

Find Your People – Uncover Where Your Customers Are on Social Media



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ABOUT THE AUTHOR

I'm THAT person. The person who just has to know *everything*! To dig up the best facts, tidbits, resources, information, and education and then to share it. The sharing is key – it's no good to keep learning, digging, and doing if I don't share!

That's probably why after my first career in marketing and advertising I went and got a graduate degree in 'finding stuff', also known as a Master's in Library and Information Science. Yes, I'm technically a card-carrying librarian. 😊 But I also became an independent info pro, a business researcher for hire, a teacher and speaker, a consultant to nonprofits, builder of small websites, and a collector of marketing software (oops – don't do that!).



As a solopreneur, I had to relearn marketing with the new tech and tools, so I could run my new solo business. A lot had changed in decades since I was working in the ad world. I did a LOT of studying, following, experimenting, and learning. Now I teach from my mistakes and successes.

You get to benefit from my years of experience, the pitfalls I already hit, the courses I wish I hadn't overpaid for, and the walls I climbed to find success. And Mighty Marketing Mojo.com is my place to share and teach fellow solopreneurs – let me be as your guide and shortcut to marketing tech and tools.

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WHAT MATTERS IN SOCIAL MEDIA IS WHERE YOUR CUSTOMERS ARE

It's not the total number of users on a given social platform.

It's not about which one is new or the one that some experts say is 'hot.'

You do NOT have to be everywhere, all the time, on social media.

You need to be engaged where YOUR audience is online, where they are chatting, sharing, and engaging most often.

So

Do you know where your ideal customers are hanging out, chatting, on social media?

Time to find out!

How?

It's a little bit of digging with some free tools, some ongoing monitoring, a bit of looking at the insights from the social media tools you already use, and doing a lot of listening. Those are the ingredients to research – nothing magical to it!

This guide is your shortcut how to do market research on your ideal customer's use of social media and uncovering where they might be 'hiding', in plain sight, on social media.

WHERE ARE YOUR IDEAL CUSTOMERS HANGING OUT AND PARTICIPATING IN SOCIAL MEDIA?

Before you jump in to social media or other marketing, get clear on your strategy for using these tools market your business! Do NOT just jump on every social media network out there. Don't promote your latest offer all over Facebook, Twitter, Snapchat, etc. Get a plan!

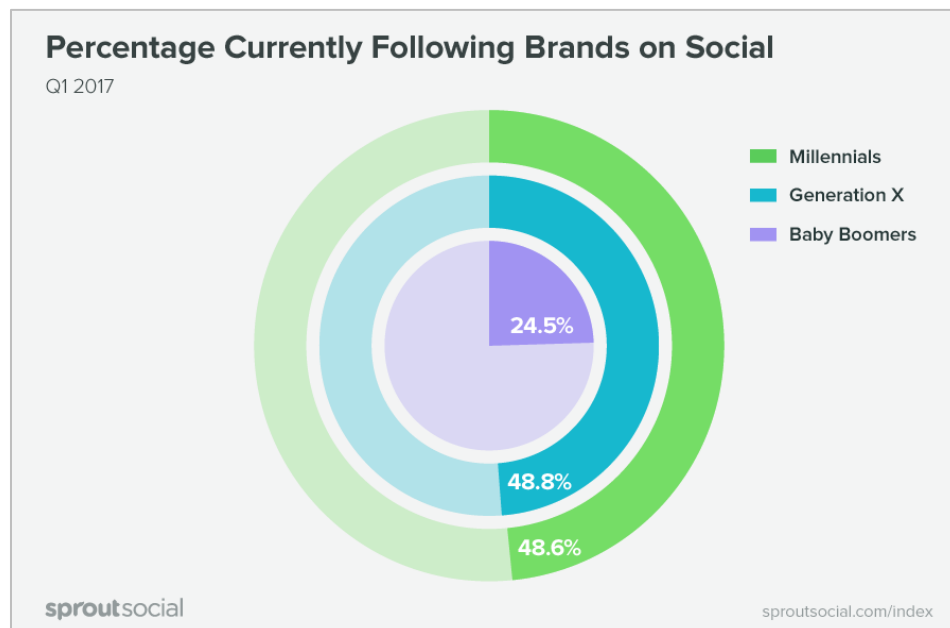
Step 1: Who is your ideal customer? (I hope you've already done that research. If you need help, [let's do a strategy brainstorm together](#), ok?!)

