

Social Media Marketing and General Marketing



- Marketing and the use of social media are vital in business.
- Marketing can be done on a relatively small budget and these small steps can bring big rewards.
- Marketing your social enterprise business is not all about spending massive amounts of money on major advertising campaigns.
- All you need is a creative a can do approach in order to promote your business.

Marketing takes time + effort

- Take time to market your social enterprise business. The general principle behind small business marketing is rather than spending huge sums of money, you invest your time, passion, and energy instead.
- Setting a recognisable brand/logo and consistent marketing will help build your customer and stakeholder engagement
- Don't underestimate the coverage social media can have on your business. Facebook, Instagram, Twitter and LinkedIn enable you to market your business to a much wider audience.
- Participation in social media is reliant on sufficient capacity within the organisation and the commitment of everyone who will generate and share content to those who authorise and empower.
- Plan who will execute social media content and engage on online platforms to stay connected with customers. Perhaps this can be a shared responsibility across the staff team or ask for help from a skilled trustee on your board.



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Measuring Social Media

Using analytics you can measure:

- online website visitors
- sale levels
- content reach and engagement
- registrations of interest
- referrals
- survey responses.

These statistics can be used to build relationship with other stakeholders, e.g. funders investors and most importantly your customers.

Risks + Barriers of Social Media Marketing

- Whilst it is possible to control content on your organisations website, private online communities, and blogs, it is only possible to participate on social networks which carry greater levels of risk for your organisation.
- If you have decided that it is appropriate for your Social Enterprise to participate on social media, you may well encounter some of these barriers so you may have to develop strategies to overcome them:
 - Lack of Internal resource or time
 - Lack of specialist knowledge or experience
 - Some staff or board trustees not being convinced about the value
 - Lack of clear social media guidelines or policies
 - Lack of appropriate budget/no budget available for paid promotions
 - Negative reaction from customers/trolls



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