



Building an Engaging Social Media Strategy



The Digital Marketing Series

- The essential components of digital marketing that drive visibility and growth
- How each area — from content to analytics — connects to create a complete online strategy
- Practical insights and takeaways to help you elevate your brand's digital presence





The Digital Marketing Series

- Social Media: Building your brand's voice and creating meaningful engagement
- SEO: Helping your business get found and trusted by search engines
- The Impact of AI on SEO: Understanding how artificial intelligence is transforming digital marketing
- Google Analytics & Ads: Tracking performance and investing in what works
- Panel Discussion: Bringing it all together with insights from digital marketing experts





Building an Engaging Social Media Strategy

- Why Social Engagement Matters
- Steps to Improve Engagement
- Understanding Your Audience and the Platforms
- Social Media Content that Drives Engagement
- Measuring Success
- Quick Tips and Tools
- Social Media Calendar Activity





Why Social Engagement Matters

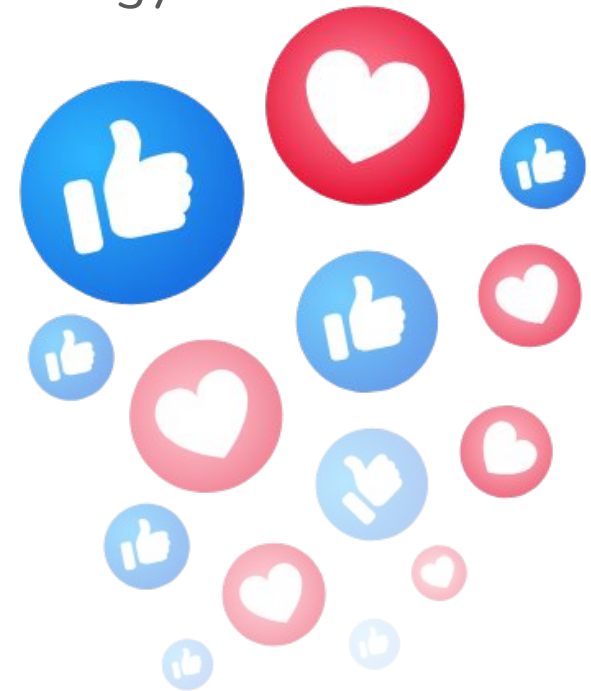
- Engagement includes likes, shares, comments, saves, clicks and watch time.
- Key Stats
 - 76% of consumers have purchased a product they saw on social media (Sprout Social, 2024).
 - 82% of all internet traffic will come from video content (Cisco, 2024).
 - Brands with faster response times see a 20% increase in engagement (Hootsuite, 2024).
 - Posts with high engagement get 5.3x more reach on Facebook (Meta, 2024).





Steps to Improve Engagement

- Understanding Your Audience
- Creating Content that Drives Engagement
- Best Practices for Different Social Platforms
- Measuring Success & Optimizing Your Strategy
- Ideas to Increase Engagement Quickly
- Final Thoughts





Understanding Your Audience

- Use Social Media Analytics: Platforms like Facebook Insights, Instagram Analytics, and LinkedIn Insights provide detailed audience data.
- Monitor Engagement Trends: Pay attention to which content types get the most interactions.
- Create Buyer Personas



Tip: Your audience may evolve over time—regularly revisit analytics to refine your strategy.





Understanding Your Audience

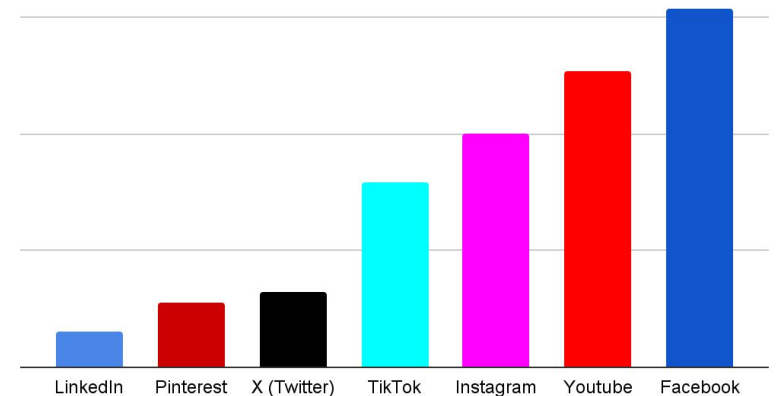
- Create Buyer Persona: Identify Key Demographic Information
 - Who are your typically customers - (age, race, marital status, employment, and household income)
 - What are they interested in?
 - Any behaviors they share (purchase habits, brand loyalty, how they interact online)
-  Tip: Choose Social Platforms that match these demographics





