



Yellow!

How to choose the right social media platform for your business.

eBook



Introduction.



Social media use is prevalent amongst Australians, with 79% stating they check it at least once per day and 31% stating they check it more than once per day.

With such a large portion of the Australian market in one place, any business can tap into the benefits of having a social media presence and following to boost their brand, sales and bottom line.

Of course, it's easier said than done. Approximately **one in 10 SMBs say they have frustrations** dealing with the technology side of social media, while a similar portion say they struggle with how to effectively target customers on social media.

That said, social media marketing is well worth the effort. The majority of Australian SMBs - 80% in fact - say that social media is an effective marketing tool.

The question is, which social media platform is right for your business? And, once you've made a decision, how do you best manage it and turn positive engagement into conversions?

Let's take a closer look.

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Understanding the major social media platforms.

As a general user, you probably already have an idea of the key social media platforms available for businesses, but it's important to take a fresh look from a business perspective.

What does each one offer in terms of audiences? What are their benefits and potential downsides?

Facebook

Facebook is the current reigning king of social media in terms of sheer audience numbers, with **89% of Australians** using the platform.

Its benefits are also numerous. Not only is it free to create a business account, the paid features are also relatively affordable. For example, you can 'boost' a post for as little as \$5.

Another plus is that Facebook is flexible, in that you can share videos, written updates, gifs, photos, images and polls. The platform allows you to list your business information, such as contact details, address, business hours and basic information, and you can also sell directly through your Facebook business page.

Notably, the platform allows a quick and easy option for customers to message you directly through the page. In fact, **64% of users said they prefer private messaging to calls or email.**

The benefits of Facebook are convincing, but businesses should also be aware of the potential drawbacks of the platform.

One of the biggest drawbacks is the popularity of the platform itself. This means that, even when a user likes your business page, they also have to subscribe to your updates to see what you post. Some sources

suggest that just **6% of what you post will organically** reach your audiences, which is in part due to Facebook only showing a small portion of shared content as a result of high competition and post numbers, and to users unfollowing updates to minimise what populates their own feeds.

As much as **83% of businesses use Facebook** for their digital marketing efforts, which suggests that, even though it's a space with high competition, it's also a worthwhile platform to enter.



Instagram

Almost half of our survey respondents for our **Social Media Report** (45%) said they use Instagram and it is also the second most popular platform amongst women. Even though fewer people use Instagram than Facebook, users reported that they checked Instagram 28 times per week, compared to 29 times for Facebook.

Instagram also offers a free business profile. Should you choose to use Instagram for your social media marketing strategies, be sure to set up a business profile instead of a standard account, as it gives you added benefits, such as an expanded bio, the option to schedule posts and insights into your account.

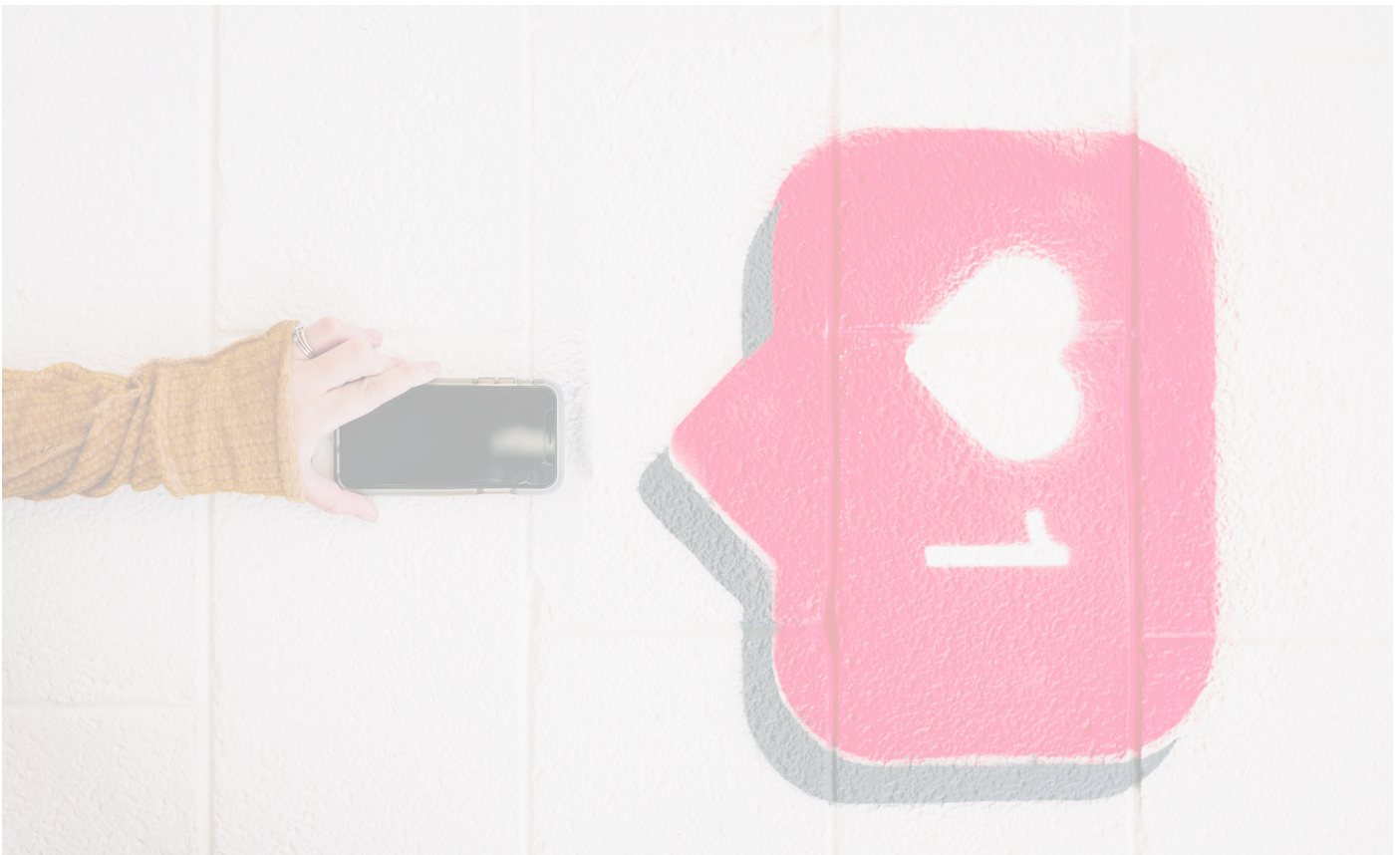
With a business profile, you can set up your own 'shop', so users can make purchases directly through the app, which can make sales easier for your customers.

