



Part 1

# Social Media Theory

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# Introduction

## The Project Plan



### Brief

In this project, I will explain what social media is, and how my company and I use it to reach more people and update our community on news and updates. I will do our 'product research', which is the services we provide, and explain our buyer personas and target audiences. I will explain who and what competitors do, how they are different and areas that we could improve on with our social media.

### What is social media?

Social media refers to the 'interactive technologies' platforms that allow people to share and exchange ideas, information interests, creations, beliefs etc. Social media has allowed people to connect and communicate with each other, even though they may be half a world away, and help to build communities and networks despite geographical and cultural distances.

There are many formats that people can share on social media, such as text, images, videos and GIFs. These platforms provide space for people to converse openly, participate in subject discussions and offer their opinions.

In addition, it serves as a powerful channel for businesses and organisations to engage with their audiences and increase brand awareness as well as promote their products or services. They can build their brand loyalty and advocacy, collect feedback and conduct market research on their audiences and even their competitors. Social media has changed the way marketers promote their content, and it is ever-evolving. It has never been more important than to keep up a brand across platforms in an effort to keep up brand awareness and build relationships with customers/clients.

# Introduction

## Essentials for Marketing

No technology advancements ever come with just the bright side of things, there are of course challenges and issues that these platforms can harbour. It can be a space for cyberbullying, misinformation, and privacy and can even negatively impact individuals' mental health. That is why it's important to follow the guidelines that the platforms provide so that we can continue to build positive and welcoming communities.

### Why is social media essential for marketing?

The world of marketing has undergone significant transformation over the past couple of decades and with the rise of new platforms it has become essential for businesses to remain informed about the changes that are happening in the way people market. Understanding the formats of different platforms and knowing which type of content performs best on each is crucial for companies.

Although I am not responsible for scheduling or planning social posts, I can provide valuable support to my team by assisting them in generating new content ideas and keeping them informed on any of the latest developments within social media trends and changes that I learn about.

I have put together a list of reasons why organisations and companies alike should take up social media:

#### **Increase your brand awareness and reach a wider audience**

Social media has billions of active users worldwide, making it a crucial channel for you to reach and engage with a diverse audience. You will be able to increase your brand visibility and create connections with potential clients or customers. You will also be able to showcase your brand personality, values and services/products to a wide range of people.



# The Pros

## Essentials for Marketing

### Target Advertising

Promoting your content on social media allows you to use a vast amount of tools and targeting options that allow your business to reach specific geographics, demographics, interests and different behaviours. By using target advertising you will be driving your content to your target audience who will be more likely to buy from your company.

### Cost Effective

Compared to traditional advertising and marketing channels, social media has allowed marketers to invest their time in generating content that will reach a wider audience. It has also given companies the opportunity to be seen next to bigger brands in the same industry and be able to do so within a reasonable budget.

### Engaging with Customers

You can engage with customers in real-time, respond to their inquiries, provide personalised support, address concerns or complaints and continue to grow your positive relationships and communities. This gives you the prime opportunity for you and your team to analyse how others view your business, which will help you to adapt your future marketing strategies.

### Content Distribution

You can share your content on a plethora of different social media platforms, allowing you to repurpose some of your longer content to short forms so that it can do better on platforms such as Instagram Reels and TikTok.



# The Pros

## Essentials for Marketing

### Influencers

Influencers can be found all over social media, so why not use them to your brand's advantage? Businesses can collaborate with these influential individuals on their social platforms to help promote their products or services. They have an engaged following that trusts their word, so it gives you the chance to leverage their credibility and reach.

### Community Building

Customers/clients aside, you have the opportunity to grow your company culture online and stay connected with others within the business. Share positive news and talk about your employees' successes. This strengthens your credibility and likability, forming trust not just with your customers, but with your employees as well.

### Event and Webinar Promotion

B2B companies like Grayce will often times join and host events, conferences and webinars. Using social media you can promote these events to your followers, attracting new attendees. Not only that, but your company can respond and participate in these industry discussions like Grayce did recently at Tech Week in London.

### Employee Advocacy

Social media is a powerful platform for brand advocacy, especially for your employees. Encouraging your employees to share their roles and industry insights, sharing relevant content and voicing their experiences, will help you to increase your brand's reach and credibility. This showcases the support of your employees, increases visibility and helps humanise the company as a whole.



# Our Social Media

## Platforms

### Platforms and What They are Used For



#### Facebook

- Family and friends-focused platform
- You have access to the analytics
- You have the ability to categorise searches, add your mission statement, and product catalogue and show awards
- You have to set up a business page, this allows you to have more than 5k followers.
- Advertise your business, directly deliver content for value
- Groups allow you to reach more people



#### YouTube

- YouTube has the highest referral traffic rates on all platforms
- It is the second-largest platform for searches
- High conversion rates
- It offers interstitial advertising (short clips that appear before a video begins and sometimes in the middle of the video)
- Educational and entertaining videos
- More for owned media rather than earned or paid. Paid would be more for ad snapshots before other videos. 3% of keywords are also important here in video descriptions.