Step 2: Where are your ideal customers online, on social, asking questions, talking about problems you can help with?

There are plenty of good resources out there from social media experts who research the demographics of the major networks every year. Start here and & check the stats to see which networks look like a good fit for your business.

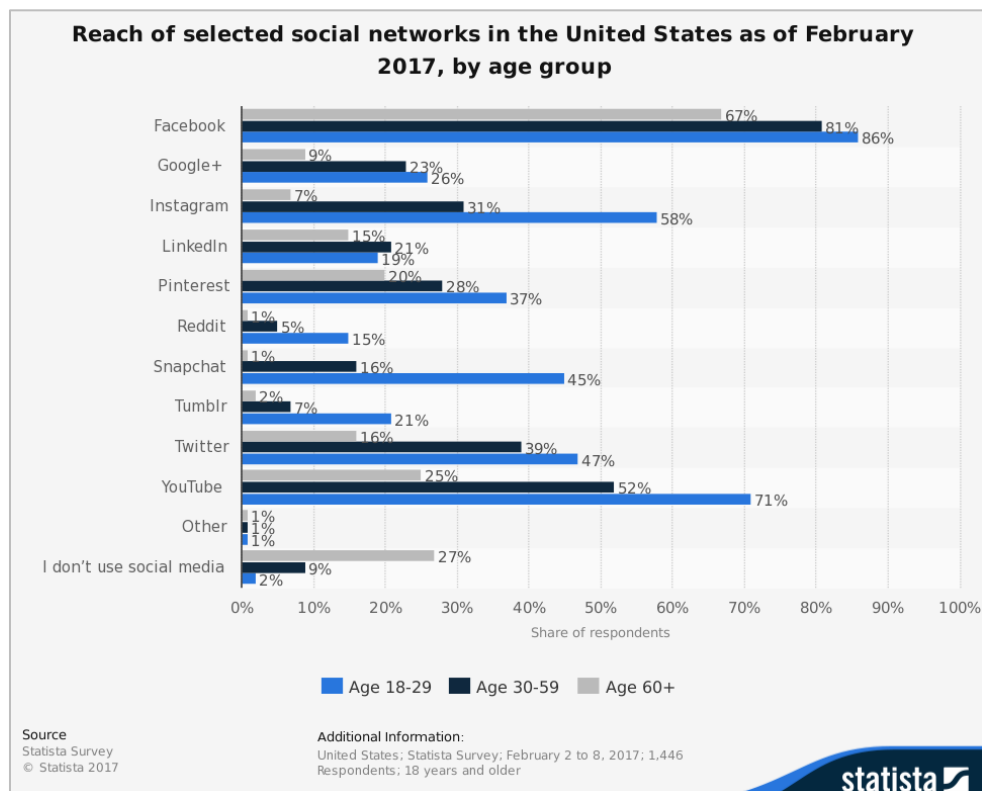
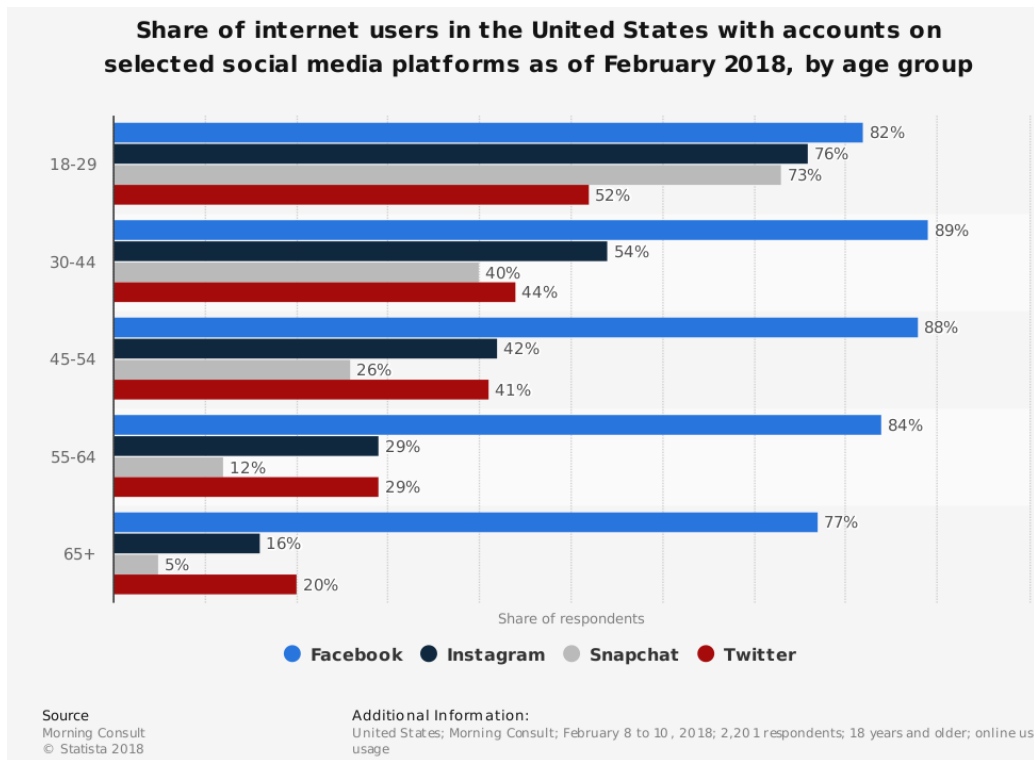
The Mighty Marketing Smarter Social Success Guide to Go-To Resources on Social Media Demographics:

- **Pew Internet Research Center** – Pew is the granddaddy/godmother of research, media analysis, polling, and demographic data – with no corporate agenda. It's a nonpartisan, nonprofit “fact tank.” Link to their [social media fact sheet](#) (updated regularly since 2005).
- **Social Media Today** – covers industry news, publishes articles, and conducts research for the social media and marketing industry. Some of the graphics I'll include here are from SMT's [2017 social media demographics infographic](#).
- **SproutSocial** – a paid social scheduling tool, they regularly conduct research and can tap into aggregated data from their many customers/users. [Hint – they also pull and include data from Pew!] This is their recent [social media demographics report](#) – click through to see data for all the major social tools.



- **KissMetrics** – an online marketing metrics and segmentation tool; its blog offers lots of research and data-driven analysis of digital marketing trends. Including reports showing which [social media platforms send the most traffic](#). Know where your current customers are finding you.
- **Statista** – a tool I loved when I was doing paid business and market research. They offer many charts and data snapshots for free as well. Like this quick glance, ‘age distribution of active social media users by platform’.
- **Tracx** – a cloud computing tool analyzing tons and tons of [demographic, geographic, and psychographic data](#) for big business. Their data is behind the social

stats reported by expert marketing sites like HubSpot, and their ['2017 State of Social' report](#). [and hey, maybe that SMT data too!]

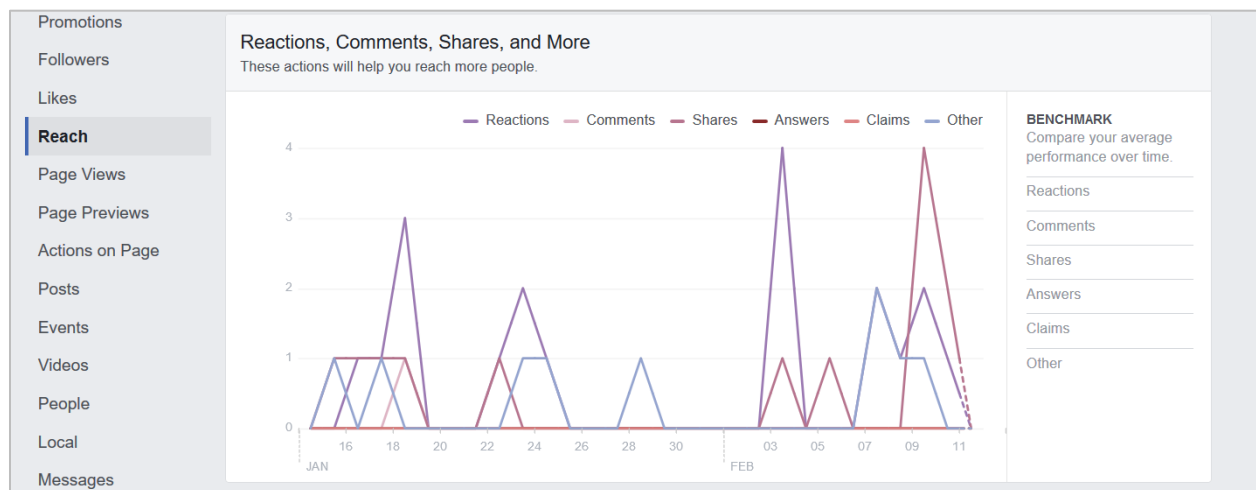


Where Else Can I Find Out Who Is Using a Social Network?