Of course, one of the biggest benefits of Instagram is that it is a highly visual platform. Instagram is ideal for products and services that photograph well, from cakes and jewelry to hairdressing and carpentry.

One of the key downsides of Instagram is the lack of links. You can only have one link in your bio at a time, which limits your calls to action (CTAs). One way of tackling this issue is signing up for a free **Linktree** account, which allows your bio link to point to multiple links (5 max).

This method requires some maintenance however, as you will need to update the links when your CTAs change. For businesses with a larger following, the 'swipe up to link' function in Stories is available for business accounts with 10,000 followers or more. Smaller businesses miss out on this additional link until they can build their follower numbers.

Despite this, almost **a third of small businesses (32%) in Australia** currently use Instagram for their social media marketing. This indicates that Instagram is a strong contender when it comes to social media marketing for Australian SMBs.



LinkedIn

Approximately **one in five Australians use LinkedIn**, while one in three Australian SMBs use the platform.

For businesses, this is a place to stay up to date with the latest industry news and network, and even to find new employees. But it also has its benefits for marketing purposes, from setting yourself up as a thought leader with insightful content, to setting yourself apart from competitors and sharing new products and services.

Ultimately, LinkedIn is about credibility and professionalism, and it can be a good choice for businesses looking to build their branding around those attributes.

That said, LinkedIn is not as ubiquitous across markets as are other more widely used platforms. It can be a benefit if your niche is within the professional, career-driven market, or a drawback if your audience lies elsewhere.

It is also known for its spam, so you may need to factor in spending time wading through sales messages to manage actual communications and messages.





YouTube

In terms of time spent on site, YouTube is the most popular social media platform in Australia, with users spending an average of **12 hours per person** per week on the site.

As YouTube is a video-based platform, it is more restrictive than other sites in terms of content. Although, when you put in the effort to create videos, it can go a long way.

Video is a great way to help explain products or services that need a little explanation. One **survey showed that 94% of marketers** stated that video helped them increase customer understanding of a product or service. In the same survey, 81% of marketers said video directly helped them to increase sales.

Posting on YouTube can also benefit businesses for their **search engine optimisation**. Google often provides video results for searches, which means you might be able to rank for a video response better than you could rank for a page of written content.

The main disadvantage of YouTube for businesses is that it takes more time and money to create video content, which means it can be more of a loss if a piece of content doesn't perform well. Although keep in mind, when you create a video for YouTube, you can share it across your other social platforms as well.

