



Social Media Strategy Guide: Using Social to Grow Your Business

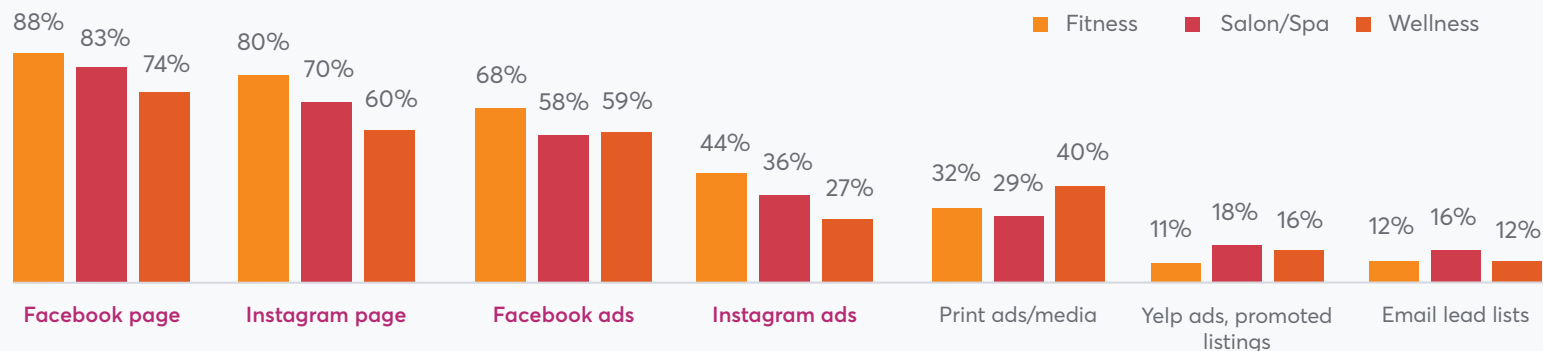
Introduction

Social media is a powerful tool, not only to keep us all connected to our friends and family, but also to support relationships among businesses and their customers. According to the [latest research](#), top social media platforms like Facebook, Twitter, and Instagram will garner the attention of more than 2.7 billion users around the world this year alone. This provides nearly endless opportunities for the owners of fitness, wellness, and beauty businesses to reach their current and potential clients.

However, with so many different platforms available, each with its own features and nuances, it can be difficult to know how to best use social media for your gym, salon, spa, or clinic.

That's where this guide comes in, showing you how to strategically leverage social platforms to grow your business.

More fitness, wellness, and beauty businesses use social media to advertise than traditional forms of advertising.



*December 2018, MINDBODY Technology Use Survey

Top social platforms: What content works where

Social media platforms are unique in their approach to content, and each is geared to a particular type of audience. Instagram, for instance, with its filters and image-focus, is well-suited for photos and more visual content. Those looking to pursue business networking typically flock to LinkedIn.

Twitter, on the other hand, is ideal for trending news content and more last-minute advertising, thanks to its sequential posting and viewing style. Social media-forerunner Facebook and its familiar features and structure can be helpful for reaching older demographics. Pinterest, and its shareable, linked pins, is also ideal for showcasing visual images and video content.

The opportunities are endless, as long as you understand the ins and outs of each social site.



It's important to know the specific features of different social media sites to help you decide the best place(s) for your brand's content. We've spotlighted a few of our favorite features:



Your Story



mindbody



#spa



Fitness Inspiration
574 Pins



Follow

Facebook

This platform's [Live feature](#) enables you to stream real-time content directly to followers. Things like events and announcements can benefit from some added attention through Facebook Live.

Plus, Facebook's algorithm prioritizes live video content, which makes "going live" a win all around.

Read more about using Facebook, its other marketing features, and some critical do's and don'ts [here in our guide](#).

Instagram

This platform has several unique features, including [IGTV](#), for posting long-form, vertical videos and [Stories](#), which lets you post photos or short videos that are available for a 24-hour period. [Stories Highlights](#), on the other hand, are permanent and remain on your profile. These features are great ways to help followers explore your offerings. For example, you can record a Story and leverage it to promote more short-term specials or call attention to new products. Once recorded, you can also add a Story to your Stories Highlights to promote regular services. Check out more details on using Instagram [here in our guide](#).

