

Grow Your Online Community

FIVE ESSENTIAL TIPS FOR BUILDING
YOUR BRAND ON SOCIAL MEDIA







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INTRODUCTION

Still trying to wrap your head around reaching your customers through social media? We give you five essential tips when it comes to tapping into your market online, and leveraging your brand in the social space.

Why social?

Social media not only gives your brand more consumer credibility, it provides the creative freedom to align it alongside new concepts and ideas to shape perceptions, and sway spending. It also allows you to reach many people instantly, a big step forward from the days when brands were at the whim of PR agencies, journalists and big advertising budgets to convey their messages. Today anyone can be the publisher of their own content, and it's this tactic of growing followers and engagement in the social space that's shaping the success of brands.





Choose platforms that support your brand

Platforms that fit your brand will always create better results when it comes to attracting followers and converting sales, and posting on a platform that feels authentic to you will come more easily.

Clothing companies and retailers for example rely heavily on imagery, which is why Instagram is great as it has no limits when it comes to creativity, and can achieve some incredible cut through in the market. Platforms like Instagram can also leverage partnerships and collaborations through cross marketing; a new concept or initiative to each partners' followers, effectively putting complementary brands in front of new markets.

This is where the success of partnerships and collaborations hinges on brand synergy

and sharing similar market. **When a brand is put in front of a new audience as part of a collaboration, it sticks enough to make a lasting impression and leads consumers to take action.**

When it comes to platforms, LinkedIn is a stronger choice for the business to business (B2B) sector ([entrepreneur.com](https://www.entrepreneur.com)). Facebook will support virtually any brand thanks to its diverse user base which has approximately 2.96 billion monthly active users world-wide ([statista.com](https://www.statista.com)).

Successful Networking Tips

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Post interesting and shareable content

Posting content that inspires people to share it with others comes down to understanding your target market inside and out, and tailoring content to your customer persona you created when you first established your brand. Knowing

TIP

Mix your content up. Creating original content for social media like custom designed artwork and photography is great, however don't forget to repurpose content where you can. Post links to articles, blogs, digital magazines and videos that you have already published to reach a bigger slice of the market.

your market's likes and dislikes, interests, concerns and behavioural patterns is key to shaping successful social media content that influences.

The content you post should be appealing to your target market and 80% should be topics of interest, while 20% can push your brand. People want to see images and read content they are genuinely interested in rather than continually being hit with promotional material, so ensure you give them what they want. That said, Instagram is image-focused so the content you post and the stories you tell will be more brand centric across the board. According to Forbes, content with visuals gets 94% more views.



Leverage influencers

If you are a start-up business it can take years to build a base of followers on your own to impact the market; leveraging influencers is a way to fast-track this. Tagging a well-followed brand or personality on Instagram who chooses to add you to their feed could reach millions of followers. This not only outreaches traditional print advertising, it comes without the exuberant cost of a print ad in a newspaper or glossy magazine.

For example, if a fashion start-up tags a celebrity who decides to add the photo to their

feed; it will put the brand in front of thousands of followers and launch it to the market.

TIP

Use hashtags to strategically bundle all the pieces of your marketing campaign.

Check each hashtag on social media channels first to make sure the ones you'll use align with your brand, and ones specific for your marketing campaign aren't already being used.



Change your rituals

Make it a habit to spend time on planning social media content. Decide what you want to focus on and create a social media calendar, schedule photo shoots or create a blog which can be pushed across a variety of platforms. While successful brands can make their social media posting on platforms like Instagram and Facebook look effortless, a lot of calculated planning and time goes into achieving the look and feel they've created.

Whenever you create new content, whether it's a blog post, a new campaign, a magazine or article, post and share it across the social media platforms you use. Content should be tailored to each platform, never replicated. As LinkedIn, for example is a B2B site, it calls for industry-specific content presented more seriously. While X posts should be kept to small snippets of information (posts are a

maximum of 280 characters), Facebook allows longer posts, although several studies have found that Facebook statuses of around 40-80 characters perform best. An Express Writers infographic suggests that your posts work best at 40 characters or fewer, earning 86% more engagement than longer posts. Jeff Bullas found similar results, although you could be a little more generous with your writing - posts with 80 characters or less receive 66% higher engagement ([Influencer Marketing, 2022](#))

Posting consistently will put your brand in front of more people more frequently to boost consumer engagement through the right content.