TikTok

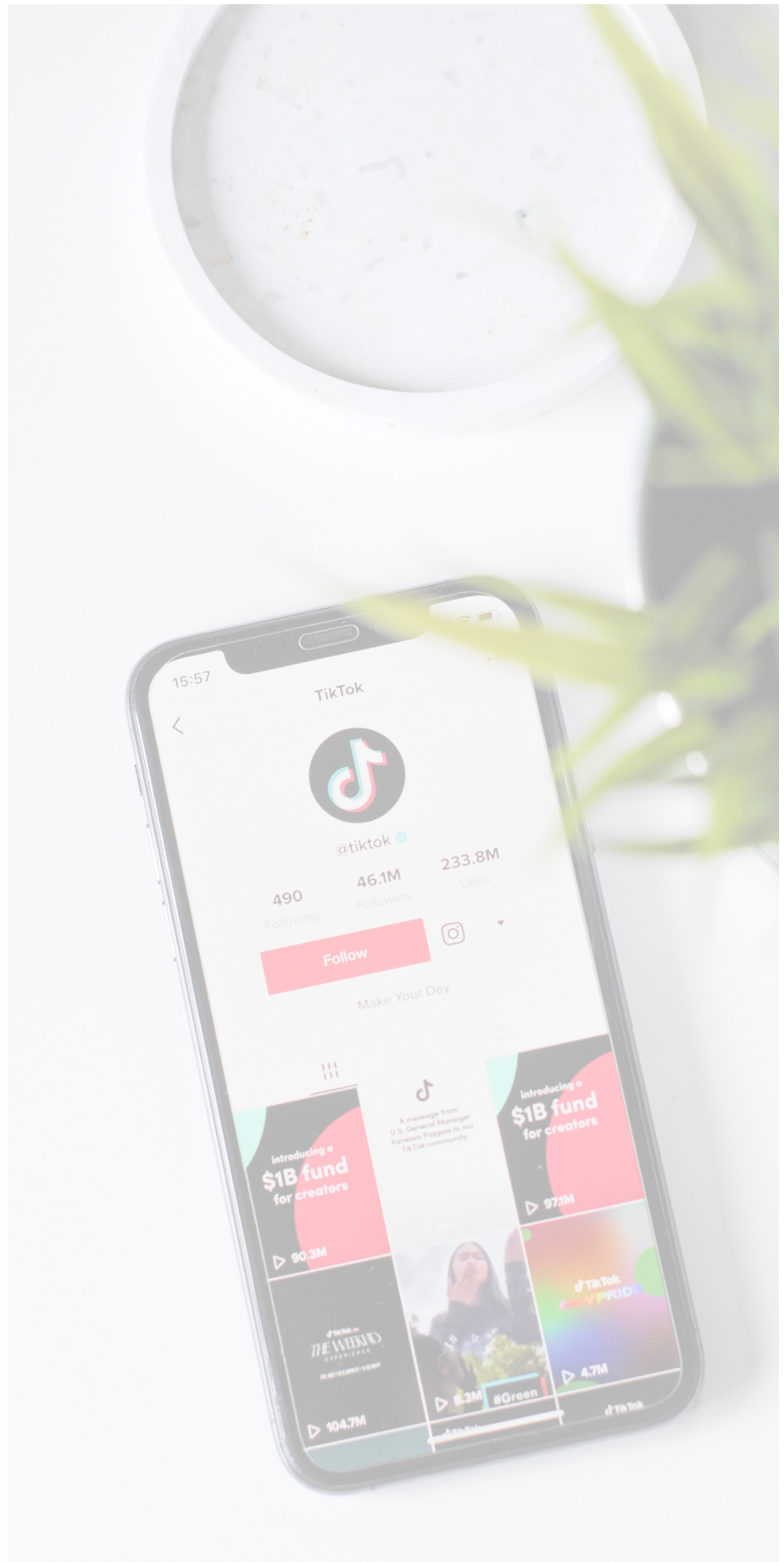
TikTok is a newer social media platform, but one that has seen a stratospheric rise over the past couple of years. It has quickly become one of the most-used social media apps in Australia, with **32.2% of users aged 16-64 logging on each month.**

Not only that, users are spending large amounts of time on the app, at an average of 23.4 hours every month. That figure is already up by 40% since early 2021.

This means it's a real contender for businesses looking into social media platforms with the scope to reach a lot of people.

There are a number of advertising options built into the platform, from in-feed ads and top view ads, to branded hashtags and lenses. It's ideal for businesses looking to use influencers to reach audiences, and it's a good platform for connecting with audiences in a fun, light-hearted manner that can show the more human side of your brand.

As for downsides, the most obvious is the format limitations. TikTok is for short videos only, so you'll need to get creative with posts and ensure clips are in the marketing budget. Additionally, advertising on the platform is notoriously costly, with a minimum spend of \$500 on a campaign.



Understanding your goals and objectives.

