



Which platform is best for marketing your business?

We've all heard about the power of social media marketing, but which is the best platform for your business? That all depends on what you want to achieve and the audience you want to reach.



What to consider when choosing a social media platform

Your objectives

Before putting your energy into any marketing activity, establish your goals. What do you want to achieve by having a presence and posting content on social media?

Social media can be very effective in building awareness of your business and interest in your products and services. It can also drive more traffic to your website and increase customer loyalty and trust.

So you might have a goal to increase awareness of your business or to increase interest in some of your specific products or services. Or perhaps you want to increase the number of people visiting your website.

Who do you want to engage with and where do they hang out?

With your goals in mind, you need to think about who you want to reach and where to find them. Are you running a business-to-business (B2B) or a business-to-customer (B2C) operation? Do you want to engage with other businesses, suppliers, existing and potential customers or other businesses in the same industry? Consider who your ideal customer is and form a picture of them in your mind including their age, interests, personality, goals and life stage. Once you've got an idea about that you can think about where these people are hanging out on social media.

Popular platforms and key features

New social media platforms are being developed all the time, but you only need to be across the most popular ones. And while it's important for businesses to have a presence on social media, you don't need to be present on every platform. It's much better to focus your efforts on the platform or platforms that are going to be the most useful to you in reaching your goals.

Consider each of the most popular platforms and which ones are the best fit for your goals and the people you want to reach.

LinkedIn

LinkedIn can be ideal for building and developing professional connections within your industry. It has a strong B2B focus and is useful for building your professional network, sharing business news, and posting job ads. Thought leadership style posts are a popular way to showcase your industry expertise and insights. It's important to use a professional tone on LinkedIn.

Facebook

As the largest social networking platform in the world, Facebook has a large reach. It is widely used by millennials which are people aged roughly 25 to 40 years old. You can use it to share all sorts of business updates and showcase products, as well as other functions like creating events and groups. Users can easily ask questions, recommend your business and give reviews.

In next season's issue, we will take a closer look at how to come up with content ideas for social media posts.

Remember, you don't need to have a presence on all of the popular social media platforms, and you don't need to be an expert. To get a feel for what works, look up your favourite brands or businesses and see how they use social media to share inspiring, informative or entertaining content and notice what grabs your attention. The best way to learn how the different platforms work and their potential benefits, is to jump in and give it a try.



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Instagram:

@ngina_nswandact



Facebook:

@NurseryGardenIndustryNSWACT



Linked In:

Nursery & Garden Industry NSW & ACT

YouTube

YouTube is the largest video-sharing platform in the world and is popular with users aged around 15 to 49 years. It can be ideal for creating and sharing 'how to' style videos and walking people through how your products work or different ways to use them.

Instagram

Instagram attracts a slightly younger crowd than Facebook. Being a platform for sharing photos and videos it really lends itself to sharing beautiful, inspiring or informative visual content.

Pinterest

Pinterest users are people who are looking for ideas and inspiration related to their interests and hobbies. It has multi-generational appeal and is slightly more popular among women. Business owners can create 'pins' related to products and services which easily link back to their website.

