

E-book

Crafting a Winning Social Media Strategy for Your Business

Getting the most out of your content on all the major platforms

Walmart **Business**

Introduction

Social media marketing offers the reach of advertising channels like TV & radio on a much more manageable scale.

Here's why you should be using it:

- **It's affordable.** Creating a social media account is free, and promoting your posts is a fraction of the cost compared to TV advertising
- **You'll get tons of data.** Not only do you have access to audience data to help you deliver your message, you'll also see which ads are delivering the results you need
- **It's easy to adapt.** Social campaigns are easy to A/B test, so you can adjust your message and retarget your ads mid-campaign
- **Start small and scale up.** You can avoid wasting money by testing with a limited audience. When you're ready, you can start pushing it out to the broader platform

If you're new to social media, don't sweat it. This guide will help you develop a strategy that delivers your message in a convenient and authentic way. We'll show you how to set goals, research your audience, choose the right platform and more. You'll be posting like a pro in no time.

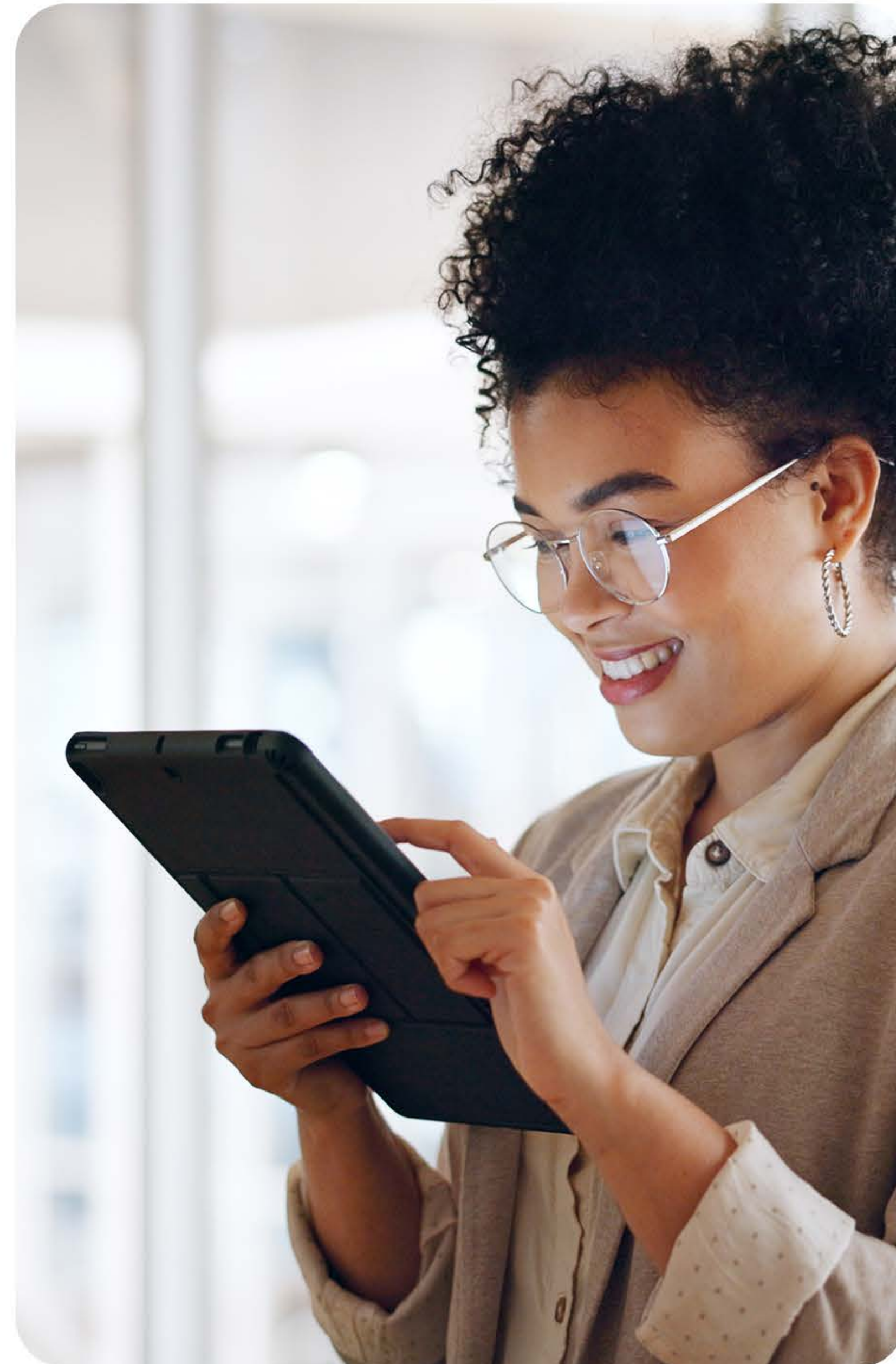


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A woman with short, curly hair, wearing a white blazer over a light blue shirt, is looking down at a black smartphone in her hands. She is wearing a gold watch and hoop earrings. The background is a blurred office setting with shelves and papers.

Why you should be advertising on social media

1

Why are advertisers flocking to social media? Let's take a look at the numbers.



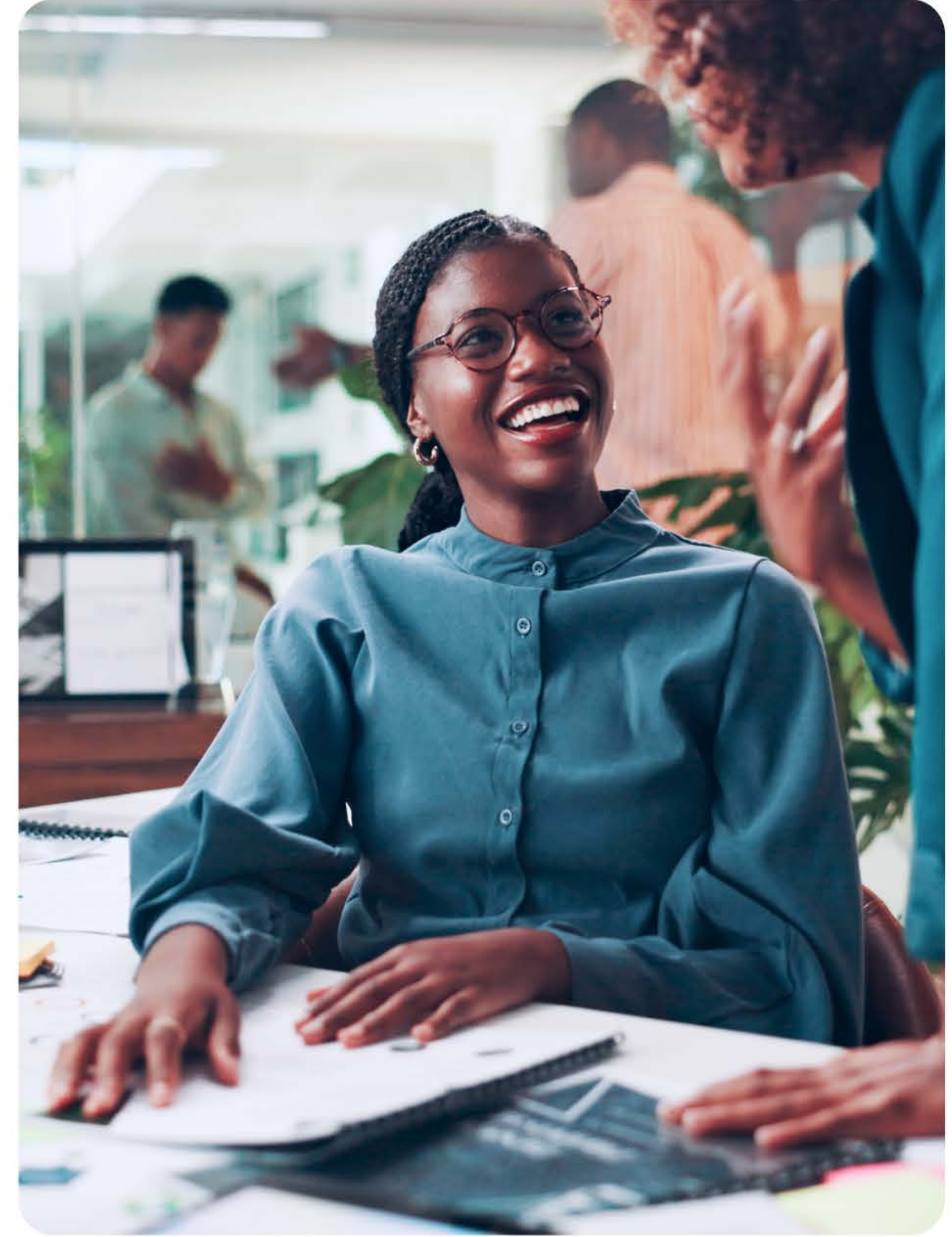
Social media is where the people are

There are around [5.2 billion social media accounts](#) in existence, and [87% of all adults](#) say they use social media regularly.