Pinterest

This platform is the go-to for "how-to" content. For example, beauty businesses can use [Pinterest](#) to showcase different hairstyles and treatments, a gym can create a board featuring its trainers demonstrating proper exercise forms, and a spa can create a board explaining the benefits of essential oils used in their services.

Let's talk trends

Social media sites are upping their game all the time, adding new features, and inviting users to interact in innovative ways. Right now, there are a few [trending approaches to social media use](#) that are great for businesses, particularly in the wellness industry:



Video content: Cisco predicted that by 2020, video will account for 82% of all internet traffic, so now is the time to get in on this trend. For example, record a video tour of your gym or salon, or answer customer FAQs about a popular treatment in an interview-style video.



User-generated content: Shine the spotlight on your followers and leverage their content for the good of your business. Encourage clients to tag your business in their own posts, then reshare on your business profile (with their permission of course). Sharing your customers' content will support a positive brand image and show them your appreciation.

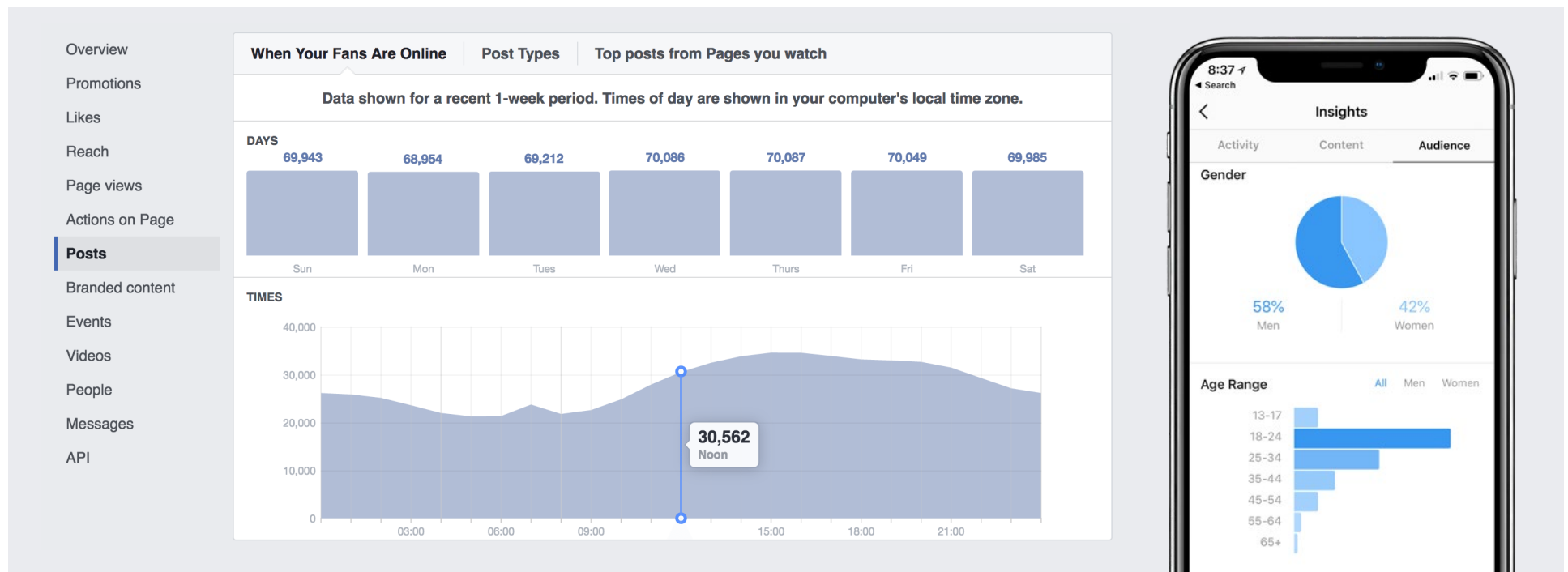


Direct shopping: Sites like Instagram and Facebook also have built-in commerce features and "buy buttons" that allow followers to shop directly. In this way, you can showcase your merchandise and create a streamlined path to purchase for customers.

Finding the right time to post

You should also consider the timing of your social posts, and align these with when your audience is most active. While this “posting sweet spot” will change from business to business, pinpointing your brand’s ideal post timing can help you get the most eyes on your social content.

