



International
Trade
Centre

SheTrades

Enhance your export visibility through social media

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Program



Introduction

1. Introduction to the most popular social media platforms
2. How to choose your platform and build a social media strategy
3. Create a compelling brand story

Program

4. What information should you share on social media?
5. Encourage client engagement
6. Questions & answers

INTRODUCTION



- In recent years, companies have fully understood the challenges of viral information on the web. Social media allow for effective and instantaneous communication.
- Social networks serve as an excellent platform for generating leads. They help businesses gain visibility among prospective clients and more effectively target potential partners or competing companies.

INTRODUCTION



Thanks to social media, brands are diversifying their customer acquisition sources. For businesses, social media allows for:

- Improving e-reputation and building a community.
- Gathering immediate feedback from internet users.
- Collecting the expectations of their target audiences.
- Increasing traffic to a website or e-commerce platform.

SOCIAL MEDIA ICONS



Thus, the term Social Media Optimization (SMO) is used to refer to strategies for optimizing presence on social media.

01.

Introduction to the most popular social media platforms

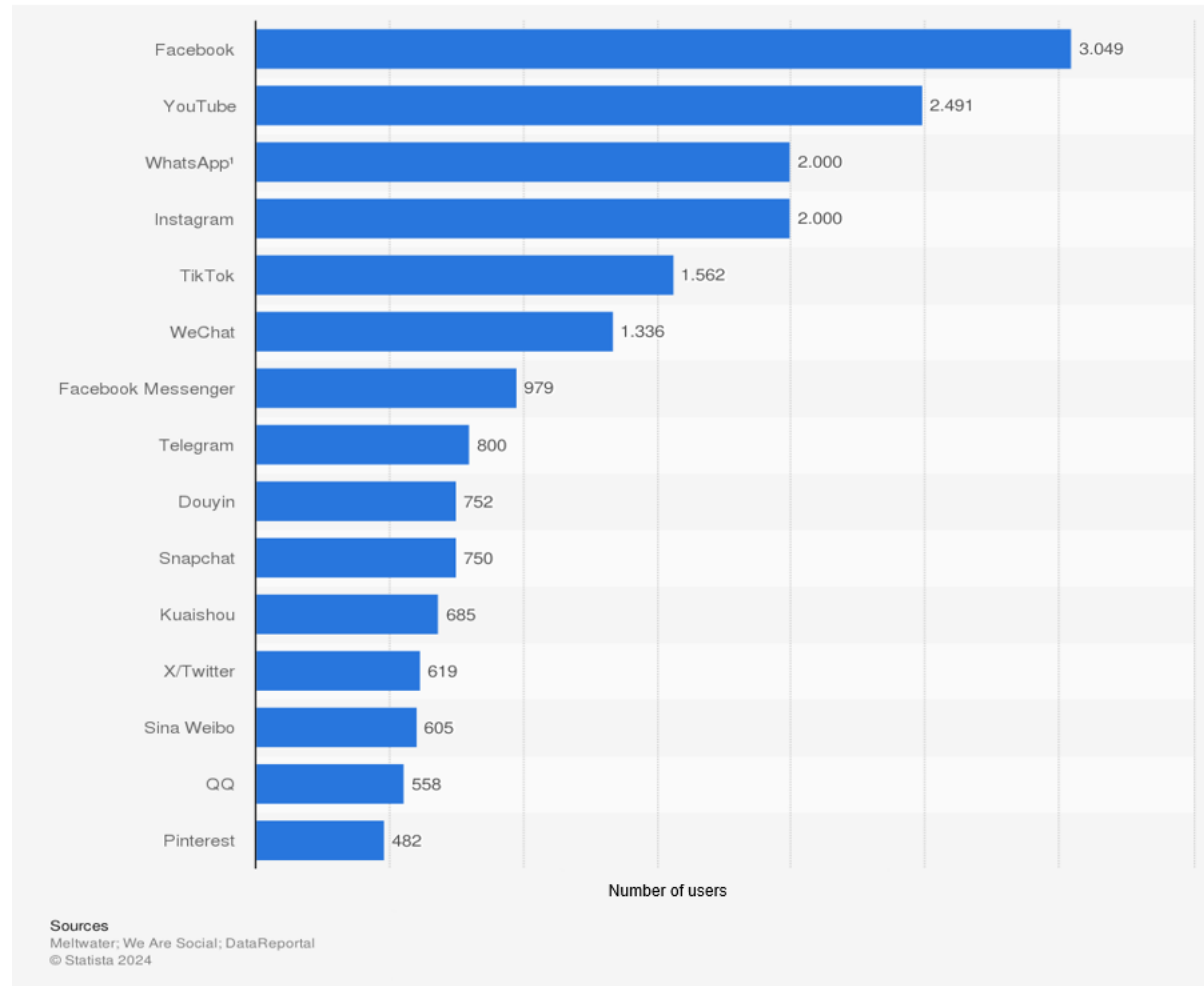


Being on social media as a professional is essential, not only to show that our business exists but, more importantly, to increase visibility and build customer loyalty!