It's a great place to build brand awareness & generate leads

Social media provides advertisers with a platform for direct communications, whether that means responding to comments, doing audience research or building a community. It's time well spent: [According to HubSpot's 2024 Consumer Trends Report](#), 25% of consumers prefer discovering new products on social media over any other channel, and one-third of all customers have discovered a new product thanks to social media.



Social media usage can lead directly to purchases

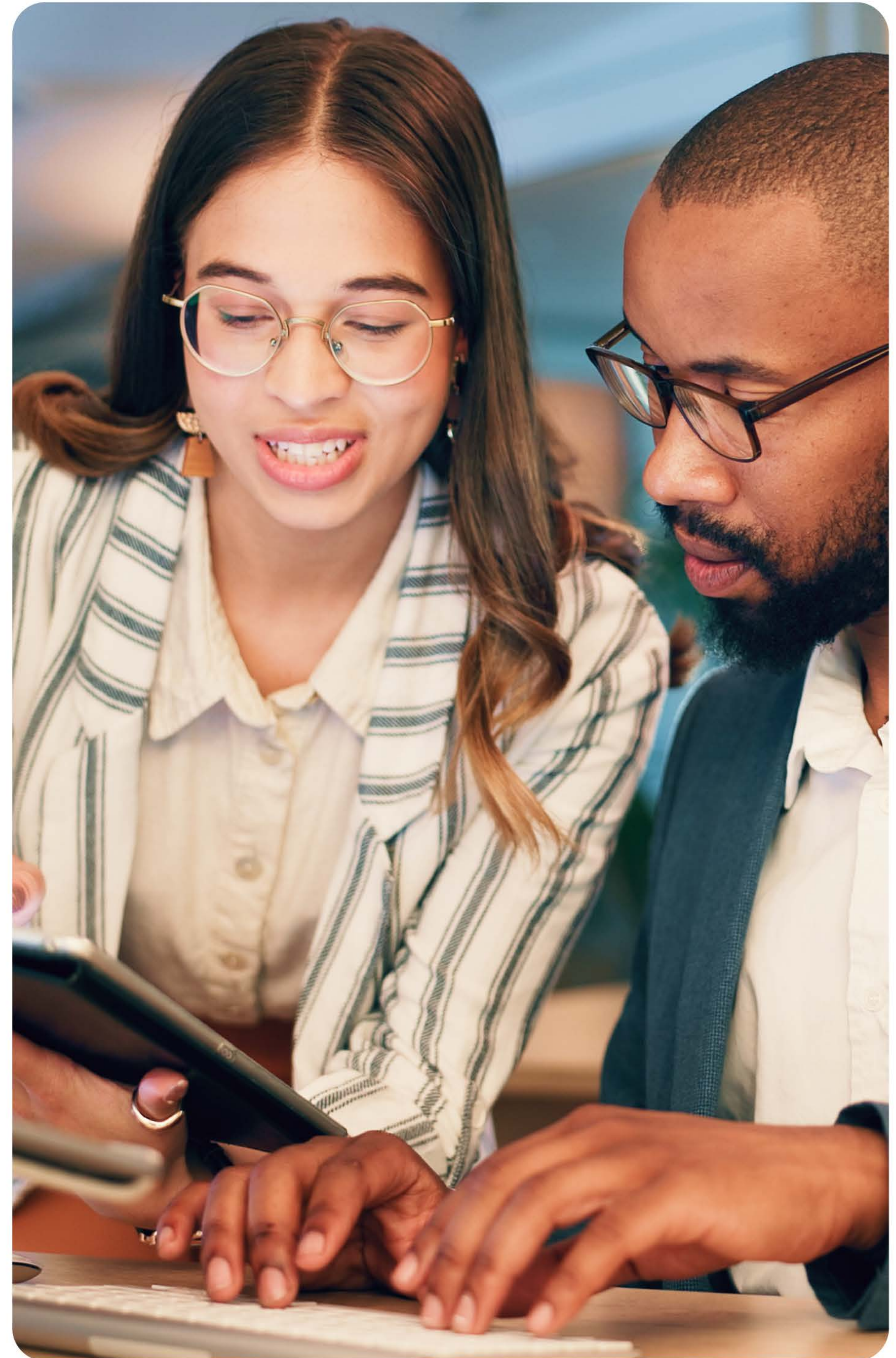
HubSpot's study also found that [47% of consumers](#) felt comfortable buying products and services through their social media app of choice in 2024—that's a 6% year-over-year jump! Meanwhile, younger consumers shop more on social media than any other cohort. In fact, 43% of Generation Zers have bought a product or service on a social media app in the last three months.

How to set the right goals



Every successful social media campaign has to start somewhere.

Before you begin crafting your message or determining the appropriate channels, you have to set the right goals.



Are you:

- Looking to **increase traffic** to your organization's website?
- Hoping to **build brand awareness**?
- Generating **new sales leads**?
- **Engaging with customers** and **building community**?
- Trying to **boost sales**?

All of these goals are valid directions for your social media campaign, so asking yourself what success looks like will allow you to focus your efforts better.

Once you know your top-level goals, you can break them down into smaller, more actionable KPIs (key performance indicators) that will help you achieve your stated main goal.

These small goals should be highly specific, measurable and time-bound. For example, if you're looking to drive more traffic to your website, a good goal would be to increase it by 10% over the next 90 days.

As you build your social media strategy, keep the goals you've set as your North Star. Make sure each decision clearly contributes to your goals so your campaign stays on the right course.

