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## Keep your social media strategy adaptable as things evolve



James Caan

*Dear James*

I AM a bit of a newbie when it comes to social media but I have heard it is important to create a good strategy around your business. I am only a small company – we are a team of less than 10 – but I want to give us more of a social presence. Do you have any advice?

*Priscilla*

A ROBUST social media strategy is important, no matter what size your

company is. Be aware, however, that it is a constantly evolving tool, and therefore your strategy needs to be

adaptable. The first thing you need to do is focus on what your brand stands for. Think about how you are positioned in the market and how your social media output should always come back to your brand's unique selling point and culture.

Also consider what your overall goals are – are you trying to generate leads, develop brand awareness or trying to drive traffic back to your website? Your social media strategy works best when you target a specific

audience or sector. Try talking to everyone and you'll end up talking to no one. If you want to target more than one group then you need separate strategies for each of them.

Create a voice for yourself by blogging and giving industry insights.

Use social media as a feedback tool as well as a marketing one. Engage with your customers and get their feedback on your products and services.

Finally, as with any form of

marketing, you have to track what you are doing. There are plenty of tools to analyse social media results; and if you are serious about your strategy, you will keep a close eye on those metrics.

■ For more tips and advice, download James Caan's free Business Secrets App on iTunes and Android