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In addition to producing online educative video contents like; Healthy You, Global Hour, Voice of Power, Songs of Liberation and the likes. Amankwah Founded and write blog content for Christians in Technology [christiansintechnology.net](http://christiansintechnology.net) a digital platform for Christians who are passionate about technology. Amankwah is an IT consultant for the Africa Youth Employment Initiative, developing all online-based communication tools such as mobile and web applications.

In 2018, Amankwah launched an e-commerce website [clickshopgh.com](http://clickshopgh.com) a platform connecting buyers and sellers. He is an active member of the Kumasi Tech Community, Kumasi Entrepreneurs Community and Kumasi WordPress Community, a community connecting individuals in IT and other Entrepreneurship ventures. Amankwah holds Bsc Administration, 2nd BA Bible and Theology and Masters in Educational Technology.



# Digital Marketing

**Digital marketing** is the component of **marketing** that utilizes internet and online based **digital** technologies such as desktop computers, mobile phones and other **digital** media and platforms to promote products and services.



# 1 Guide on the Best Social Media Platform for Your Business

As a business owner, you know that maintaining many social media sites can be very tedious. This guide aims to help you choose which sites that will work best for your business, meets your business goals and will enable you to engage with your customers better.



## Facebook

### Demographics:

Facebook is still the most popular platform with about 1.19 billion and counting users worldwide and with those most evenly distributed demographics compared to the rest.

Although Facebook is not the best tool for sales generation, it can boost brand awareness.

It can also help you target customers through the *Facebook Advertising Tool* – as it helps you filter not only by demographics but other details such as job and other personal details that can help you get the right customers.

Lastly, be aware that there are less usage of Facebook amongst teens especially when parents or adults started using it too hence, if you want to target teen customers, you may want to focus on Instagram or Snapchat as this is a more popular platform for them.

### What to share?

- Regularly post images of products/services that you offer.
- Post promos, discounts, contests and coupons if available.
- Post relevant articles/news/call-to-action that can engage followers.

### Post Frequency:

Once or Twice a day



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Tips:

- Posts with picture can generate more attention and engagement by 120%
- Keep text posts shorter than 250 characters to keep audiences engaged.
- Thursday and Friday are known to be the best days to post than other days of the week.
- Call-to-action posts have better chances of engagement from customers than nonquestion posts.

Which businesses should be in Facebook?

Any type of business should have a Facebook Page since they are still the most widely-used platform; it can increase sales indirectly through brand awareness and customer engagements. You can increase Facebook likes by having a contest, available downloadable coupons, and Facebook ads and even 'Like' buttons on blogs and websites.



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## Instagram

Demographics:

Coming in fifth is Instagram but despite this, they have the second-most devoted users, with 56% of users logging in daily which is 11% higher than Twitter and only 6% behind Facebook.

The demographics of Instagram are composed of only 17% adults but with 43% in the age of 18-29.

What to share?

Instagram posts are creatively taken product/service shots with equally catchy captions. Businesses usually have dedicated Hashtags so people searching on using that Hashtag can filter/see the rest of Instagram related post about your business or product.

Post Frequency:

Once a day



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Tips:

Since Instagram lean towards users rather than businesses – you can have an Instagram photo contest where users can take a picture of your product/service and then decide on a specific Hashtag so you can see all of the entries. This can help boost your company’s popularity and you can even have future pictures that you can repost to recognize customers/clients.

Which businesses should be in Instagram?

Businesses in the Food and Fashion industry can benefit well in using Instagram, as well as, architecture, designers and technology business. Keep in mind that businesses that are targeting the 18-29 age-demographic should also use Instagram as one of their main platforms to promote their business.

Post fun and creative images that will interest your followers may it be the fun things you do, behind the scenes and your office environment, use fun props and the lighter side of your business to make it more relatable. Also, keep trends and latest in check with the help of Twitter as well.



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## **YouTube**

### Demographics:

YouTube is known to be the largest video-sharing social network with over 6 billion hours of video watched on a monthly basis; with that, we can see that there is an opportunity for your business to reach audiences.

Although YouTube's demographics are of every age bracket – it still leans toward the young ones. YouTube has an average of about 18-34 adult users. Social video in today's world is an effective way for businesses to connect with their audience.