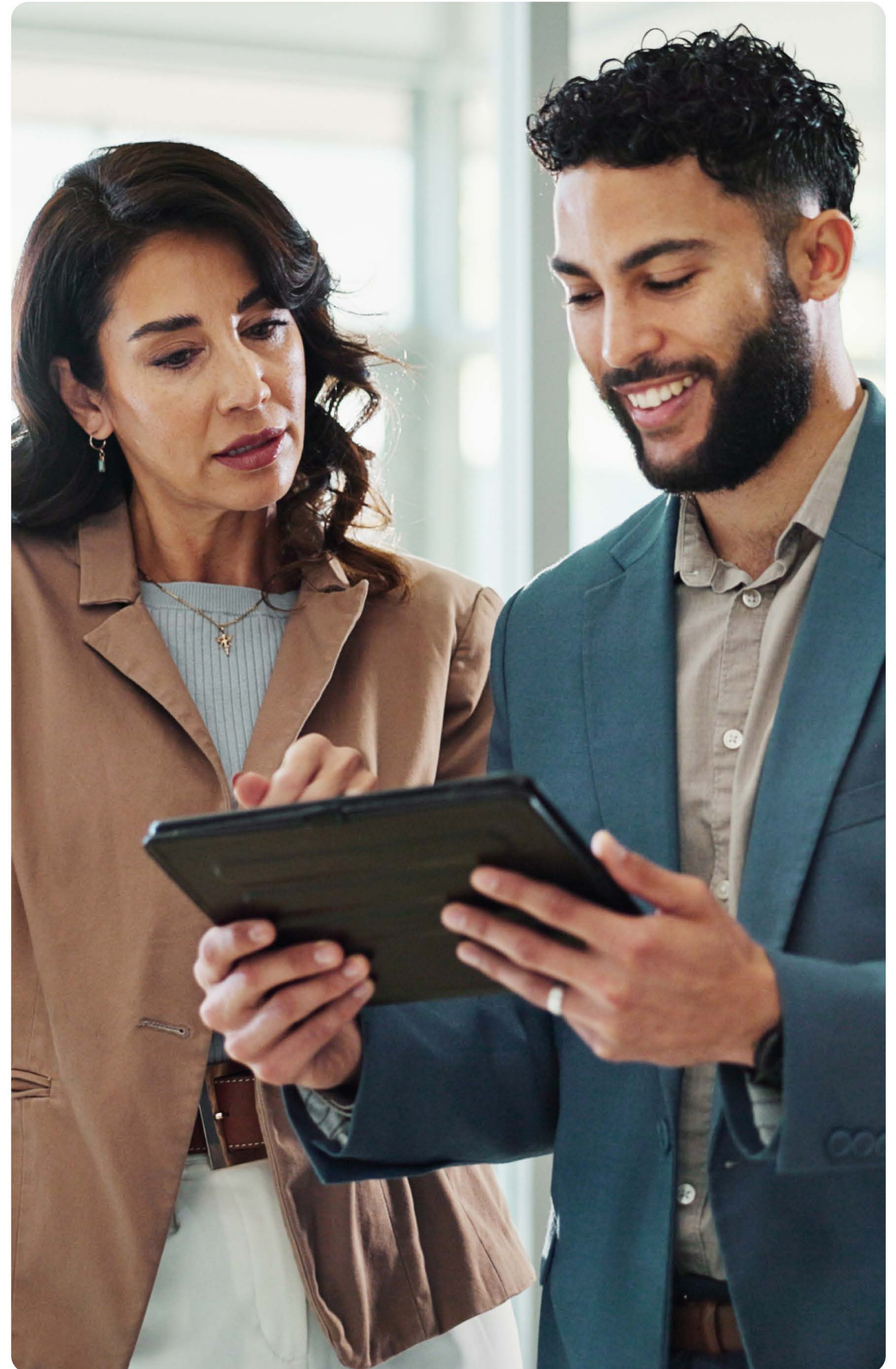
Researching your audience



3

Understanding who your customers are is crucial for determining your campaign's tone, direction & content.

For example, a social media marketing campaign targeting busy parents juggling household duties alongside their jobs will look very different from one trying to appeal to high schoolers.



So, how do you find out more about your target audience?

It starts with data.

Your organization might already have this data in its own research—things like customer surveys and focus groups are a great way to find out more about audience interests, other businesses or products they connect with, their opinion on your own organization and much more. This kind of first-party data can be invaluable when crafting and targeting your message, so lean on it when you can and try to gather it if you don't have it yet.



Social media listening campaigns are also an excellent opportunity to learn broad sentiments about your organization or what your audience is looking for in a new product or service.

They review keyword usage across social media to create an aggregate view of what people are talking about online. It's not as accurate as first-party data, but it can still be a great way to get a bird's-eye view of what your audience thinks and cares about.

With data in hand, you can start to look for logical demographic groupings—gender, age, household size, job, salary, interests and so on—and craft specific buyer personas from it.

These personas represent your customers and will guide you while you craft and refine your marketing strategy.



Choosing your platform

4

You know your audience.
You've got your message.

Now, it's time to
start posting.

While there are many social media platforms out there, eight major platforms have captured the bulk of online usage:

- Facebook
- YouTube™
- Instagram
- TikTok
- X (formerly Twitter)
- LinkedIn®
- Pinterest

Each platform attracts a different set of users, all looking for different ways to chat with their friends and interact with their favorite brands. Knowing who uses each platform—and how they use it—can help you determine which ones deserve your attention.



¹ YouTube is a trademark of Google LLC.



Because of this, the audience each platform caters to is generally split along the [following generational lines](#):

Baby boomers

(users born between 1946 and 1964) tend to use Facebook more than any other generation.

Generation X

(users born between 1965 and 1979) also use Facebook more than younger generations.

Millennials

(users born between 1980 and 1994) are usually found on YouTube and Instagram.

Generation Z

(users born between 1995 and 2012) spends their time on TikTok and Pinterest.

If your audience spans generational lines, you may discover that tailoring your message to several platforms will provide exponentially better results. A social media marketing dashboard can help you manage accounts across multiple platforms, but it's best to focus on one or two platforms at a time as you're getting started.

The following guides will provide a top-level overview of each of the major social media platforms.

Use the information on the following pages, alongside your customer audience research, to inform and guide your decision-making process.



Facebook

When it comes to sheer user numbers, Facebook remains the king of the hill with [an estimated 3.07 billion](#) (that's with a B) monthly active users (MAU).

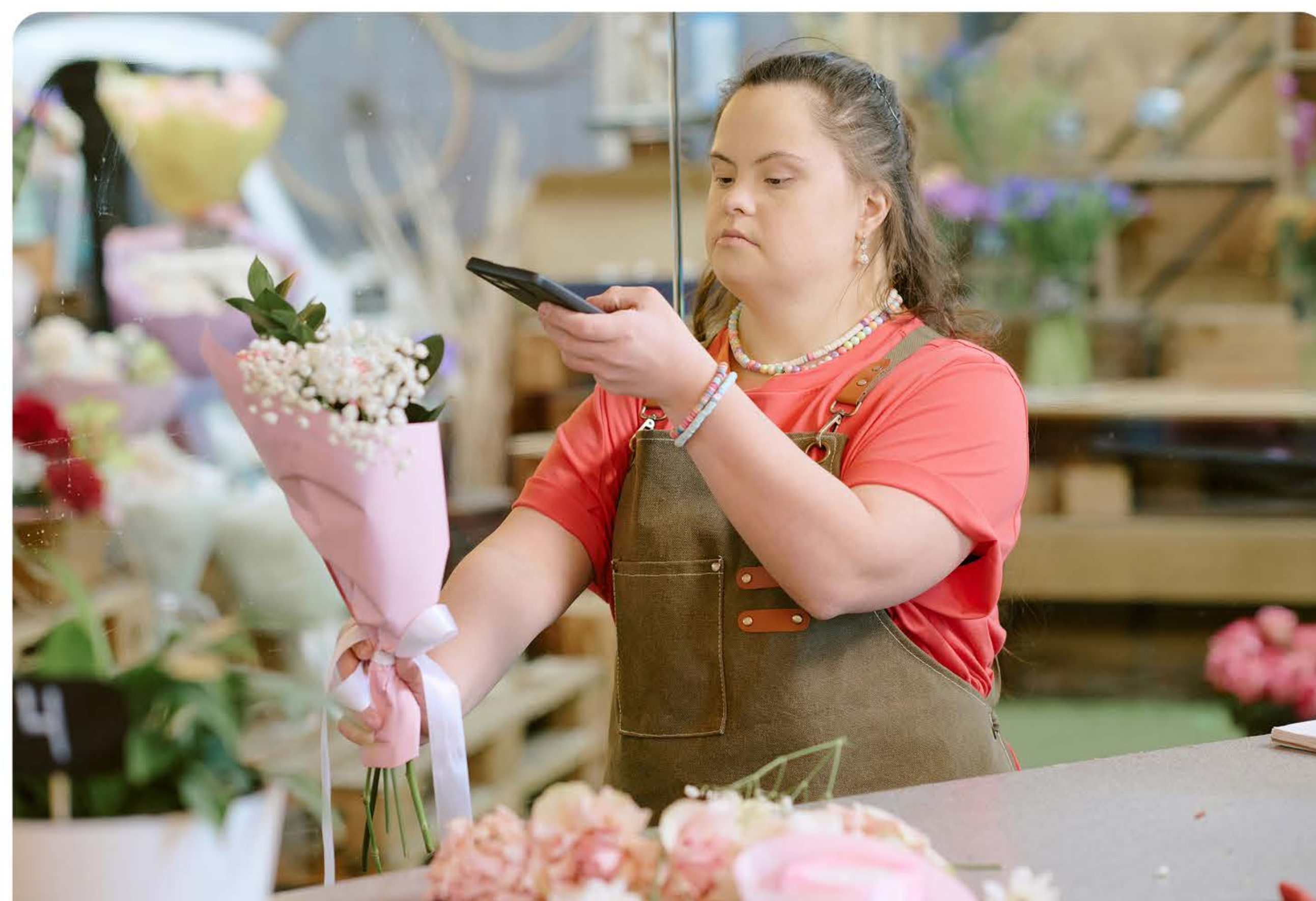
The potential reach of any social media marketing campaign on Facebook is impossible to deny. However, just because it has the numbers doesn't mean your audience is using it. Also, other businesses are trying to capture the same user attention, so you have to balance the value of its wide reach against increased competition.

