CALIFORNIA STATE UNIVERSITY SAN MARCOS

PROJECT SIGNATURE PAGE

PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE

MASTER OF BUSINESS ADMINISTRATION

PROJECT TITLE: Social Media Marketing Plan

AUTHORS: Amirmasoud Samimi

PRESENTATION DATE: 8/11/2016

THE PROJECT HAS BEEN ACCEPTED BY THE PROJECT COMMITTEE IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION.

Name of Project Advisor
Dr. James Hammerly

[Signature]
8-16-16

Name of Second Reader
Dr. Glen Brodowsky

[Signature] [Signature] 8-16-16
# Table of Content

1. Executive Summary ........................................................................................................... 1
2. Introduction .......................................................................................................................... 2
3. General Company Description ............................................................................................ 3
   3.1 Company background ..................................................................................................... 3
   3.2. Product description ....................................................................................................... 4
4. Research Objective .................................................................................................................. 5
   4.1 Improved Brand Identification: ................................................................................... 5
   4.3 Further chances to convert: ......................................................................................... 5
   Conclusion ............................................................................................................................ 8
5. Methodology .......................................................................................................................... 8
   5.1 Survey ............................................................................................................................ 8
   5.2 Website .......................................................................................................................... 9
6. Analysis .................................................................................................................................. 9
7. Recommendations .................................................................................................................. 14
   7.1 One effective way to build trust is offering free education ........................................... 14
   7.2 Promoting your accounts ............................................................................................ 15
   7.3 Try not to over post online: .......................................................................................... 15
   7.4 Make sure your posts matter! ....................................................................................... 15
   7.5 Customer interaction: ................................................................................................... 15
   7.6 Keep your pages active! ............................................................................................... 16
   7.7 The Industry Standard: ............................................................................................... 16
   7.8 Understand your followers ........................................................................................... 16
   7.9 Building Engagement through the Community ............................................................. 17
   7.10 Use your full capacity! ................................................................................................. 17
   7.11 To Calculate Engagement Average: ........................................................................... 18
Bibliography ................................................................................................................................ 19
1.Executive Summary

Kelar Pacific is a company located in 3 different locations in southern California; Kelar Pacific has been one of the companies in AEC industry with providing project solutions to their customers. The company has been in the industry for more than thirty years and now it is trying to gain Los Angeles area market share, which they had lost few years earlier. Kelar Pacific has about 50% of the market share in San Diego Area and about 5% in Orange County and almost 10% of the market share in Los Angeles Area. Their concentration on earning the market share is basically through marketing strategies and more especially through social media marketing.

The goal of the company is to generate revenue through social media in near future without interacting any sales person. This means that people and customers would see and get aware of the new products, classes and also services on social media, and purchase it online without any phone calls. This means that the company’s website and social media should reach to a special level that can inform customers enough that they could trust the product or services such as classes they want to purchase online.

Based on this goal we started to look at the industry behavior and other competitors in the area. Therefore we found out there are few competitors, which two of them are our main competitors and these are the ones we have to compete in order to increase the market share. In order to understand the customer’s need and preferences, we decided to conduct a survey and send it out to our current customers. Based on the feedbacks we got, we realized that most of the people rather to get informed through email and LinkedIn, and also company’s website is one the most important sources that customers would refer to get more information about the company and the products.

Moreover, we realize that in order to get better in social media marketing, we need to keep track of all the posts we post on social media and keep track of people’s interactions. Which means we have to create a spreadsheet and try to keep record of every single activity people have on our posts such as how many likes the post gets. Based on these information we can realize which posts attracts more attention and what kind of classes or products do people are interested in to know more about.
2. Introduction

After finishing my bachelor degree I wanted to embark on a new journey to the United States therefore I decided to study in California State University of San Marcos and started my MBA degree. As an international student I started taking some pre requisite courses in fall 2014 and finished all the prerequisites in summer 2015. In the beginning of the fall 2015 we all started the Specialized Accelerated MBA (SAMBA). After one year and three months we had to do our internship. Each of us assigned to do an internship in different companies except two of us who had to go abroad to gain some international experiences.