Answering the question of when to post can be a bit tricky, but some platforms like Facebook and Instagram include features that can help. Both [Facebook](#) and [Instagram Insights](#), for example, allow you to see which days and times your social profiles get the most attention. With this information in hand, you can manually post, or use an automated scheduling tool to get your content out to your followers during these peak times.



Facebook Insights page

Instagram Insights page

Defining your social goals

Once you've put the work in to understand the nuances of each social site, where different types of content will work best, and what days and times of day to post, you'll want to track your success. This is where goals come into play. Before you dive head-first into the array of social data and metrics available, you must first define your driving objectives.

Again, social goals will differ from business to business and can either be long-term benchmarks or more short-term, campaign-focused objectives. In any case, it's important that your social goals align with your overarching business goals and that they are specific, realistic, and motivate you and your team.

Three of the most popular social goals businesses use are:

- Encouraging engagement (likes, comments, shares/retweets) between the brand and its social followers
- Driving web traffic from the brand's social pages to the main website
- Boosting audience awareness of the brand's new product/services

Think carefully about what your business needs to succeed and create goals that align. Make sure any staff members helping to manage your social media accounts are on the same page.



From goals to measurable metrics

After you've defined some clear, realistic goals for your social media activity, it's time to match these up with available metrics. There are a variety of data sources you can access to see how well your social outreach and/or particular marketing campaigns are going.

For instance, if one of your key goals involves engagement, you can take a look at metrics like the number of:



Shares or retweets



Comments



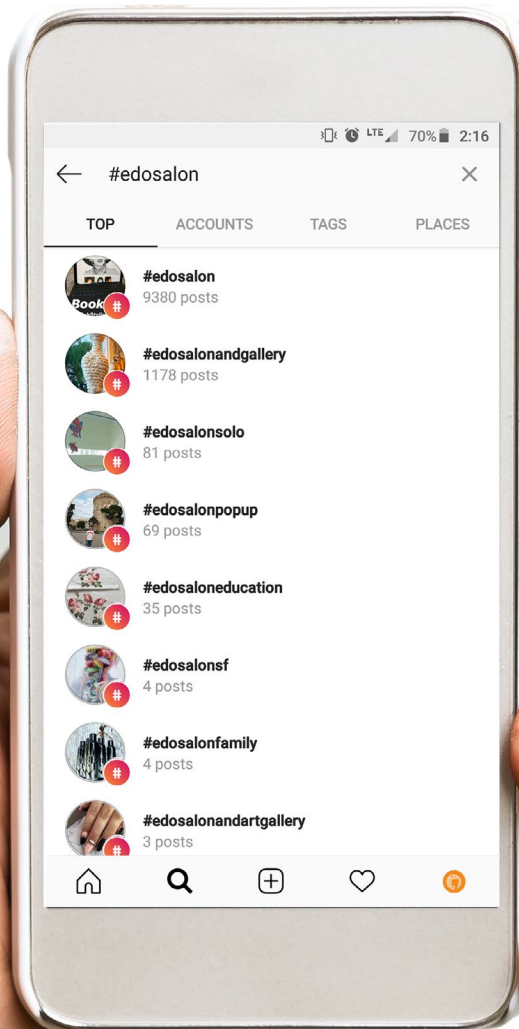
Likes



Reactions

You can also take cues from your posts that saw the most engagement—if you notice that most followers react to or comment on posts that include video, consider posting similar video content in the future.

If you aim to boost brand awareness, you'll want to take a look at your overall reach, or potential audience size. One way to measure your reach is with a specific, branded hashtag that you include in your social posts. Be sure to [follow your branded hashtag](#) to see when others use it. You can track how far your content goes with one of these [free tools](#).



Instagram branded hashtag

Conclusion

Social media is crucial for businesses across every industry, and particularly for those in the fitness, wellness, and beauty industries. While it can be a challenge to navigate all of the different platforms, content trends, and metrics, having an understanding of various features as well as well-defined social goals will put your business on the path to social success.

This guide provides a great start, but be sure to check out our other platform-specific content to take your social presence to the next level:

[A Step-by-Step Guide on How to Use Instagram to Grow Your Business](#)

[A Step-by-Step Guide to Facebook Marketing](#)

[How to Create a Facebook Ad for Your Fitness Business](#)

[How to Create a Facebook Ad for Your Salon or Spa](#)





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