



Digital Marketing Mindset BLOG

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Social Media Strategy Tips For 2024

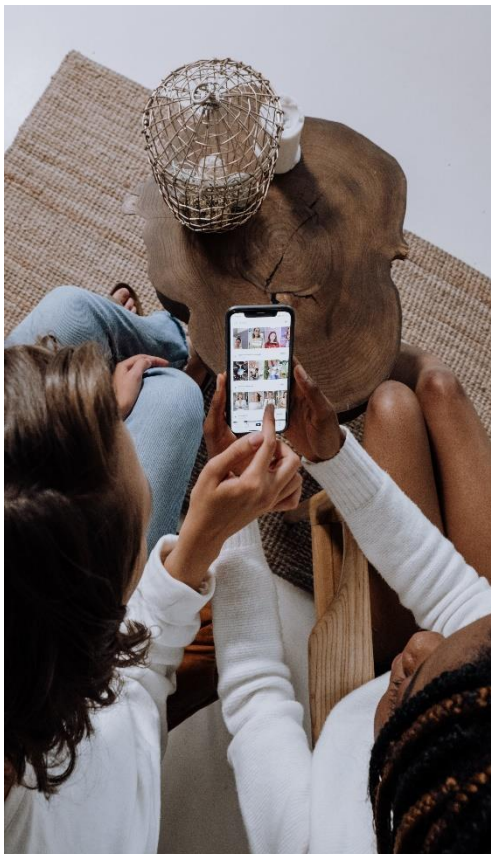
By: Paul Poggione

The digital marketing landscape is continually changing and has changed dramatically over the past 5 years alone. If you are working on your social media strategy for 2024, there are 4 things you will need to consider for your content to stay top of mind with your audience.



Be Proactive

You need to reach out to your audience members directly and communicate with them on the platforms where they are following you. Don't forget to be following key influencers, leaders and hashtags in your industry and be active on those as well to make your presence felt.



Narrow Your Focus

You need to be laser focused on what your company/brand is going to be known for due to the increased competition on the social media channels in order for your content to breakthrough.

Produce Genuine Content

You need to curb your reliance on AI to generate content for you. Use of AI in generating ideas for content can be beneficial, but relying on it to produce the entire content piece start to finish is not advisable as your authentic voice is lost. (We have more on this in our last tip on using third party content).

Produce Deeper Content

The audiences are looking for deeper value content pieces. For example, in 2023 the highest engagement rate for business accounts came from carousel content. Producing deeper content value to be used across multiple channels can take more time to produce but it has stronger value across the channel chains.



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Be Careful Using Third Party Generated Content or AI Content

If you are purchasing “industry” content from a third party you want to use caution. You must be aware that the entire content could be fully AI generated and you may not be aware of that. So what’s the problem? To start it goes against #3 above in producing genuine content. Next, your competition could be purchasing and posting the same content. (Or they could be using the same search query in ChatGPT) When a prospective customer sees that they will immediately question the authenticity of the content, may choose to unfollow, duck your content or avoid and your messaging all together.

Wishing you much success and profitability in your business.