Facebook users tend to skew older—it's far more popular among Baby Boomers & Gen X users, though some Millennials also use it with some regularity. If you're trying to reach Gen Z, you're better off looking somewhere else.

Most Facebook users are there to keep up with their friends and family and engage with their local community. They also turn to Facebook to help pass the time, scrolling their feeds to find comment-worthy posts or share funny videos or inspiring images.

Your campaign can tap into that desire for entertainment by leaning into the fun of your product or service. Creating a charismatic, inviting persona that fosters engagement can help you draw users in and extend the reach of your campaign with shares and reposts.

Luckily, Facebook remains a great place to build customer engagement—[44% of users interact with brand content on Facebook at least once a day](#).



Choose Facebook if:

- Your customers skew older
- You're building a community
- You want to provide high-quality customer care
- You have a brick-and-mortar location to drive customers toward

YouTube

Visitors mostly turn to the YouTube video community for entertaining videos, but they also use its deep search functionality to find educational videos about any topic they can think of. This breadth of content makes it hugely popular for users across generational lines, [though Millennials make up its largest audience](#). YouTube visitors want a good time for a long time, so [videos over a minute tend to perform better](#) than bite-sized ones.

If you plan on making YouTube a part of your social media strategy, keep this need for longer videos at the center of your content creation plans. While you can't always bring shorter video content from other channels onto your YouTube channel and expect to see the same results, you can take your longer format YouTube videos and repurpose them via cut-downs for use elsewhere—even on YouTube Shorts, which is the platform's section for short-form video content.

You also need to prioritize entertaining content on your channel. Your videos can be informative and helpful, of course, but they should be engaging. Use quality video cameras and audio equipment so your content is clear. Keep the pace brisk with direct and to-the-point writing and editing alongside high-energy delivery.

Your goal is to keep people invested in the video they're watching so they stick around for the whole thing & then subscribe to your channel for future updates.



Choose YouTube if:

- Your product or service benefits from explanation or demonstration
- You have the time and resources to create a polished presentation online

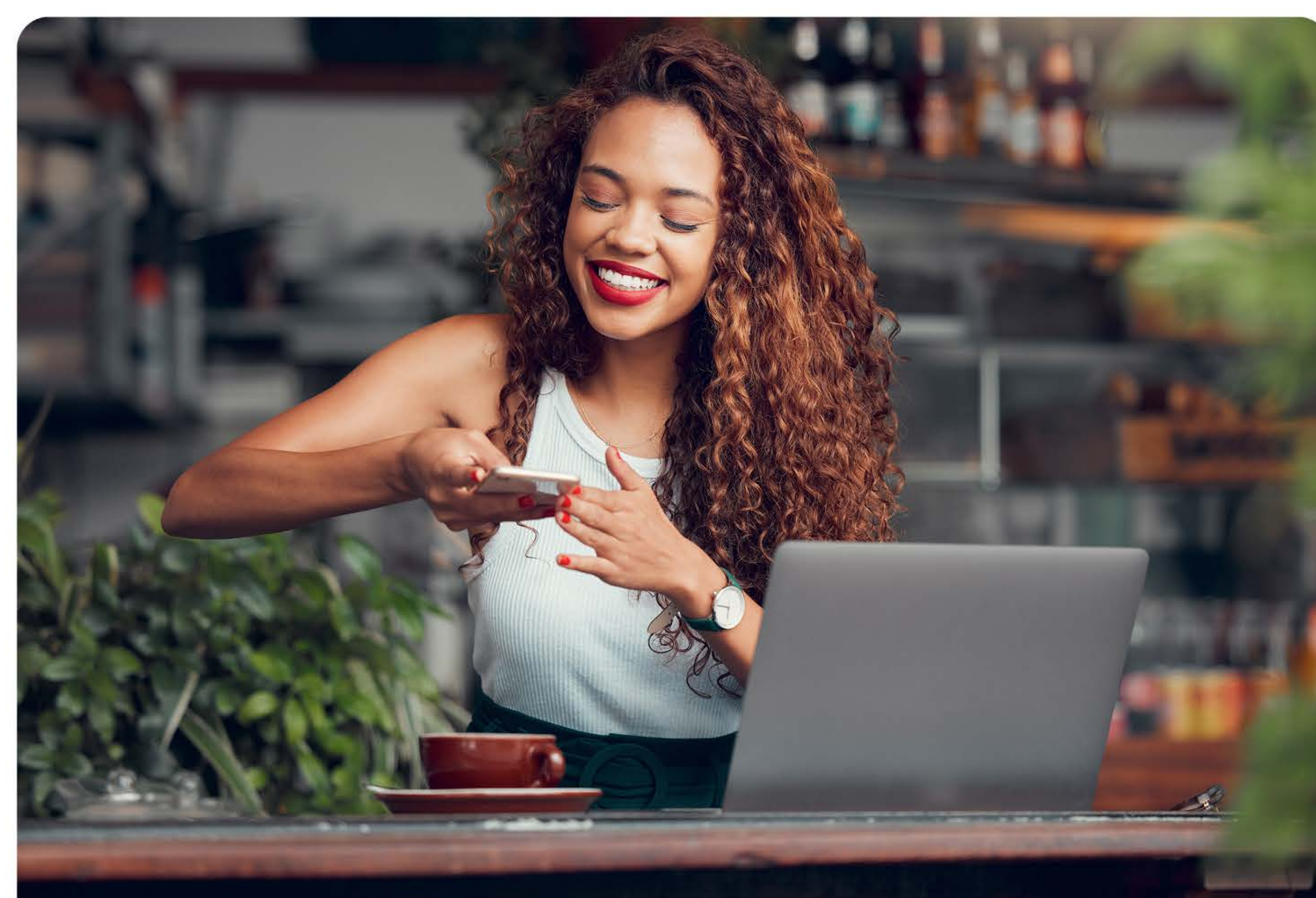
Instagram

Instagram is a photo-focused social media platform owned by Facebook's parent company, Meta. It's also not that far behind Facebook in terms of user engagement, with 2 billion MAU.

Instagram's user base is generally made up of Millennials and Gen Z. Gen X & Baby Boomers aren't as represented on the platform—they typically spend their time over on Facebook—though they're not entirely absent.

Most people use Instagram to catch up with friends and family and post about the special moments in their own lives—usually accompanied by a photo or two. They also frequently turn to Instagram to discover new products or request customer support from the businesses they follow on the platform.

This unique demographic and usage mix leads to a platform where most users are looking for entertainment, not educational content, when they open up the app. Short-form videos under 15 seconds long and static images tend to get the best engagement.



Choose Instagram if:

- Your audience is mostly Millennials and Gen Z
- Your business or product looks great in photos.
- You're trying to boost e-commerce sales



TikTok

If you're looking to connect with a younger audience, TikTok should be the first platform on your list, because it's the [preferred app for Gen Z](#). Even so, a growing audience of Millennials and Gen Xers has made its way onto the app in recent years.