Platforms by the Numbers

- Facebook: 3.07 billion monthly active users
- YouTube: 2.53 billion monthly active users
- Instagram: 2 billion monthly active users
- TikTok: 1.58 Billion monthly active users
- X (Twitter): 650 Million monthly active users
- Pinterest: 553 Million monthly active users
- LinkedIn: 310 Million monthly active users





Content That Drive Engagement

- Video Content
 - Stat: Videos generate 1200% more shares than text and image content combined (HubSpot, 2024).
 - Short-form videos (Reels, TikToks)- Use CapCut or Canva
 - Keep videos under 60 seconds for optimal engagement.
- User-Generated Content (UGC)
 - UGC builds trust and gets 4x more engagement than brand-created content (HubSpot, 2024).
 - Feature customer testimonials, product reviews, and real-life use cases.





Content That Drive Engagement

- Interactive Content
 - Polls & Quizzes: Instagram Stories with polls get 40% more engagement.
 - Contests & Giveaways: Encourage participation (e.g., “Tag a friend to enter!”).
- Promoted or Boosted Posts
 - Target your demographic / followers
 - Target visitors to your website

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HOW TO ENTER





Content That Drive Engagement

- Tools to use:
 - Canva (social templates, video creation)
 - CapCut (video editing + templates)
 - Mojo App (animated story templates)
 - Pexels / Pixabay (royalty-free photos and videos)





Best Practices for Different Platforms



Post Reels, use interactive Stories (polls, Q&As), and optimize carousel posts.



Follow trends, create short engaging videos, and use storytelling.



Use Groups for community engagement, post video content, and host live Q&A sessions.



Share industry insights, long-form posts, and engage in meaningful discussions.



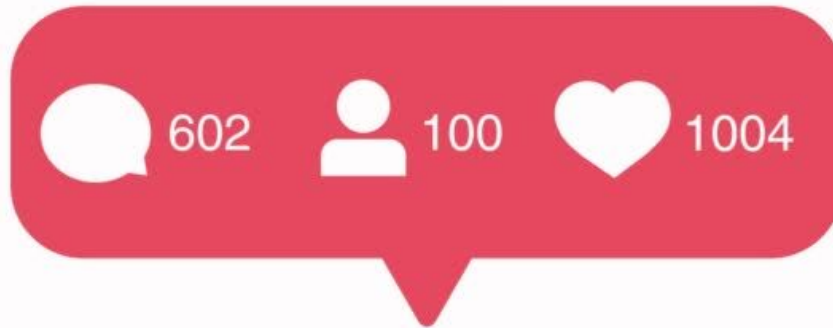
Tweet concise updates, participate in trending conversations, and use hashtags effectively.