After the discussion with our professor, David Grooms, I assigned to do my internship in a company in Mira Mesa called Kelar Pacific, which is managing by Mo Mansouri. After the first interview I had with the president of the company, he accepted me as an intern in the company.

Before I started my internship I had completely different idea about how my internship is going to be. I was thinking all the time by myself that it is going to be so normal and everything that I’ve learned would be practical in this internship period. I thought it is going to be easy and every thing would happen base on whatever we have learned. But after the first week everything has changed and I realized that the project that I’m doing is not that easy and there is no specific path to reach to the success in that project. Therefore I realized I needed to spend more time to research and find of possible ways that could get us closer to success. After spending some time in the company and also some times out of the company working on this project, I realized this is the company helping me and teaches me different strategies and points to consider while I’m working in this project.
3. General Company Description

3.1 Company background

Kelar Pacific LLC is an Autodesk gold partner and re-seller. For over thirty years, Kelar Pacific has focused on providing complete project solutions to their customers, from conceptual to completion. Kelar Pacific strives in providing outstanding, engraved customer service. Their team specializes in project solutions, specific to Building Information Modeling (BIM), Cloud computing services, Project Management consulting and Computer Aided Design (CAD). Kelar Pacific takes pride in staying on the cutting edge of technology and innovation, separating themselves as a valuable partner for those in Architectural, Engineering and Construction (AEC) Industry.

Kelar assists architects, engineers, constructions and also the owners and operators overcome the challenges they face by applying and operating design, construction and geospatial technology. The company provides series of softwares and services in these industries. Kelar Pacific also partners with Citrix and silver partners with Bluebeam. The companies’ main focus is to help companies grow and succeed. Their goal is to provide the most productive and project management (PM) in the Architectural, Engineering, and Construction (AEC) industry.

Kelar Pacific currently has branched in three different locations in Southern California including San Diego Area, which is their most client base location, Orange County, and Los Angles. Currently Kelar Pacific has about 50% of the market share in San Diego region, 5% in Orange County and about 10% of the market share in Los Angeles Area. Although there is a higher market share in their San Diego region, Kelar Pacific originated in Los Angeles first at the year of 1983.

Currently Mo Mansouri is the president of kelar pacific whose purpose is improvement and growth of the company in the AEC industry.

Products and services offered at Kelar Pacific consist of providing to three main groups of client base. The first group is Architects, Engineers and Constructions (AEC). In the US they call it the AEC industry and in Europe they refer to this industry as the OEC. One other major collection of customers that Kelar focuses on consists of subcontractors. Architects, engineers and contractors, who need the sub contractors help and work to make their projects happen by hiring subcontractors. The last clientele that Kelar focuses on are the Owners. Owners are separated into two groups, there are the individual owners whose main purpose is building hotels or schools, and there are also the public owners whose main purpose is to focus on the city or the health care industry.

Kelar Pacific has two main competitors in the area, which they are competing with. The first one is U.S Cad which was found in 1999 and is based in Orange County and the second one is Microdesk which was found in 1994 and has multiple locations all over the US.
3.2. Product description

Being one of the technology cohorts in the AEC industry one of the services provided by Kelar Pacific is complete project solutions from pre-development to redevelopment. They repetitively evaluate the new technology, seeking for techniques to expand efficiencies within businesses. Kelar Pacific will help its clients AEC projects stay up to date on technology and innovation. Kelar pacific holds over 30 years of experience in helping its consumers with:
- Migration from exchange to cloud
- Project Management Consulting
- Building Information Modeling (BIM)
- Implementation and training
- Cloud computing services
- Computer Aided Design (CAD)

Kelar Pacifics Project Based Solutions leads by recognizing each projects aim and sympathizing any resource gaps. With Kelar pacifics help businesses will establish the best steps to apply time and price saving technologies, which include:
- BIM coordination services
- 3D scanning services
- IT systems implementation & consulting services
- BIM implementation and assessment
- Cloud consulting & platform integration services
- Technology assessment- review current processes
- Estimating services
- Public & custom training classes
- 3D printing services
- Scheduling services
- Design, drafting, and BIM rendering services
- Point cloud services

When it comes to project management with the right consulting and training Kelar pacific provides the assistance needed to get started and complete projects. They help regulate the construction project plan, estimate costs, and budget. Without having to compromise development or quality software’s such as prolog or primavera p6 offered by Kelar Pacific will help businesses utilize technologies that they may not even know about.