In addition to being a younger audience, TikTokers are also highly engaged, spending more time on the app than any other user base on their respective platforms—[over 34 hours a month, on average!](#)

So, what is everyone doing on TikTok? For one, they're looking for video content that engages their interests and keeps them entertained. TikTok's discovery algorithm pushes plenty of fresh content to users' "For You Page," making it easy for users to discover new things they want to buy or do.

More than any other platform, authenticity is king on TikTok.

Influencers & micro-influencers (accounts with only a few thousand followers) have a lot of power over their audiences because they try to present an authentic version of themselves online that Gen Z consumers connect with.

Any social media strategy that leans on TikTok must embrace authenticity first and foremost, or your campaign will likely be dead on arrival.

Luckily, your customers can also help you advertise. User-generated content (UGC) thrives on TikTok, as real people share real stories about how they've engaged with your business. Developing a UGC campaign that inspires customers to make videos talking about or showing off your products or services can lead to major success. Simply set the guidelines, create a few hashtags for your audience to use and watch as the videos roll in.



Choose TikTok if:

- Your audience skews young
- You have lots of ideas for entertaining videos
- Your brand identity is more personal

X

X (formerly known as Twitter) offers a live feed of the most significant moments across the globe, allowing users to keep up with what's new with their favorite accounts, as well as breaking news and cultural events. Posts are bite-sized, typically 280 characters or less, which helps to drive that immediacy—though a subscription to X Premium increases that limit to a staggering 25,000 characters.

When it comes to brands, X users tend to engage the most with [entertaining, educational product content and giveaways](#). Text posts usually perform the best, though static images and videos under 30 seconds also see high engagement rates. The low lift of crafting text-based posts makes X a good place to engage with customers through original content alongside direct responses to comments.

[The X user base does tend to skew heavily male](#), though, so take that into consideration when developing your content strategy.



Choose X if:

- Your business has an engaging and well-defined written voice
- You need a platform to deliver company news and product updates to your audience
- Your audience is primarily male



LinkedIn

The Microsoft-owned professional networking and career development platform may be a little more buttoned-up than its fellow social media platforms.

However, that doesn't mean people aren't using it to follow their favorite brands. On the contrary: [HubSpot found that it was one of the only platforms](#) where consumers specifically showed strong interest in following brands and products to learn more about them.

Consumers on LinkedIn want to see educational information & hear from subject matter experts about how your products work, what your company values & how your business is positioning itself for the future.

Try to avoid jargon and instead relate your products and services to real people's lives so you can build trust.

Another benefit of maintaining a presence on LinkedIn is its massive user base. [One in five adults has a LinkedIn account](#). That's huge.



Choose LinkedIn if:

- You want to establish your business as a thought leader
- You need a channel for corporate-focused messaging

Pinterest

Pinterest is a “visual discovery engine” that boasts 553 million MAU and tends to attract younger women—in fact, [70% of its users are women](#). Gen Z also makes up nearly half its user population and is the platform’s fastest-growing user base.

What attracts this unique user base to the platform is its unique format. Pinterest isn’t about cultivating a follower base or chasing some algorithm—it’s all about finding inspiration.

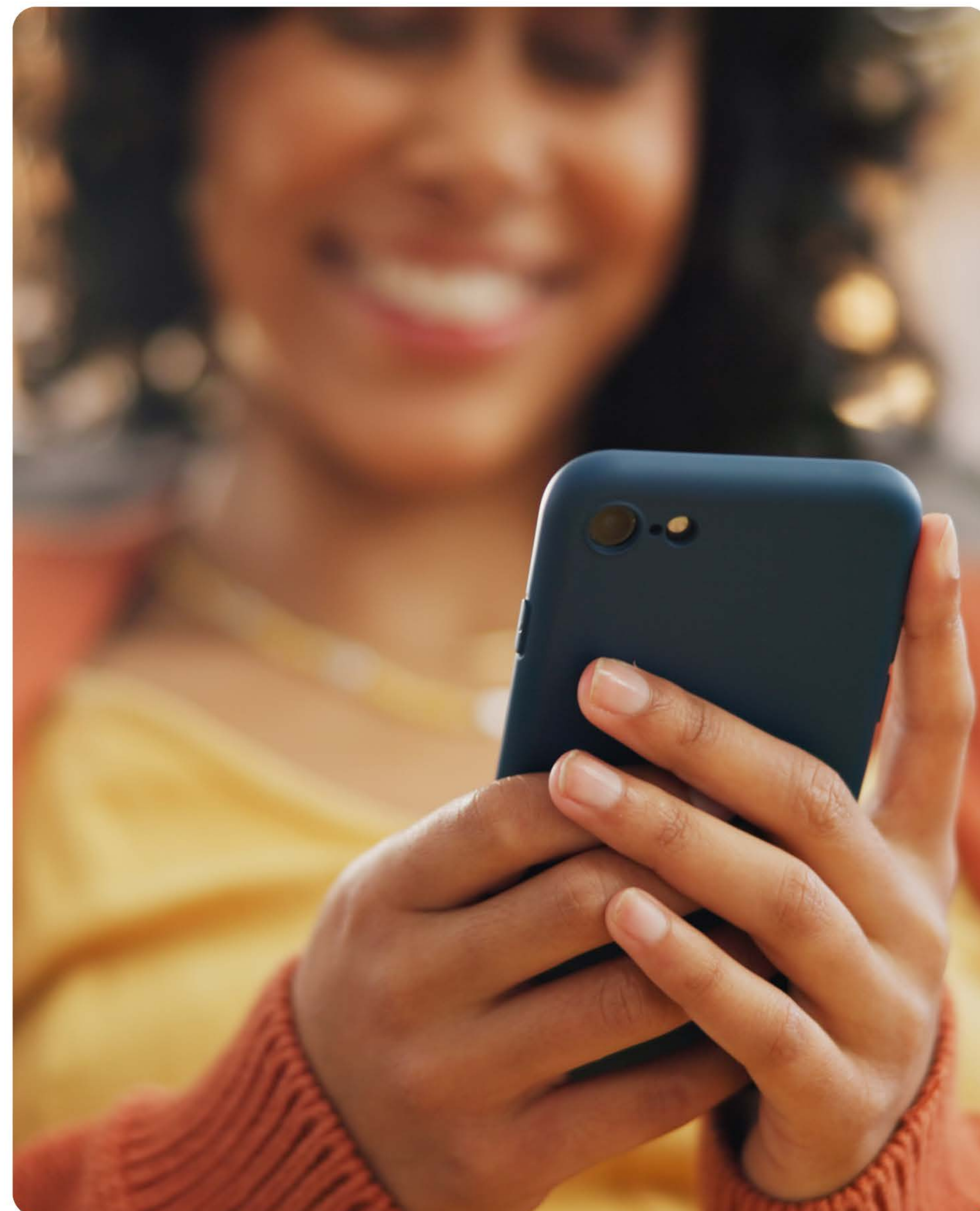
Say a user wants to build out their summer wardrobe. They’ll create a board and search for “pins” (images usually accompanied by a link to an external webpage) and save the ones they like. Once they’re finished, they can then use their board to put together daily outfits and plan their monthly budget. They can also make their board public to inspire others.

[51% of users say it’s a more positive place than other platforms](#)—that rises to 60% among Gen Z users.

That positivity has real value. Shoppers in a positive environment are [more likely to remember businesses](#) and buy from them on a platform they feel better using.

[55% of Pinterest's users see the platform as a place to shop](#), and they’ll spend 40% more per month than people on other platforms.

They’re coming to Pinterest to seek inspiration—and your business can leverage that desire by creating pins that the community can use as they make their own boards. You can even add links back to your website or storefront to help close that sale.



