



## SEASON 2 / EPISODE 02

# TOP 3 PLATFORMS YOU NEED TO BE ON NOW

In this episode, hosts Dan, Jenny, and Chloe, social media pros at Wander Creative, discuss the top social media platforms you should consider for your digital marketing strategy. They emphasize the importance of being consistent on the platforms you choose and not trying to be on every single one at once. They recommend starting with three platforms, such as YouTube, Instagram, and Facebook, and gradually expanding as you become comfortable. They also highlight the significance of understanding your target demographics to choose the right platforms for your brand. The hosts caution against expecting instant growth and emphasize the importance of giving your social media strategy time to develop.

One important aspect to remember in social media marketing is authenticity. Authenticity is the foundation of building a loyal and engaged audience. Posting content that genuinely reflects your brand's values and personality will resonate with your target audience much more effectively than trying to mimic popular trends or being overly promotional. Building trust and credibility with your followers takes time, and it's essential to engage with your audience genuinely, responding to comments and messages, and showing that you genuinely care about their feedback and concerns. Authenticity is the secret ingredient that can turn casual followers into brand advocates who promote your business organically. So, when embarking on your digital marketing journey, always keep authenticity at the forefront of your strategy.

## TAKEAWAYS

- 01 Authenticity:** Authenticity is the cornerstone of successful social media marketing. Be genuine in your content and engagement to build trust with your audience.
- 02 Audience Understanding:** Understand your target audience's demographics, interests, and pain points. Tailor your content to their preferences for better engagement.
- 03 Consistent Posting:** Maintain a consistent posting schedule to keep your audience engaged and informed about your brand's activities.
- 04 Visual Content:** Visuals like images and videos tend to perform better on social media platforms. Incorporate eye-catching visuals into your posts.
- 05 Active Engagement:** Interact with your followers by responding to comments, messages, and mentions promptly. Engaging with your audience can foster a sense of community.
- 06 Data Analysis:** Use analytics tools to measure the performance of your posts and campaigns. Data-driven insights can help you refine your strategy for better results.
- 07 Clear Goals:** Define specific goals for your social media marketing efforts, whether it's increasing brand awareness, driving website traffic, or boosting sales. Monitor progress toward these goals.