Just like any business or institute education will be one of the main assets in a business that will help increase teams quality of work and while allowing the company achieve its goals. Kelar pacific offers variety of public classes at Los Angeles and San Diego. Businesses have the option to request personalized training based on their teams educational needs. Kelar Pacific offers technical support to their customers that have software subscriptions with them. Autodesk ranks Kelar Pacifics Technical team as one of the top three technical teams in the nation.
4. Research Objective

According to what has been said about the company background and products, Kelar Pacific Company is seeking for new techniques to increase their sales while increasing markets share in different areas of southern California mainly aiming for Los Angeles Area. According to board of the directors’ evaluation they have decided to start marketing through social media, as it is one the finest and most convenient approach to influence the target market.

Knowing how to take advantage of social media properly will allow the business to connect with its customers on a personal level. With social media you are able to build deep and long lasting relationships that ultimately leads to customer loyalty and deepening the relationships. Through social media businesses will gain lots of benefits and expand their business on a different level. Some of these benefits are as followed:

4.1 Improved Brand Identification:
anything that will give the business the chance to expand their visibility is valuable. A businesses linkage with social media allows them to benefit from this new channel for the brands voice and content. The importance of social media is that it instantaneously allows new customers to connect with them easily and have access to them at their fingertips while making existing customers more recognizable and familiar with them. One example would be that someone may come across a business just by looking through their social media newsfeed, such as twitter or linked in. (Demers, J)

4.2 Enhanced Brand Loyalty:
Through social media business have the advantage of connecting with their audience. Open and tactical social media plan can substantiate effectiveness in transforming customers into being brand loyal. (Demers, J)

4.3 Further chances to convert:
Every single post that is released on social media is an opportunity of its own to get someone to convert. Once a following is built the business concurrently has access to previous, current and potential clients that they are able to network with. Each post such as images, blog posts, videos even comments that are shared is an opportunity to allow someone to respond, each response could than lead to site visit and gradually discussion. Though every interaction may not outcome a discussion it still is a progressive interface that could escalate into a conversation in the future. Total number of opportunities on social media is significant despite the click through rates that could be low.

4.4 Advanced conversion rates:
In order to improve engagement and conversation rates on social media, the audience on social media channels has to be build. The most effective way to improve conversation rates is humanization of the brand. Consumers become more engaged and active on social media when they can relate to the brand as they relate to their friends or family. Social media offers a platform where brands gain the possibility to act
like people and thus improve trust into the brand and show authenticity. In that way, the company is able to generate traffic website traffic and improve brand awareness.

4.5 Higher Brand Authority:
To increase brand authority, it is important to interact with customers on regular basis. People usually turn to social channels when they want to say something about the brand; that might be either a positive compliment or a complaint about the product or service. When those people post the brand name, new audience members follow those posts and start new conversations. That generates new valuable traffic because more people are talking about the brand on social media and make it seem more authoritative. The visible brand authority increases even more when the company interacts with influencers on other social channels such as Twitter or Instagram. (Demers, J)

4.6 Increased Inbound Traffic:
Increased inbound traffic means more leads and more conversations, which can be increased by providing high quality content on social media. Every additional piece of content and every additional social media profile is another link to the company’s website and gives another opportunity to generate new customers. Without an effective social media strategy, the inbound traffic is limited to customers that are already familiar with the products and services the company has to offer. (Demers, J)

4.7 Decreased Marketing Costs:
Advertising on social media decreases marketing costs. According to some studies, putting six hours of effort per week into social media is enough to increase traffic. With this little investment, marketers are able to develop high quality content on social media channels and reach visible results within one week. The company can start advertising on social media with small steps and a small budget. Also paid advertising on social media is affordable. If necessary, the budget can be increased any time if higher goal want to be reached.

