

# Social Media Marketing Strategies for 2021

2020 up till now and towards the 2021 has been like a roller coaster ride, but do you know what has been more up and down? Social Media Algorithms, yes they are changing everyday.

So how you could beat those ever changing algorithms to win the social media game on any social media platform.

Before starting the blog, I want to make sure that you understand the purpose of this particular blog is not to tell you execution specific and platform specific strategy. Instead, I will share some generic social media strategy which you could include in your social media plan according to the viability.

## Social Media Marketing Strategies for 2021:

Below Given Social Media Marketing Strategies are handpicked and are best to suit for the whole year in 2021. You could apply any of these strategy in your social media plan where it suits to see the effective results on social media for your brand.

Below listed are the best social media marketing strategies for 2021

- Have Clarify with your objectives that what you want to get in return from Social media
- A powerful customer acquisition plan according to business to acquire customers and not followers
- The Advanced Content Calendar
- The All mighty UGC & Influencers Strategy
- Optimized and Collateral Ads plan (Boosting is outdated)
- Advanced & Free tools to save your time

We will see in detail that how you could leverage the above mentioned social media strategies for your business or brand,

Let's start with them one by one,

1. Have Clarify with your objectives that what you want to get in return from Social media

This is not a strategy but foundation of any strategy in any action including social media. You need to have a clearly defined goal and objective of what you want to accomplish with your social media plans.

If you have a clear idea about what you want from social media, you will also have a clear lens to see the strategy for it. There are multiple strategies when it comes to social media, but all of them don't work coherently.

Every social media strategy has its KPIs and goals to achieve, you need to see that what kind of strategies aligns most with your objectives and implement them for action.

So what does defining social media objective look like?

You need to have a clear understanding of what are the options to opt for when it comes to selecting objectives and goals with any social media platform which makes you one step ahead itself in the game.

Major 3 objectives classified on any social media could be

- Brand awareness
- Sales
- Website Traffic / Views

Now all of these objectives could be narrowed down and further classified.

2. A powerful customer acquisition plan according to business to acquire customers and not followers

According to a survey done by Hootsuite recently, in 2021 73% of marketers has now their main objective set to Acquiring Customer which was previously 46% in 2020.

2020 has really cause very much damage to businesses and it is important to have customer acquisition at the center instead of acquiring followers.

So what could you do on social media to acquire customers? There are lot of things you could do, lot of campaign ideas and strategies to be done to acquire customers from social media.

Following are some ideas that will help you acquire customers through social media.

- Attract your customer by giving some offers online
- Create some virtual contest on social media
- Appreciate your customer on social media and share their reviews about your business
- Provide some insights or updates about your upcoming products or service.

Understand the above mentioned points and take care of them according to your nature of business.

### 3. The Advanced Content Calendar

Just having a single option for a day in the trend of moment marketing and so quick happening world of social media is not preferable and it is old.

You should divide your content pieces into content categories, you should have multiple types like Branding, Selling Content, Trending, Creative etc. You could make this classification according to your preference.

Grow up from festivals and sales messages, even if you are wishing festivals and making content for it, align it with your brand.

You could see an example that how we had created this HOLI post for one of our Salon Client where a scissor is embedded between H and I is showcased by a hair spa machine.

### 4. The All Mighty UGC & Influencers Strategy

If you are trying to establish your brand on social media now, you might get caught up by your competitors. So why not use some already built credibility on the social media platforms.

Yes, I am talking about influencers. Influencers Marketing is the trend and the most effective social media strategy now-a-days.

But, what if your brand don't have a lot of money to spend?

What if you don't want to allocate the whole marketing budget on social media? As influencer marketing is pretty much expensive.

You could leverage your own made influencers, that is your happy users or audiences.

UGC termed as User Generated could be leveraged if you want free of cost marketing. You could tell your users to share their experience of your product in a video and share that video on your social media platform.

Users will also end up sharing their video from your post so it's a win win game for all of you.

#### 5. Optimized & Collateral Ads Plan (Boosting is outdated)

Boosting post on Facebook and Instagram is now outdated! Sorry, but if you are still using the boost button then you are going nowhere with your social media game.

Organic reach is dead on social media platforms like Instagram (Reels are exception), Facebook, Twitter! & you have to this bitter truth.

Which makes it essential for anyone to spend some amount for ads and 'boosting' organic posts and content. But it doesn't mean that you should promote your post using directly the 'Boost' button.

So what you could do instead?

Plan the ads, go to the ads manager and select the campaign type as engagement or reach depending upon your goal and select the post form your already uploaded ones.

This way you will have more detailed targeting options and that will really help you get better results.

## 6. Advanced & Free tools to save your time

Social Media tools are not only for social media agencies or social media marketers! Stop assuming it. It is very essential that you use them all now a days to save your time and become more efficient.

Almost for every step in your social media marketing, there are tools available for free, from content research to posting and scheduling that and yes for free.

Following is a list of some free tools with their use in the step for your social media game :

Publer : For Scheduling your posts on social media

Google Calendar : To Plan and organize your social media calendar

Social Blade : For Easy to view Analytics

Canva : Design Social Media Posts for free with Millions of templates

Buzzsumo : For Content Research

Tailwind : For Content Creation

FollowerWonk : Audience research and persona creation

Hope you will all like the blog, but one thing I want to add at last is 'Execution is the best strategy' so start executing and not just keep going on with strategies.