

THE ESSENTIAL LIST OF TO-DOS FOR YOUR 2018 SOCIAL MEDIA STRATEGY



PART 4/4

16 Influencer Marketing

a.k.a. Working that 'Wasta'

The sway of influencer marketing has not waned ([34% trust influencers in the ME](#)) and in 2018 you'll want to continue engaging with influencers relevant to your industry. [Buzzsumo](#), [Spredfast](#) and [Followerwonk](#) all have influencer monitoring tools to help you identify and engage with those that can amplify your brand's message.

17 Create a Group

relevant to your industry or actively contribute to one. In [Hootsuite's Social Media Trends for 2018](#), they report that Groups are a big priority for Facebook this year. Setup a group to boost organic engagement, study customers and build advocacy.

18 Video, video, video

Once more, video has killed the radio star. Invest in video production, video ads, and think of how your brand can become its own mini-broadcaster. Video will be big in 2018, meaning that this year you'll want to be where MTV was in the early eighties.

19 Advertise

Unless you're an outlier social media miracle-worker, a winning social media strategy will need to be supported with some money behind it. On January 11, Facebook officially announced the algorithm change to their News Feed, meaning even less organic coverage for brands and Pages and more for individuals. As with your everyday social media strategy - advertise, evaluate and amend.

20 Test, Evaluate and Amend

Have a plan in place to regularly evaluate your posts, your following, engagement rates, lead conversions and ads. Share with the relevant stakeholders and then make the necessary amendments for the following period.