#### Instagram

- It is the third-largest social media platform
- 75% of the Instagrams demographic is between the ages of 18-24
- 90% of Instagram users follow at least one company/organisation account
- It has 23x more engagement than Facebook
- Very Visual Content
- E-commerce businesses



# Our Social Media

## Platforms



### LinkedIn

- Used for the latest news
- Look up individuals you are meeting with to find out more about a prospect
- Can find out more about companies and if they are hiring
- Build thought leadership
- You can offer value through targeted advertising
- Network in LinkedIn groups
- Share content with links that go back to your website
- Share inspiring stories about your employees and successes as a business
- Professional networking
- Job searching
- Good for providing B2B content



### TikTok

- 15 seconds - 10-minute-long videos
- The average user spends 52 minutes a day on the platform better for short-form entertaining content



### Twitter

- 350 hours of live video are streamed every day on Twitter and Periscope
- Share opinions
- Monitor live events
- News/announcements



### Pinterest (We haven't started using it yet)

- 3-month average life of a single pin - the longest lifespan of content more than any other platform
- Referral traffic
- 79.5% of users are female
- Inspiring content
- Design sharing - new style/arrangements





# Stratergies

## And why you need one

### Why do you need one?

Incorporating social media strategies into your marketing efforts will significantly aid you in expanding your brand's reach and overall impact.

By utilising social media platforms, you can enhance your brand awareness and connect with your target audience. You can encourage one-on-one conversations with potential candidates and customers/clients.

- 67%\* of customers who follow companies on social media say that they are more likely to buy from them rather than companies that they don't follow
- 78%8 of customers say that they would visit the physical retail store of any brand they follow
- 84%\* of millennials are more likely to buy from a brand they follow

Companies' posts now have the chance to be seen next to 'big brand' posts. In a world where you

had to build up your brand awareness before you get to be acknowledged by the passer-by, you now have the opportunity to have your content be seen next to major brands, reducing the gap for small businesses.

By understanding your customers, psychographic, and demographic behaviours and more, you can build your strategy by understanding your buyer persona. (More on this on page 26)

SMART Goals are also a great way to develop your strategies. They are:

- Specific
- Measurable
- Achievable
- Relevant
- Timely

There are a number of things that go into making a good social media strategy for your business/organisation. But first, you need to be aware of different business components.

\*Statistics taken from the online learning sessions with tutor.



# Strategies

## How to Make a Strategy

### Things you need in a great strategy

The components that go into a great social media strategy:

- Paid social media
- Community management
- Organic content
- Respond creatively and as fast as possible to insert the brand into the conversation

Setting a list of goals that you want to accomplish, creating inspirational content and understanding your customer needs to be taken into account.

- Likes/favourites
- Comments
- Sharing and retweets
- Rating and reviews
- Inbound website links

### ROI

Return on Investment (ROI) is the ratio between net income and investment. In the sphere of marketing, ROI helps measure the effectiveness of a marketing campaign and/or strategy by comparing the cost put into the campaign/strategy, for example with the advertising in Google Ads, and then the revenue

or leads that are generated from that campaign. A positive outcome of an ROI suggests that the marketing effects you have taken have generated a positive amount of revenue. Whereas a negative ROI means there is a need for adjustments to the campaign or strategy even a new approach.

### Direct Sales Revenue

This refers to the income generated from selling products or services to customers without the need for intermediaries. Tracking the direct sales revenue will help you assess the effectiveness of your teams' marketing efforts in driving conversions.

### Lead Conversions

The process of converting potential customers (which are known as leads) into paying customers. In marketing, this can be the primary goal and the success of a strategy can be measuring the number of converting leads.



# Strategies

## Components

### Support Cost per Customer

This is the metric that measures the cost that a company pays in order to provide the customer with support services. By analysing this, your company can evaluate the efficiency of its customer support and identify areas for improvement or cost optimisation.

### LTV

Lifetime Value (LTV) is the value that is estimated revenue of a customer is expected to generate across the 'lifetime' of the relationship between them and the company. This includes the average purchase value, frequency of the purchases and retention. By calculating this, your company can better understand the long-term value of retaining customer loyalty.

### Retention & Loyalty

Customer retention and loyalty are incredibly important for every business and organisation if they wish to continue to grow. By building your customer relationships, you are able to grow brand advocacy and customers will be more inclined to share

your business with others. Here are some things when measuring brand loyalty:

- Review and rating
- Issues resolved
- Social level agreements
- Customer satisfaction
- Sentiment

### Vanity Metric

A vanity metric is a surface-level metric that doesn't contribute to business success. These are often impressive or appealing measurements, but they do not provide meaningful insights. They tend to focus on quantity rather than quality and don't align with the objectives or KPIs.