### What to share?

It can be just a video of a simple overview of your business and what you offer, you can also create a series about your products and services applied on daily lives. It can also be a video of customer feedbacks. Basically, anything you can think of that can catch interest of viewers to the point of them sharing it.

### Post Frequency:

Once or twice a week



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Tips:

- Shorter videos work well because of two reasons – user’s attention span and loading time. Go for the 3-minute or below mark as advised.
- Focus on how you promote your video, give importance on the production value whether informing viewers about your business or about your products and services – make it fun and informative at the same time.

Which businesses should be in YouTube?

All businesses that are visually driven can benefit from YouTube especially those with products/services targeting the customers in 18-34 age-demographic, this is because you can take advantage of the fact that it is free and it allows users to watch your videos and engage with you and others by liking, commenting and sharing it with their friends.





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To conclude, hopefully with this guide, you are able to decide on which platform is best for your business. You can focus on two platforms – one where there is a large audience with your target demographics and where there is a better sales return. Also look at the possibility of other platforms having new features that can help boost your business so you can keep up and cover all bases.

We can look at other platforms later. Thank you



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# **SOME POST IDEAS TO INCREASE SOCIAL ENGAGEMENT**





# CROSS-PROMOTE YOUR SOCIAL CHANNELS

**SO ME Academy**  
August 30 · 🌐

Are you following SO ME on Twitter?  
We don't want to be lonely so do pop on over and follow us. We would love to tweet you!

<http://ow.ly/RuwMR>

**SO ME Academy (@SOMEacad) | Twitter**  
The latest Tweets from SO ME Academy (@SOMEacad). Learn social media. Avoid trial & error. Keep ahead of your competitors. Join over...  
TWITTER.COM

Like Comment Share

James Smith likes this. [Most Recent](#)

**James Smith**   
Like · Reply · September 16 at 3:59pm

Write a comment...

Don't ever be afraid to encourage your social communities to cross.

Bespoke and unique content per social channel can go along way to pleasing the social network's algorithms and show each community you care.

Invite users of other platforms to join you at other sites too!



# OFFER UP A FACT



Offer up a fun fact. It could be related to your business, the area you're based in or something totally off the wall.

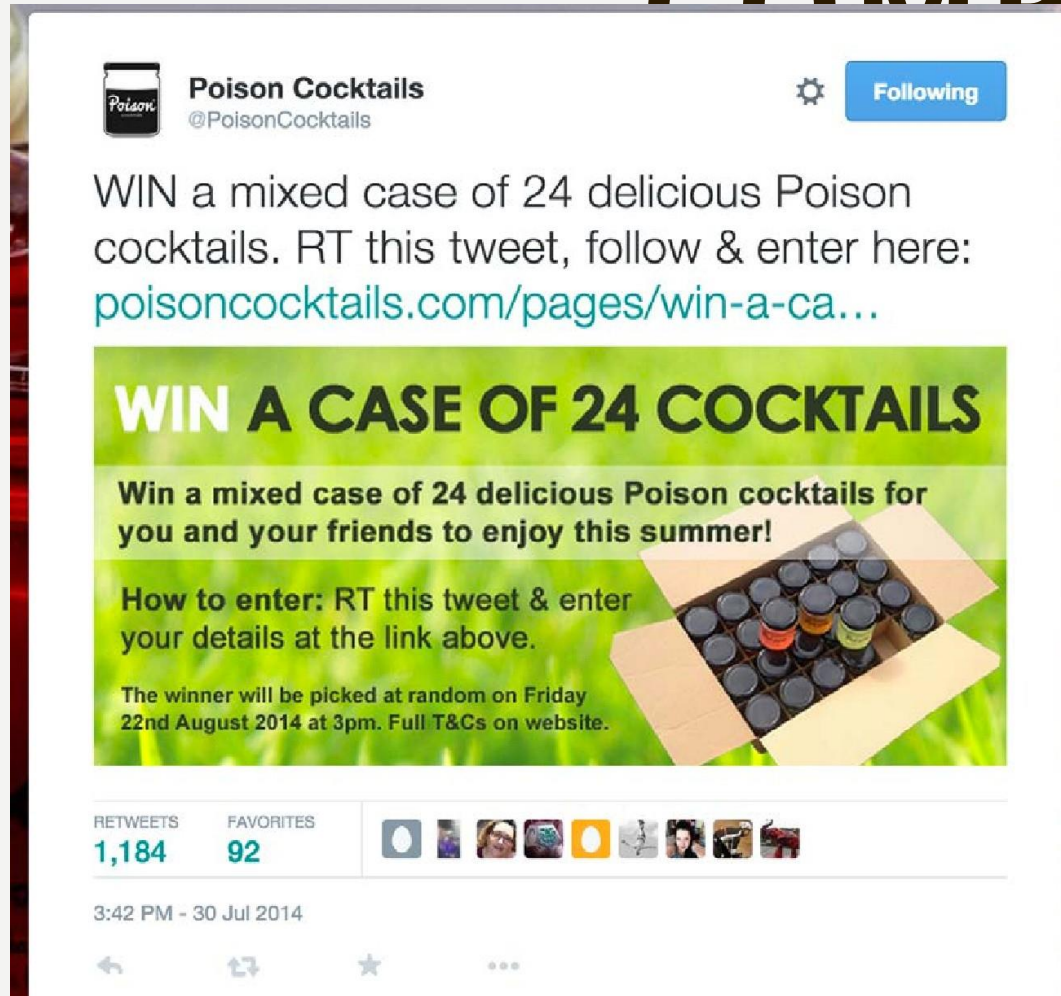
Did you know... a full head of human hair is strong enough to support 12 tons.