Good news, every major social platform has their own built-in analytics tools! Start there.

Go to the Insights, Stats, Analytics sections of common social media sites (especially ones where you do already have a presence, personally or professionally) and look at the research.

- [Facebook Insights](#) (available once your FB Business Page has 30+ fans)
- [Twitter Analytics](#) – summary of impressions, mentions, engagement, etc.
- [Pinterest Analytics](#) – especially useful if you have a [Pinterest Business Account](#)
- LinkedIn – if you have created a Company Page, you have access to [LI Analytics](#)
- [Instagram Insights](#) – the native analytics tool is free, but requires [conversion to a Business profile](#)
- Snapchat – only [added analytics in February 2018](#), for select creators (part of [Snapchat's Official Stories](#) program or have large followings).



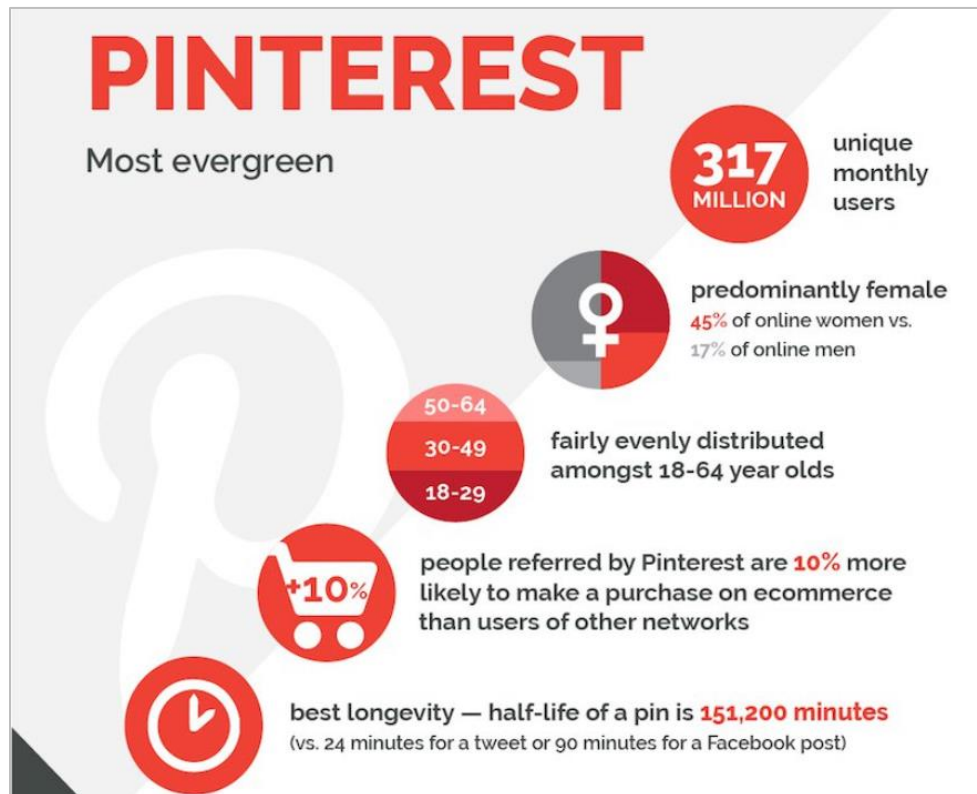
Here are some examples of who's using which social sites:

Yes, there's a staggering number of users on all the major (and minor) social media channels and those numbers can seem overwhelming. But it's not the sheer number of users that matter – it's who is using which social channel – are YOUR ideal clients/customers using THAT social tool? Who spends the most time where, do they interact with brands or marketers on that platform, do certain niches favor certain tools for some topics over another, etc. It's time to do our social media homework and dig deeper.

Let's look at Pinterest –

- 75 million US users (that's about 60% of all active Pinners)
- While Pinterest does skew heavily female, [40% of new signups](#) are men!
- Majority of Pinterest active pinners are under 40
- 60% of Pinners are [households with children 5 or younger](#)
- 40% of Pinterest users have HHI (household income) of \$100k+
- 87% of Pinners have made a [purchase because of Pinterest](#)

So, if those stats look like your idea audience, and you serve niches like home design, home improvement, cooking/food, fashion, fitness or personal development – your customers are all over Pinterest.

