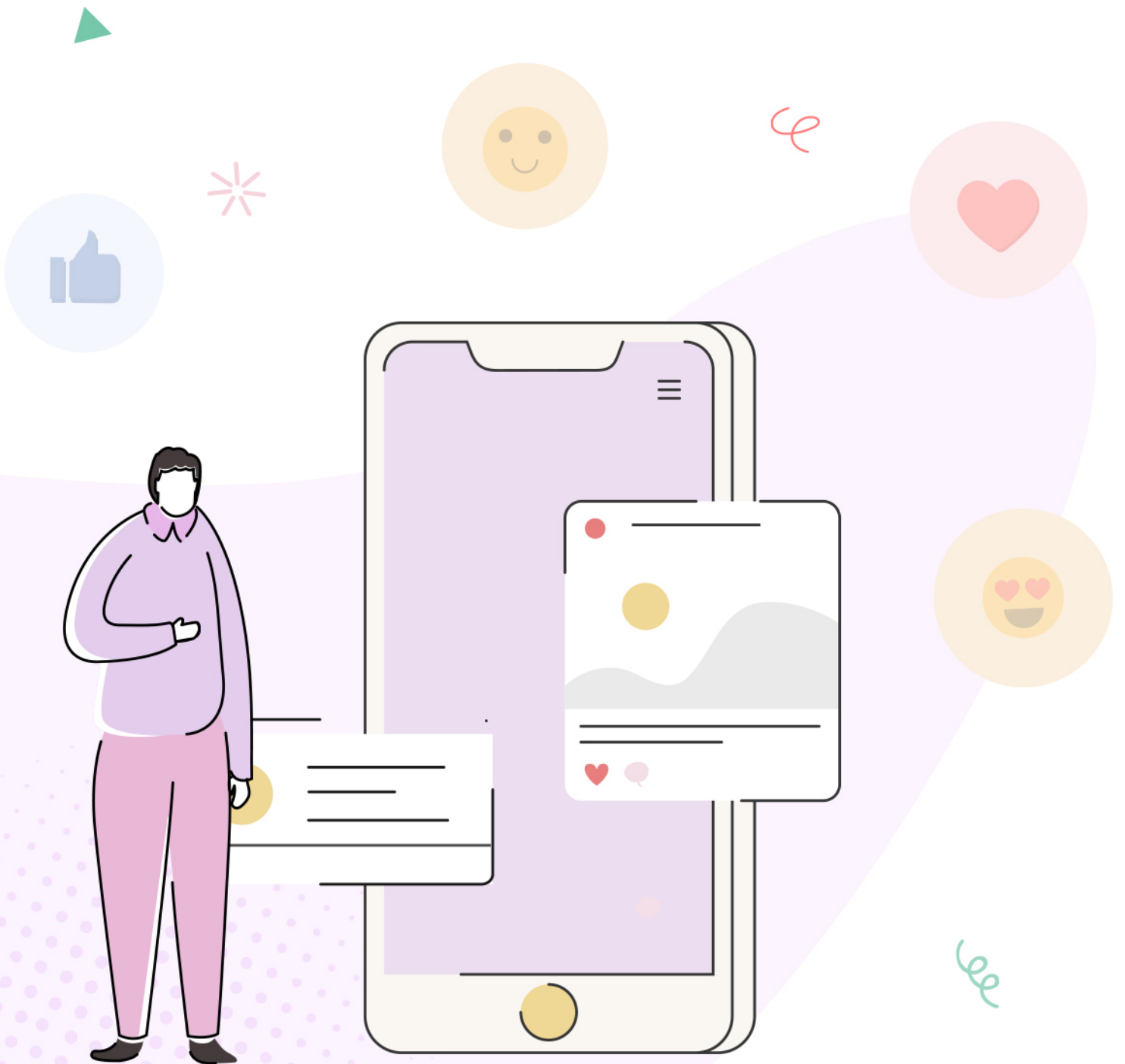# Create engaging content
for Social Campaigns