It's important to recognise these, even outside of the marketing strategies. You can find these in your brochures, assets, posts and other written content. You need to make sure that what your business produces brings value and is not just showing a 'big' statistic because they can.



# Media Monitoring

## Within Strategies

### What is Media Monitoring?

Media monitoring on your social media is a crucial part of managing and observing the output of your social media efforts. It refers to monitoring, analysing and tracking your data on social media and other online platforms, which will also help you to identify trends that you can use to further your brand awareness.

Understanding what is being said about your business will allow you and your team to learn how to improve your business and how you can go about marketing in the future. You can also see what is being said about the competition and be able to see how they differ from you so that can vocalise how you are different from your competitors.

But you need to remember that it is not all about watching what other businesses are doing, you need to focus on what your customers/clients and employees are saying.

### Benefits

- It sets you aside from competitors
- Followers like companies who join in on conversations, it is another way for customers to interact with your business
- Gives you the opportunity to see how well your platforms are doing and why
- It will help you to build your brand loyalty/advocacy
- Brand Conversion
  - SEO
  - Knowing and understanding your buyer persona
  - Answering questions/complaints about your business
  - You can use hashtags for campaigns, you can also see what people are posting about using those tags
- Watching competition
  - Get ahead of industry-wise data
    - Wins
    - Losses
    - Reputation
    - Differentiation
    - Marketing Tactics
    - Relationships
    - Alliances
    - Brand Voice



# Building Content on Platforms

## What do you need to know?

Circling back to why making and maintaining your social media platforms are important, it will:

- Extend reach
- Deepen engagement
- Build loyalty
- Drive more sales
- People will feel more informed, entertained and connected
- More Views - People are more likely to watch videos than read content

### So how do you reach your goals?

So you know all the benefits of being on social media, but before you start building content, you need to know that you need to stay on a certain level of consistency. If you are always changing your brand and what you post, people won't recognise you and your content will not do as well. It will also make you harder to find when people do actually seek your company out.

**Target Audience** - Who are your ideal customers? You should learn what content they'll like best and question what would resonate with them most. You should also understand their pain points and

frustrations, so you can tailor your content to illustrate that your business solves their problems.

**Valuable & Sharable Content** - Your focus should be on producing valuable, high-quality content that provides solutions and educates your audience. Content should be relatively short and non-complicated, easily sharable to a wide range of people within your niche.

**Multiple Channels** - Make sure that you utilise the diverse range of marketing channels out there to distribute your content. Whether it's on social media, your website, email newsletters or ghostwriting blogs, each platform has its unique set of challenges, strengths and audience.

People want to be informed, entertained and stay connected, and they are more likely to watch videos rather than read the content. So you should have your focus on shorter-form posts and videos to get the most out of your audience.

A quick tip: posts with hashtags do x2 better than those without!



# Building Content

## Extending Reach

### Extending your reach

Expanding your reach on social media can be a tricky business, and there is more than one route to doing it successfully, it all depends on your strategy and business.

63%\* of consumers trust influencers' opinions of products much more than what brands say about themselves, seeing them as being more honest about the product/service. With GDPR it can make it difficult to reach your audience, hence why using influencers can help to build brand awareness and build your brand trust and loyalty. Here are the type of influencers you can employ:

- Celebrity - people with a large following
  - Can be harder to secure
  - Can be expensive to hire
- Micro-influencers
  - Smaller following
  - Lower price
- Journalists and media personalities are an entirely different breed of influencers
  - Working with these individuals is generally a public relations play

### How to choose an influencer

- Reach
- Relevance
- Resonance
  - How can we give them value?
- How to succeed
  - Ask to interview them and include their commentary/quotes
  - Ask for advice you can share with your audience
  - Host an Ask Me Anything webinar
  - Get a testimonial from the influencer
- Crowdsourcing
  - Use generated content
  - 76% of consumers say that content from past buyers and reviews influence their decision to buy
  - Drives reputation
  - Share photos of your people
- Encouraging UGC
  - Understand, who, what, where, when and how
  - Branded hashtags - give consumers opportunities to use hashtags and share your brand
    - Use for events/campaigns
    - Ask employees to share/create content

\*Statistics taken from the online learning sessions with tutor.



# Building Content Relationships

## Building Relationships

Building relationships is crucial for brand success in marketing. But how do you do that on online platforms? Well, you can start by talking with your customers, not just at them all the time. Yes, people want to learn and be entertained by the content that you produce, but they also want to talk to real people, not to a faceless brand.

If you don't engage with your audience authentically, then people will stop engaging with your brand altogether. So by humanising yourself and your brand, it will make you more relatable and you will start to build connections.

## Groups & Hashtags

Another way you can do this is by building groups where people can come together and interact in a shared space, which helps to build brand loyalty. Similarly, you can even create a hashtag where people can discuss a topic.

