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Supercharge your Social Media Profiles: Proven Tips and Strategies

Hello and welcome to this week's edition of the CPY digital weekly newsletter. If you've been subscribed for a while, you may recall our guide to social media marketing basics. Today, we're taking it a step further by providing you with useful tips to grow your accounts and boost engagement.

Social media is a constantly changing landscape and can be a tricky area to navigate. With new trends coming out almost every week its easy to get left behind, but if you can master social media it can be one of the most effective marketing strategies in 2023.

So let's dive into the strategies that you can leverage to develop your social media game and level up your engagement.



Know your audience

The first key point is fundamental to most marketing strategies, but is especially useful for social media marketing: knowing your target audience. Identify where your audience is most active across social media and focus on these platforms. There's no point in having an outstanding LinkedIn feed if your target audience is spending all their on TikTok. Your content should be designed with your customer in mind, resonating with their interests and needs. A good exercise to help with this is to create a persona for what your ideal target audience member is. Write it down and be specific in your description, write their age, interests, lifestyle, personality traits, and hobbies, you can even give them a name. Then, when it comes to producing content, think about what they would want to see and if they'd enjoy the content you are creating.

Maintain Consistency Across Platforms

When using multiple social media platforms, it's crucial to maintain a consistent brand image across all of them. By doing so, you ensure that followers can easily recognize and connect with your brand on whichever platform they're using. Make it convenient for users to find and follow all your social media channels by including links to each platform in your profiles.

Use influencers

Influencers have become a powerful presence across all social media platforms, wielding significant influence over their followers. Influencers range from accounts with just a few thousand followers to accounts that have several million, and collaborating with influencers can add immense value to brands' marketing campaigns. Adverts from influencers have more persuasive power over their followers than a paid ad in the content feed would, and allow you to benefit from their credibility. Using influencers provides an audience that is already engaged in their content and can be a useful tool for targetting the demographic you desire.

Engage with your followers

Engaging with your followers is not only beneficial for boosting your profiles in social media algorithms but also for developing strong brand-customer relationships. By actively responding to and interacting with customers you increase the number of comments on your post, signaling to the platform that your content is engaging and worth showing to a wider audience. This boosts your posts and encourages others to join the conversation, further amplifying your content's reach and impact. Having a polite chat and sparking conversation with your customers in the comment section can make your brand seem friendlier and more likable, fostering valuable customer relationships.

The final tip is staying on trend

If there was a silver bullet for digital marketing, it would be going viral. Going viral can propel your brand to new heights and turn your marketing campaign into an overnight success. Viral content causes an exponential boost to your social media presence, and keeping up with the latest trends is key to achieving this.

Monitor trending topics on Twitter, stay up to date on the latest dance crazes on TikTok, and observe which posts are thriving on Instagram. Find ways to incorporate these trends into your marketing strategy, aligning them with your brand image to keep your content relevant to both brand and trend. Going viral can have a lasting impact, and maintaining consistency with viral-worthy content can extend your reach even further.

We hope these tips can help you get the most out of your social media accounts and guide you to unlocking the full potential of social media as a marketing tool. As always, we value your input and would love to hear your tips and tricks for social media success. Connect with us through our Email cpy.digitalm@gmail.com or through our instagram @CPYdigital.

Thank you for reading and we'll see you in next weeks edition of the CPYdigital newsletter.

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