INTRODUCTION TO THE MOST POPULAR SOCIAL MEDIA PLATFORM

Ranking of most popular social media platforms in the world as of January 2024, according to the number of users



Social media platforms with the most users

Professional social media



Among the most popular and most used professional social media, we find:

- Facebook
- LinkedIn
- Plateforme X (ex Twitter)
- Pinterest, Snapchat, Instagram
- YouTube
- Tik-Tok

Facebook

Entertain, and promote your brand



- More than 3 billion users
- Generalist site with both social and professional emphasis
- Most common professional uses include:
 - Posting company offers and promotions
 - General and targeted advertising
 - Online sales
 - Customer relationship tracking and after-sales service
 - Live conferences and webinars

Manage Page



- Professional dashboard
- Insights
- Ad Center
- Create ads
- Boost Instagram post
- Settings
- More tools
Manage your business across Meta apps
- Leads Center
- Meta Business Suite



Mango Bliss

157 likes 63 followers

[Manage](#)
[Advertise](#)
[Edit](#)

- Posts
- About
- Mentions
- Reviews
- Followers
- Photos
- More

Intro

Discover Mango Bliss, where we bring you the juiciest and most flavorful mangoes from Ghana, ensuring every bite is a taste of tropical paradise!

What's on your mind?

- Live video
- Photo/video
- Reel

Advertise



Mango Bliss

40m · 🌐



We are thrilled to announce that the peak season for Kent mangoes has officially begun at Mango Bliss! 🥭🥭

With summer approaching, it's time to savor the delicious Kent mangoes. Rich in flavor and perfectly juicy, they're just waiting for you!

This season, Mango Bliss plans to produce 3,000 tons of Kent mangoes, all certified Organic and Global GAP! 🏆🌿

Wholesalers, retailers, and mango enthusiasts, this message is for you: don't miss the chance to taste our best Kent mangoes!

Contact us today to place your orders and discover the incredible flavor of Kent mangoes! 📧
mangoblisscompany@gmail.com

[#MangoBliss](#) [#KentMango](#) [#HighSeasonDelights](#) [#FreshProduce](#) [#TropicalTreats](#) [#QualityMangoes](#)
[#Summer](#)



[See insights and ads](#)

[Boost post](#)

LinkedIn

Network, and promote your brand



- The ultimate professional network
- Multiple professional uses including:
 - Advertising
 - Client, partner, and supplier prospecting
 - Talent search
 - Live conferences and webinars
 - Online course tracking
 - Publishing company news

Mango Bliss
We deliver premium, fresh Ghanaian mangoes globally. Our focus: quality, sustainability, and community growth. 🌍 🥭
Food and Beverage Manufacturing · 97 follower · 2-10 employees

[+ Follow](#) [Message](#) [...](#)

About
Home to Ghana's most sought-after mango varieties including Kent, Keitt, and Tommy Atkins. With a robust production capacity of 5000 tons annually, we pride ourselves on delivering a diverse range of premium mangoes to discerning customers worldwide. Our state-of-the-art processing facility, ... see more



Mango Bliss

1 follower

2d • Edited •

We are delighted to announce that the peak season for Kent mangoes has officially begun at Mango Bliss!

As summer approaches, it's time to indulge in succulent Kent mangoes. Known for their rich flavor, smooth texture, and irresistible juiciness, Kent mangoes are a true delight for mango lovers worldwide.

With our expanded production capacity this season, Mango Bliss plans to produce 3,000 tons of Kent mangoes.

We are proud to hold Global GAP and Organic certifications, ensuring our mangoes meet the highest standards of quality and sustainability.

Calling all wholesalers, retailers, and mango enthusiasts! Don't miss the opportunity to enjoy the best Kent mangoes from us. Whether you're stocking your shelves, planning a recipe, or simply craving a healthy snack, our premium mangoes are the perfect choice for you.

Contact us today to place your orders and experience the flavor of Kent mangoes on LinkedIn or at: mangoblisscompany@gmail.com

[#MangoBliss](#) [#KentMango](#) [#Ghana](#) [#HighSeasonDelights](#) [#FreshProduce](#)
[#TropicalTreats](#) [#GhanaianFruit](#) [#QualityMangoes](#) [#SummerIndulgence](#)
[#ProductionCapacity](#)



Like



Comment



Repost

Instagram

Showcase images and make people dream



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- Instagram allows businesses to share photos and short videos to showcase their products and/or services, share an experience, news, or even a moment of life.