Use the latest technology and create quality content

The best social media marketers are sticklers for quality – this means no pixelated photos, and using the latest technology – phones and digital SLR cameras – and expertise in the information you disseminate to make your message stick. When it comes to images, poor lighting, positioning and styling can all break the formula for a widely-shared post and erode the credibility of your brand – we recommend researching this area to familiarise yourself with industry standards. Post topical content and comment, share and repost openly and frequently – you will find other brands will do the same for you.

Starbucks boosts engagement in the social space

The caffeine giant, Starbucks, is replicating its prevalence in the offline world on social

media by ingraining a social media strategy which takes customer interaction to another level. The company has left its mark on Facebook, X, YouTube and Foursquare plus mobile apps, and has created a deeply interactive and engaging customer experience across all platforms. On X, it responds to comments and compliments, apologises for any bad experiences or takes part in conversations. Its Facebook account which boasts more than 36 million likes is integrating consumer purchasing into the social platform, where customers can manage their Starbucks accounts and gift friends coffee credits, creating another touch point for customers ([Mashable](#)).

A background image showing a group of people, primarily young women, looking at their smartphones. Overlaid on the image are four white speech bubble icons: one with a person icon and '4k', one with a heart icon and '5k', one with a blue speech bubble icon and '11', and another with a person icon and '4k'.

A quick guide to social media and the best way to get your message across



Facebook is the biggest social media site packing 3.07 billion monthly active user's world-wide ([2024 statistica.com](https://www.statista.com)), and for this reason it is a great platform to push virtually any brand. Try to keep posts short and punchy and post a mix of content to keep the market interested. You might want to consider running Facebook advertising which allows you to reach targeted sectors and support campaigns through driving clicks to your website, conversations and likes. Facebook has revolutionised social interaction which has spilled into the marketing space.



LinkedIn is a B2B platform for serious content. LinkedIn users check in to check up on and connect with business colleagues, find jobs, create partnerships and headhunt. Its content sharing section is the place to post industry-specific news and content of a more serious nature. A LinkedIn profile is similar to a resume where you can list your experience and qualifications. Join groups and communities on LinkedIn where you can ask questions and participate in conversations to create a stronger presence for your brand.



X is a living, breathing conversation – users send and read posts up to 280 characters long on this micro-blogging platform. X is quick, frequent and allows you to turn your blog into small snippets of information driving followers to full articles, which is why Tweets should be compelling and enticing. When you incorporate a trending hashtag, you have a better chance of capturing the attention of people who aren't already followers. Try to keep your X handle (how users identify you) short and position your brand in your bio – you have 160 characters to succinctly say who you are and what you do.



Instagram is all about the images and they say a picture is worth a thousand words. Unlike the polished images found in Facebook, Instagram, which has more than 2.4 billion users ([Statistica, 2024](#)) shares shots taken on smartphones and can be extremely effective when it comes to product placement. Always include a link to your website in your Instagram bio section. Tag influencers or add them as collaborators when posting content to get reposted and reach new markets.



Going viral on **YouTube** is every marketer's dream! Having your video seen in hundreds of thousands of households will certainly give your brand cut-through in the market. Develop your own YouTube channel with targeted content for your consumer market and share it across other social media platforms.

your brand personality through customised content to make you loved in the market. Ensure content is always tailored to the customer persona your brand is created around, and keep posts appealing to the eye.



Pinterest is all about users 'pinning' visually appealing imagery, from pictures and infographics to tutorials and explanatory content to boards which are divided up into categories. It's a great platform to showcase

TikTok is the latest trend for mobile videos with 1.6 billion monthly users. Whether you're showing the latest products for your business, or just wanting to have some fun, it's a great way for your audience to engage with your business. Drive brand awareness, find new customers and drive sales with TikTok Ads. There's something for everyone on TikTok.



Conclusion

The most successful brands are capturing their market in the digital space, and social media is playing a huge part in, not only disseminating content, but giving brands a direct line to their customers that transcends bricks and mortar.

It's worth paying attention to what's reshaping the business world and put strategies in place to attract new customers. What are you currently doing to get new customers?

Using your existing customer attraction strategies, have you ever figured out what your actual customer acquisition cost is?

Bartercard can assist you to stay on top of the latest approaches without the expensive price tag – thousands of cardholders and business experts Australia-wide are exchanging products and services without the use of cash to attract new customers, stay competitive, conserve cash flow and grow profits every day. To attract more customers and feel energised by your business, talk to Bartercard about implementing effective customer attracting strategies.

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