Measuring Success & Optimizing

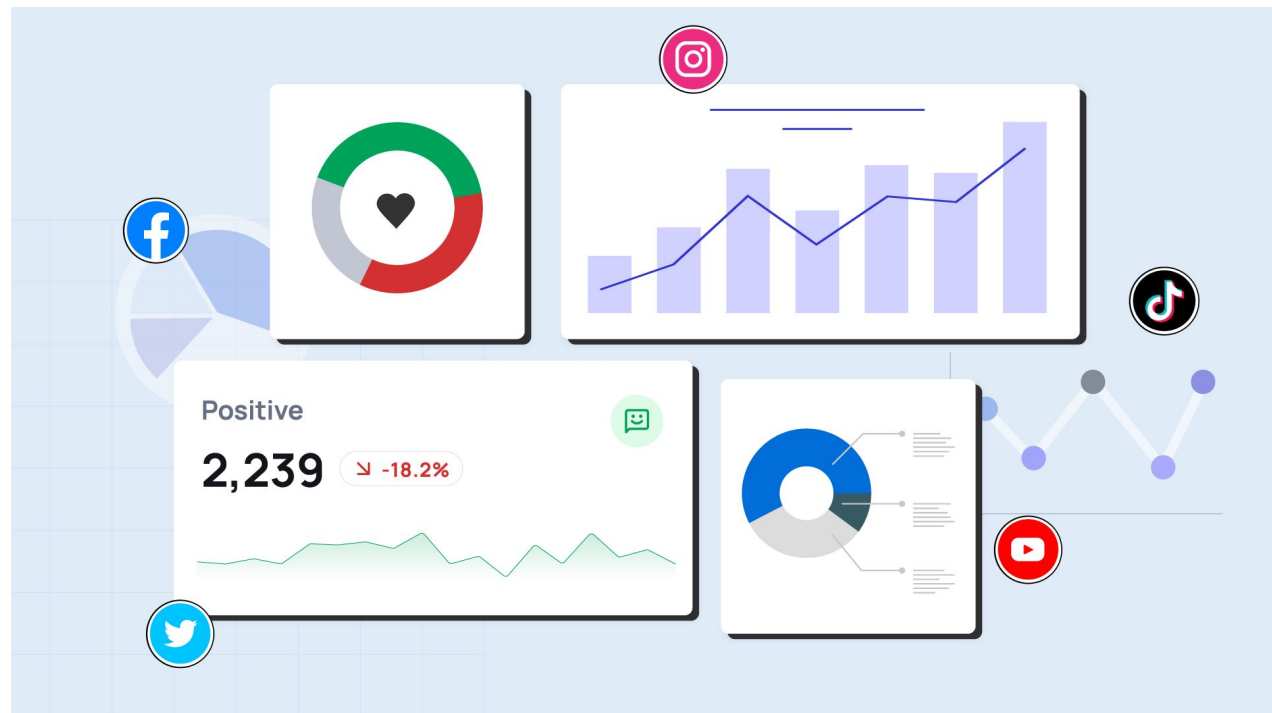
- Key Social Media Metrics to Track
 - Engagement Rate: Percentage of people interacting with your content.
 - Follower Growth: Track how fast your audience is expanding.
 - Click-Through Rate (CTR): How many people visit your website or landing pages.
 - Conversion Rate: How many social media visitors turn into customers.





Measuring Success & Optimizing

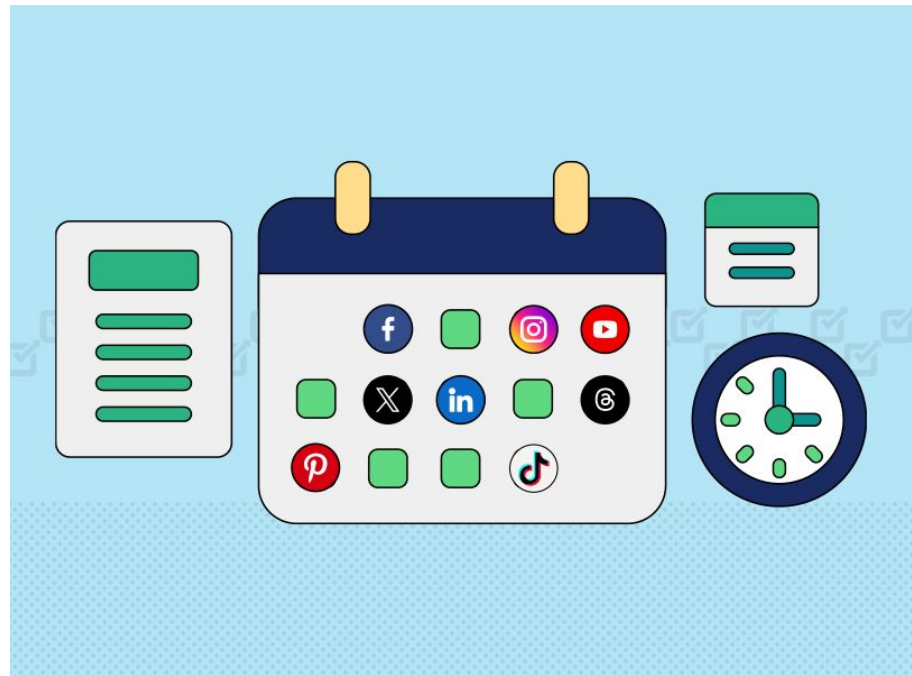
- Use Tools to Track Success
 - Google Analytics
 - Hootsuite, Cloud Campaign, Sprout Social, Hubspot
 - Native Social Platforms