Instagram

Home

Search

Explore

Reels

Messages

Notifications

Create

Profile

Threads

More



mangobliss_co

Edit profile

View archive

Ad tools



58 posts 476 followers 344 following

Mango Bliss

Mango Bliss 🥭🌿

Ghana GH

Certified Excellence: Global G.A.P, Organic

Production: 5,000 tons annually

#MangoBliss. 🌐 www.mangobliss.com

3 accounts reached in the last 30 days. View insights



2024



2023



2022



2021



2020



2019



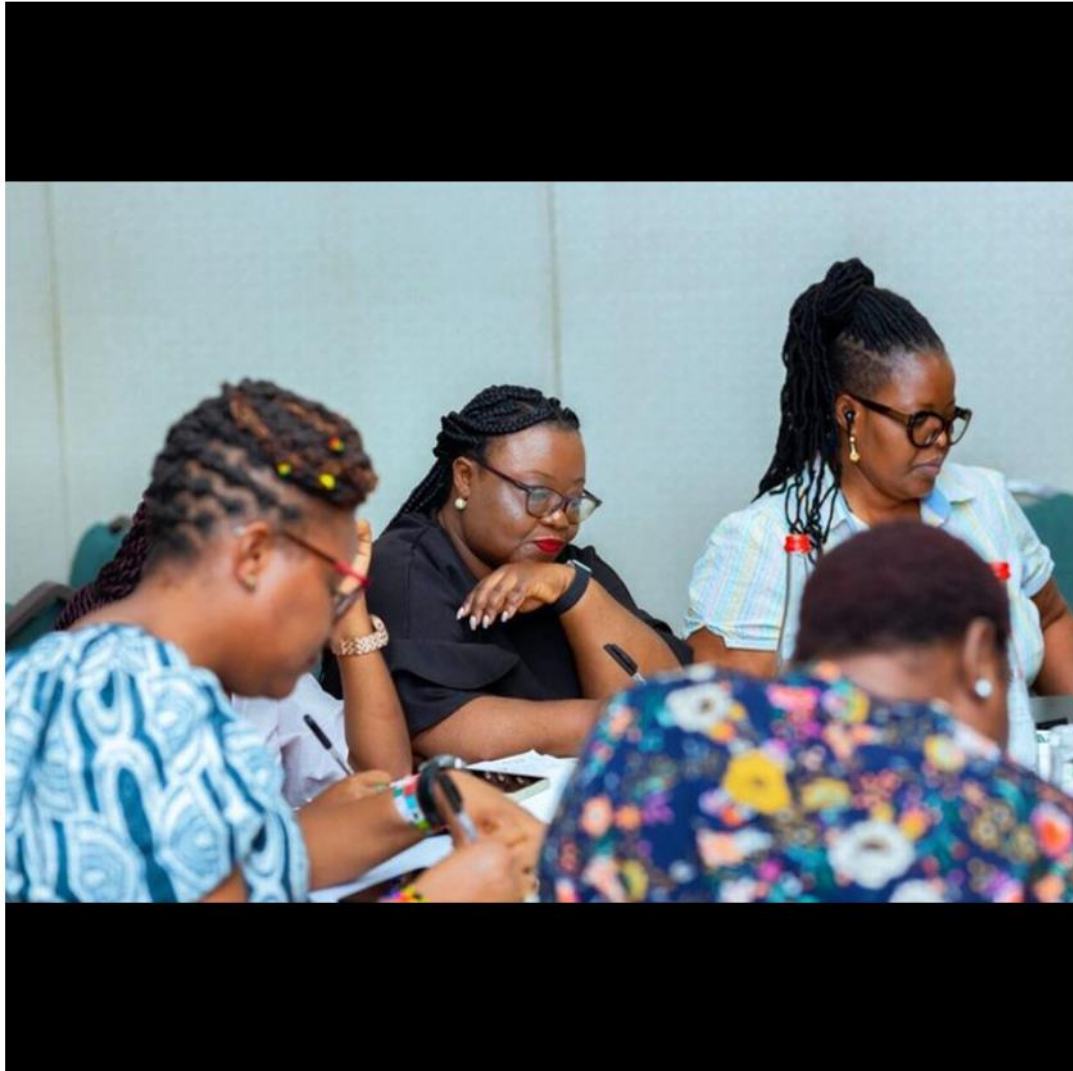
2018

POSTS

SAVED

TAGGED





 mangobliss_co
Ghana



 mangobliss_co #mangues #mangue #été #fruits
Aujourd'hui, l'équipe de Mango Bliss s'est réunie pour discuter des objectifs de la nouvelle saison !

