

# MARKETING

**SOCIAL MEDIA PLATFORM INSIGHTS**

# Marketing your Associations

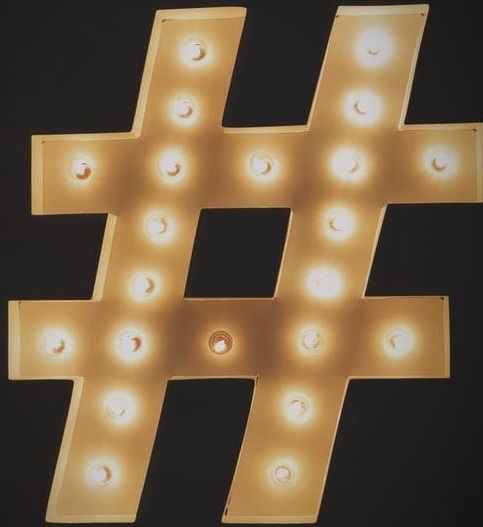
When you start using social media to market your association, it's important to focus on the big hitters – social media giants like Facebook, Instagram or LinkedIn are all obvious target platforms (depending on your association).

But it's worth considering other platforms that may well suit the needs of your brand and your members.

Exploring the younger entrants to the social media market, can help you to get a foothold with a new group of members – and that's excellent news when you want to broaden the reach of your marketing activity.

## Key social media platforms to explore

The social media platforms that will work best for your brand will be determined by a variety of different factors. Your industry type, your association size and your chosen target member will all impact on the kind of platform that delivers the best return. By diving into some of the lesser-used or emerging new social platforms, you can help your association to stand out and attract new members.



## TikTok

[TikTok](#) began life as an app dedicated to recording and sharing 15-second video clips (similar to the now defunct Vine app, or the Reels feature in Instagram). The platform now offers both 15 and 60-second video options, and the ability to upload and edit external videos, greatly increasing the possibilities for marketing.

The TikTok platform has 689 million users in 2021, with the vast majority in the 18 to 24 age bracket (although people can join the app when they are 12). If you're aiming your membership at a young adult market, TikTok is an important platform to have a presence, and investing in [TikTok advertising](#) can be one way to expand your reach.

## Snapchat

[Snapchat](#) started out in 2011 with the unique proposition of being a 'disappearing picture app', allowing users to share images that then disappeared once viewed. Over time, the app has gained real popularity with the younger generation, and has become more of a messaging and sharing platform for the 18-24 age group.

If you're looking to target a younger demographic, Snapchat is a good platform to experiment with, allowing you to create a brand account, interact with your core members and run live events, share stories and add 'moments'. As with many of the bigger platforms, [Snapchat offers paid advertising](#), giving you a new ad channel to explore and test out.

## Pinterest

[Pinterest](#) launched in 2010 as a way for users to 'pin' images that they liked to a virtual mood board. This simple concept of creating a scrapbook of online images and content has expanded into a full-blown social media and shopping platform, with 478 million users worldwide.

Pinterest users often to pin and save items they intend to buy in the future, creating a virtual shopping list or 'wish list'. You can capitalise on this by creating a presence on the platform and making it easy for potential customers to pin and purchase your goods. [Pinterest Ads](#) are a useful way to increase this presence and generate revenues from the platform.

## Clubhouse

[Clubhouse](#) is described as 'an audio drop-in app', and is unusual in that it focuses purely on delivering a social media experience based primarily in the audio realm.

At present, Clubhouse is invite-only, so you'll need a friendly associate to invite you onto the app. But with 10 million+ users, Clubhouse's audio-based rooms and live podcast-style approach could be a useful tool for a brand that's looking to run advice sessions, boost its thought leadership and connect with a B2B or B2C audience.



## Start exploring the benefits of social media

Social media channels have become a core part of any digital marketing strategy, so it's important to explore, experiment and try out a range of different platforms

Ultimately, the key is that your brand should have a social media presence wherever your audience tends to congregate. If Snapchat and TikTok are the apps your members use, this is where you should focus your efforts. And if LinkedIn and ClubHouse is where your members hang out, this is where you need to raise your presence.

