ENGAGING

FOLLOWERS ON

SOCIAL MEDIA

zOHO Campaigns

Social Media has become an inevitable and ubiquitous part of marketing today. Whatever the product or service, it needs that Facebook account, that Twitter handle to be taken seriously by the general public. These Social Media accounts need to continuously engage their followers, providing them with a constant flow of important updates, relevant information and funny tidbits.

The main challenge is to provide a uniform experience for followers across multiple social media platforms; at least the big ones: Facebook, Twitter and LinkedIn. We are required to simultaneously engage and manage social marketing campaigns on all platforms. An added difficulty is to create a sense of continuity from your email campaigns which are one-to-one, to your social campaigns, which are a form of mass communication.

This e-book is an attempt to answer this question by listing down the different ways through which you can use our Social Campaigns features and engage your fans and followers on Facebook, Twitter and LinkedIn.

Table of Contents

Post Campaigns for Social Media

Let's take a look at what features Zoho Campaigns offers that makes every marketer's job simpler:

- ✓ You can post your status on multiple social networks (Facebook, Twitter, and LinkedIn) with a single click. This saves you from having to manually post your campaign on each site.
- ✓ You can extend your reach to various social pages in Facebook (linked to a particular account) through a single status.
- ✓ You can schedule the content to be published at the time when engagement is likely to be high among your followers.

Posting Status/Tweet

This is one of the most popular ways to engage your followers/fans on social pages. You call it status, tweet or by any other name used by other media; it has become one of the fastest way to receive feedback from your followers/fans.

Here is a checklist you can use before you start posting your status/tweet:

- Your tweets/status should be thought-provoking and insightful
- Ask open-ended questions
- Relevant to your business
- Appealing in nature

Now, let's take a look at the benefits it provides to your business and the follower/fan base.

Create Fan Base - You can create a large network of customers, fans and followers who can receive regular updates on your product/service and they in turn help your post go viral.

Receive Instant Feedback – This is the best part of social media: whatever you post will receive an instant feedback, criticism or complaint that can be addressed immediately.

Facebook User Name
23 hrs ago – Location Details

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi eget ornare elit. Nunc non eleifend mi. Donec accumsan iaculis convallis. Nam ut ornare lacus, at maximus augue. Aenean maximus a eros vitae vulputate. Integer nibh mi, tincidunt ac augue sed, faucibus placerat risus. Ut et nibh justo. Suspendisse tempus quis purus vel ullamcorper. Nullam porttitor dui vitae feugiat efficitur. Integer convallis urna.

Like · Comment · Share

👍 Adam Smith and 2 others like this.

Write a comment...

Measuring Interaction with Followers – The purpose of posting a status or tweeting is to measure the level of brand awareness and involvement with its fans: the number of likes, comments, retweets and shares on the social page.

Tips

- When the followers/fans start answering the question, make it more conversational while replying. Never let a direct and meaningful question go unanswered.
- While posting/tweeting a status, it's always good to have a hashtag to monitor the activity on topic.

Links

You can use this feature to share blogs, articles or any content-rich websites from your Zoho Campaigns account.

Before you start posting links, remember adhering to these thumb rules:

- Avoid using URL shortener while using Facebook. When a full length URL is used, the engagement rate is three times higher for the wall posts rather than the shortened URL services.
- Always use shortened URLs for your tweets and let users know exactly where they're going when they click your link.

Images

"A picture is worth thousand words". If we look at the trend, there has been a surge in image-centric marketing rather than plain old text-based marketing on Facebook, Twitter and LinkedIn. Keeping that in mind you have the ability to post images to Facebook, Twitter and LinkedIn directly from Zoho Campaigns.

While uploading keep in mind certain conditions for the image format:

- Supported image formats - jpg, jpeg, png and bmp.
- Size limit must be less than 1 MB (approximately 1024 x 1024 pixels).

Make sure the image you post accomplishes the following criteria:

- ✓ Compelling
- ✓ Arouses Curiosity
- ✓ Thought provoking
- ✓ Relevant to business

When you post the right image, you can expect to generate the following advantages:

Catches Audience Attention – Images are more visually appealing and your information reaches faster.

Quick to Understand - The impact of images is quicker compared to the time taken to read the status on social media.

Increases the Response Rate - It's a fact that no matter what image you use, it generally generates more response in the form of likes, comments and shares.
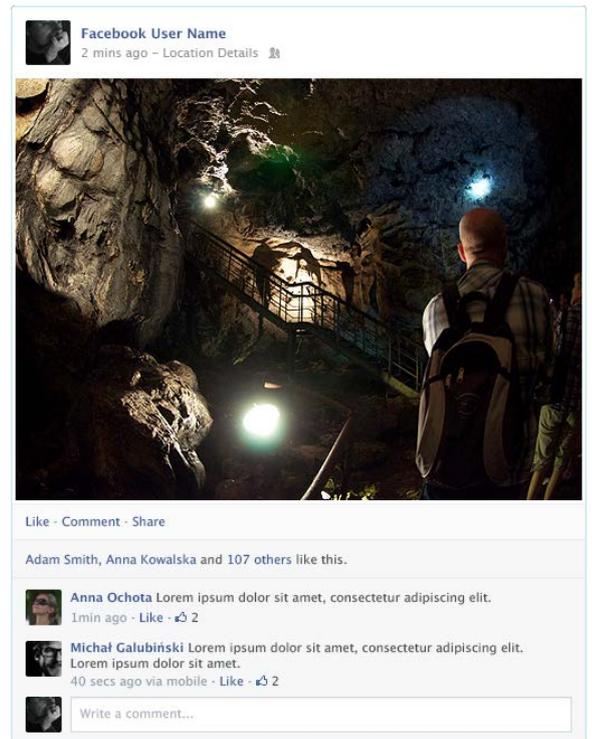
Feel free to share this document.

You can find more details and step-by-step instructions on our Online Help.

Visit www.zoho.com/campaigns to sign up for a free account!

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