

22 MARCH 2023

# Digital Marketing

James Kirk

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# Kaleidoscope - communications that matter

We're a communications company that delivers work that matters – to our clients, to us and to the world.



## A little about us...

### A communications company

- › Established 1988
- › Based in Liverpool, working across the UK

### We have core skills in:

- › Strategy
- › Design
- › Digital

### We create:

- › Brands
- › Campaigns
- › Websites

# What we'll cover

**Aligning social media with business goals**



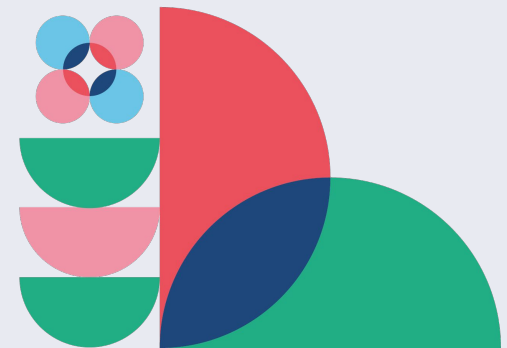
**Which platforms to focus on**



**What should you create**



**How you can optimise your activity**



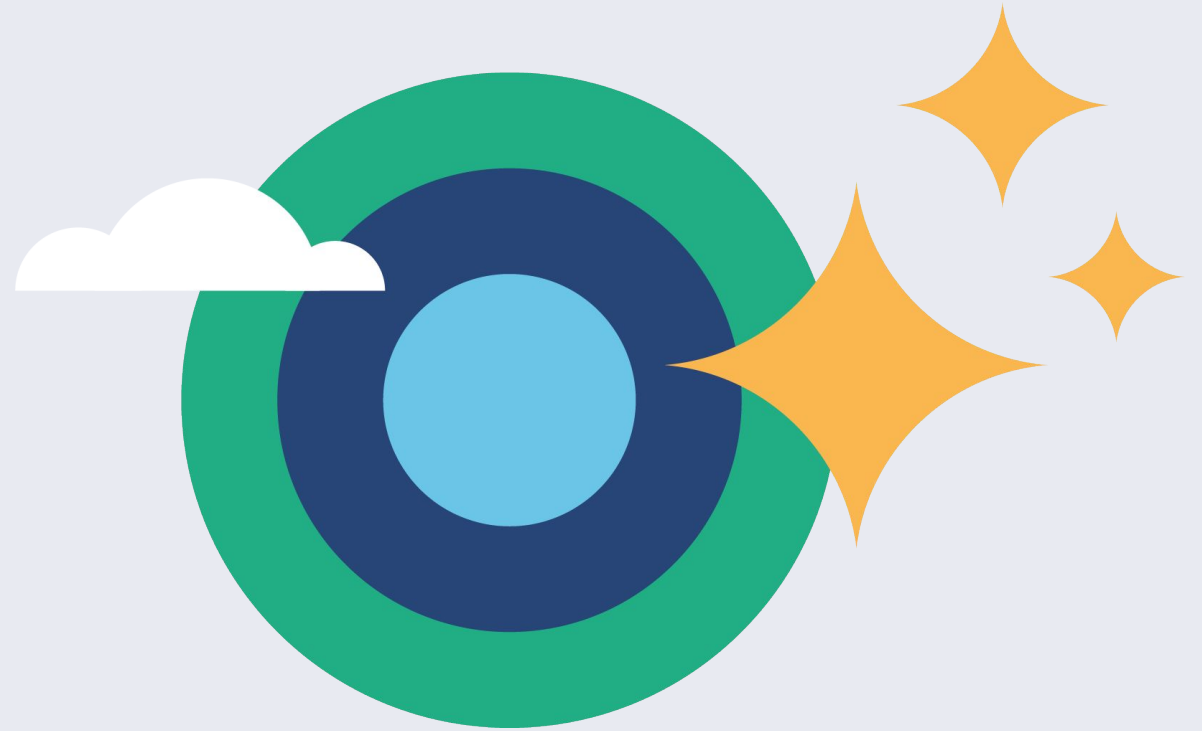
# What do you want to achieve?