Create engaging content using social campaigns

With approximately 3.84 billion active users worldwide, social media has become the most important medium in the marketing world. A brand's reach is hugely dependent on developing and maintaining a strong social media presence.
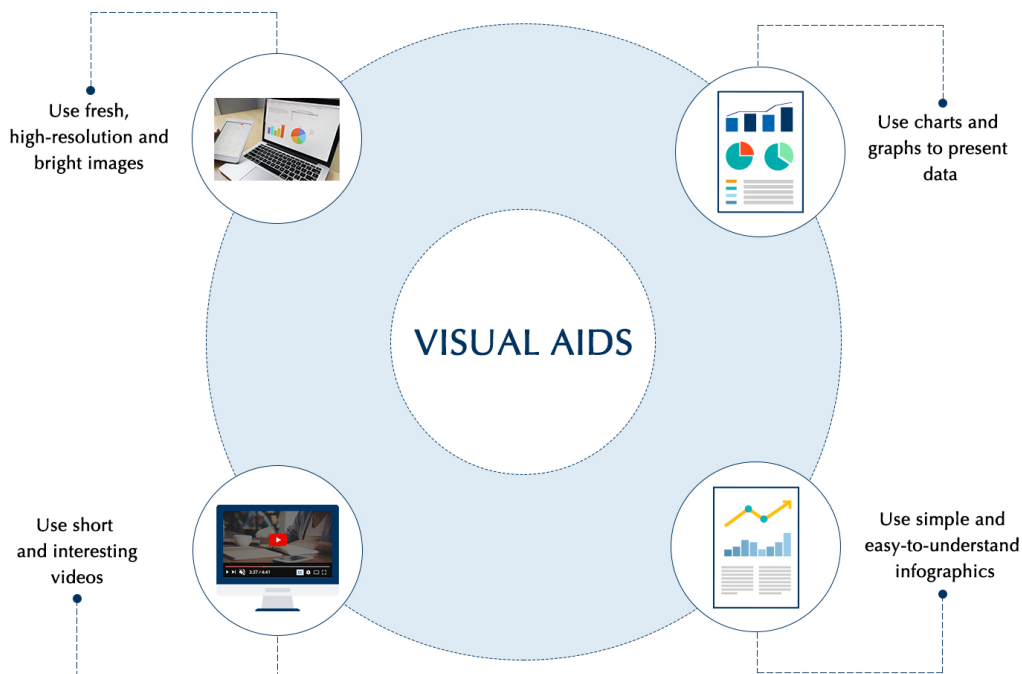
One of the best ways to enhance your social media presence is by creating engaging social campaigns. In this guide, we'll cover some best practices to generate compelling content and engage with your audience.

Table of content

Use visual aids

We've all heard the quote "A picture is worth a thousand words," which basically means the human brain tends to remember images better than text. This quote applies perfectly when it comes to creating social campaigns. Social media has a plethora of data, and the time taken to see each post is less than a minute. Interesting visual components help attract your audience's attention and convey information quickly.

Use fresh, high-resolution and bright images

Use charts and graphs to present data

VISUAL AIDS

Use short and interesting videos

Use simple and easy-to-understand infographics

Images

According to Brain Rules by John Medina, images are closely associated with memory. He says the following: We are incredible at remembering pictures. Hear a piece of information, and three days later you'll remember 10% of it. Add a picture and you'll remember 65%.

Points to remember:

1)   While choosing stock images, always use clear, bright, and high-resolution images. These should be free from copyright issues. Use optimum dimensions according to the social networking site you're using to maintain the quality of the image.

2) Choose relevant images that your audience can instantly connect with. Do not force images into your content if it isn't necessary. Irrelevant and misleading images reduce your brand's reputation.

3) Position any text with or overlapping the image to get optimum attention. This text might include short phrases about offers, discounts, and so on. Include your brand name within the image.

4) Choose images that convey a story to the user. For instance, an online store might show a picture of a happy customer with all the things they've bought in addition to text projecting the discount percentage.

Infographics

Infographics are an innovative way to depict the essential data alongside supporting images. This makes data transfer simple and interesting to the audience. Infographics are one of the most used pieces of content in social media as they convey the necessary data to the user quickly.

Tips to make interesting infographics:

1) Choose a topic or goal for your infographic. If you have an older document that's still relevant today, you can choose that and repurpose it into an infographic so that it's visually more interesting and gets a better reach. You can also take up an important or a frequent issue faced by your customers and make an infographic discussing how that issue can be resolved.

2) Once you've decided a topic for your infographic, start collecting data relevant to it. Choose your data wisely. You may find lots of data for any topic, but in an infographic, list only the most important and interesting data. Prioritize the data and pick the points that deserve a place in an infographic.

3) Graphs or charts to support your data can also be a part of your infographic. In fact, charts with data proving your point can be considered standalone infographics.

4) Come up with interesting images relevant to your data. Simple original images can compliment your data perfectly. Avoid using stock images in infographics.

5) Once you've collected all the necessary elements of your infographic, design it with the help of a designer. If you want to design it on your own, try online infographic tools that provide you a lot of templates. They let you choose a suitable template and build your infographic.