4.8 Your Search Engine Ranking:
An efficient way to create the success you need for your search engine rankings is to use SEO as a way to take applicable traffic from certain search engines. Not only should you be consistently updating your blog, but you should supply links to your original site, and enhance the title tags or meta descriptions related. Many search engines, such as Google or Bing, use tools to calculate their rankings with social media. This is essential due to that fact that many strong brands use social media as a means of communication with their customers. Thus, social media is used as a way to search for brands that represent authenticity, reliability and trustworthiness. This mean, that if you want to be ranked from a certain set of keywords, ensuring you have a strong social media presence with your customers can be almost essential.
4.9 Richer Customer Involvements:

At its basics, social media is defined as a means of communications such as more common channels like the telephone or emails. When using social media, every opportunity to interact with a customer could enrich your relationship with them, as well as your customer service level personally. For instance, if a customer has a problem with one of your products, they are able to go onto social media such as Facebook and complain. This gives the producers of said product the ability to immediately respond and apologize for the lack of quality of the product at hand, thus allowing them to publicly apologize and fix the problem. On the other hand, if a customer praises a product, you have the ability to thank them for buying it and liking it, as well as recommending other products of yours that you believe the customer would like to buy. It gives your business a personal experience with the customer that lets them know you care what they think.

4.10 Enhanced Customer Perceptions.

Thought social listening on social media you also have the advantage of gaining valuable information about your customers, such as their interests and behaviors. One great example is if you read through peoples comments on posts you are able to understand your customers direct feeling and thoughts on your business or even other personal interests of your customers or target market. Through social media you have the capability to fragment your content syndication lists centered on themes and observe which category of content develops the most attention, after generate more of that category of content. Through other promotional posts you have the ability to gage conversations and target the perfect combination for your clients to maximize your revenue.

All of these are the advantage of nourishing a lasting social media campaign. The following are consideration points for those that are hesitant to start the social media campaign.

Value of saving time, the sooner you start engaging in social media the sooner you will be able to take advantage of it. Just like any other business point social media is about building and deepening relationships and it leans to grow by word of mouth through friends and friends of friends that are all connected through social media. The quicker you start the quicker you have the advantage of gaining audience and expanding your audience.

In this process your Possible Losses Are Inconsequential. By being involved in social media you have nothing to lose. It takes a insignificant amount of money and time to created a profile and to start posting and being active on it. Compared to all the other marketing channel social media marketing is insignificant. To establish a presence It only takes as little as 5 to 6 hours a week and will cost as low as couple hundreds.

You are already behind if you have not started as your competitor is already involved in some sort of social media. Your Competition Is Already involved and is intruding your possible social media conversations and traffic. While standing there and not being active don’t give your competitor the opportunity to gain all the benefits. All
this being said if your competitor is not already involved that is even another significant reason as to why you need to get started right away.

**Conclusion**

The main point is that the longer you procrastinate the more you are losing. If social media marketing is completed correcting it only expands your customers, discussions and traffic continuously without a break. When ready to proceed but not sure where to start there are many resources that can help business get started on social media. The company’s goal is to start selling product through social media and could generate revenue through social media with having any sales force involve in the process in near future.

**5. Methodology**

After finding out that social media could be the best way to start marketing and brand awareness, and different impact of it on customers, we decided to do some market research to find out which social media channel should we concentrate more and how should we do it. Therefore we started to look into the industry and see that are our target market are and how are our competitions doing in social media marketing.

**Competitors**

There are many competitors in this industry but not all of them have been successful. And most of them have small amount of market share. But there are few that have the most market share of the AEC industry. Among those companies we can name U.S CAD and Microdesk in southern California.

**Target market**

**5.1 Survey**

In order to find out which social media network we should concentrate and how we should do it, we conducted a survey and in an email format we went out the survey and asked for feedback from all current Kelar Pacific customers. The idea was to find out how customers rather to see advertisement and also see the webinars and new deals. Since we wanted to get the best result from that survey, we tried to design it short. It had only 5 questions, on how they like to know about webinars, classes, products and services, how often they use social media and what purposes they use it for, social media they prefer to see us on.

These days people are ignoring most of the emails they get unless it is an important or interesting email, therefore we tried so hard to choose the right title and description for the survey, we wanted to choose the survey in a way that attracts readers attention and try to keep them involved.