In order to make a decision for your business about which social media platform is best you need to put your goals and objectives first.

What is it that you are hoping your social media efforts will improve? Will they be part of a greater business strategy or goal to improve sales? Have you discovered your business lacks brand recognition in the market and you need to fix it?

As well as your goals, think about where your audience is. For example, Facebook is the most popular platform for both men and women, but second place is different, with men preferring YouTube and women preferring Instagram. If you're selling products and services to a predominantly male audience, YouTube may be a more practical choice between the two.

Finally, consider your brand personality. How can you best make it shine? Does it lend itself well to the image-based format of Instagram, or does it need the versatility of Facebook to get the message across?

You can also perform a quick competitor analysis and see what your competition is doing. This won't give you all the answers, but it can point you in the right direction, or even warn you of what not to do if they have an account on a platform that's performing poorly.

Ultimately, there is no right or wrong answer; rather, what works best for your brand. This could mean focusing on just one platform, or a selection.



Managing your chosen social media platform.

Once you have made your decision the real work begins.

Managing any social media platform takes time and sustained effort, but there are ways to make it easier on yourself, and to enhance your chance of success.

Use tools provided by the platform.

To begin, take full advantage of the tools provided to you by the platform.

Facebook provides an Insights tab to see an overview of your page; an Ad Centre to monitor your ad placement results; a Shops section where you can sell directly through the platform, and more.

Instagram for business allows you to see insights about your posts and followers, gives you the option of promoting posts within the app, and lets you set up an online shop so customers can buy within the app.

YouTube Studio offers an insights dashboard that shows you statistics for your videos, as well as interesting information about how users find your videos, which search terms bring users to your videos, and much more.

LinkedIn Insight Tag is a little piece of code that you can add to your website, which helps you to measure the success of your LinkedIn Ads. Basically, if someone sees an ad on LinkedIn for your website then goes to your website, this feature allows you to see what they do once they get there.

TikTok for Business allows you to set up a brand account and get started with Ad Manager, which gives you a clear picture of your audiences. This tool offers a flexible cost structure as well as smart audience targeting and real-time monitoring.

All of the major social media platforms carry these in-built features that are well worth exploring before you start creating content. Better yet, the basic features are free.

Use third-party tools.

Even though social media platforms offer a variety of extremely useful insights and tools, you can also make the most of third-party tools to help you manage your social media marketing.

These tools generally offer a selection of benefits, such as:

- Post scheduling

- Responding to direct messages and reviews from one dashboard
- Pre-made templates and content ideas for when you get stuck
- Social listening
- Reminders for the best times and days to post on each platform.

Some client experience software platforms - such as **Thryv** - offer a full suite of tools, including an array of social media management tools such as those mentioned above, whereas others focus only on social media marketing.

Visit **Thryv.com.au** today and request a Demo to see how it can work for your business.

How can SMBs turn social media engagement into conversions?

There are a few ways small businesses can turn their social media engagement into sales and conversions.



Find the right balance.

Posting on social media is all about balance. You'll need to find the right ratio of content that exists to entertain, inform and convert.

The occasional piece of sales content mixed in with more light-hearted content can help to encourage conversions without pushing followers to unsubscribe.



Make the most of social commerce.

Both Instagram and Facebook allow sales directly through their platforms, so if you're set up on one or both of these sites, make the most of this function.

Social commerce allows followers to make a purchase directly via social media, removing the barrier of them needing to move to your website to buy something.



Respond to engagement.

When you post on social media and your followers take the time to comment or ask a question, make it a priority to respond.

This communication can help to build brand trust and loyalty, and may help users make the decision to move from engaged follower to active purchaser.



Plan, test and assess.

Finally, treat social media marketing the same as any other new business strategy. Make a plan, test the plan and then assess.

For example, perhaps you'd like to encourage followers on Instagram

to buy something during your sale. You could post a video or image on your page, create a reel, or share a story, or you could simply mention it in the caption of an ordinary post. There are a lot of options, so make a plan, try it out and assess the results before trying again for the next sale.

This tried and trusted method works just as well for social media marketing as it does for everything else, so there's no need to reinvent the wheel.

Everything your business should do before setting up a social media account.

■ One.

Research what each social media platform offers for businesses.

■ Two.

Research which platforms your customers are most active on.

■ Three.

List your goals and objectives and determine which platform/s will best meet them.

■ Four.

Conduct a competitor analysis to see where your competition is active online (and how it's working for them).

■ Five.

Know what tools are available on each platform.

■ Six.

Research what third-party tools are available to help you manage your social media marketing.

■ Seven.

Have a plan for turning engagement into conversions.

Need a tool to help you manage your social media marketing?

Check out [Thryv](#) - the CRM software designed to make social media management easier for small business.