A screenshot of a Facebook post from Virgin Trains. The post is titled "#FunFactFriday" and contains the text: "Did you know that in an average week we serve 20,700 rashers of bacon, 18,700 cups of coffee and 22,000 slices of toast!". Below the text is a photograph of a breakfast meal consisting of a plate with a fried egg, a sausage, a tomato slice, and rashers of bacon, a glass of orange juice, a cup of coffee, and a plate of toast.



# RUN COMPETITIONS



**Poison Cocktails**  
@PoisonCocktails

WIN a mixed case of 24 delicious Poison cocktails. RT this tweet, follow & enter here: [poisoncocktails.com/pages/win-a-ca...](http://poisoncocktails.com/pages/win-a-ca...)

**WIN A CASE OF 24 COCKTAILS**

Win a mixed case of 24 delicious Poison cocktails for you and your friends to enjoy this summer!

How to enter: RT this tweet & enter your details at the link above.

The winner will be picked at random on Friday 22nd August 2014 at 3pm. Full T&Cs on website.

RETWEETS 1,184 FAVORITES 92

3:42 PM - 30 Jul 2014

Competitions work really well on social media. We look at competitions in more detail in our social media marketing course, but for the sake of this guide know that- competitions work **very well**.

The bigger the prize, the more engagement. Think about what would make you spare your time to enter a competition.


# POST INDUSTRY NEWS




Your fans and followers want to know you're an expert in your field. A trusted resource. So why not share relevant industry news.

You can add a summary or your view when you share the news too.



 **SO ME Academy**  
September 3 at 8:10am · 🌐

Instagram have made a change...  
No longer do you need to crop that image when you upload to Instagram. Now you can post portrait and landscape.  
Read full details...  
<http://ow.ly/Rux8Y>



**Instagram Photos and Videos No Longer Need to Be Square**  
It's an end of an Insta-era.  
ENTREPRENEUR.COM | BY KATE TAYLOR

# FAN ONLY ERS



 **Domino's Pizza**  
December 5, 2014 · 🌐

Pizza cravings happen. Get some delicious satisfaction with this ½ off deal.



  
— ONLINE ONLY —  
**50% OFF**  
— ALL PIZZAS —  
— AT MENU PRICE —  
DECEMBER 1 — DECEMBER 7

Reward your loyal fans by giving back.

Offer your fans and followers an offer they can't refuse and that's just for them!