## Emojis

Using emojis can be used as a powerful tool on social media, as

they add a touch of personalisation and creativity to your posts. They can help you to convey emotions and enhance user experience. But make sure they are used appropriately and add value.

## Showcasing Your People

Another way to help humanise your company is to showcase the people behind it. Sharing behind the scenes like office spaces, and events and further demonstrating your values in action. This is a crucial part of building brand trust and loyalty and also gets your employees involved!

## Buyers Journey

Over half of a buyer's journey is online, so building trust and loyalty with your brand in your digital spaces is an effective way to drive more conversions. Providing your audience with thoughtful, inspiring, engaging and valuable content, contributes to your business success.



# Risks & Crisis

## Ethics & Plan

### Essentials for Continued Success

When posting on social media, you should be aware of all of the risks and ethics and what you need to follow when posting and what to do if a crisis happens.

- Copyright, plagiarism, cyberbullying
- Employee headlines and social media policy
- A crisis communication plan
- An employee advocacy plan

### Governance, Risk and Ethics

What do you do when someone accuses your business of something, publicly shames or makes a complaint? You should have a plan in place for when these sorts of things happen and they can happen to everyone.

You should keep in mind:

- Don't rush your answer, build a plan and then build a response so you don't start a forest fire. Share this response with multiple people before submitting it.
- Sharing of confidential information - this can be done from the inside and be detrimental to trust, so what can you do to rebuild it after the crisis?
- Social media policy
  - How employees act on social media when engaging in the business of acting as an advocate
  - Have a social media policy in place so people know how to act professionally and responsibly online

A crisis on social media spreads rapidly, so you need to evaluate the situation with your team. You need to evaluate the message and what it is saying rather than its sentiment, you don't want to be relying on impulse.





# Tools

## Examples

### Social Listening

In marketing, this refers to the practice of monitoring and then analysing the discussions that are happening on social media platforms. This can be in blogs, posts or even memes shared. This involves analysing user-generated content that relates to a specific industry, topic, brand or product, in the form of comments, mentions, reviews etc.

This allows marketers to have another perspective outside of their own, being able to see what others think and understand their users' preferences and opinions. Even be able to gather insights into trends, competitors and even feedback. You can even take note of what influencers are saying about your business. This is an important part of a marketer's role and can influence a marketing strategy and further improve customer experiences.

### How Management Tools Help

Publishing and management tools for social media can help you manage multiple social services in one place and even schedule content. You can clone posts for reshaping and manage multiple users who need access and publishing rights (just in case someone is on annual leave). To decide on a social media tool, you should:

- Write down the top 25 most important features you need
- Review the list and circle your top five features
- Use these two lists to evaluate potential tools

### Some Social Media Tools Include:

- Hootsuite - schedule posts
- Juicer- connect social media to the website
- Mailchimp - email campaigns
- Social Pilot - provides analytics and gives advice on future content



# Productivity

## Techniques

### Why is it important to stay productive?

Staying productive in your day-to-day life brings many different benefits, your mental health for example will benefit from being productive as you complete tasks and allow for more time to spend on doing other things and looking after yourself. But saying that you will be productive is a whole lot different from actually doing it, so what can you do to keep yourself in check?

#### Technique 1 - To-Do List

Creating a list of tasks you need to accomplish during a certain time frame (this can be in a notebook or online platforms like Trello). This helps you to avoid procrastination and so you can stay on top of tasks. Not only that you will be able to remember tasks that need to be completed and any of their specific details. But make sure that you are writing tasks, not goals. These are things you can do to achieve a goal.

#### Technique 2 - Prioritisation

For the prioritisation technique, start your day with the most important tasks that need to be completed. The first 90 minutes are the most productive, so you should always start with the most important things first. This will also motivate you to do your other tasks.

#### Technique 3 - Challenge Quick Favours

Sometimes you need to say no to 'quick favours', as this can hinder you from completing your most crucial tasks. By always saying yes and taking on these favours, you will start to feel overwhelmed and stressed, which negatively affects your productivity. This also helps you to take accountability for your valuable time and build boundaries.



# Productivity

## Techniques



### Technique 4 - Understanding Willpower

Once you have finished a particularly hard or big task, it's important to take a break, otherwise it will leave you feeling fatigued. You should always schedule your most important/hardest tasks at the start of the day when your willpower levels are at their highest.

### Technique 5 - Time Management

You can dedicate time estimates to your to-do lists to make long lists less intimidating and boost your motivation to complete tasks and avoid becoming overwhelmed. This will also help you to complete tasks quicker and makes you focus on the things that are most important when completing said task.

### Technique 6 - Consistency

It is well known that having a routine increases your general well-being, but it can also help you stay productive. Whether it's walking the dog, going to the gym or doing some yoga in the morning before making your coffee, do it consistently so that you can continue that productivity to your working day.