Choose Pinterest if:

- Your product or service photographs well
- You want to sell directly through the platform
- Your audience is primarily female

Create a content strategy



5



Every social media marketing campaign needs a plan

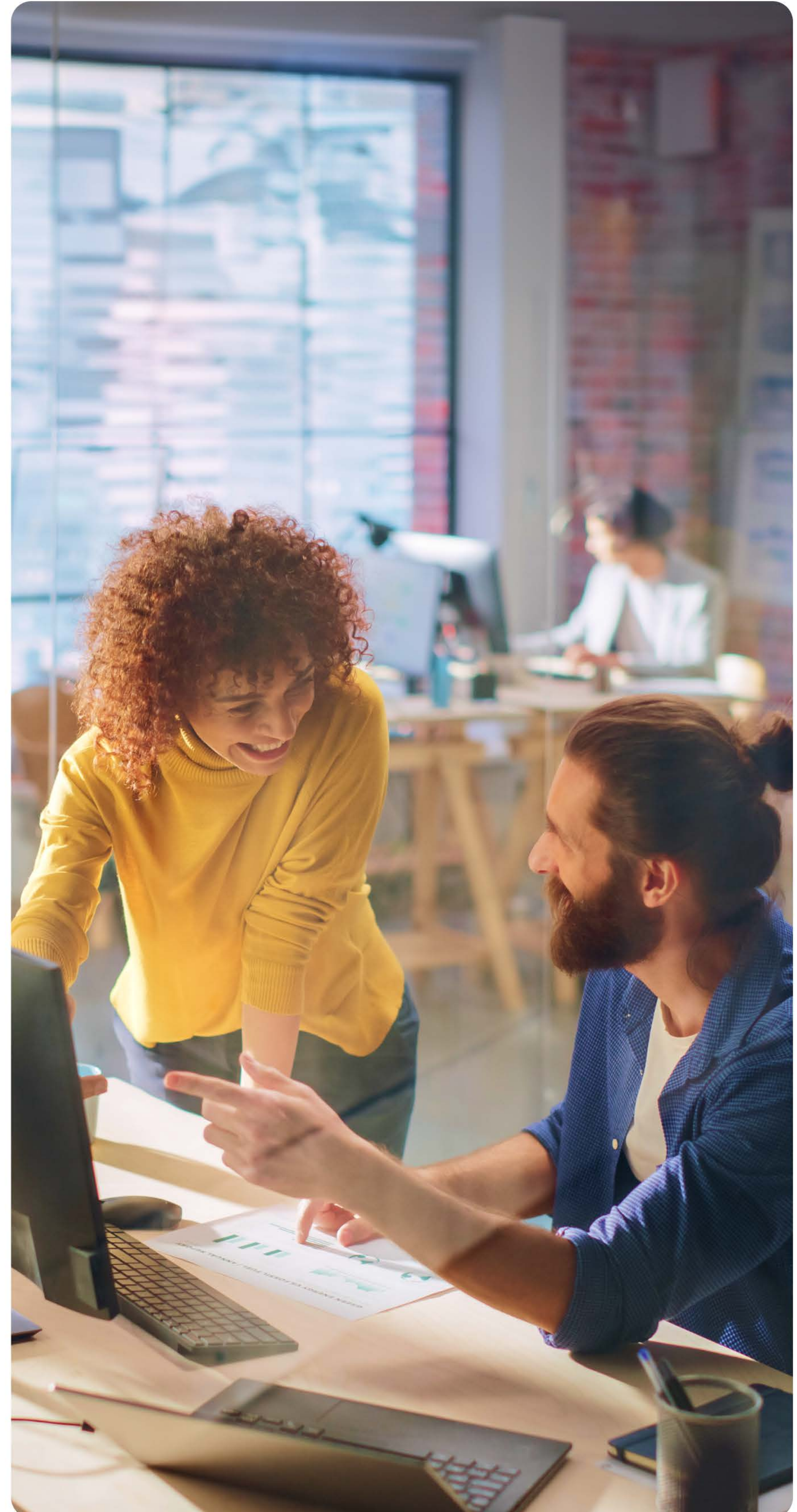
Here are some tips to help you develop a strategy that maximizes its potential across every platform you use.

Tailor your strategy to your platform & audience

Each social media platform's algorithm—the formula used to determine which posts surface in your feed—is a closely guarded secret.

Each social media platform's algorithm—the formula used to determine which posts surface in your feed—is a closely guarded secret.

- **High engagement rates** will help to surface your content for more of your audience. The more people like, comment on or share the posts you create, the more likely the algorithm will push them out to more people.
- **Leverage each platform's strengths** to give it the best chance at reaching the broadest possible audience. Avoid repurposing content across channels without modifying it to suit that platform.
- **Appeal to the audience** you're looking to target. Keep your buyer personas in mind and try to create content that meets their needs in terms of both the style of content you create and its substance.



Looking for a place to start building content ideas? [Sprout Social found](#) that most customers want to see posts that are more authentic, offer transparency behind a company's internal practices and values and educate them about the company's industry and how it makes its products.