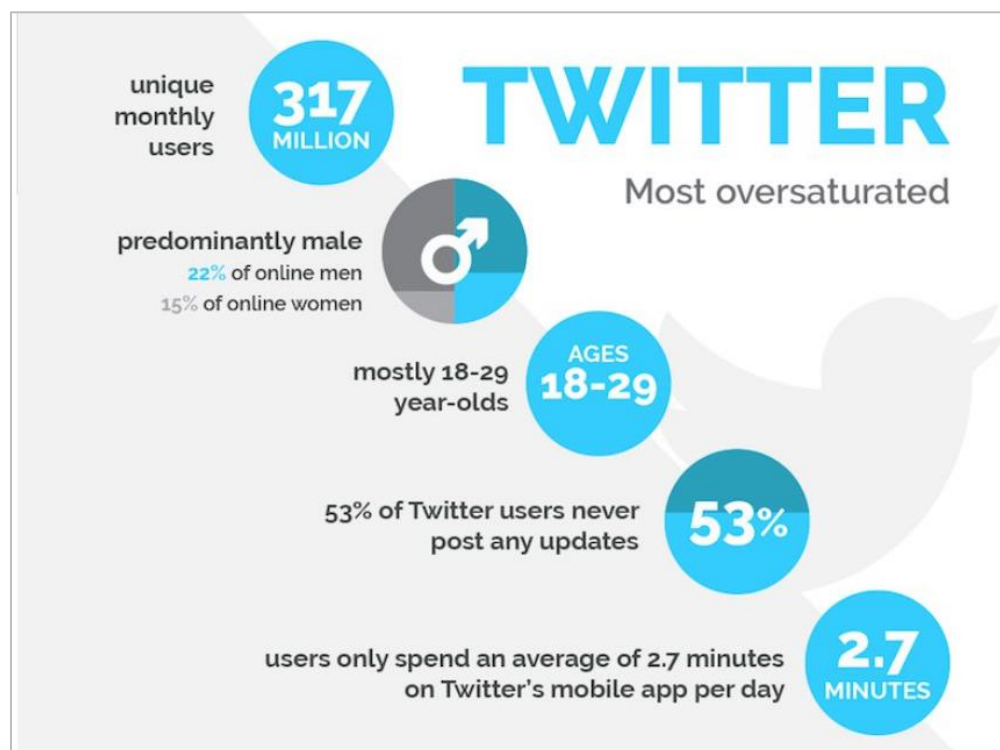


And if that's NOT your ideal customer – no worries. Start your social media focus elsewhere. You can other social platforms after you've gotten your primary focus under control.

Let's look at Twitter users:

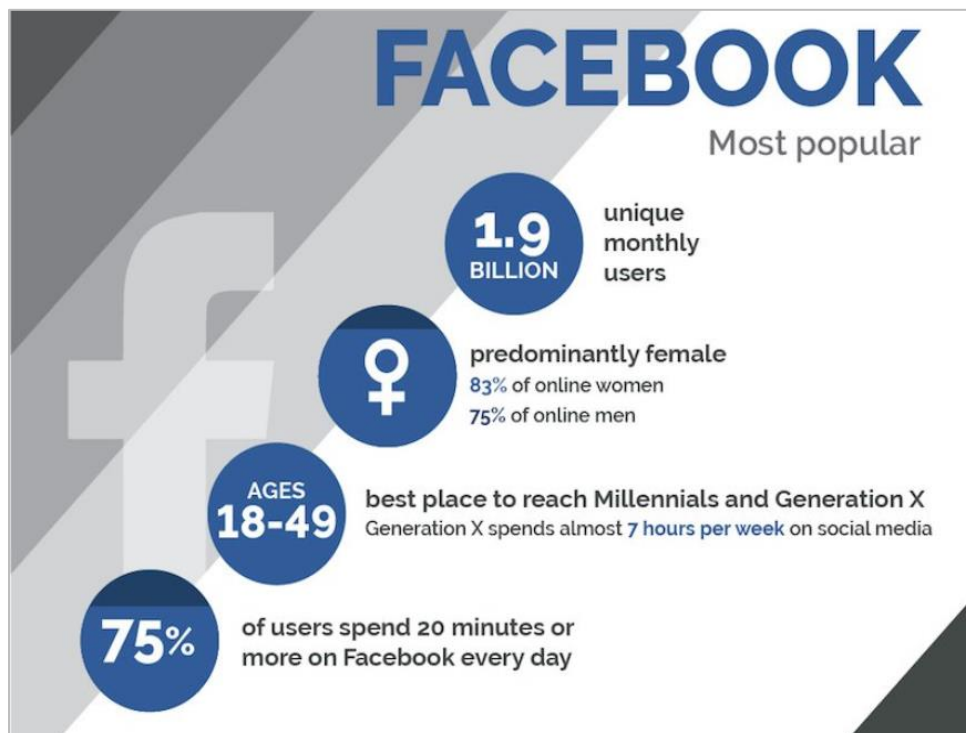
- They trend younger (22.5% are age 25-34, 18% are 18-24), male (but not by much! 53% vs. 47%), educated (32% of college grads use Twitter), but with shorter time spent on the network vs. other social networks.
- But you might want to check those resources mentioned earlier to dig a little deeper.