### Technique 7 - Pomodoro

This technique (meaning tomato in Italian) is where you work for a certain time, then have a break and then after repeating this 4 times you take a longer break. This is usually for 25 minutes and then you have a 5-minute break. But this can be adjusted to what suits you best. This helps you to break the habit of multitasking!

### Technique 8 - Meeting Scheduling Tools

Sharing your calendar with your team helps to reduce the amount of back and forth by allowing them to check the others' calendars before suggesting a reasonable time.



# Productivity

## Techniques

### Technique 9 - Day Batching

Another thing that you can try is called day batching, this is where you give each of the days of the working week a theme. So for example on Monday you can choose to work on event/campaigning planning, and then on Tuesday, you work on updating your post schedule. This allows you to minimise your distractions and keeps your focus narrow.

### Technique 10 - Parkinson's Law

The pressure of a short deadline will force you to focus on the execution and the bare necessities of a task.

### Technique 11 - Leveraging 'Dead Time'

This is the time you spend during your commute for example, like listening/reading an audiobook, planning the day etc.

### Technique 12 - Environment Hacking

The more relaxing and safe your environment is, the more engaged you will be, leading to you being more productive overall.

### Technique 13 - Using Tools

Typing faster will help you to stay productive so you can get your thoughts down faster. Touch typing is also a valuable skill to learn and can contribute to faster typing, so you can focus on what you are trying to say rather than watching every key that you press. Hotkeys are also great to learn as they can save valuable seconds and can make your overall productivity higher.



# Canva & Profiles

## Start-up in LinkedIn



Setting up a LinkedIn profile can be a daunting task, and it certainly was when I was starting to apply for jobs and apprenticeships. In my course, we had a very useful tutorial webinar on how you can use the platform, Canva, to make a professional-looking profile picture and design. We also learned how we could make our LinkedIn profiles more effective by filling out our skills, education, location and overall better-written content.

Having an interesting and effective job role headline is important, as it is one of the first things your possible future employers will see on your profile. This is how I ended up writing mine:



**Emily Moore**

Creative Marketing  
Apprentice | 🖋️ Designing  
and maintaining branded  
assets, 📺 videos, briefs  
and more.

As you can see, I have included my official current role now, (but this can be what you are aiming for when applying for roles), and a very brief description of what I do in my role. This can be expanded upon in my description and skills. I have also put in a couple of emojis so that it isn't just standard text.

Keep your profile up-to-date because you never know when you might receive an offer from a company and you might have to urgently change jobs.

Update your education like what you got in your GCSEs / A-levels / Bachelors, as long as they are relevant to the job role you are looking for. You could even include one that doesn't necessarily associate with your job role but it acts as a good conversation topic in interviews.

Remember to keep track of all of your skills! List the top skills in your industry by looking through role specifications and note down the ones you have. Include the skills you don't have too as you can say these are the ones you want to gain in your next role.



# Canva & Profiles

## Content



\*Remember the post 80/20 rule!

### LinkedIn Content Strategy

If you want to get noticed on LinkedIn, then posting and reblogging articles/posts with your thoughts can be an effective way to do so.

- Types of content suitable for the platform: articles, posts, videos
- Understanding the LinkedIn algorithm and engagement factors
- Creating compelling and relevant content for your target audience
- Best practices for writing engaging LinkedIn posts and articles

Within posts, there are different types that can help you to engage with your connections:

- Connection - Posts that are relevant and start a conversation
- Education - Teaches them a new skill, useful for the industry and gives insights, these can also include job-related tips.
- Inspiration - Shows people the journey - before and after posts - quotes. Inspiring your audience to do something.
- Promotion - Self-promotion is a simple statement of your intentions.

As mentioned in the beginning, there are different focuses on each social platform. Facebook is more self-interested with a self-focus while also staying in contact with family and friends. Not a lot of businesses thrive on Facebook in the present day. Instagram is different in a way to promote yourself, posting about your experiences in a visual way.

Whereas LinkedIn is more focused on business promotion and the majority of the time is very much a collective (we/peer voice).

Your posts thus should reflect this. At Grayce for example, we love to share our social gatherings and initiatives. These provide a way for our clients and other potential partners to see our active community hard at work to provide the best possible service while also demonstrating our value, 'we are human, and we care.'



# Canva & Profiles

## Content Formula & Examples

Give Grayce a follow!