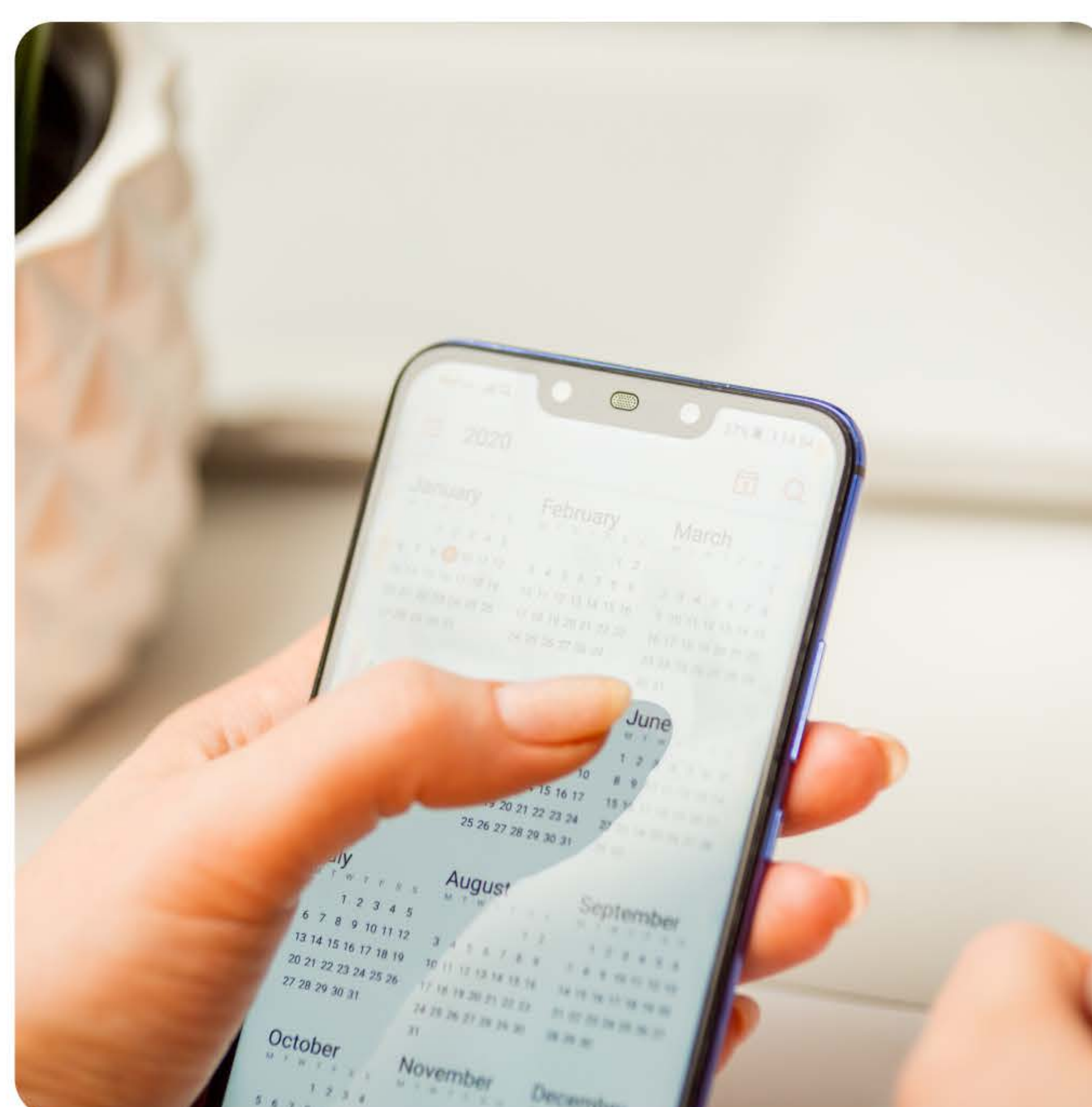
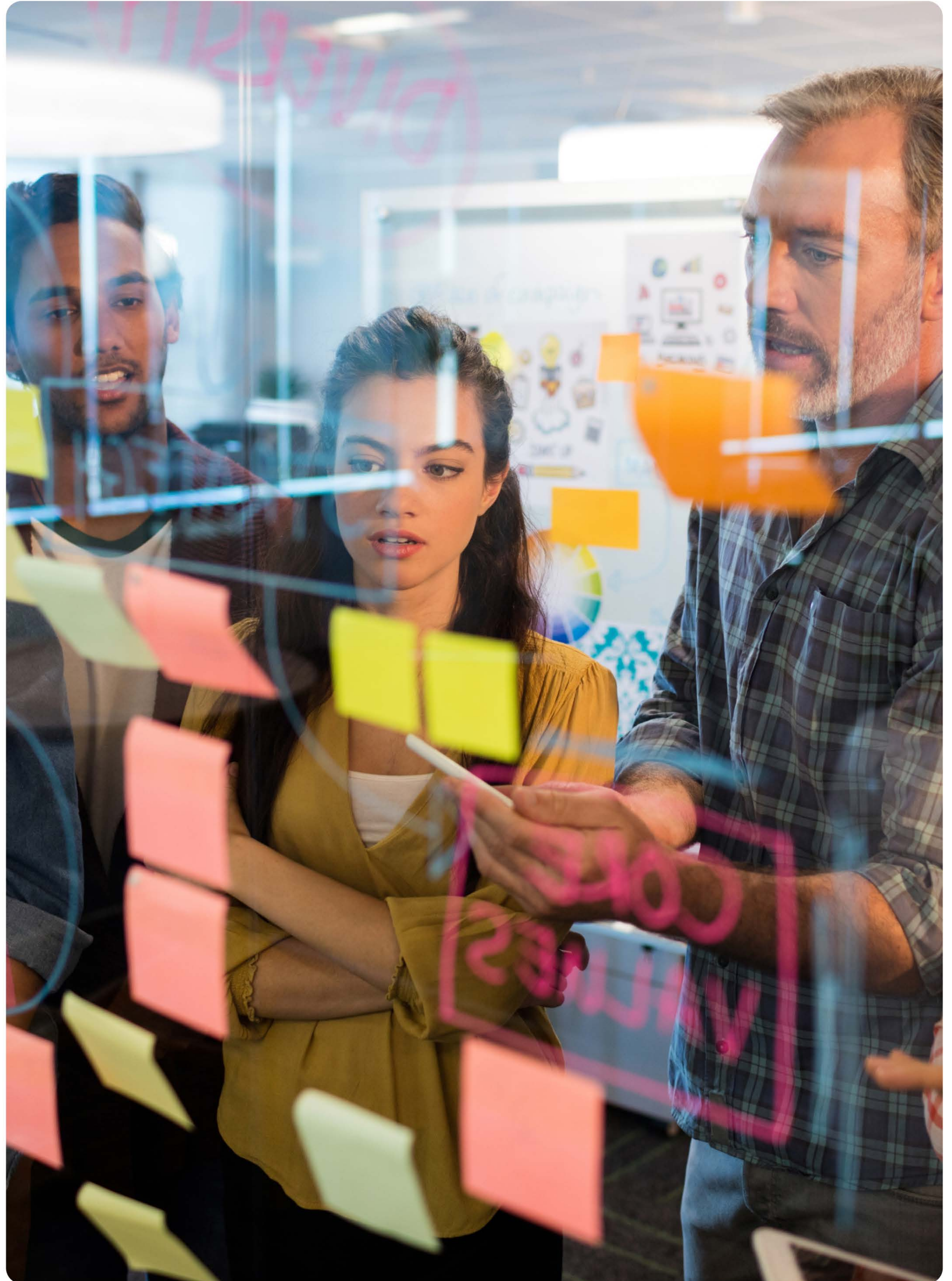
Build a content calendar

The best way to build a social media presence is to post frequently & consistently.

That's where your content calendar comes in. It'll help you visualize, organize and time your content ideas to hit at the best possible moment. It'll also keep you aware of popular holidays and events so you can plan for those critical moments ahead of time.

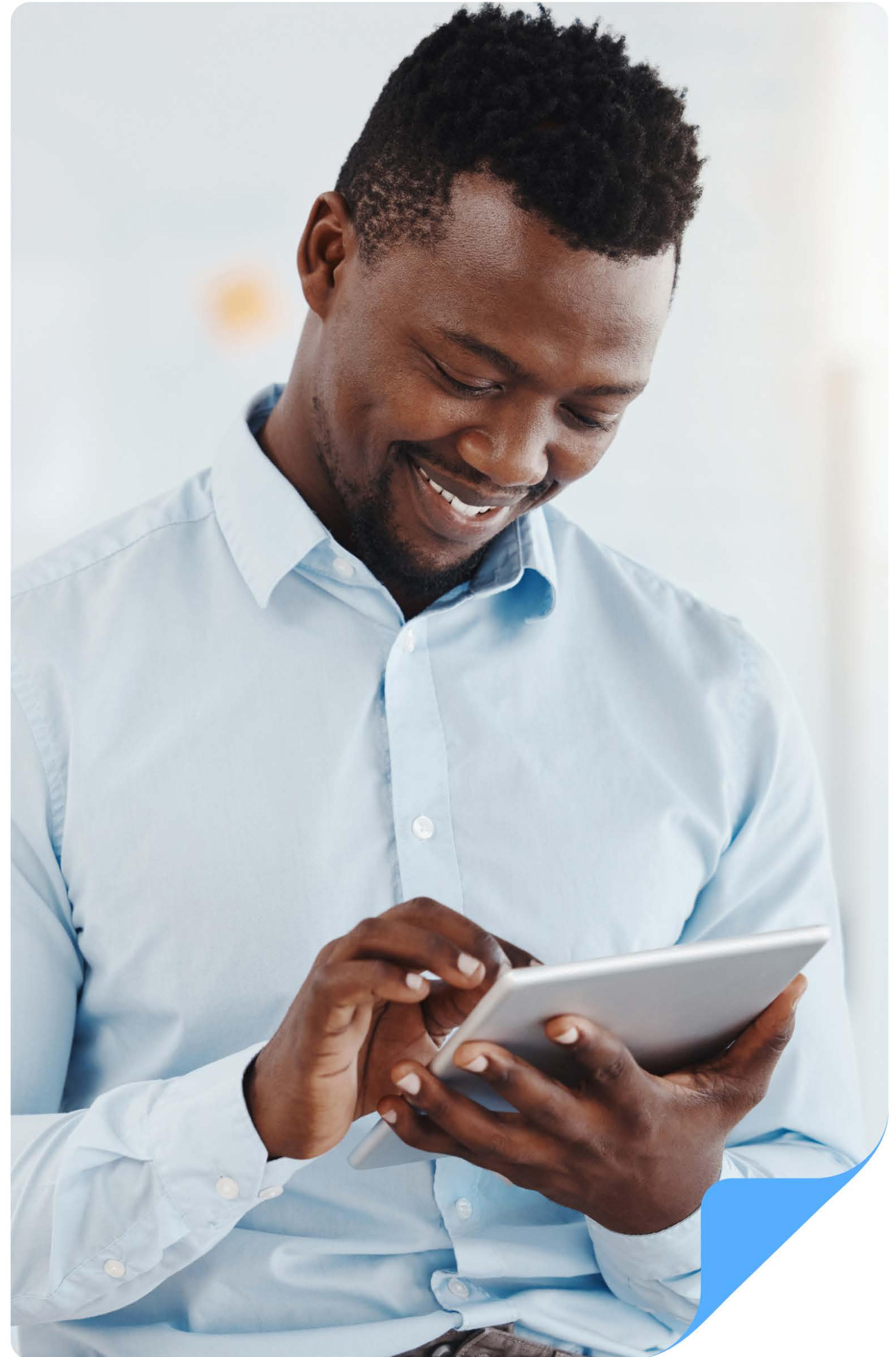
Every platform has its own best hours for engagement, too, so make sure you're scheduling your posts to go live at the right time.

