

START YOUR SOCIAL MEDIA CAMPAIGN FROM SCRATCH



By Brandon Dietrich, Principal @ Social Assurance Media

Social media campaigns are the stepping stones in the path to growing on social media. Campaigns can be of different types, like ads, value-added content in the form of blogs, videos or images, etc. In this article, we will see

why we should start our social media campaigns from scratch and do not drag along any luggage from the previous expeditions.

Every campaign is different.

Yes, it is true that every campaign that you run on social media is different. There are many factors on which social media campaigns differ from each other, which includes targeting, positioning, and branding of the actual offering.

Different campaigns often target different groups of audiences, based on geographical and demographical differences. Hence, before starting to plan a social media campaign, we must acknowledge the fact that every campaign is different.

Different campaigns teach us different things — whether positive or negative.

Each campaign teaches us something.

Some campaigns do very well on social media while others turn out to be not very effective. However, we get to learn a lot from every campaign. Sometimes we take away positives from a social media campaign, and at other

times we learn from the negative result that a campaign brings us. Both the learnings are very important to grow on social media.

Since different campaigns teach us different things, we must create different campaigns whenever possible. We should not just replicate an old campaign, even if it has got us a lot of sales in the past. It may not work in the present or future.

Creating new campaigns lets us keep on learning from the exercise. It helps us in continuous development and continuous improvement as well.

Change is the only constant.

We must remember that a lot of factors might have changed since we had run the last successful campaign on social media. Hence, running the same campaign again may not yield as much as it did last time. Change is the only constant thing, and hence it is bound to happen.

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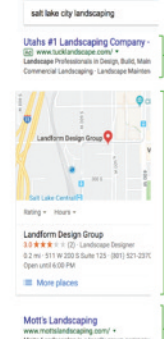
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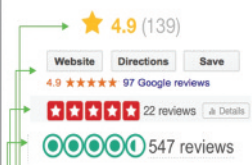


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That is another reason we should create new campaigns based on the present times and current affairs. While getting inspired from a past campaign is a very good idea, launching the same campaign again is not. It is always recommended to start a social media campaign from scratch.

Benefits of a fresh campaign.

Let me talk about the benefits of creating a fresh campaign from scratch. The list of benefits that I am going to write here can be a checklist before starting to brainstorm on a fresh campaign.

- **New look, new attitude:** a new campaign brings in a new look and a new outlook. The audience will like new content all the time. A new campaign brings in that freshness too.
- **Ease of including updates:** it is easier to include the latest updates on your offering in a new campaign. There must have been some addition and deduction from your product or services since the last campaign. If you build a new campaign, it is easier to add such updates.

- **Bettering the best:** a new campaign comes with a chance to better the best campaign that you have designed last time. It helps in sharpening your saw and bettering your capabilities.

- **Additional learning:** a new campaign helps in learning newer aspects of building a campaign too. There are new tools and techniques used while creating campaigns. If we are creating a new campaign from scratch, we will be able to learn those too.

I hope you can now justify the need of creating social media campaigns from scratch. If you have any questions or are looking to develop your next campaign from scratch, please feel free to get in touch. Our team will lend support wherever we can. Please keep an eye for more applications of social media for your business in upcoming issues. Thank you.

Brandon Dietrich is Founder and Principal at Social Assurance Media, a full-service digital marketing agency that helps convert shoppers to buyers. If you are searching to cut through the noise and hype to develop a comprehensive online marketing strategy, then contact Brandon @ bdietrich@socialassurancemediamedia.com