### Content strategy category

- Industry insights - relevant news/event along with your thought
- Behind the scenes - experience and stories - Before and after - team that went to an event
- Humourous (if that is within your brand voice)

### Post formula

- Open with a hook, a value-based statement, why does it matter?
- Entice with an intriguing line to make people read the rest.
  - Deliver that content
- Give people a CTA

### Content types

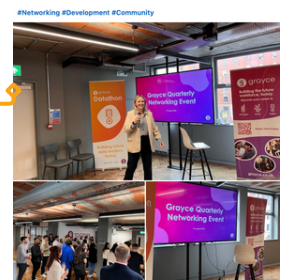
- Commenting/replying to comments
  - Posts you are tagged in
  - Post featuring your hashtags
- Sharing
  - Adding opinions
  - Team members' posts
- Text only
  - After fifth line
  - Image with text - show real photos, not stock photos
- External links
  - YouTube videos
  - News stories
- Documents
  - Skippable visual file
- Video
  - Short 1-2 minutes
  - People in the video
  - Add text or captions
- Live video
  - Requires application

Personal and professional development has soared at our Quarterly Networking Event in Manchester! 🌟

At Grayce, we believe that networking isn't just about making connections; it's about creating opportunities for growth and continuous learning.

The event was a captivating hub of knowledge exchange, rich experiences, and innovative ideas.

As we bask in the achievements of this event, we eagerly anticipate the next. 🌟



How do you ensure success in an interview? 🤔

The question we all want the answer to!

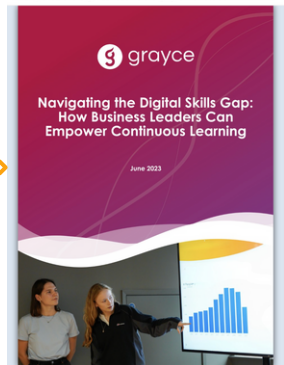
The Grayce talent team is here to help as they reveal their Top 5 Tips for Interview Success 🌟

What is your interview top 5? 🤔



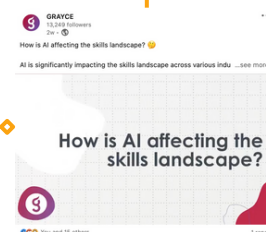
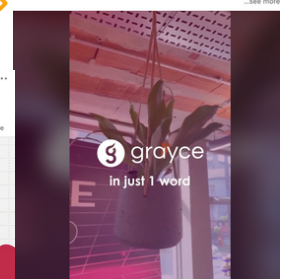
The digital revolution has reshaped our world! 🌐

This rapid rate of change has made it challenging for individuals as...see more



GRAYCE  
13,349 followers  
2w · Edited 🌟

Ready to kickstart your career with an exciting, vibrant, fun, proactive, extraordinary company? ...see more



# Service Research

## What we Offer

### What do we offer?

At Grayce, we don't offer products, rather we offer services in the form of our in-training Analysts. We train Analysts in one of our programmes: change and transformation, data and technology. Once hired, they undergo an upfront boot camp where they will undergo training and a range of tasks that relate to their programme.

For example, one of the projects that some of these Analysts have been tasked with is the creation of an app where future analysts can go and learn about the business.

All the while, our teams help find placements for them with our clients supporting their business and digital projects. Clients are a crucial part of our Analyst's career journey, helping to give feedback and experience to graduates. All the while, they get diligent and talented young people who support their projects.



**Change+**  
Developing specialist capability in change and transformation

“Developing next generation change and transformation talent in Project Management, Business Analysis and PMO, working in both agile and waterfall environments.”



**Data+**  
Unlock your organisation's data and drive innovation

“Developing next generation data talent with skills in analytics and programming, helping organisations harness their data and provide meaningful analytics support.”



**Tech+**  
Build your tech talent pool of the future

“Developing next generation tech talent in Software Development, Testing and Information Security. Equipping Analysts with the technical skills to help advance your business.”

salesforce

**PARTNER**

“Our Salesforce proposition is providing bright, curious emerging talent with the tools, support and training to deliver excellence in the Salesforce ecosystem. Our Salesforce Delivery Programmes span Change+, Tech+ and Data+.”





# Target Audience

## What & How

### What is a Target Audience?

A target audience refers to a specific group and type of customers / consumers / clients that are the most likely to want to purchase your services and or products.

These are the people that you target your ads to, this means understanding your customers, and how they like to consume your content.

The more that you know about your target audience, the less broad you will be fishing your net and the more likely you are for those people to make purchases. You should make a note of their:

- Age range
- Gender
- Income average
- Geographic
  - Wide or a specific place
- Interests
- Job roles\*
- Personal life \*
- Platform

By understanding all of these things, you will be able to better tailor your content alongside your messaging so that it will resonate with them.

Knowing your target audience will also translate into your marketing strategy. For example, if you are targeting a younger generation, you may want to use more visual, short-form content and social media platforms like TikTok or Instagram Reels.

\*These are not always relevant to your service or products.

### How?

- Conduct Market research to understand industry trends
  - You need to analyse your competitors and how they are selling
  - How are they failing?
  - What makes your company unique?
- Create Personas (Next page)
- Who is not your target audience
- Audit your social following
  - These can be found in your analytics
- Customer pain points / purchase intention
  - Why do people buy your products/services
  - What problem does it solve of theirs?
- Website Analytics



# Buyer Personas

## Examples

A buyer persona is a way of understanding your target audience better. They serve as a semi-functional representation of your ideal customer that is based on a series of different data from your research.