Moreover we also assigned an opportunity-drawing award for those of people who participate in the survey. Besides all of the emails, which have been sent to the current customers, we also prepared a link and a motivational note with a gift for who ever participate in the survey. We posted the link on companies social media pages. Currently Kelar Pacific has Facebook, LinkedIn, YouTube, and Twitter accounts on social media and those are the pages we used to post the information on.
Based on the feedbacks we got, we realized that almost every one check his or hers social media accounts for professional purposes. Moreover, we realized that LinkedIn is the most popular social media for professional purposes and after that Facebook and YouTube are the most popular ones. On the other question we also realized that people still like to know about webinar, classes and new technologies through their email and after that LinkedIn is the best way to inform them. On the forth question we learned that advertising is not always effective in the AEC industry through social media, and advertising doesn’t change their opinion so much about their decisions.

Another important thing that we could realize through this survey was, all the people who participated in the survey would prefer to use the company’s website to gather information for the AEC industry.

The problem that comes up here is, Kelar Pacific web page is kind out old and out of date, so the project of renewing the website became one of the priorities.

5.2 Website

One of the most important assets within a firm is the company website. The company website goes beyond online occurrence or public face, it is the most efficient system for drawing, promoting and training new business. For customers the main source for gathering information regarding the business is the business website. The website allows clients to comprehend and participate amongst your expertise which than allows them to contact you which will lead to the becoming your purchaser.

The website helps inaugurate your integrity by signifying to other industry viewers and your consumers the different leagues you part take in. It is crucial for AEC firms to illustrate their authentic work on gleaming professional website. The promptest way to come across as abecedarian would be to use stock imagery on template website.

Make sure to be proficient as your website is as much an prospect as a requirement. Your website will validate the intensity of key individuals knowledge and experience along with your organizations sophistication, when constructed accurately. The website permits you reveal who you are, what it is that you do and why it matters to customers. Your website is the main method to allow you to differentiate yourself from your competitors.

Since we found out the companies website is the most important source of information for the customers, company started to renew its website as soon as possible. There are few reasons that we say the website is out of date, first one is it doesn’t look professional. It means that the website doesn’t show what the company does. It could be important for customers who are buying a software to see that the company that they are buying software from has a professional website. This could be a good move toward attracting new customers.

6. Analysis

Base on Houze website, there are 31,720 general contractors, 6,690 architects and building designers in Los Angeles and Los Angeles county and also there are 4,632 general contractors and 1,742 architects and building designers in San Diego county. And based on LinkedIn data there are close to 13,000 members from AEC industry in
the United States which could be our target market on social media especially on LinkedIn.
In order to keep track of every single post and analyze it we have to do some progress to see the feedback from customers and can understand the differences between the posts. Therefore we have to start working on excel.

a) Build Your Spreadsheet
For you to start, you will have the following categories and will need to place them in 14 separate columns to add in all of the information you will need on your social media updates and posts:
- Network
- Date
- Categories
- Subcategories
- Audience
- Meta-tags
- Posts
- Impressions
- Calls to action
- Comments on each post (replies)
- Likes per post (favorites)
- Shares per post (retweets)
- Clicks
- Total engagement

You will store the engagement numbers for your content in the last four columns as show above. There are three basic engagement actions for every network, which are: like, comment and share. Including social media apps such as Instagram, which does not have repost function built into it, there’s is still users ability to tag the original author for a user repost.

b) Recognize your Categories and Subcategories
Before moving on to step 4, you'll need to decide on the information make a note of the information below where the spreadsheet will be filled in.
Categories
Your categories should be based on the larger topics of your posts, to identify larger trends you should use them to analyze the performance in content across each network. Examples of categories are:

- Product: major product category posts.
- The holiday/seasonal category: Seasonal themes in certain posts which are more helpful when dealing with e-commerce business.
- Extra content: posts that contain content from other websites that are news related, articles or blog posts made by other users.

Category topics do not need to be limited but must be kept manageable and general. Save individual details for subcategories.