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**How can social media support your wider business objectives and marketing funnel?**

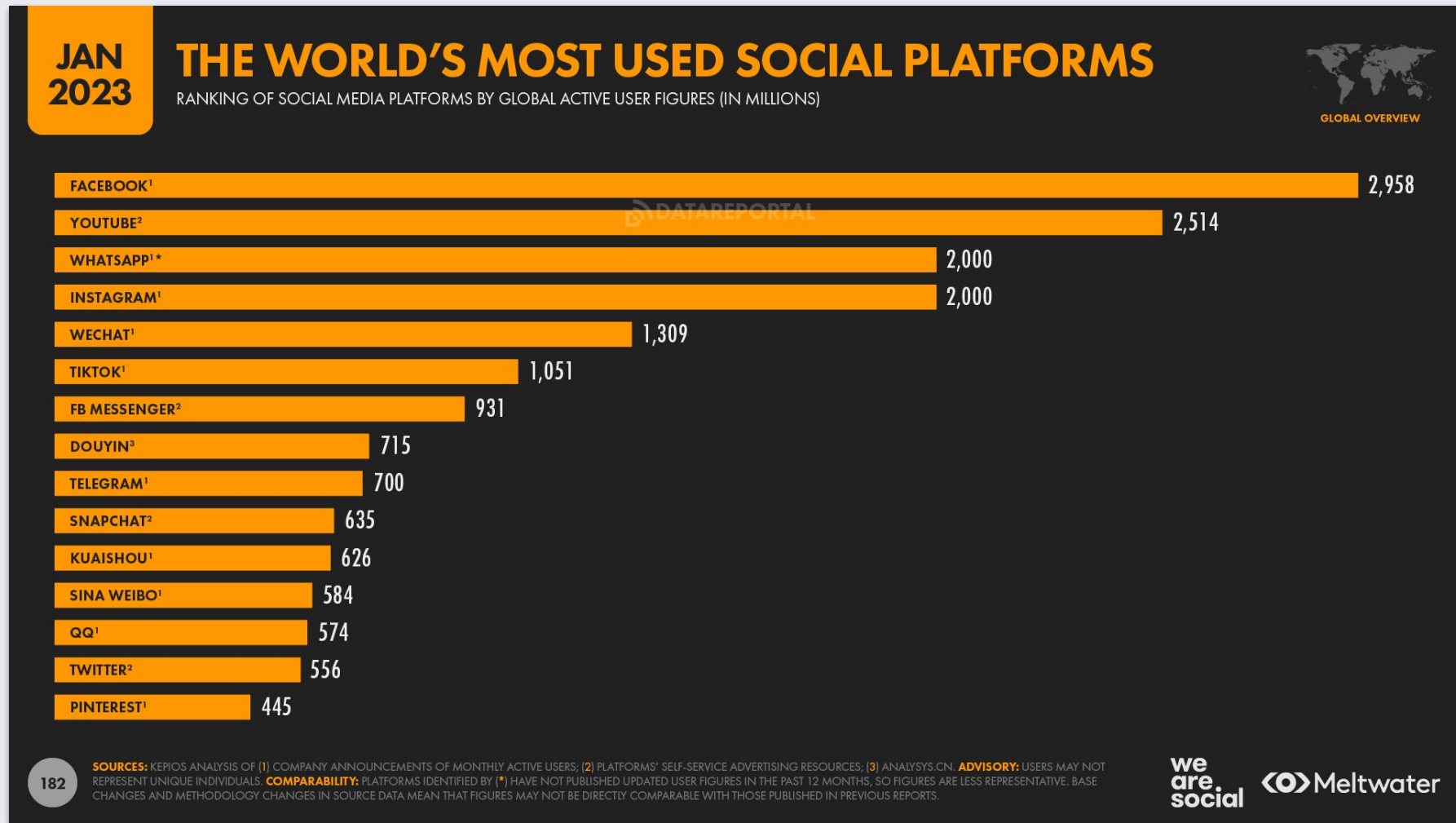
What are you aiming for? Is this about brand awareness, managing reputation, delivering customer service, increasing traffic to your website?



