



The 33 Strategies of Social Media

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The Oracle's 33 Strategies of Social Media

Introduction

Many people use social media. Many times what they do may or may not have any strategic value to them or their brand. Many have wasted resources and time doing 'things' they consider to be social media effective but in the end they see no results. I get lots of questions on specific tactics that I use to achieve certain brand objectives. Over the past 4 years we have continued to refine our social media strategy to help us achieve business objectives for our brand and brands we manage. We take advantage of every social media change and every weapon (tool).

That is what this document is about. The strategies we use.

A strategy is a plan of action designed to achieve a long-term or overall aim. Every tactic here will achieve something significant in your overall social media plan. This document will help you. I would love to hear your testimonies, tell me all about it when you have implemented this 3 months consecutively.

Let's see these strategies.

The 33 Strategies of Social Media

1. First step. Have a goal, an objective. Your social media use should be for a reason. This would determine your entire strategy. What do you want to achieve per time? Do you want to use it for awareness, marketing, sales, customer care etc What your objective is will determine how you go about it. This is the most important first step.
2. Put together a plan. Once you have determined your objective the next thing is to plan how to achieve that objective. Put together a strategic, well thought out measurable plan to achieve your objectives. What do you want to do? When do you want to do it? How do you want to do it and with whom?
3. Know your audience. Know the people your message is for. Know those who would have use for your product/service. You are working for them. This information will help you provide the best value for that audience. Never forget that.
4. Know your competition. They are targeting the same customers you are and by looking at them you can know what works and what doesn't. Learn from their mistakes if something does not work. Model their successes if they are doing something right.
5. Work on your profile. Make your profile as good as those of others you admire. Make your profile look "worth following". Use the right industry key words to describe yourself and what you do.

6. Increase Online Presence in More Social Media Networks. Be on the main platforms where your audience is. Make yourself available to them. Don't be everywhere for the sake of it. Be strategic.
7. Tailor Your Content According to the Specific Social Media Platform. The way you post on Twitter is not the way you post on Facebook. Know the system and play by the platform rules. Use the platforms to your advantage. Fail to do this and the system would work against you.
8. Tell Stories instead of making pitches to Sell Stuff. Those pitches could be instant turn offs but people love stories. Stories drive people to comment and share driving traffic to your profile. Making a sales pitch in your story makes it easier for them to buy from you without you sounding too salesy or pushy.
9. Be as visual as possible. Create and Share More Pictures, Graphics and Video Content. People understand more when they see and read. They also share more visually enabled articles than non visual ones.
10. Conduct Contests and Promotional Activities to drive traffic and increase engagement. People like to win things. They would compete to win those things. Promote it well enough so a lot of people would be involved and can invite others too.
11. Post More Educational Content. Value always wins. Do your research. Provide actionable and valuable content people can use immediately to get results. Break it down as much as possible. Make it as easy as possible. Step by step articles are absolutely awesome.
12. Provide shareable and talkable content. If there are certain popular things in the news find a way to talk about it and connect it with your own content. For example If there is an election coming up, you can talk about how one party is using the social media effectively to their advantage or how they are missing out on opportunities to take advantage of social media for the elections. This would make an awesome talking point if you know how to do it. You want your audience to be talking about it days after you have delivered it.
13. Focus. Some people are Pastors, Doctors, Engineers, Newscasters, Accountants, Musicians, Palmwine tappers etc. Can you imagine? It would be difficult to grow your community if you are just everywhere, doing everything. Get recognized for something. Focus your energy and resources in trying to be known for something. Don't try to be everything to everyone.
14. On linkedin get in touch with people who viewed your profile. Seek a relationship first before you seek a transaction. Seek their heart first before you seek their pocket. Find out about them and get in touch with them talking about common interests to establish a relationship first before going further to provide services they might be interested in some time after. This is important for all social media platforms. Be social first.
15. Give Out a Lot of Freebies. Everybody loves free stuff even me. Hehehe. Give more to get more. This would generate traffic, likes, comments etc.
16. Put Extra Focus on Mobile Social Media Marketing especially for Africa. It is an 80% mobile market. Whatever you do, target mobile phone users in Nigeria and Africa. Ignoring them could harm you considerably.
17. Respond to ALL Comments, Suggestions, Inquiries and Complaints. Take complaints off timelines to private messages and resolve completely. Apologize for wrong doings.