Subcategories

Each category must be broken down into smaller subcategories. This allows you to analyze smaller trends known as microtrends, as well segments of content that work the best and the worst. Based on the categories already mentioned, examples could include:

- Certain product names or details.
- Certain holidays or campaigns you've organized for a particular season.
- Certain website names where you extract your content or categories of topics for articles such as “lifestyle,” “humor” or “style.”

You can detail your subcategories as much as you like, but they must keep the general theme. Each subcategory must be divided into three posts or it could be considered too detailed and defined as a meta-tag (more on that later).

c) Outline Your Audience and Calls to Action

The columns for your audience and your goals for your business require the most thought and specification. The information will be used to fill out each column in your spreadsheet.

Audience

The audience is who your content is being directed to. Your specific business could have many other sub-target groups, depending on the people who engage with your content and buy your products. Simply, we will use “male” and “female” as audience examples.

However, for future reference, I suggest you spend extra time to consider the different target groups and build context for those certain individuals to inform your content strategy.

Calls to Action

Calls to action take many forms, it all depends on each individual goals for each individual posts from each category. Bearing in mind that not all posts need calls to actions and not all calls to actions need to be related to the products you are trying to sell.

Examples of Calls To Action include:

- Subscribing
- Visiting the website
- Buying immediately
- Sharing
Meta-tags
To ensure yourself more thought-through analysis of the individual types of content, the use of additional meta-tags is suggested for you to describe each element of the content specifically.
Image descriptions (such as objects, size, colors, person or orientation), keywords and even descriptors for the tone of the copy can be used as meta-tags. Meta-tags help individualize trends in more creative content for you to write more dynamic copies and select more interesting images for your posts.

d) Collecting Your Data
There are a number of ways for you to fill in your spreadsheet but it depends on the networks you are using for your content.
Provided below is a spreadsheet example that was developed for a retail company using the categories, subcategories, meta-tags and audiences that were previously defined.

<table>
<thead>
<tr>
<th>Date</th>
<th>Network</th>
<th>Categories</th>
<th>Subcategories</th>
<th>Target</th>
<th>Call to Action</th>
<th>Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/22</td>
<td>Facebook</td>
<td>Product</td>
<td>Sweaters</td>
<td>Women</td>
<td>Buy Now</td>
<td></td>
</tr>
<tr>
<td>9/21</td>
<td>Twitter</td>
<td>Holiday</td>
<td>Month Sale</td>
<td>Men</td>
<td>Visit Website</td>
<td></td>
</tr>
<tr>
<td>9/25</td>
<td>Facebook</td>
<td>Product</td>
<td>Pants</td>
<td>Men</td>
<td>Visit Website</td>
<td></td>
</tr>
<tr>
<td>9/26</td>
<td>Twitter</td>
<td>Holiday</td>
<td>Month Sale</td>
<td>Both</td>
<td>Share</td>
<td></td>
</tr>
<tr>
<td>9/24</td>
<td>Facebook</td>
<td>Product</td>
<td>Pants</td>
<td>Women</td>
<td>Visit Website</td>
<td>This new line of skinny jeans goes</td>
</tr>
</tbody>
</table>

Populate your spreadsheet with post details.
A lot of information is provided but is easy to use and search for.
There is a function provided by Twitter Analytics called the 'Export feature' for the last 500 tweets you had, and Facebook Insights can be exported within 180-day chunks. To ensure your data is current, you must export regularly.
Tools provided such as bit.ly help to keep track of all of your link clicks. If there's a recurring tendency of you posting the same link more than once, you must make sure to add your click to the correct content by using other tools provided like HootSuite's Click Report of the BufferApp, they help you track certain posts and generate the clicks.
Every single tool mentioned has a free version, allowing you to measure posts on multiple social networks.

e) Sorting your Data
You can sort the total engagement column in the descending order to identify what your best-performing content is across all of your networks.

Sort by Total Engagement.
The best-performing posts determined by engagement will show up at the top of the column.

For certain social networks such as Instagram or Twitter, you can determine your best performing posts by filtering first by the network, then by Total Engagement.