À cette occasion, nous avons beaucoup parlé des valeurs qui sont au cœur de notre entreprise :

#Qualité : Chez Mango Bliss, la qualité est notre priorité absolue. Nous veillons à ce que chaque mangue réponde aux normes les plus élevées en termes de goût, de texture et de fraîcheur. Nous nous engageons à observer des pratiques agricoles méticuleuses, une sélection soignée des fruits et des processus rigoureux de contrôle de la qualité de nos produits !

#Durabilité : Nous nous engageons à respecter des pratiques agricoles durables qui protègent l'environnement et favorisent le bien-être de notre communauté. Nos certifications Global GAP et Bio témoignent de nos efforts pour des pratiques respectueuses de l'environnement.

#Communauté : Nous croyons en la force des relations, saines et bienveillantes avec nos agriculteurs et avec nos clients. Nous soutenons les communautés locales en offrant des salaires équitables, des conditions de travail sûres et des opportunités de croissance et de développement. Nous nous assurons également

[Voir les statistiques](#)

[Booster la publication](#)



78 J'aime
il y a 3 jours

 Ajouter un commentaire...

[Publier](#)

Plateforme X

Position your expertise and share industry trends



- About 619K users in January 2024
- Informational and informative
- Based on the conciseness of messages and the relevance of chosen words, making it the preferred network of politicians and journalists
- Companies can use it to optimize their visibility, provided they react quickly and retweet messages that align with their mission and interests

Pinterest

Inspire, and promote your products



- About 482K users in January 2024
- Prioritizes visual content and is therefore suitable for professionals whose content focuses on visualization: Decorators, designers, aestheticians, etc.
- Also allows for gathering user feedback, enabling the company to improve its products/services.

Snapchat



- With 750k users in January 2024 and a focus on visual content, Snapchat is especially popular among young people, but also among professionals whose content is visually based.

You Tube



YouTube

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- About 2 billion users in January 2024
- Founded in 2005, YouTube is a video hosting website and social media platform where users can upload, watch, comment, rate, and share streaming videos.

Tik-Tok



- More than 1.5 billion users in January 2024
- TikTok is a mobile application for sharing short videos (vertical and ranging from a few seconds to a few minutes), and social networking, launched in 2016.
- TikTok is particularly popular among Generation Z. According to a YouGov survey from September 2019: 40% of Americans aged 13 to 16 use TikTok, as many as Facebook and Twitter

02.

How to choose your platform
and build a social media
strategy



Choosing the right social media platforms for your goals

There are a lot of social media platforms. They are both different and complementary in terms of:

- Their missions, roles, and objectives
- Their types of users
- Their professional uses



Choosing the right social media platforms for your goals



Image designed by [Freepik](#)

Among the main selection criteria:

- Type of market you are targeting;
- Your industry sector;
- Goals to achieve and message you want to convey to your prospects and clients;
- Type of content you want to publish;
- Time you can dedicate to this task (content creation, layout, publishing, dissemination, monitoring, etc.);
- Your technical skill level to manage the chosen network;
- Budget available

Choosing the right social media platforms for your goals



	Facebook	X	Instagram	LinkedIn
Who to target?	Large and generic target	Opinion leaders	Young and dynamic profiles	Professionals
What to do?	Engage with the media: like, comment on, and share their posts	Respond to opinion leaders' posts to attract their attention Retweet, comment on, and share tweets.	Consider partnerships or sponsorships to highlight your product or services. These can take the form of visuals or videos containing links redirecting to your networks! The higher the allocated budget, the more the sponsorship will increase your visibility, thereby boosting your sales!	Reach out via direct messages, react to, comment on, and share posts

Build a social media presence strategy



Social media is an effective communication tool for your organization, regardless of its size. They allow you to:

- Exchange, share, and establish your know-how and expertise with your target market through varied and quality content;
- Improve your brand image and strengthen your identity through natural referencing of your products/services, thereby attracting potential prospects and converting them into customers;
- Get closer to your prospects and clients.

To do so...

Build a social media presence strategy



Equip yourself with a true strategy tailored to social media. Succeeding on social media requires a clear vision and SMART goals. Ask yourself what you aim to achieve and how the chosen social media platforms can help you do so. What resources do you have, or can you mobilize to reach your objectives?

What are you aiming to achieve and how will the chosen network help you?