# POST FROM BEHIND THE SCENE

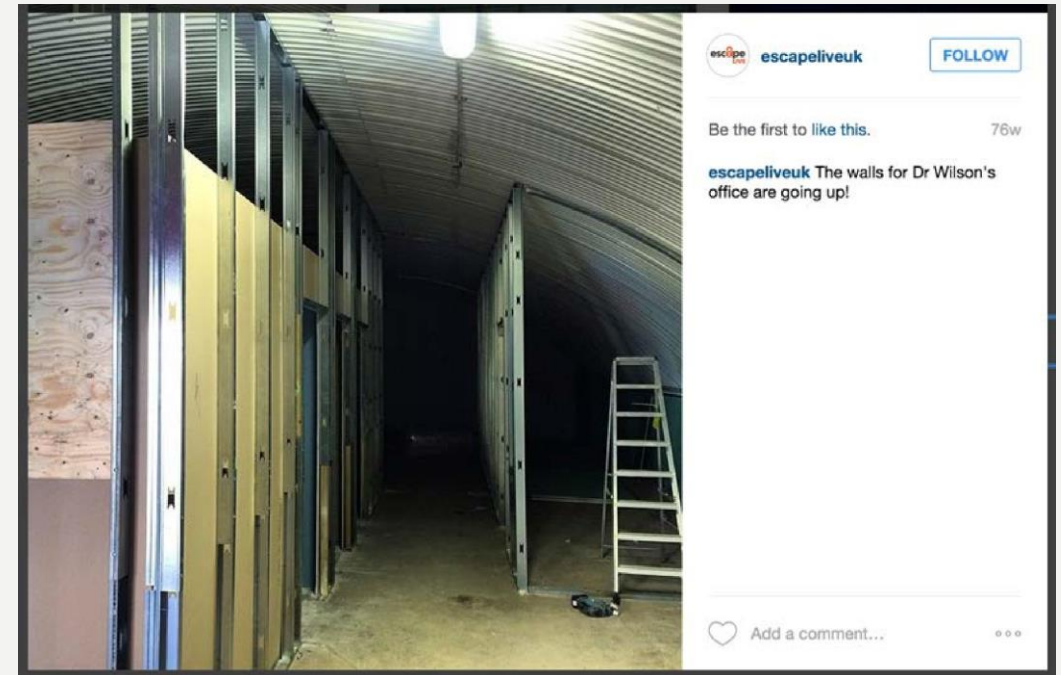


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Your community wants to know what goes on behind the scenes.

They'll be intrigued by the effort which goes into creating new cocktails at bars, or what building work was needed to create your hotel.

Be imaginative and share your insider photos!





# NOSTALGI A

 **The Coca-Cola Company** Like Page  
May 21 · Edited · 

For its 25th anniversary this Sunday, May 24, the World of Coca-Cola will be offering 2 general admission tickets for \$25 all day. There will also be a special promotion in partnership with the [#CokeBottle100](#) exhibit at the High Museum of Art, Atlanta and later, on Friday the 29th, a visit from the [#ShareaCoke](#) experiential tour. Learn more:



## World of Coca-Cola Turns 25: Atlanta Attraction Celebrates With Ticket Offer, New Exhibits and More

The World of Coca-Cola turns 25 this year – Sunday, May 24, to be exact – and the “Home of Happiness” is celebrating the milestone and its role in

[COCA-COLACOMPANY.COM](http://COCA-COLACOMPANY.COM)

Celebrate something from your company’s past. Such as a first logo, employee or first product range.

Or celebrate an anniversary or a birthday!



# Talk about OTHER BUSINESSES



Businesses in the same industry can collaborate in a really simple way on social media.

By targeting businesses that don't compete but are in the same industry you can reach a similar audience but not step on each other's toes!



innocent drinks @innocent · Sep 25

The brilliant guys from @higgidy came over last night and fed us all their delicious pies. Cheers, you lot.