To find the highest engagement on certain posts on your social networks, you must first filter your spreadsheet.

f) Analyze Categories
The next step is to manually filter for the categories and subcategories you’re interested in reviewing.
This specific spreadsheet is filtered to show other category posts. If you were to include more than one subcategory or category in Excel, you'll need to adjust the filter feature to use the "contains" input, to avoid selecting each individual check box. This will allow you to view the rows in the columns that contain multiple subcategories, as well as ones with use one subcategory.

After identifying each top post in each individual category, you will need to begin to analyze each one for the post copy, the images (if applicable) and the various sentence structures. What trends can help each network you use by optimizing content? This is a few examples of three posts that each promoted the same link:

A comparison shows that engagement was highest with men of three posts promoting the same link.
In this specific situation, analysis demonstrates that the shorter the post lengths received, the more engagement was developed. The similar posts about the sweaters shows that by using two different images, it generated a higher click-through rate with males than it did with females.

Conclusion
You don’t have to rely on intuition to find out which posts perform best for you. Use Excel to reveal important insights about post engagement in nearly real time and make more informed decisions about your content strategy.

You do not have to rely on your intuition to discover which posts perform best for you. The use of excel helps reveal important insights about your post engagement and helps you make more informed decisions about the different strategies you used for you content.

7. Recommendations
These days, many businesses have multiple social media accounts to cover a widespread customer service area. However, many businesses have problems figuring out which social media account works for them best. The social media marketing business can be very difficult to grasp, specifically for older companies or those who are not born online. Changing the traditional way of marketing to a more online social media marketing scheme have proved to be hard for those companies that predate the fast growing trend that is social media. We all know that uncomfortable online updates about how terrific their product is, is not something that will bring success which is why social media marketing has to be done right. Here are 5 ways to make your social media marketing page a success to your business:

7.1 One effective way to build trust is offering free education
You are behind the bend if you are considering blogging as a rage. Today a potential shopper may be able to find you by blogging. Your audience will derive to believe in your brand as well and it is the most significant and critical way. Readers will
end up being your loyal customers and they will also become the most reliable referral source for you through reading your educational content, getting to know you and also comprehending how you resolve complications. For these reasons, don’t be afraid to put educational or as some would say “personal” and internal information, for your customers to read. Even though revealing this information to public may seem unreasonable to some but there is no such thing is giving away too much. The free educational information helps your customers gain trust and build you credibility as well. When prospecting clients don’t want to go with a private firm they would much rather go with an open firm that they can trust.

7.2 Promoting your accounts
The majority of social media accounts have the ability to share links within other social media accounts. For instance; if you share a post related to your business on Facebook, you are able to share it via Twitter, Instagram, Tumblr and LinkedIn at the same time once they are linked together. Make sure that you add your contact information to all of these social media accounts as well as your business cards, newsletters both online and the paper versions. If people cannot see that you are promoting your Twitter, Facebook or Instagram accounts then they will not know to follow you.

7.3 Try not to over post online:
Over posting is an easy way to lose followers who feel annoyed at all the posts that one account posts. Followers also have the ability to ‘hide’ you from their news feed. This isn’t good for your social media accounts or your business because they won’t be able to see anything you post or promote via your social media pages. When you do post, try to limit it to no more than 3 a day to ensure customers don’t get too annoyed with over-posting.

7.4 Make sure your posts matter!
Show your customers the true value that they receive from purchasing your product of service. Try not to post hollow and boring adverts and create an originality to your posts so that the followers who see if are attract and interested in reading your post. The most efficient way to do this is by not only making the post itself creative and eye-catching but also by being straight-forward with how that product or service will benefit you as a consumer. By doing this, you keep your customers directly informed and help them believe that you are here as a company who cares.

7.5 Customer interaction:
This social media marketing strategy is only effective when you interact with the customers in customer service through your businesses social media accounts. Responding to your customer’s questions or comments on your social media page, shows them that this is a personable company that truly cares about the consumers and their experience with your product or service. Not only by acknowledging that they have
asked a question but by giving the customer a quality response with a real human to human answer. This creates an open dialogue with your consumers, giving you a more personal touch to your social media page.