Build your infographic

Assemble your points

Collect data

Set a goal

Graphs and charts

Use charts and graphs to present statistical data relevant to your brand and products. This could include your company's growth over the years, trends in purchases of your products, or interesting data relevant to your field/industry. Audiences find it easier to process data represented as graphs.

Video

According to Cisco's whitepaper, 80% of total internet traffic will be used for viewing internet videos by 2022. This emphasizes just how essential it is for marketers to embrace video in their social campaigns. One good use of video for your social media channels is to make short advertisements about your brand that are easily digestible.

Quick tips include:

1) Keep the videos short and interesting

2) Make videos that rely on visuals more than audio

3) Creatively use on-screen text to convey important points

4) Include closed captions for videos that depend on audio

5) Post how-to videos relevant to your brand or product

6) Aim for the best quality.

Avoid audio

Keep it short

▶ ▶| 🔇 3:37 / 4:41   CC ⚙ ▢ ⟦⟧

Have closed captions
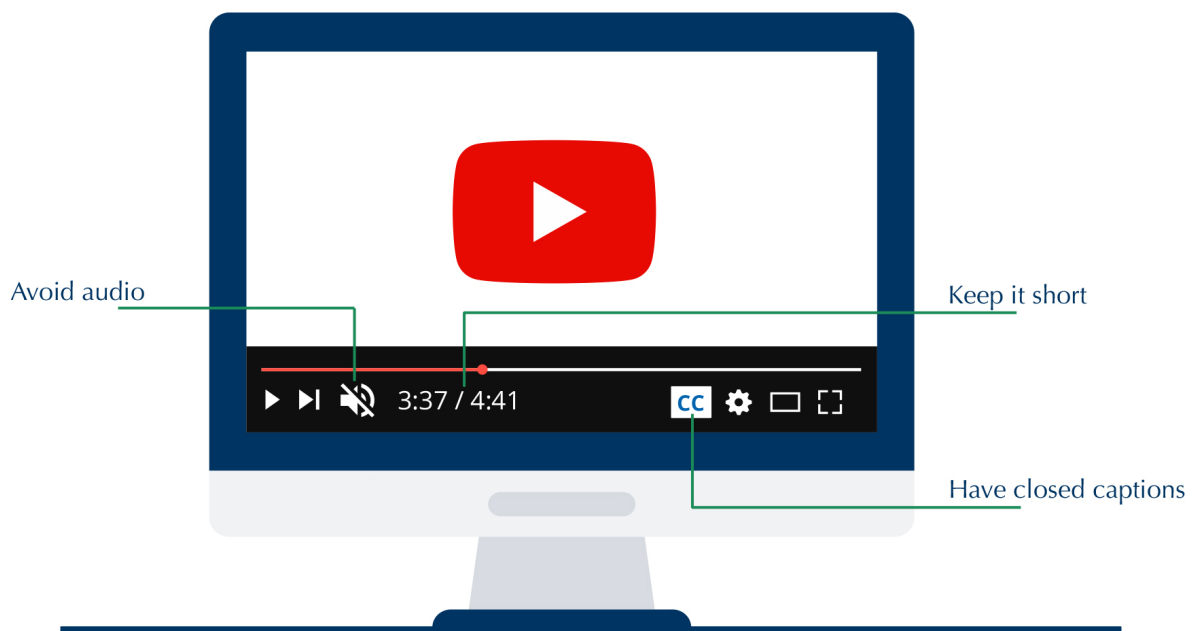
Be conversational

To interact and engage with audiences, you just need to keep things simple. Social campaigns that take a conversational approach have more reach because many people can quickly relate to them. Keeping things simple and casual can help give campaigns a more personalized feel.