How to Increase Engagement Quickly

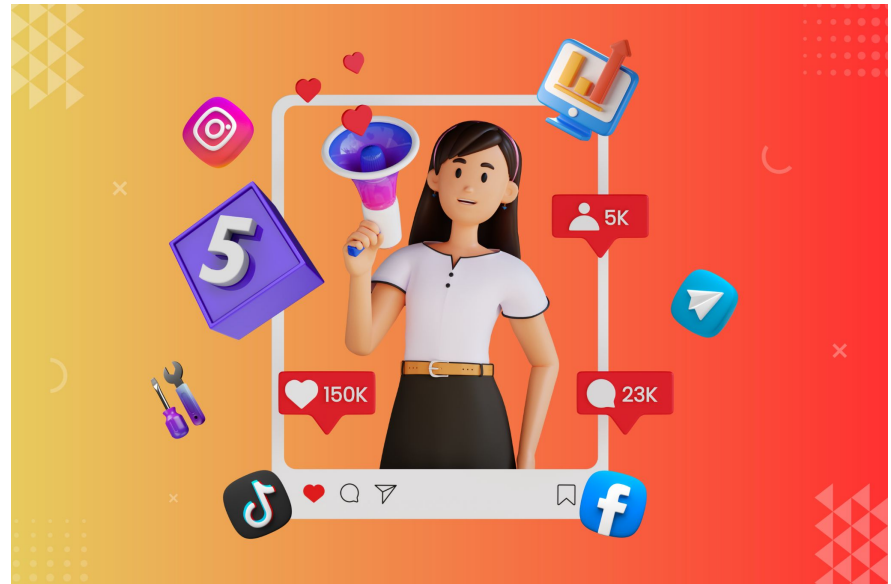
- Post consistently (at least 3-5x per week).
- Use strong call-to-actions (CTAs) (e.g., “Comment below with your thoughts!”).
- The 50/30/20 rule
 - 50% Engaging content
 - 30% Curated content
 - 20% Promotional content





How to Increase Engagement Quickly

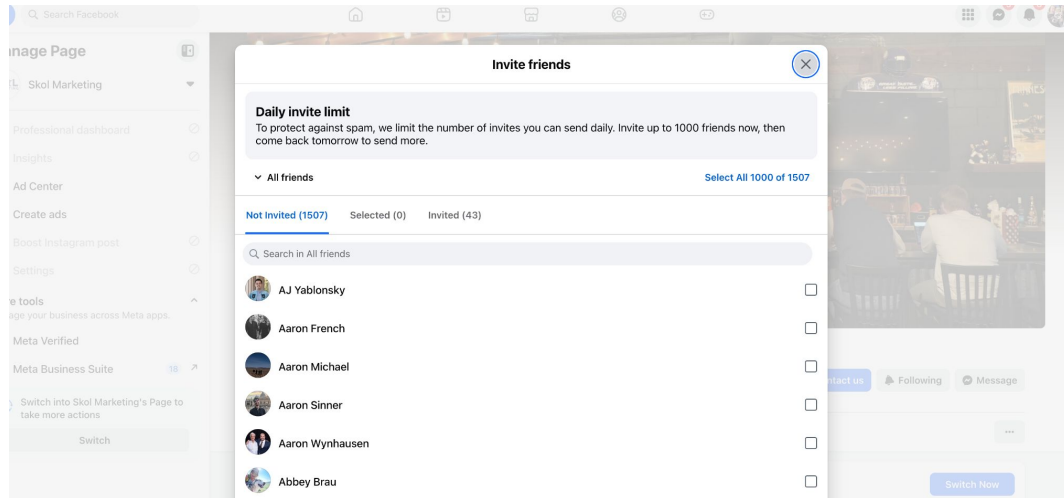
- Go live to interact directly with your audience.
- Respond to comments and messages quickly (within 1 hour for best results).
- Use trending hashtags relevant to your industry.
- Collaborate with influencers or brands in your niche to expand reach!