Build a social media presence strategy

« Not all social networks are necessarily suited to your needs, and you will waste valuable time trying to manage all these accounts.» CPME Rhône

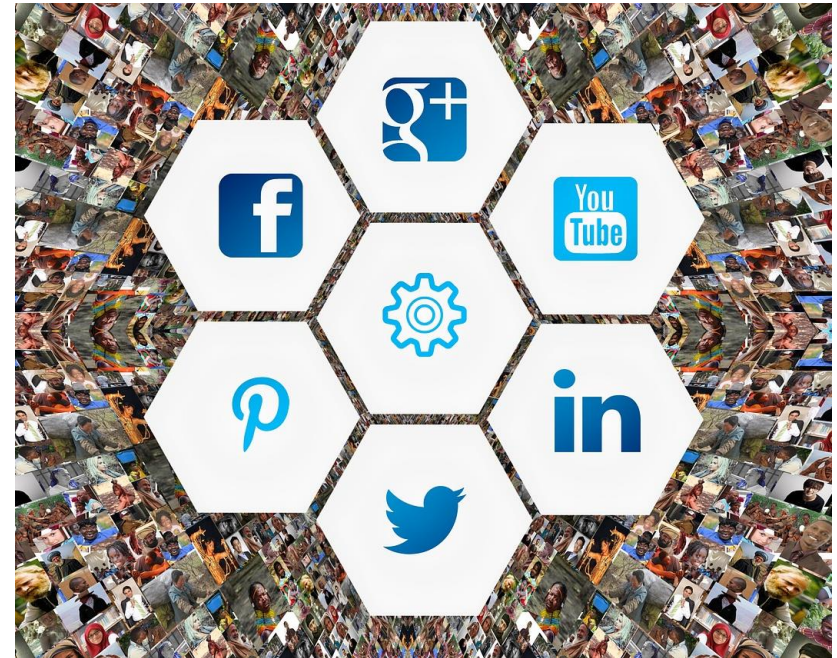
You should first **know your target audience**, its characteristics, and the channels that will allow you to reach it most effectively. 'Do you want to target a B2C audience or rather a B2B audience? What is the age range? What type of content do you plan to share? What tone will you use on different accounts?' By answering these simple questions, you can already eliminate certain inappropriate social networks.



Build a social media presence strategy

Conduct thorough monitoring of your industry and market to track their evolution and trends, allowing you to adapt accordingly, including on your chosen social networks. Monitoring will enable you to:

- **Timely adapt your SMO strategy**
- **Identify and better target appropriate keywords to communicate about your company and its products/services**



Build a social media presence strategy

- Analyze the strategy of competing brands on social networks and adapt yours accordingly
- To better respond to the needs, problems and expectations of your market.

Your strategy must be able to follow these changes to stay connected with your target and adapt to their way of communicating.



Build a social media presence strategy

Define useful, attractive, suitable, and varied content:

- Visual
- Written
- Audible
- Playful
- Informative
- Dynamic



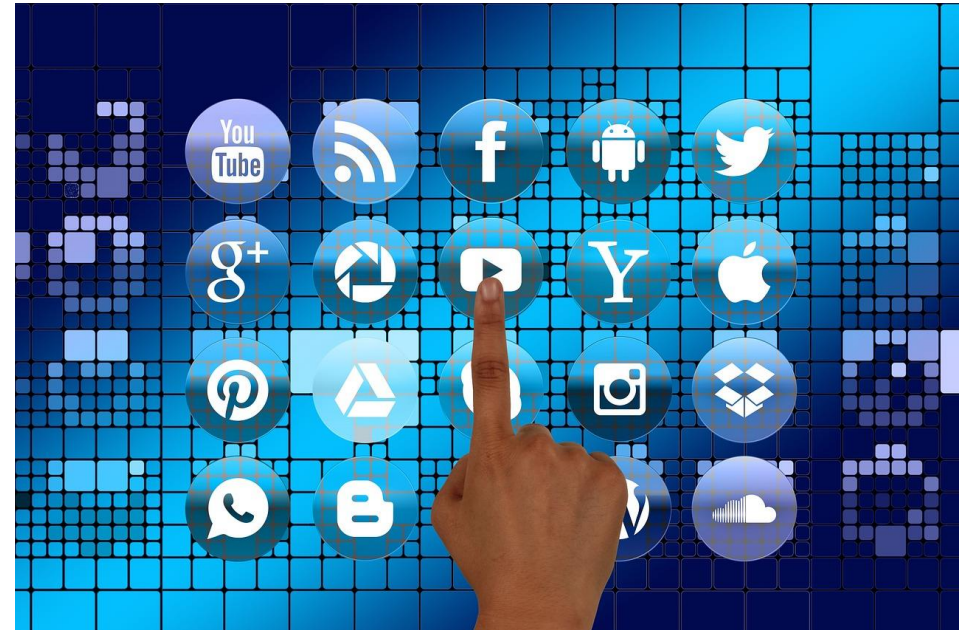
Build a social media presence strategy

People who subscribe to your social media pages expect relevant, informative, and high-quality content.

Build a social media presence strategy

Specific but consistent content

Despite considering the specificities of each chosen social network, you should ensure the overall coherence and consistency of your presence on these networks by maintaining a unique identity: consistent graphic design and visual identity, consistent message tone, etc.