Don't get too technical

Avoid using technical and complex jargon in your social posts. Too many technical details intimidate the audience and might confuse them rather than conveying the intended information. Instead, convert details and concepts like this into images or analogies.
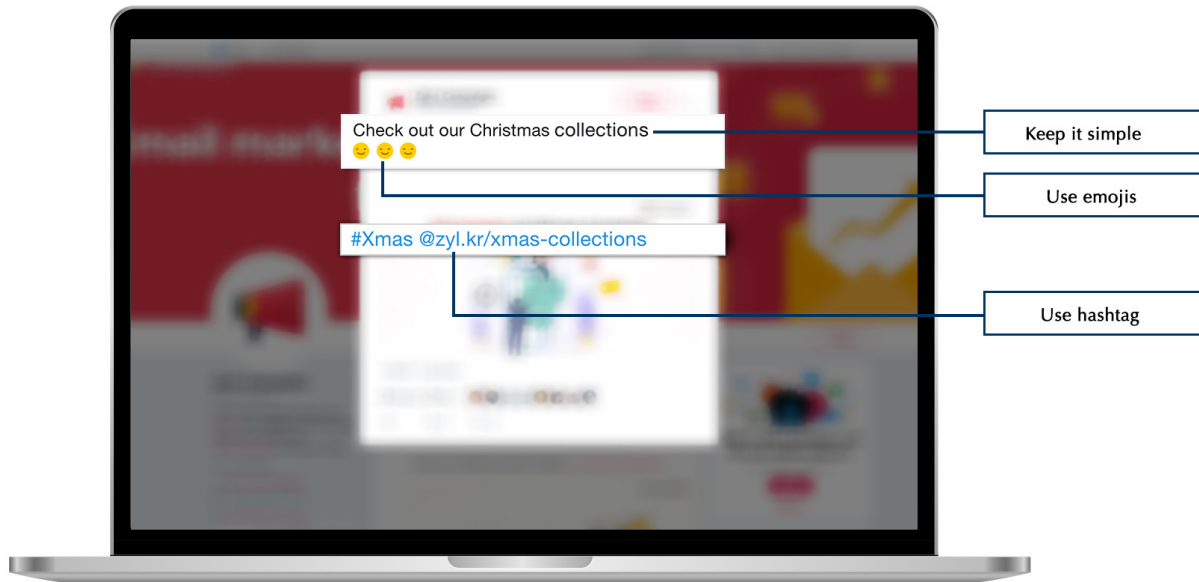
Use emojis

Emojis have become almost an inevitable part of conversations that involve gadgets or devices. Their informal nature can help the audience instantly connect with your campaigns. They can also guess the possible context just by looking at the emojis. The best place for relevant emojis is at the end of a sentence.

Go with simple hashtags

Hashtags provide a better context for your campaign. The audience can easily understand the purpose of your campaign just by glancing at the hashtag. It appears unique among textual content, so it is quick to grab the viewer's attention. You can use trending hashtags if they are relevant to your campaign.

A couple of things to remember:

1)   Hashtags should be simple and short. They shouldn't have spaces, punctuation, or special characters.

2)   Use the appropriate number of hashtags in your campaigns. Too many hashtags might make it messy and irritate the audience.

Check out our Christmas collections 😊😊😊 — Keep it simple

— Use emojis

#Xmas @zyl.kr/xmas-collections — Use hashtag

Ask relevant questions

Visitors feel more engaged when it is a two-way conversation. Simply posting a question relevant to your product or your industry can be a great way to invite your audience into a conversation and make them feel included. In addition to potentially generating a lot of activity, these posts can help you understand your customers' opinions better and perhaps lead to the possibility of getting new ideas that you can implement in the future.

Zylker
4 mins · 🌐

Hey, it's the festive season!! What are you planning to buy in Zylker? 🤔 #offers
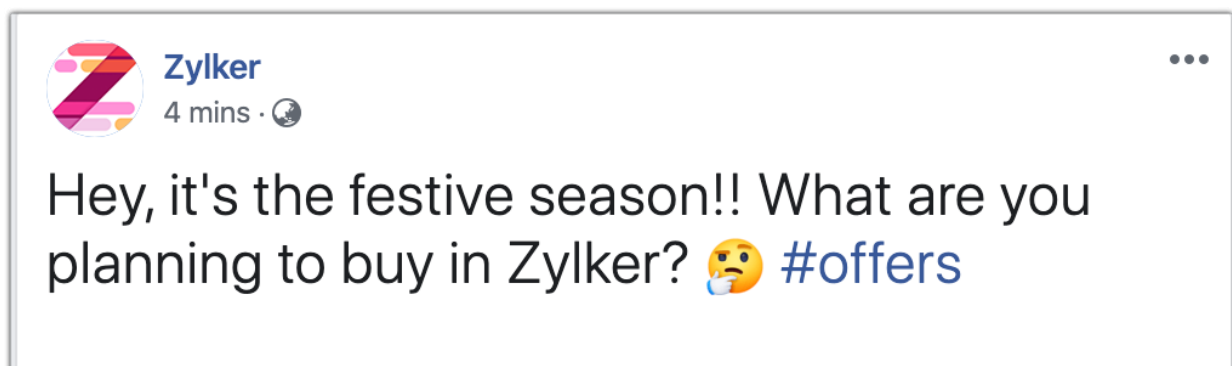
Include surveys and polls

This is an extension of the previous point. People love it when they're allowed to express their opinions. Surveys help you to gain more clarity on your audience's interests by presenting different choices and seeing which they pick. You could keep the survey broad by focusing on a generic topic relevant to your industry, or you could get specific and create a survey to collect feedback about your latest product/service.