7.6 Keep your pages active!
In order for marketing via social media accounts to be effective, you need to ensure that your page is active and that it is still available to contact your company through your social media pages. If you take too long to respond to the consumers who reach out via social media, they will assume that you no longer use that account and will eventually unfollow or ‘hide’ you from their timeline or social media page. Your social media marketing page’s main duties is to respond to consumers, update them on product status or potential products that come out, however, if you do not keep up with your social media pages then you will evidently lose followers and no one will see your company’s marketing via social media.

The use of marketing via Facebook or Facebook Pages is very effective in growing the awareness of what your company offers, changing followers to email subscribers and overall building a strong and engaging community. Here is a way to calculate average Facebook page engagement as well as four ways to improve engagement on your Facebook page.

7.7 The Industry Standard:
Looking at the industry standard will help understand where you fit when validating strategy while looking at the big picture. This is then help look further for advocating a change in your company internally or for inspiration for your company. Marketers specifically use two ways when using the industry standard. Firstly, look for other companies that are in the same line of business as you to see and get a feel for their way about the social media marketing strategy in order to learn and grow your own marketing strategy via social media. Second, to show the boss of the company if what they are doing on social media works for them or if it does not work. However, marketers should only do so if it helps them by building more engagement on their Facebook page whether or not they can be more flexible with the posts that they share.

7.8 Understand your followers
Due to the fact that the community to which you post to via social media varies widely, those who manage social media pages should consider this when making post decisions, while also having an understanding of how the whole industry performs. For example, many Facebook followers are more engaging with certain basic text posts that do not include images or videos than those that do. Thus showing that social media page managers should base their posting strategy on what their specific consumers has shown to care about – from post type to how frequently you post. There are many analytic software’s that specifically help social media page managers understand all aspects of their consumers’ engagement as well as what they prefer post-wise.
7.9 Building Engagement through the Community

The graph below from HubSpot’s most recent 2015 Social Media Benchmarks Report shows in order to accomplish your goal of maximum engagement per post, then you should be posting approximately 2-3 times a week. However, if your goal as social media page manager is to maximize engagement, not per post but on the whole page itself, it is better to post 10 or more times per week.

![Average number of interaction per post](image)

7.10 Use your full capacity!

HubSpot research shows that social media Facebook marketing pages have the capacity to post more than 10 times per week, if you have a certain capacity – you should be using it! This will in turn help you grow your complete engagement on the page as well as the content within it. There are many ways to enhance the number of posts one social media page can make which don’t require a lot of time or effort. For instance, the tool from Facebook, called Facebook Insights, help social media page managers to find and post their most engaged content. This allows managers to use the posts on their timeline to learn which content or style is more popular with consumers and which is not, that way you can perfect your posting style to fit the consumers’ ideals.

At the same time, page managers can also re-share content with the most engagement from other marketers with similar pages. This in turn also encourages other marketers to share your posts by repaying the favor to spread the content you are posting for a new set of possible consumers.
7.11 To Calculate Engagement Average:
Calculating engagement over time can be difficult, however, to help better understand what content or post frequency works best with which audience using the calculated average engagement aids your consumer activity knowledge. By examining a collective number of posts from over a period of time (e.g. 150 posts over a 2-week period), you will gain an understanding into the engagement level for your content as a whole. Due to that fact that is method looks over at many of your posts, it brings out the general line which creates an organized look on a constant improvement over a certain period of time. Marketers are able to calculate the impression of a certain page or post over a daily, weekly or even monthly basis by using this general equation:

"Average Engagement * Average Posts Per Day = Average Engagement Per Day"

(4 Recommendations (and 1 Calculation) to Improve Social Media Engagement)

Social media page marketers are able to create strategies by trying to increase this number over a certain period of time as well as increase ad-spending. An obvious strong strategy is to create an emphasis on increasing the performance of each post and the spending on ads as well. Regardless of how much this formula puts engagement to its attention over time, when spending more money on ads, it will increase the number of engagement per day. The measure of whether or not a specific social media page is gaining more followers or more engagement per post is very important to manage on a day-to-day basis to be able to see the impact of consumers’ engagement over time. Which will help further your knowledge of what makes a certain industry’s community tick, thus resulting in further engagement on your page helping to drive precise impacting conclusions. (4 Recommendations (and 1 Calculation) to Improve Social Media Engagement)
Bibliography