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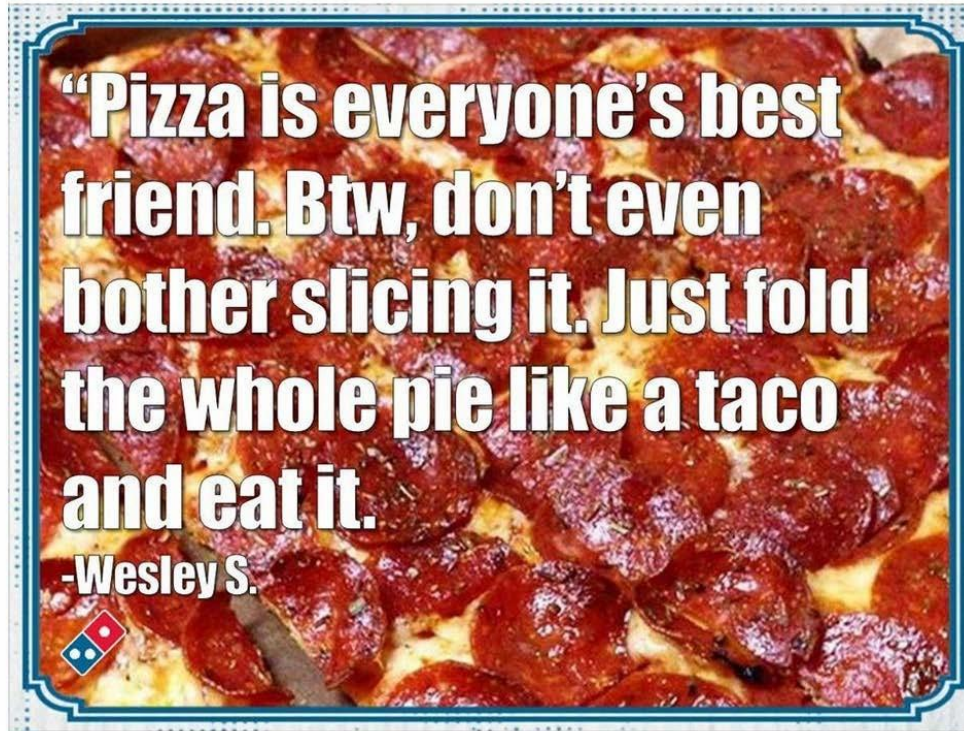
# RELATED QUOTES



Domino's Pizza

November 25, 2014 · 🌐

And that, friends, is pizza innovation in action.



Go find a quote that works well for your industry. Spruce it up with some tasty imagery and then deliver it to your social media pages.

# NATIONAL DAY POSTS

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There are a whole host of “National\_\_\_\_Day” – find one related to your industry or find a totally random one.

Either way, they’re a simple piece of content to share.






# PROVIDE TIMELY OFFERS & CONTENT

 **Virgin Trains**  
October 3, 2014 · 🌐

Need to entertain the #kids this Half Term? Get #discount train travel for the whole family <http://goo.gl/NnjOq1>

*Fantastic fixed-price fares*



The image shows a family of five dressed as the Pevensie children from the movie Narnia. From left to right: a girl in a white shirt and a striped dress, a girl in a blue shirt and dark skirt, a girl in a pink and white striped dress, a boy in a red and white checkered shirt and khaki pants, and a woman in a red patterned cardigan and a purple top. The woman has a black mustache drawn on her upper lip. They are all wearing black-rimmed glasses and have their hair styled in braids. The background is a solid light blue color.

Christmas? New year? School holidays?

Match your offers and social media content to give ideas, inspiration and cost-savings to your fans.

# TEACH

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Teach your social media fans how to do something!

By teaching you add value to someone's life. A bar could teach a fan how to make a alcoholic version of their famous cocktail. A hotel could teach how to match pillow designs to bedding colours.



 **SO ME Academy**  
September 3 at 8:11pm · 🌐

SO ME #SocialMedia Tip Of The Week

Every second there are on average 600 tweets, so to get your tweet to stand out can be hard work. Add an image and you suddenly stand far more chance.

Images stand out!





# RUN A POLL



Crowd-source your latest product range, or just find out if your fans prefer tea to coffee.

Polls are a great way to increase engagement and offer a quick fire way of getting people involved!

# SPY ON YOUR COMPEPTITORS



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Ok, not exactly a piece of content, BUT, by watching what content your competitors post and which content gets them likes, comments and shares. You can then decide what content might work for you..

Genius! Go forth and create great content 😊