How to Increase Followers Quickly

- Both LinkedIn and Facebook allow you to invite users to invite people to follow your page fairly quickly:
 - [How to increase followers on LinkedIn](#)
 - [How to increase followers on Facebook](#)





How to Simplify Your Posting

- 3rd party scheduling tools like Hootsuite, Buffer, Cloud Campaign, Hubspot, etc (typically paid)
- Meta (Facebook and Instagram) and LinkedIn, along with other platforms allow native scheduling.
 - Schedule posts in advance to increase efficiency.
- Plan out content pillars to create post categories to simplify the idea generation process





Connect Your Facebook & Instagram

- On FB, switch to your Business Page
- Click Settings and privacy, then click Settings.
- Under Permissions, click Linked accounts.
- Next to Instagram, click View.
- Click Connect account

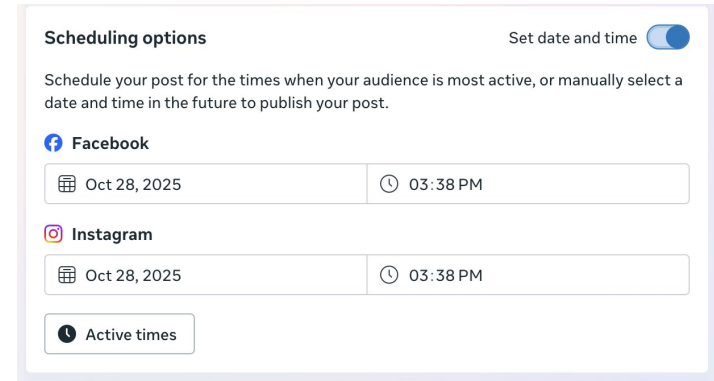
*If your Page is in a business portfolio, you must have a professional account on Instagram.





Schedule posts: Facebook & Instagram

- Go to Business Facebook page
- Click Meta Business Suite
- Click “Create a Post”
- Toggle “Set date and time” to schedule
- Add image and text for your posts



The screenshot shows the 'Scheduling options' section of the Meta Business Suite interface. At the top right, there is a toggle switch for 'Set date and time' which is turned on. Below this, a text prompt reads: 'Schedule your post for the times when your audience is most active, or manually select a date and time in the future to publish your post.' The interface is divided into two sections: 'Facebook' and 'Instagram'. Each section has a date and time picker. For Facebook, the date is 'Oct 28, 2025' and the time is '03:38 PM'. For Instagram, the date is also 'Oct 28, 2025' and the time is '03:38 PM'. At the bottom, there is a button labeled 'Active times' with a clock icon.

Scheduling options Set date and time ☒

Schedule your post for the times when your audience is most active, or manually select a date and time in the future to publish your post.

Facebook

Instagram

*Note that you can change the post for instagram and facebook if you'd like to include links in your post text.



Next Steps

- Pick one strategy from this guide and implement it this week—whether it's posting more video content, creating a poll or giveaway, or boosting your first post.
- Discuss with your team whether you're on the right social platforms





Activity

- Setup Free Canva Account - canva.com
- Create 3 posts via Canva
 - Facebook - Testimonial post
 - Instagram Stories - Upcoming Events
 - TikTok - 5 tips post
- [Content Calendar and Planning for November](#)





Thank You

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