18. Practise Social Listening. Listen in on conversations about you and your industry using social media tools like Hootsuite. It's absolutely important if you want to attract clients outside your current sphere and correct your mistakes so you don't lose your existing customers. You can identify new opportunities and take advantage.
19. Share at the right time. The right time is your audience time. The time when your audience is online. When is your audience available? Use social media platform analysis to determine the best times to post. Monday mornings are usually a terrible time to post, you have less people available on those social platforms. Stop shooting blanks.
20. Share your stuff on the right platform. The right platform is the platform where your audience is. You have more Business Leaders and Professionals, CEOs and Founders on LinkedIn. So if they are your target audience you know where you should be.
21. Post frequently and Consistently or else you would be forgotten. Have a content calendar and posting schedule so you always have stuff to post.
22. Headlines matter: This is your attraction factor. Many times you only get one second, one line of sentence to convince people to check you out. Make it count. Coin it well or else miss out of attracting new prospects and business.
23. Craft great offers. You have attracted them with your headlines now convert them with the remaining part of your copy. If you want people to take you up on your offers they must be worth their weight in gold.
24. Hashtag (#): Use # for major words in the sentence to improve findability. Always use popular relevant hashtags for your posts especially on Twitter, Instagram and Pinterest. This will give you more visibility, exposure, likes, comments, shares etc
25. Don't be afraid to post content multiple times especially when it's an awesome one. People might have missed it the first time nothing wrong in giving them another opportunity.
26. Pay to play. If you have to pay for ads or traffic please do so. You can't imagine the people you will reach. I can't stress this enough.
27. Follow others: It's not about you alone there are other people who do great stuff on social media too, follow them. Doing so exposes you to others in their community. Follow industry influencers to learn all you can. Share their content and interact with them to build relationships. Follow their followers and they might follow you back.
28. Engage. Engage. Engage. This is an absolute must except you are so damn famous that people will talk to you and not expect an answer or follow you whether you communicate or not. Many people just post on their platforms and then disappear. Why did you post if you are not ready to engage. Engage frequently. Post thought provoking content and you would continue to grow.
29. Invite people who like your post but have not liked your page to like your page within minutes of liking your post.
30. Use social media tools. I call them Social Media Weapons. Hootsuite, Buffer, Feedly, IFTT are awesome weapons. These tools can help you schedule a post, share on other platforms, send reminders etc. It makes your life easier. Saves you some time. It does all the dirty work for you. There is always a weapon to help you with something you just need to find it.

31. Put up all your social media profiles on your email signature and other offline medium. Anywhere you write your name and signature should have your social media profiles and pages too.
32. Share other people's content. Remember those people you followed, share their content if it connects with you. You want a retweet, yeah? Retweet others too. Give more of what you want and it would come back to you.
33. Follow up on social media changes. Be up to date. Change and improve your strategies and tactics to take advantage of these changes.

Whew! That's the 33. Use them. They would improve your Social Strategy, grow your followers and influence as well as your customers and income.

Thanks for your time. I hope I have made it worth every minute spent.

Who is **Victor Anyanwu, The Oracle**?

I am a **Business and Healthcare Social Media Strategist**. The Oracle and Chief Strategist, The Vycade Company - A Healthcare, Personal Finance and Social Media Company. I manage social media and online reputation for clients helping them use Social Media profitably. I create strategies and plans that help Businesses and Healthcare centres attract prospects, convert them to clients and keep them coming back for more. Our plan makes every client an advocate and evangelist for your brand.

I have managed several Business, Healthcare and Personal brands. Won awards with these brands and attracted thousands of clients who were willing to do business.

For **Testimonies, Questions and Enquiries**, please send an email to TheOracle@vycade.com or Call or Whatsapp +2348067804212.

My personal site is www.victoranyanwu.com and my company site is www.vycade.com. Visit us from time to time, alright.

You can follow me here at **Facebook.com/VictorAnyanwuTheOracle**, **Twitter.com/VycadeTheOracle**, **Instagram.com/VycadeTheOracle** and **Linkedin.com/in/VictorAnyanwu**

You can join my free Social media for business group here: **Bit.ly/smswat**

You can also sign up to receive emails from me here: **subscribe.victoranyanwu.com/TheOracle**