For example, [Facebook usually sees peak engagement rates](#) during the mid-morning on weekdays, while younger users are more likely to use TikTok between 4 and 6 pm on Tuesdays and Fridays.



Engage with your community

Posting content on social media isn't enough—you also need to connect with your customers.



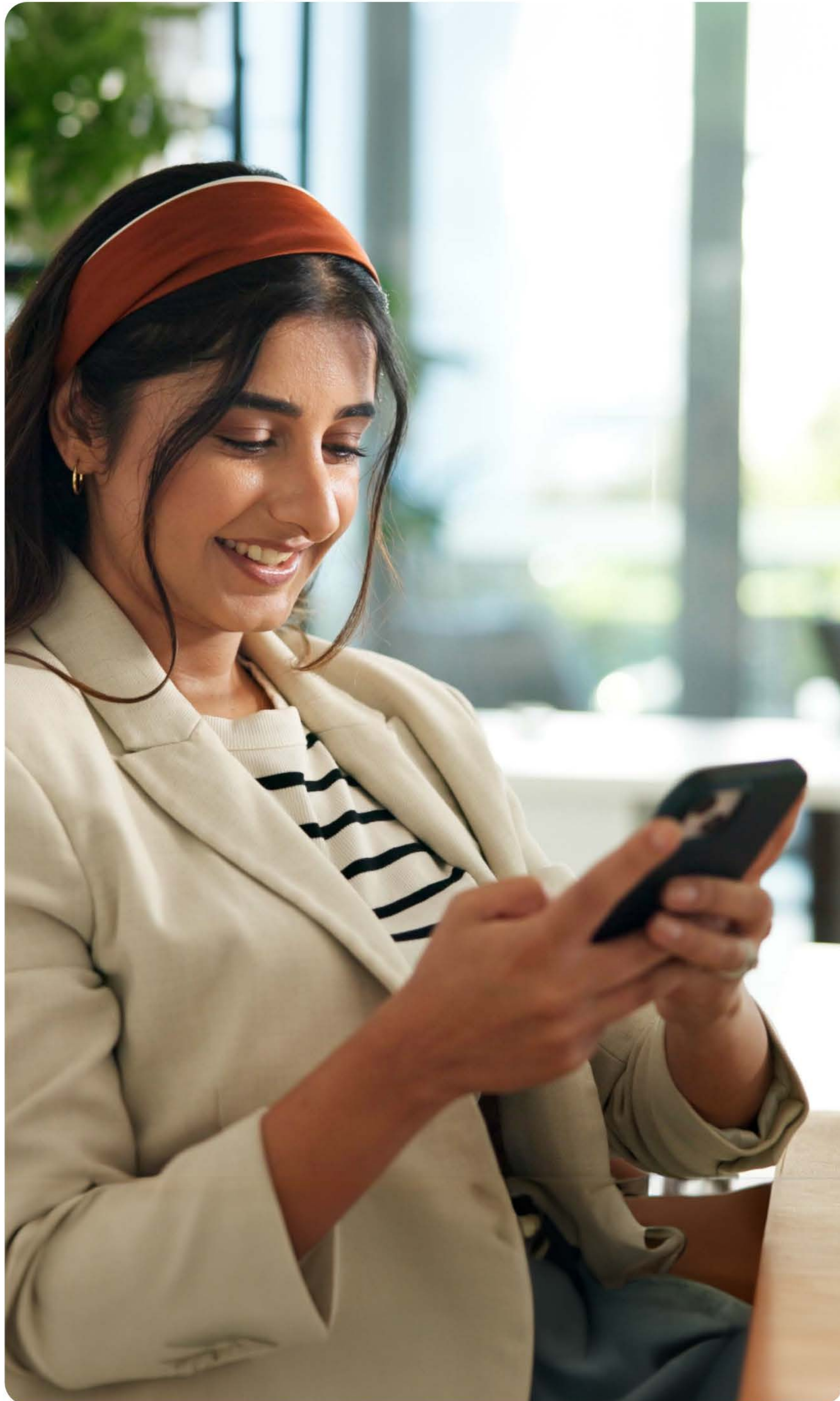
Forging and maintaining those connections will help you transform individual customers into a devoted community.

How do you start building that community? Talk to them. Reply to comments you get on your posts. Answer questions customers might have or give them extra support via direct message.

You're going to see a lot of comments about your business—both positive and negative. That's ok! Take some time to reply to both kinds of comment, even the critical ones. Amplifying positive comments will further develop your relationship with customers, while engaging with negative feedback will show that you're willing to listen and take criticism seriously.

Analyze & optimize





Most social media platforms offer their own analytics tools to measure performance, or you can rely on third-party dashboards to monitor them all at once. Go with the option that makes the most sense for your marketing efforts.

When posting to social media, be sure to track metrics like:

- **Engagement**, which can come in the form of clicks, comments, likes, replies and any other platform-specific engagement
- **Reposts and shares**
- **Reach**, which measures the number of people who have seen that post
- **Follower growth**
- **Impressions**, or the number of times a post is seen
- **Video views**
- **Profile visits**
- **Mentions and tags**

If you're running a targeted ad campaign on social media, you'll want to measure these, too:

- **Click-through rate (CTR):** This value is determined by the number of clicks your ad receives divided by the number of times your ad is shown. The higher your CTR, the more often your ad generates enough interest for a potential customer to click
- **Conversion rate:** The percentage of users who click your ad and make a purchase from that visit



When sifting through all the available data, start by separating it out by platform & then by campaign.

Once your data is organized, compare your results against the goals that you set when you started. If you've hit your goals, great! If not, go over all your information to see what you could do to improve, whether that's posting at a different time of day or including questions to encourage engagement.

Using the A/B testing tools on your social media platform of choice can help you further focus on these goals.

Create two similar but slightly different posts (e.g., a different call to action in the text or a different color background in a video) and run them at the same time to see which one performs the best. You'd be surprised by how much small changes can impact results.

Don't be afraid to try new things, but never lose sight of your goals. Good luck!

About Walmart Business





The best social media strategies shouldn't have to worry about chasing the whims of the algorithm.



Create authentic, relatable content that meets your audiences' needs head-on and the likes will be sure to follow.

Use this guide to get the most out of your content and find even more tips at the [Walmart Business content hub](#).

If you're looking for more ways to save time and money, Walmart Business can help. Our wide selection of supplies, from technology to furniture to break room snacks and beyond, helps keep your business running efficiently regardless of industry.

If you already have a Walmart Business account, consider upgrading to a Walmart Business+ membership. You can take advantage of free shipping with no order minimum,¹ free delivery from local stores on orders over \$35² and 2% back in Walmart Business Rewards on orders over \$250.³ That could add up to savings of over \$500 a year!⁴

¹ Excludes most Marketplace items. Freight & location surcharges may apply.

² Restrictions apply.

³ Rewards can only be used toward future purchases on Walmart Business. Additional terms apply.

⁴ Savings based on 1 free \$35+ delivery order vs. \$9.95 fee and 1 free shipping order under \$35 vs. \$6.99 fee biweekly, plus 2% Walmart Business Rewards on monthly order >\$250 (average value of \$400).



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