Run online contests

Conducting online contests and announcing coupons or prizes is a great way to enhance your brand recognition. These contests are a great hit on Twitter and have the potential to attract many new customers. Plan and organize online contests to get your product trending on social media.

Stories speak volumes

We all grow up listening to stories. Anything expressed in story form piques our interest and makes us read it until the end. The storytelling approach is quite popular in marketing these days. It works particularly well when launching a new product or feature. You can create an interesting story about the development of the product or a story demonstrating its use that highlights any of its unique features.
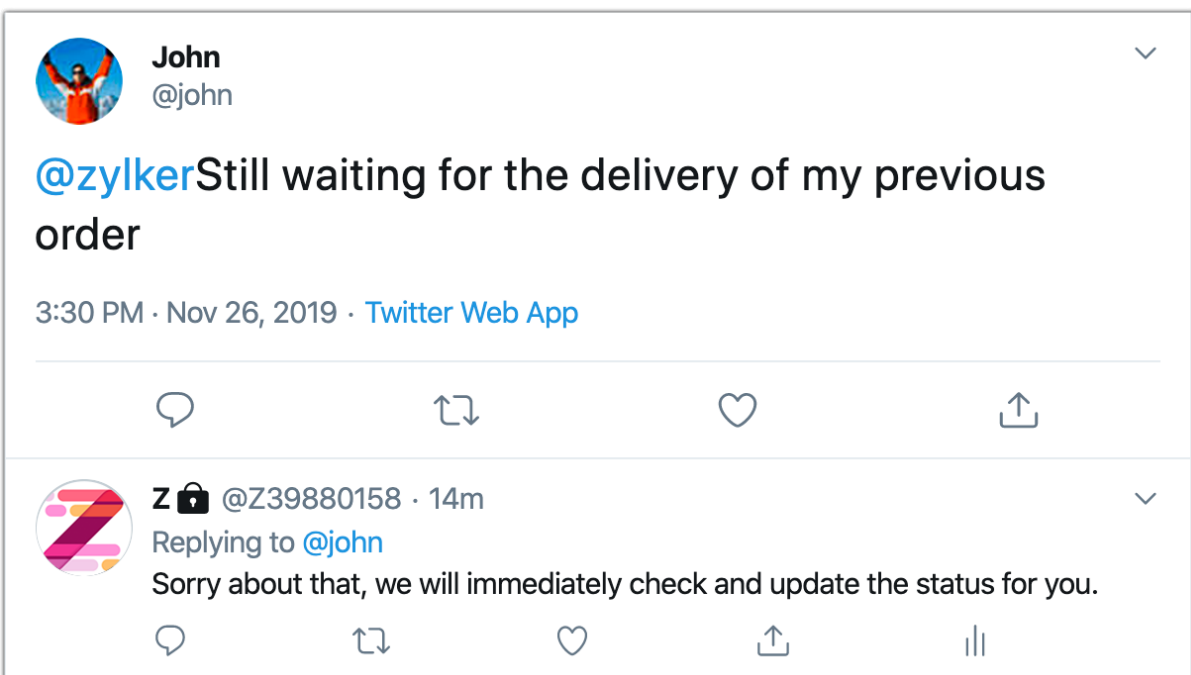

Bring out customer reviews

Nothing makes a higher impact than customers recommending your product to other customers on social media. Share customer testimonials, positive reviews, and success stories in your social campaign. These will increase your product's credibility and reputation while encouraging more people to try your product.

Patricia Boyle
1 min · 🔒 ▼

Zylker is awesome!! I just love the new year offers 😍😍

Be responsive

An important thing to remember after posting your social campaign is to keep track of customer activity on it. When a customer posts a query or a comment, acknowledge it and reply as soon as possible. Even when there is a negative feedback, promptly respond to it with the steps you're taking to address it. When you respond to comments, it encourages more customers to engage.

John
@john

@zylkerStill waiting for the delivery of my previous order

3:30 PM · Nov 26, 2019 · Twitter Web App

Z 🔒 @Z39880158 · 14m
Replying to @john
Sorry about that, we will immediately check and update the status for you.

Discuss current trends/issues

Start a conversation about your industry's current trends and invite your audience's take on them. You can also address an ongoing issue in your industry and share your opinions about it in a positive light. If your product provides a solution to resolve the issue, highlight that and promote your product. Avoid taking up controversial or offensive topics.

Conclusion

Social media moves at a dynamic pace, so be sure to stay on-trend while mixing up content and generating interesting ideas. These best practices will help you go a long way towards creating engaging social campaigns.

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