For example – in my primary business of teaching, training and consulting with libraries and nonprofits – I would be missing out if I assumed this largely female, older demographic wasn't on Twitter. Instead, they are an active, VOCAL, niche on Twitter – constantly engaging in conversations, boosting others, and live-tweeting the meetings and events they attend.



Quick glance at Facebook users in the U.S.:

- 13% of users are women, 25-34, 9% are women 35-44 (equal to the % of men that age), and 8% of FB users are women 45-54. It's not really a young adult or teen-centric platform anymore.
- 85-88% of U.S. internet users across every income bracket uses Facebook
- 82% of those with some college education use FB, 79% of those with a college degree use, and 77% of those with High School or less are FB users.



Starting to get a feel for if these are the places where YOUR ideal customers are hanging out most often – or how you can keep searching to uncover them? Good!

You might need to expand your research further, beyond the social media monitoring tools.

I know, I know – this seems like a lot of work. But it's worth it! Because I don't want you wasting your precious time and limited resources creating content, posting messages, spending hours a day on social media with nothing to show for it. Time spent upfront on research, getting your niche down, really knowing your ideal customer – is ALWAYS marketing and business time well spent.

Want help putting all these pieces together in to a marketing plan that makes sense? Let's chat and get you to Mighty Marketing Mojo! Claim a FREE 30-minute brainstorming session.

More Tips for Online Market Research – Where to Look + What to Look for:

- ☐ What blogs does your audience read?
 - [Alltop](#) – founded by marketing superstar, author Guy Kawasaki; blog aggregator
 - [Blog Search Engine](#) – search via keywords
 - Use a Google 'related' search to find sites similar to one another - related:www.example.com or whatever URL of a site you want to find comparative sites to
 - Tumblr – use the '[Explore Tumblr](#)', 'Search Tags', and the 'Following' search bar functions to find similar sites or blogs to your topic or audience
 - Check community sites like Digg, [Metafilter](#), or Reddit
- ☐ Where does your audience get its news? Especially news about their industry, area of work, professional concerns (if you are targeting professionals and not average consumers)?
 - What are the similarities between those common blogs or news sites? Do they focus on the same topics? Do they publish the same types of content, or answer similar questions?
- ☐ Who are the key people that your audience really admire? Who do they look up to? Who are their professional role models? Whose podcasts are they listening to? Who would they pay money to see/hear speak?
- ☐ Who is your most direct competition? Who follows them, interacts with them on social media? Are they YOUR ideal target audience or a little off? What is your competition talking about, sharing, retweeting, giving space to?
- ☐ Follow members of your target audience on social media – read their Tweets, check them out on LinkedIn, see if they have a Facebook Page for their business.
 - Whom do they follow? [for more analysis of your followers or followers of your competition check [FollowerWonk](#)]
 - Who do they retweet?
 - What do they like or favorite?
 - Are they on any lists? Who else is on those lists?
 - Do they mention, share, RT certain blogs or websites? Check those sites out.