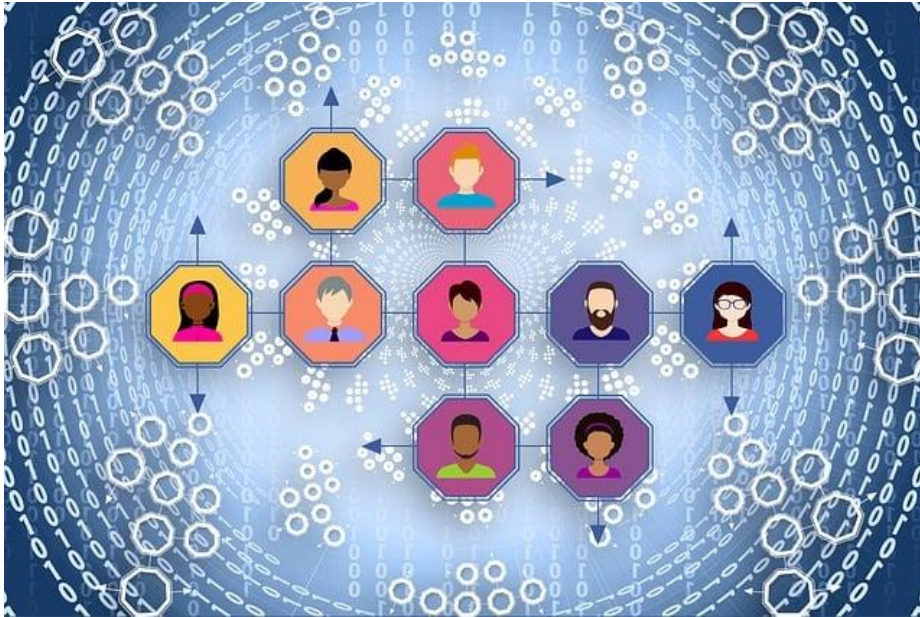


Build a social media presence strategy

Develop a social media-specific marketing calendar. This involves establishing a publication schedule indicating the type of content to be posted on each platform, the objectives, the timing of dissemination, and the expected impact of the content. If action is required from the recipient, place call-to-action buttons in various locations to facilitate their engagement.



Build a social media presence strategy



Social media are both 'networks' that establish community links between their users and 'social' because they encourage exchanges and interactions within them. Therefore, the company should:

- Ask questions and invite users to respond
- Participate in exchanges
- Create discussion groups in its areas of interest



Build a social media presence strategy

By participating in exchanges on social media, you enhance your visibility, credibility, and expertise. A satisfied internet user may even speak about your company to others - whether on social media or not. And that's what matters.



HOW TO CHOOSE YOUR PLATFORM AND BUILD A SOCIAL MEDIA STRATEGY

Build a social media presence strategy

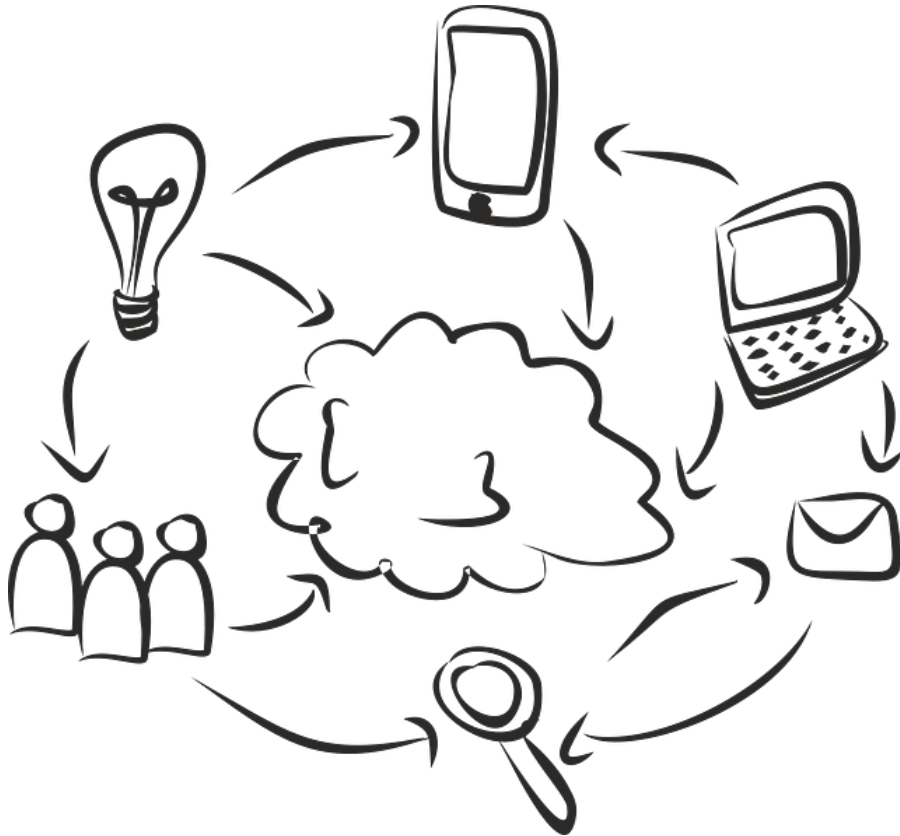
- Communicate about your presence on the various channels used by the company and encourage internet users to join you.
- Integrate CTAs (Call To Action) on your website and share its news through a newsletter, for example.