# Which platforms to focus on?



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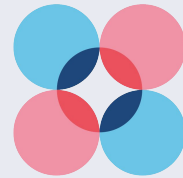


# Which platforms to focus on?



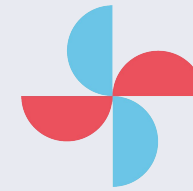
## Be analytical...

Think about where your audience and competitors are. Where have you already got a presence, and what has/hasn't worked?



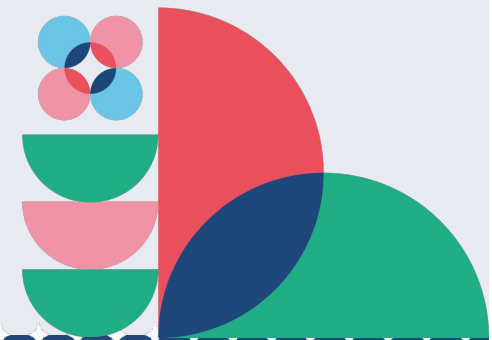
## Be selective...

Quality over quantity. Choose 3 platforms to commit to and lean into them.



## Be agile...

Things change, nothing is forever.





# Which platforms to focus on?



**Largest age group: 25-34 (31.5%)**  
**Gender: 43% female, 57% male**



**Largest age group: 18-29 (42%)**  
**Gender: 38.4% female, 61.6% male**



**Largest age group: 25-34 (31.2%), with 18-24 close behind at 31%**  
**Gender: 48.4% female, 51.8% male**



**Largest age group: 15-35 (reach)**  
**Gender: 46% female, 54% male**



**Largest age group: 10-19 (25%)**  
**Gender: 61% female, 39% male**



**Largest age group: 25-34 (58.4%)**  
**Gender: 48% female, 52% male**

Source: <https://sproutsocial.com/insights/new-social-media-demographics>

# What should you create?

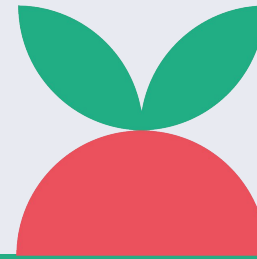


# Plan first, create later!



## Content pillars

Identify 3-4 themes or 'buckets' that you will consistently discuss, amplify and create content for on social media



## Content planner

Schedule your upcoming posts organised by date, time and platform.  
This could be a spreadsheet, digital calendar, or interactive dashboard.

# What should you create?

## Examples of content pillars

### A digital marketing agency

Branding advice, social advertising tools and influencer tips

### A baby food brand

Nutritional tips, recipes, and entertaining content about parenting.

### A makeup brand

Makeup tips, makeup tutorials, product testimonials, and “before and afters”.

### A charity for the homeless

Social justice issues, tips for helping people on the street, donation call-outs and event promotion posts.

### Delivered through...

*Written posts, blogs, guides; video; live video; images etc*



# What should you create?



1. **Showcase your best sellers**
2. **Talk to happy customers**
3. **Go behind the scenes**
4. **List it out**
5. **Work it into daily routine**

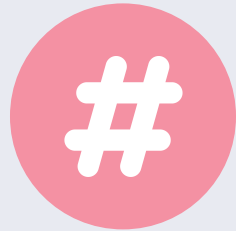
<https://liverpool.gov.uk/eurovisionbusiness>



# How can you optimise your activity?



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Hashtags - do your research and be selective