## Facebook in the spotlight

Want to get up to speed with social media marketing using Facebook? Keep reading for further information on setting up a Facebook Business page and getting more from your online presence.

**#socialmediamarketing #facebook**





Facebook Business is an excellent platform to raise the profile of your business, build up a customer following, sell your goods and market your brand to your selected audience.

Facebook is the largest social media platform in the world and, it's about more than sharing pictures of your latest family barbecue.

Facebook Business provides you with all the tools you might need to run and market your business online.

For many smaller, micro or freelance business owners, it's the ideal way to start marketing your company in the online space and reach your target audience.

### **Key reason to get proactive with Facebook Business**

For Associations who are just starting out, a Facebook Business page may be all you need to get your venture off the ground. And for established associations, Facebook's huge reach and level of engagement makes it perfect for communicating with your members and driving prospects to your new content, product pages or news stories.

Setting up a Facebook Business page is free, and will get you set up with the basics. But there are additional features that you'll need to pay for – so it's worth factoring these social media costs into your monthly marketing and social media budget.

**These are the key ways to get up and running with Facebook:**

- **Create your Facebook Business page** – [creating a page for your business](#) gives you a company hub on the Facebook platform. You can describe your association upload your logo and branding and include all the relevant address details, contact links and opening times that customers will be interested in. This is also where you post your updates, content, videos and new stories. If you're looking to get started with online promotion, this could be your first step into marketing your business.
- **Post regular fun, interesting and engaging content** – posting frequent content is critical for success when using social media. So, try to post something on Facebook at least a couple of times a week, or daily if you have the time available to commit to your social strategy. Post about your latest offers, share videos of your events or case studies, run competitions or include links to your latest blogs and news updates. The key here is to post regular varied content, and to keep your followers engaged and interested. Try to leave the corporate-speak and 'professional persona' behind and make your Facebook page a fun place for members.

- **Boost your posts and extend your reach** – once you have a decent following on Facebook, you can reach a large number of people through organic posting and everyday updates. If you want to extend the reach of your marketing, you have the option to '[Boost a post](#)' and promote the content to a wider audience. This is a paid service, but it can be a worthwhile way to target your content to both a larger global audience, or to target a very specific niche audience. It can be tempting to boost every post, but be strategic about the messages you want to promote.
- **Use Facebooks Ads** – [Facebook Ads](#) will help you to get truly granular with your advertising. This is a cost to factor into your marketing, but it will help to widen the scope of your Facebook presence. Create custom advert copy, add call-to-action buttons, include images/video and target your ad to a very precise target audience. You can filter by age, location, gender, interests, occupation or even by income bracket, making it very easy to hone in on exactly the demographic who will be most engaged by your products and/or services.
- **Set up Facebook Shops** – selling

online has become the norm in recent times. [Facebook Shops](#) allow you to make your own online shop. You can also set up an eCommerce function, through a provider like Shopify, to allow you to take online membership and event payments and send out purchased items to customers. With very little set-up time, you can start to generate whole new revenue streams from your online shop, increasing awareness of the brand and boosting your sales and income.

- **Go live with Facebook Live** – one way to connect with your followers is to run a [Facebook Live session](#), where you stream live video and audio directly from your page. This could be used to run a product demo, to report from your latest event or to give a face-to-face update on your latest plans for the association. Streaming live is an excellent way for your followers to get to know you and your association – and people buy from people, so becoming a more human presence is a brilliant way to humanise your association.
- **Be smart and review your Insight analytics** – one of the most important parts of any digital and social media marketing is to understand your return on

investment (ROI). [Facebook's Insights section](#) shows you analytics covering most elements of the page and your audience engagement, allowing you to see where content and campaigns are working, or where there's room for improvement. By tracking these metrics, you can go a long way towards improving and evolving your social media marketing strategy.

# Start exploring the benefits of Facebook Business

Getting started with social media marketing may seem daunting. But a Facebook Business page can be a straightforward and simple introduction to the benefits of social media.

Start by creating your business page and then gradually explore the options to post, boost and advertise your marketing content. Over time, you'll build up a growing following of customers and prospects, giving you an online hub from which to run and grow your business.



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