03.

Create a compelling
brand story



What is a brand story?



“A brand story is a narrative that communicates a company's mission, evokes emotions, and builds customer trust. Customers who are moved by your brand story are more likely to count on your company and buy your products or services. A well-crafted brand story articulates a specific customer problem and offers a compelling solution. In addition, it conveys a company's purpose and values in an engaging, inspiring way.” Brandfolder

What is a brand story?

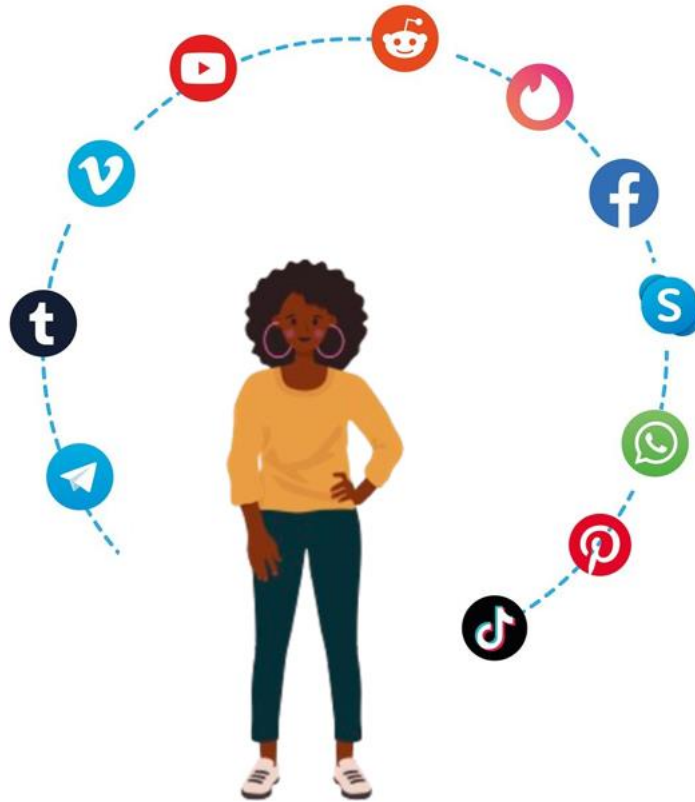


Image designed
by [Freepik](#)

“If you don’t have a brand story, it’s hard for people to get excited about you. We live in such a word-of-mouth world, where stories are ingrained in our humanity and the good ones are shared. Stories provide an emotional connection. Your key is to have an authentic brand story and to stick to that story. This is a recipe for success. If you communicate your story well to your target audience and continue to do so, it can drive all of your content and your engagement.” Anat Baron

Characteristics of a good brand story

A compelling brand story differentiates your company from its competitors, enhances consumer trust and loyalty, and boosts sales.

A compelling brand story should be :

- Authentic. The customer can sense if it is not;
- Customer-centered so that they feel involved;
- Based on the company's brand strategy;
- Consistent across all channels used by the company;
- Simple and clear with a few striking details;
- Concise and straightforward;
- Structured like a story;
- True to your brand's personality and voice.



