

# Strategies to Add to Your Social Media Marketing Plan

2014 has been another thrilling year in the world of social media, from Instagram reaching 300 million users, surpassing Twitter, Facebook's continuous algorithm updates pushing organic reach to a plummeting death, LinkedIn's new publishing platform giving [twitter followers](#) users a powerful way to build their brand, and SnapChat establishing themselves as a bigger player by displaying advertisements and sponsored stories. These updates are just dusting the surface of social media changes over the past year, but what does this all mean for your marketing plan in 2015? We all know that social media is critical to every business's marketing initiatives (especially those in creative industries like craft marketing). Not having active social channels for your business is equivalent to showing up to work without pants; it's embarrassing and not socially accepted. No one wants to be the idiot who shows up to work in their underwear, but what's the point of maintaining social channels if they're not adding value to your business? Well, there is none. You should be using social to do one or several of the following: establishing and growing brand recognition, gaining qualified leads, or improving customer relationships (ideally all three). In my post last year covering social media strategy suggestions for 2014, I stressed tactics such as creating a social media marketing plan and sticking to it, going above and beyond in social media customer service, [twitter retweets free](#) embracing mishaps, and so on. Let me assure you, these strategies are all still critical, but with the New Year upon us I have some new and improved tips up my sleeve to add to your social media marketing plan for 2015.

## Create or improve your social accounts

Once you've audited your accounts, it's time to hone your online presence. Choose what networks best meet your social media goals. If you don't already have social media profiles on each network you focus on, build them from the ground up with your broader goals [how to get more followers on instagram](#) and audience in mind. If you do have existing accounts, it's time to refine them and update them for your best possible results. We've created a guide on How to Set-up Facebook, Twitter and Every Other Major Social Network to walk you through that process. Every social network has a different audience and should be treated differently. See how you can optimize your profiles themselves to meet any of your business goals. Optimizing profiles for SEO can help generate more web traffic to your online properties. Cross-promoting social accounts could help you grow the reach of content. In general, social media profiles should be filled out completely, images and text optimized for the social network in question. One of the most important reasons for being active on social media is that your consumers already are. That usually means, so are your competitors. That might not be comforting, but it actually means that there's a wealth of knowledge already available to you which you can integrate into your social media marketing plan. Turn to your competitors for inspiration when it comes to what content types and information get the most social media engagement. Also, [instagram likes](#) use social media listening to see how you could distinguish yourself from competitors and appeal to consumers they might be missing. Consumers can also offer social media inspiration, not only through the content that they share but in the way that they phrase their messages. See how your target audience writes Tweets, and strive to mimic that style. Also learn their habits, when they share and why, and use that as a basis for your social media marketing plan.

## Test, evaluate and adjust your social media marketing plan

To find out what adjustments need to be made to your social media marketing strategy, you should constantly be testing. Build testing capabilities into every action you take on social networks. Track your links using url shorteners and utm codes. Use Hootsuite's social media analytics to track the success and reach of social campaigns. Track page visits driven by social media with Google analytics. Record and analyze your success and [how to get likes facebook](#) failures, and then adjust your social media marketing plan in response. Surveys are also a great way you can gauge success. According to Jaime Stein, these work both online and offline. Ask your social media followers, email list and website visitors how you're doing on social media. This direct approach is often very effective. Then ask your offline customers if social media had a role in their purchasing. This insight might prove invaluable when you look for where to improve. The most important thing to understand about your social media plan is that it should be constantly changing. As new networks emerge, you may want to add them to your plan. As you attain goals, you may need to adjust them or find new goals for each network. New challenges might present themselves that you need to address. As you scale your business, you [how to get more views on youtube](#) might need to add new roles or grow your social presence for different branches or countries. This is a plan that is meant to change, so be flexible and open to these changes. Rewrite your strategy to reflect your latest insight, and make sure your team is aware of what has been updated.