- Ask them – ask questions in your Tweets, Facebook posts – encourage your fans/followers to interact with you. Answer their questions.
- Participate in relevant Facebook Groups, LinkedIn Groups – listen first, get the lay of the land, learn the social ‘rules’ (real or implied) and answer some questions before you ask your own. Do NOT sell or promote unless the group specifically allows that – and don’t do it right away.
- Social Listening – use tools to monitor what is said about keywords, brands, company names, what your audience may be talking about, what others are saying; what’s the perception on a topic or a company, who is leading the conversation
 - [Mention](#) – paid media monitoring tool, free (limited-time) trial available
 - [Social Mention](#) – free, real-time social sentiment searching across platforms
 - [Tagboard](#) – searches tags, social campaigns across multiple social platforms; try free, paid tool
 - [Hashtagify.Me](#) – search Twitter hashtags for free, see relations between tags
 - [Hashatit](#) – hashtag search across Twitter, Facebook, Instagram, Pinterest
 - [RiteTag](#) – find trending, appropriate tags to use (see which tags are commonly used with links, photos, frequently RT’d, have @mentions, etc)
 - [TalkWalker Alerts](#) – free alternative to Google Alerts (which hasn’t been kept updated); does require email registration, sends alerts via email
 - [Audiense](#) – free social media metrics, robust data even in free version
 - [Likealyzer](#) from Meltwater – free Facebook Page analysis
 - [Agora Pulse](#) – 3 free tools (1 for Facebook, 1 for Twitter, 1 for contests)
 - [BuzzSumo](#) – limited free searches to see trending content, what is shared and where
 - [Ubersuggest](#) – search topics or keywords; keyword planning tool (alternative to Google)
 - [Crimson Hexagon](#) – enterprise level (i.e. pricey) social monitoring and customer insights and analytics tool; popular among PR agencies
 - [Spredfast](#) – social media and brand monitoring, full social media marketing services as well (many large brand customers – but some reports say free plan, and \$50/month plans available – less than other ‘enterprise’ tools)
 - [Sprinklr](#) – ‘customer experience management’, tool used by PR firms, but services across entire marketing spectrum. Quite pricey but check out their blog and white papers.
 - Check for any active [Tweet Chats](#) on a topic, see popular hashtags

You need to keep asking questions and listening. That’s the core of research and you don’t have to be an information professional to learn how to do this for your solopreneur biz.

We need to ask questions, talk to people, and do some research. This might mean running a short survey to send to your current customers, prospects, or share in certain social groups. Or it could be short interviews with a few of your current customers, or willing prospects. You may need to dig some and do online sleuthing!

Keep these questions in mind while you do your research and build the profile of your most desired, best, ideal customer:

- *What topics are they most interested in?*
- *What questions or subjects do they think about the most?*
- *What questions have they already asked online, on social media?*
- *What are the common problems or challenges they have that need solving? What things do they vent about, complain, rant about in social media posts?*
- *What are they researching, looking up, searching on, thinking about late at night?*

BUILD UP A CUSTOMER PERSONALITY PROFILE

This is your way to list, track, or really think about key psychographics, behaviors, or values of your ideal target audience member. After you've done your research, note your findings here, and update this profile as you listen and learn more.

This will be a HUGE help in writing marketing communications that really talk to your ideal customer and their wants or needs.

Name: [give them a name – it helps make them more real] _____

How old is she/he? _____

What does he/she do? _____

What is his/her job title and job function? _____

What activities or hobbies does she/he enjoy most? _____

What is their favorite site to read/check out? _____

Who is a role model, key influencer that he/she admires or follows? _____

What is really bugging him/her? _____

What else frustrates her/him? _____

What motivates him/her to get going in the morning and work? _____

What does she/he want to be able to do better? _____

What motivates her/him to BE better? _____

What problem(s) could you help her/him solve? _____

Why should he/she care? _____

Why you should get as targeted and specific as you can – it makes you more strategic and more likely to write/talk in a way that catches your ideal target's attention and makes them perk up, pay attention to you.

e.g. Difference between talking to any person who owns a garage and works on cars vs. talking to Bill, a seasoned auto mechanic who loves working on classic, European cars

e.g. Difference between trying to talk to, attract, a business coach vs. a life coach to mid-career women. Even more specific is talking to Emily, who has made a second career as a life coach helping newly divorced women to feel empowered in starting new phases of their lives and a second career of their own.

Like it or not, social media is a mainstream part of life now—for business as well as pleasure. If we want to work smarter, not longer or harder, then we need to understand the differences between major social channels, where are our ideal clients and on what channels they prefer to interact with us, and how to use tools to plan, prep, schedule, and interact. We can achieve Smarter Social Success!

Excellent! Still feeling a little lost in terms of social media strategy or the tools that fit your budget and needs?

[Join the new Mighty Marketing Mojo Coaching program](#) and let's work out your social media stress!