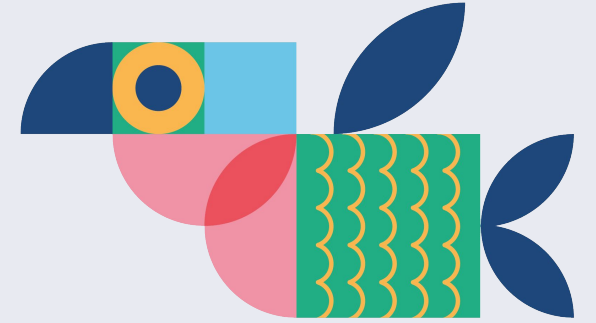
Cross-platform content



Location and tagging



# How can you optimise your activity?



**Timing** - when are people engaging with you and others



**Authenticity and personality** - not 'brand' voice



**Seek engagement, ask questions and respond!**



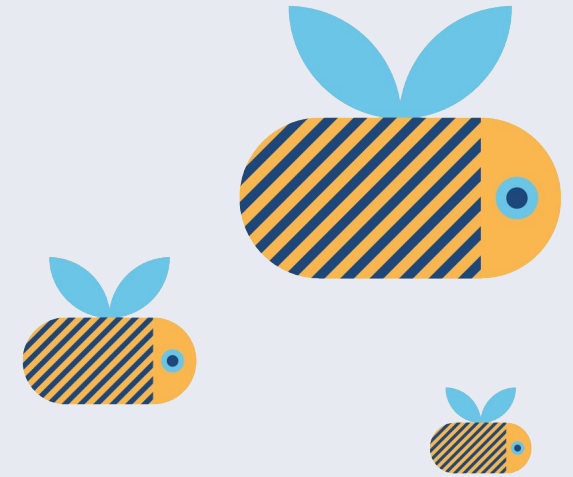
# How can you optimise your activity?

**TikTok For Business**  
**7 Top Tips for Making TikTok Videos**

Businesses succeeding on TikTok create authentic content that closely aligns with the community. To build creative that converts, it must feel native to the platform. Follow these **7 tips** to produce high quality content for your TikTok ads.

- 1 Go full-screen.**  
TikTok provides an immersive full-screen experience. Compared to videos that fit poorly on the screen, videos that use the full 9:16 aspect ratio see a significant lift in impressions\*. If you're looking to repurpose some of your existing business content, check out our [creative tools](#) that can help format them to work best on TikTok.
- 2 Make some noise.**  
Sound is essential to the TikTok experience. This can include music, voice-over, or a mix of both. Your music selection's rhythm, style, and mood can help convey your brand image or product information. If you are looking for a soundtrack for your TikTok ad, you can browse the royalty-free music [Commercial Music Library](#) directly in the TikTok app.
- 3 Keep it short and sweet.**  
Ultimately, the length of your TikTok videos should make sense for the
- 5 Show & Tell.**  
When creating your promotional content for TikTok, there are a few ways to deliver your key business messaging that align with the native TikTok experience:
  - Address users directly on camera
  - Include a voice-over - spoken or speech-to-text
  - Overlay concise and informative text
  - Make your video accessible by including closed captionsMix and match these tools to create an engaging TikTok ad and drive your message home.
- 6 Use trends to spark creativity.**  
Learn from trending TikTok videos and get inspiration for your ad creatives. [Popular Trends](#) is an interactive hashtag tracker for spotting what's hot on TikTok this week or this month.

1. Go full screen
2. Make some noise
3. Keep it short and sweet
4. Lo-fi works best
5. Show and tell
6. Use trends to spark creativity
7. Collab with creators



<https://liverpool.gov.uk/eurovisionbusiness>


# How can you optimise your activity?

TikTok For Business

## Storytelling Formats to Drive Performance

It's no surprise that businesses that showcase authenticity in their content find the most success on TikTok. But the ones that really hit that next level of performance do so through engaging and connecting with their audiences at a deeper level. And that doesn't require big budgets or polished production; in fact, lo-fi and authentic content can be **highly efficient** to produce. Structuring content around narrative formats that are simple to execute at scale will **save both time and production costs**.

Like all good stories, your TikTok videos should have a **beginning, middle and end**. You can use the guide below and the interactive worksheets on the following pages to map out your story beats and ideate successful TikTok content for your business.