By understanding this, you can more effectively use your time to enhance your product and service production and preparation that will best serve your customers and save you money in the long run. Here is an example of one of our Change+ Client Personas:

**Demographics:** Typically 35+

**Job Role:** Director/C-suite - Head of Business Change, Head of/Change Director, Head of/Transformation Director, Head of/Project Management Director

**Day in their Life:** Working with the executive team to set the strategy and direction for the business. Busy working to influence Executive team members with little time for day-to-day minutiae.

**Pain Points:** Successfully fulfilling strategic project goals within budget and deadlines.

**What we help them solve:** Providing sustainable, cost-effective resources to fulfil project goals efficiently.

**What they value most:** Delivering success efficiently and visibility for doing so

**Their goals:** Improving organisational efficiencies and remaining competitive through innovative change programmes

**Where they go for information:** May delegate research to a more junior team member. Information needs to be quickly available and easily digestible. Likely to 'stick to what they know' due to time constraints.

**What are their most common objections to our products and services:** A main objection would be based on the model being untested in their organisation. Relying on external suppliers could negatively impact their reputation.



### Paid - Earned - Owned

**Paid:** Content that you have created and paying a third party to distribute that content in advertising, e.g. websites, social media, video etc.

**Earned:** Your content that that distributed without needing to pay, this could be via word of mouth or PR effort driven.

**Owned:** The content that you share including blogs, videos, podcasts, images, graphics gifs and more.

### Paid Ads

Paid ads are used when you want to reach more people who are not aware of your business, so you are increasing your brand awareness. You let people know who you are and what you do, why they should buy your products/services or even apply for a role at your company. You can target paid ads for your target audience, including their demographics, geographic and behaviours, etc.

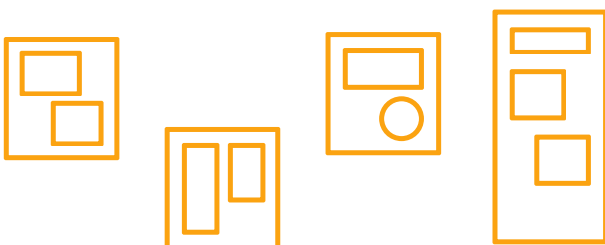
### AB Testing

AB testing refers to the process of trial and error. You can send out a series of ads after you have planned and set your goals and after a planned period of time, you review your analytics.

You analyse what ads did better than others and why, and then you create more ads that have the same similar attributes to the ads that did better for the rest of your campaign.

This makes sure that you get the most out of your budget for the campaign while also reaching your target audience.

AB testing also determines which platform helps you to be the most cost-effective, you can reach new customers / clients / candidates, retarget and convert website visitors.



## Social Media

### Benefits of Paid Media

The company Autopilote, targeted ads on LinkedIn to market media and communications job roles/functions in certain locations where they wanted to hire from. This helped them to generate 47% more leads, which compared to the industry average of 8-12%, is a huge improvement.

By knowing whom you are targeting and their demographics, you better your chances of filling your roles and overall generating more leads and new business.

### Some of the benefits:

- Increase brand awareness
- Generate more leads with targeted ads
- Be cost-effective
- Receive more applicants for roles

### 80:20 Rule

You have probably heard of the 80:20 rule, but if not it is essentially the two types of posts that you should share on your social platforms.

80% should be educational, providing engaging and entertaining content to your followers that will likely get shared and also increase your brand awareness. And the remaining 20% is the promotional content about your business including your services, products and open roles.

This helps you to build long-term relationships and leads customers into the customer funnel.

### Other tips

You should use a variety of different types of media formats that are tailored to specific social channels. Remember to provide helpful content that is related to your product.

You can do tips or interviews with notable people in your business, alumni or even customers. Companies like Wiley Edge and Sparta Global do this often.



# Advertising

## Types

## Why should you advertise?

Social media advertising helps you to increase your reach to your specific audience (target audience) and even reach new audiences that you might not even have considered prior.

You should make sure that when filling out your analytics, you understand the different file formats /sizes and you link them to whatever analytics platform you use.

When considering your digital ads, you need to assess their relevance and their outcome:

- Quality - how good is it compared to others
- Engagement - how well does it do against others
- Conversion rates and clickthrough
  - Offer quality and relevant content to your consumers

### Social media data and metrics can affect your:

- Product development roadmap
- Marketing campaigns
- Sales efforts
- Recruiting efforts public relations
- Customer service and loyalty programs

### Measuring ROI

- Equation:  $ROI = \frac{\text{Net income}}{\text{Cost of Investment}} \times 100$ 
  - If the goal was generating more applicants or other leads, you would have to work out how much each lead cost you. (This isn't always accurate.)
- Only 13% of B2B marketers believe they've quantitatively proven social media has had an impact on their business.
- Social metrics
  - Develop your strategy
  - Modify campaigns and content
  - Consistency between platform
- You have to justify how well your investment of time and money with the results, whether it be through leads or successful applications.
  - This allows you to better plan and adapt in future campaigns



# Budget

## Examples

### Developing a Budget

Developing an effective social media budget, either for campaigns or general social media promotion requires a certain level of careful consideration so that you can make the most out of your assets and resources, including your time.

