voice

Is there anything more annoying than inconsistency? We presume you're agreeing profusely at this point – well that's exactly how your audience feels when you send mixed messaging. Instead by establishing a consistent brand voice and tone that aligns with your identity, you'll resonate more with your target audience.

● Content Strategy

As with anything in life, it's best to be proactive, and with social media, that's no different. Utilising resources like social media calendars can help map out upcoming posts, creating varied content scheduled across the weeks and months ahead. By ensuring content is tailored to the preferences of your audience, and optimised for each platform, you can remove those last minute panics, and create capacity to react to industry news as it breaks.

[Canva](#) is a fantastic tool that can help create content, plus, it's free!

● Channel Selection

Selecting the most relevant social media channels based on your audience research is key to maximising your marketing options. Consider factors such as platform demographics, and features, to help identify where you can reach those most likely to be a customer of your business.



Phase 3: Build

Onto phase three, and now that you've completed the research, and built a comprehensive strategy, it's onto the fun stuff – putting the plan into action.

Think of it as if you've been a brave little soldier and eaten all you vegetables, and now finally, **it's pudding time!**

During this phase, you'll execute your social media strategy through a series of key actions, starting off by building your online profile, and ending in publishing content across either free, paid, or a combination of avenues.



Profile Setup

Ensuring your profile on social media, isn't just complete, and error free, but also visually appealing will help you align with your chosen brand identity. This involves crafting compelling bios, uploading branded images, and incorporating relevant links to enhance engagement. Good practice when doing this is thinking of some of your favourite brands, identifying what you like most about them, and replicating it.

Content Creation

By creating content tailored to the preferences of your audience, and optimised for each platform, you can remove those last minute panics, and create capacity to react to industry news as it breaks, thereby maximising your reach and impact.

[Fotor](#) is another brilliant tool that can help create content!

Community Building

Whilst publishing content, it's important to also give equal attention to community building. This can be as simple as actively engaging with your audience by promptly responding to comments, messages, and mentions in an authentic manner. By fostering a sense of community and encouraging user-generated content and interactions, the aim is to cultivate lasting relationships and brand loyalty amongst followers.

Promotion

To be or not to be, that is the question ... or more so, to pay or not to pay. Whilst in truth there are pros and cons to it, paid advertising can further amplify the reach and visibility of content. So by employing targeted campaigns you can tailor your approach to differing demographics, interests, and behaviour. In turn, this has the potential to maximise the effectiveness of your social media efforts, helping to achieve your marketing objectives.



Phase 4: Test

Moving to phase four, and now that you've started to publish content, you can begin to delve into the world of testing.

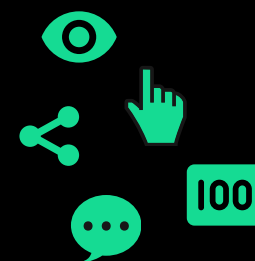
By looking to experiment with different strategies, tactics, and content formats, you'll be able to identify what resonates best with your audience, to drive the desired outcomes.

Of course, **during this process there will be failings**. That is just a fact. Tom Brady didn't score touchdowns with every throw, and similarly, your marketing efforts aren't going to strike gold at every single juncture.

The importance of testing is learning from these shortcomings, understanding what went wrong, and improving practices to prevent said event happening again in the future. Remember, even a 1% improvement day by day adds up eventually,



Evaluating Effectiveness



● A/B Testing

Now before you start, we know 'A/B Testing' is championed by absolutely everyone, so the inclusion of it in this guide is anything but unique. However, by experimenting with differing variations of ad copy, imagery, targeting options, and posting times, you'll truly be able to analyse the results of alternate social media campaigns. This will allow you to determine which variations perform best, guiding how you proceed going forward – so why not give it a go?

● Content Performance Analysis

Views, clicks, comments, shares, they're all important to track. However, by monitoring performance of your marketing efforts through specific metric calculations, you'll start to identify trends, patterns, and areas for improvement.

We recommend: ROAS, CAC, CLV, Churn Rate, AOV, and CTR (ask us if you aren't familiar with these abbreviated terms)



Phase 5: Refine

Finally we're here, the fifth and final phase!

Based on the insights gathered from testing and analysis, you can then look to refine your social media strategy and tactics, in an effort to optimise performance, to help you achieve your outlined goals more effectively.

It could be as simple as re-allocating resources, doubling down on a certain approach, or even just cutting back spending in an unsuccessful area, **but what you're really doing here is letting that sauce simmer down, so it's at the perfect consistency.**

Sticking with the sauce analogy, because why not, in time you'll add back into your social media strategy, attempting new weird and wonderful things, and in doing so, that pan is going to get full again, but once more you'll refine it back, making it a more concentrated blend of all the things that work.

So with this, you'll repeat these five phases over and over again, in an effort to continually improve your marketing endeavours, remaining up to date with industry trends, and staying one step ahead of your competition.



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Adjustment

By continuously tweaking your social media strategy based on performance data and feedback, you'll demonstrate a consideration for your community which will help build a lasting connection across your social media ecosystem. Small changes in content, targeting, and messaging will help to better align you with your audience's preferences and behaviour.

Evernote is a wonderful tool for recording content ideas, and keeping track of thoughts before you lose them.

Adaptation

Remember earlier in the guide when we mentioned about staying agile? Well, we're bringing it back here. By being responsive to changes in the social media landscape, industry trends, and consumer behaviour, you'll be able to readily pivot when needed, to stay ahead of the curve by experimenting with new ideas and technologies – giving you an advantage over your competitors.

Trello is great at helping to keep on top of mounting tasks, allowing you to create additional capacity when you need it most.

Assessment

It can be difficult to understand when is best to take a pause and look back. But by establishing regular review points to assess progress it will prove easier to identify areas of success, as well as opportunities for improvement in your social media strategy. We recommend assessing your progress, fortnightly, monthly, quarterly, and annually, so that you can assess things on both a granular and big picture level.

Tableau can help you visualise performance metrics, helping you digest complex data.



Summary of Phases

The 5 Phases

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Understand

Conducting comprehensive research to gain a deep understanding of your target audience, industry trends, and competitive landscape.

Plan

Developing a strategic approach, by outlining your goals, messaging, content strategy, and key performance indicators (KPIs).

Build

Executing your social media strategy through a series of key actions, starting off by building your online profile, and ending in publishing content across a combination of avenues.

Test

Experimenting with different strategies, tactics, and content formats, to identify what resonates best with the audience, and drives your desired outcomes.

Refine

Concentrating your marketing efforts based on the insights gathered from testing and analysis, in an effort to optimise performance, and achieve outlined goals more effectively.



Explore

Hopefully this doc has given you some food for thought when it comes to creating your social media strategy in 2024. If you still feel you need a little help, want to have a nosey at our previous projects, or delve into our other services, then simply **click the buttons below!**



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