 **Story Arc Overview**

**Beginning**  
Use your opening frame to build interest and/or suspense.  
For example:

- Pose a question
- Open with a **hook** – an engaging statement designed to catch people's attention.
- Use eye-catching opening visuals

**Middle**

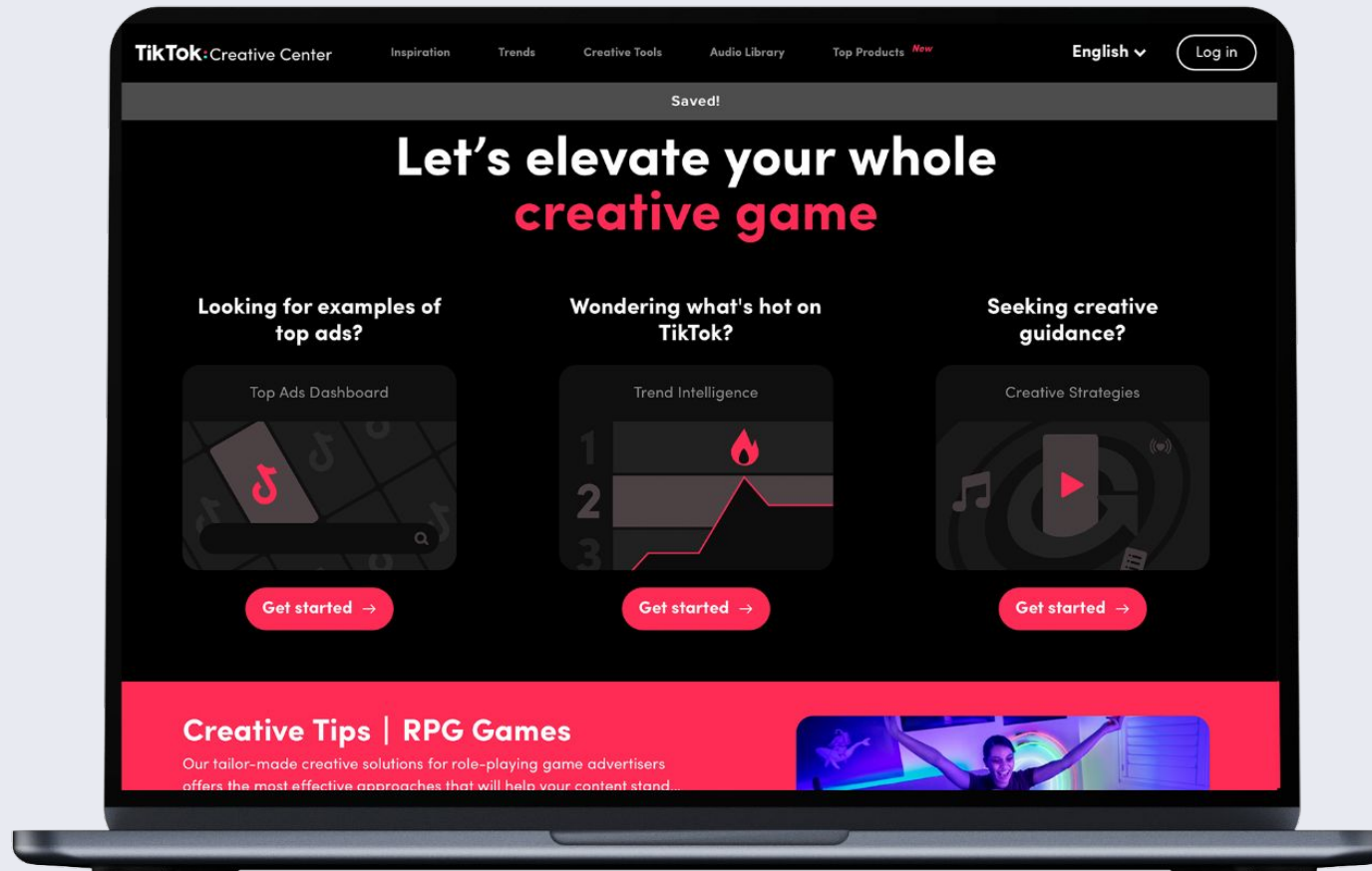
View Resource

## Consider your story arc... the beginning, middle and end

<https://liverpool.gov.uk/eurovisionbusiness>



# How can you optimise your activity?



For more on TikTok - inspiration, trends and creative tools... <https://ads.tiktok.com/business/creativecenter>



# Thank you

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