You have to consider the following:

- Cost of software
  - For example, at Grayce, we use Canva Pro which costs around £650 annually for the BMC team
  - Adobe Licence, If used to make the ads/videos for the ad
- Time
  - This includes you and your coworker's company time working on the project
- Cost of the ad itself
  - This can depend on the type of ad, for example, the click-through rate
  - Or it can be different on other platforms
- SEO
  - Money spent on SEO tools to get a diverse amount of data improves campaign readiness
- Audience size and targeting
  - Keep your target audience specified, going too broad and you'll see little ROI
- Ad format/placement
  - Video ads and carousels may cost more than simple graphic ads
- Placements
  - In Instagram, these can be in-feed ads or stories
  - Websites - side banners, pop-ups
- Schedules
  - Peak times in ads can cost more
- Agencies
  - Your team/company may consider hiring an agency to run an ad campaign, whether it's on social media, TV ads or billboards
  - These options will all vary in cost from agency to agency And it can take time to organise
- Ad Duration
  - How long the ad will run and what time you will spend editing and optimising it
  - This includes A/B testing



# AI in Marketing

## ChatGPT & Media

### Why should you use AI?

Marketers can gain valuable insights into their customer's behaviours and improve their marketing strategies and campaigns, gain competitor analyses and other market research which all contribute towards business growth.

AI can analyse your customer data; behaviour, and demographic information to score leads and prioritize outreach efforts. This streamlines the sales funnel for marketers, improves conversion rates, and saves time and resources for marketers.

Not only that, but it can help you to come up with ideas for blogs and other social media posts. By identifying trends and generating insights, it can help you stay on top of your game, teaching you how to be more engaging, persuasive and still align with your target audiences.

### ChatGPT

First of all, let's get the elephant out of the room. What is ChatGPT and how do you use it? This AI is a chatbot that was developed by OpenAI and was launched on November 30th, 2022. It was developed for refining and developing conversations for the user's desired format, style of writing, amount of detail, length of the writing and even the language used.

I have used this AI in the past to assist me in creating names for my blog posts that align with my SEO and keyword goals. It is a useful tool to help come up with ideas for content for your social media or if you need some help in generating ideas for keywords.



# Competitors

## Research



## Our Competitors

As a change and transformation, data and tech consultancy, we have a wide range of different competitors, globally or even just nationally. Companies like Accenture are one of the biggest tech consultancy companies in the world, with an award winning culture and community.

And as we continue to kickstart in the US, it is important to know who are competitors are and how we are different from them. This helps us to generate a better impact from giving potential clients the tip in balance to our favour.

For example, we don't just train young analysts, we train the new graduate emerging talent, whatever degree, to support them in kickstarting their careers. We help build their futures, today. Grayce transforms the way businesses take on the widening skills gap and even helps analysts to transition to clients. Grayce leaves a lasting impact on the clients that we support, with an inclusive and active community.

Our community is filled with bright and diverse individuals, living out our values in everything that we do. Our branding and tone of voice reflect our friendliness and honesty, as we strive to close the skills gap and launch new careers in the UK and now in the US. Our colours also reflect our approachability and nature as we carry out our mission





# Competitors

## Services

### What they offer:

**Accenture** The leading global professional services company

- Global Service
- Solutions in:
  - Business Strategy
  - Digital
  - Technology
- Improve performance
- Sustainable values



**Sparta Global** Sparta Global is an award-winning hire, train, deploy company

- Claim to - Close the digital skills gap and add social value
- Solutions in:
  - Business (Analysts/project ownership/management)
  - Finance / Risk Compliance
  - Technology



**FDM** Bringing people and technology together

- Hiring Focus
- Solutions in:
  - Business
  - Technical
  - Tailored (additional offerings)
- Global - multiple locations
- Culture:
  - Values
  - People



**Wiley Edge** Building careers in tech, banking and business

- Hire train deploy > Alumni Program
- Solutions in: (unclear)
  - Banking & Business
  - Technology
- "Bridging the skills gap by connecting education to real career outcomes"



**AND.Digital** Build better digital products AND stronger teams

- "Our culture is built for change-makers"
- Solutions in:
  - Digital
  - Technology
  - Data
- Services in UX & Design



**Kubrick** Shaping tomorrow, today.

- Global Service
- Solutions in: (unclear)
  - Technology
  - Data
- "Kubrick's unique model delivers long-lasting value"



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## My Social Media

