

# The Guide

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## to October Social Media

### Awareness Days

**Whole  
month**

Go Sober For October 2022  
International Walk to School Month

**2nd**

London Marathon

**3rd**

World Habitat Day 2022

**10th**

World Mental Health Day

**18th**

Anti Slavery Day

**23rd**

Wear it Pink 2022

### Top Tips

# **Finding your target audience with social media**

A recent survey conducted by Growth Marketing Stage suggested that 78% of organisations say that using social media tactics help their operations. But how are these businesses reaching their target audience? We're going to look at some of the different methods in this month's edition.

## **Collect data on your existing customers and audience**

By understanding your already established audience, businesses can start to build a picture of the demographic that their marketing strategies need to reach

This data could include age, location, language and interests. This data all helps to contribute to a clearer idea who who your target market is, and how to reach them.

## **Use social listening to find relevant conversations**

Social listening is a great tool to help organisations to understand where conversations are happening about their brand. By monitoring hashtags and specific keywords, you can listen in to current conversation and see who would benefit from your messaging.

Mentionlytics, Adview and Netbase are all examples of social listening tools.

## **Research which platforms your audience used**

Once you have an understanding of who makes up your audience, defining which social media platforms is a good next step. This allows organisations to create and share content only in places where it will be seen by the audience, saving time and money.

This can be done through Google Analytics, Keyhole and Hootsuite Brandwatch Insights.

## **Understand what your audience needs from your social media**

Combining a solid understanding of your product or service with knowledge of what barriers are in between your audience and purchasing is the 'golden ticket' for creating content that engages with your target audience.

Perhaps you are a leisure operator offering a premium gym, and customers are concerned that they may not feel welcome. Creating content that assures potential customers (with evidence) that this is not the case is almost guaranteed to increase sales.

Reaching your target audience is a fundamental part of social media marketing. Our experts can help you to use tools that identify, reach and communicate with the audience you're looking for.

# #trending

Explore the top industry-related topics being searched for on Google

bungee exercise



classes near me



JD gym



swim lesson timetable



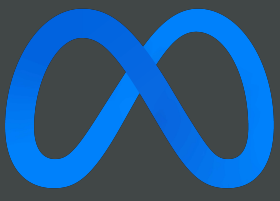
home workout



pole dance class



# Platform Updates



## Introduction of Community Chats

Meta has recently soft-launched its new 'Community Chats' feature. The new feature lets users create new real-time chat, voice, and video channels directly from the Messenger app.



## 'Add yours' stickers

The new 'add yours' sticker feature has been introduced to Instagram as a new way to connect to others with similar interests, much like hashtags. This feature has been exceptionally received by users on the platform.



## New 'edit tweets' feature added

The greatly anticipated 'edit tweets' feature has now been added to Twitter, which gives users the ability to make adjustments to previously published tweets.

*See you next month!*