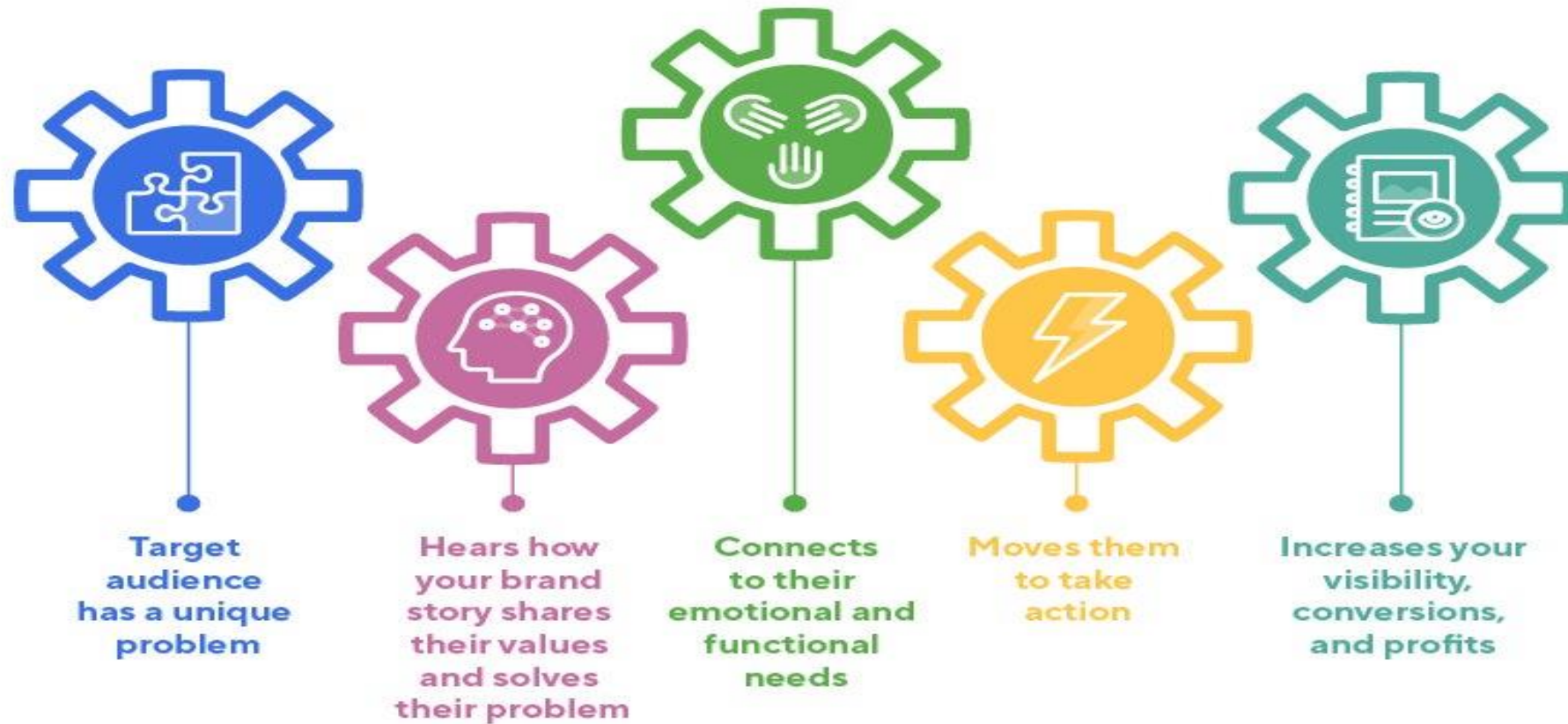
Characteristics of a good brand story

A compelling brand story differentiates your company from its competitors, enhances consumer trust and loyalty, and boosts sales.

To be effective, your company's brand story must go beyond merely relating simple facts; it must appeal to the human nature of the customer and their natural need to communicate and connect as a member of a community. After all, isn't it said that the word 'communication' is derived from 'community' and that as communal beings, humans always need to be connected? Consequently, brands that are able to 'humanize' themselves are the ones that stand out.

Characteristics of a good brand story

How a Brand Story Works



Smartsheet Inc. © 2021

CREATE A COMPELLING BRAND STORY

Brand Story and Brand Strategy

Having a solid strategy that underpins the creation of an effective and compelling brand story allows you to answer the following key questions:

- What have we decided to do? Why?
- What value do we bring to the world?
- What differentiates us from other companies?
- What problem does our product/service solve?
- Who do we help?
- What actions do we take that reflect our values?



CREATE A COMPELLING BRAND STORY

Brand Story and Brand Strategy



Brand Story and Brand Strategy

Visualize the fundamental attributes of your brand with the brand pyramid:

- Features and attributes of your product or service;
- Functional benefits related to its use;
- Emotional benefits;
- Brand or product personality;
- Brand idea or essence.



Building a Compelling Brand Story

Building an effective and compelling brand story is far from being an individual mission for the company's leader or any single manager. It should mobilize the efforts of the entire company team, considering the knowledge of the target audience's needs, values, and expectations, which should be included in the process. Practically, it is the company team that designs and writes the brand story, which is then completed by customers through their experiences and testimonials.

Building a Compelling Brand Story

Steps to Write a Brand Story



Smartsheet Inc. © 2021

1 - Identify your target audience



List the key demographic data of your ideal customer. Here are some examples of target audiences:

- Established professionals
- Owners of luxury cars
- Owners of luxury chalets
- Environmentally conscious consumers
- Subscribers to home maintenance services
- Subscribers to home security services
- etc.

2.1 – Focus the story on the target audience



List the specific problems and anxieties your target customers may be facing and what motivates them to take action. Use the following questions to help you as you begin to think:

- Why do they stay awake at night?
- What are they worried about?
- What frustrates them?
- What makes them smile?
- How do they prioritize their day?
- What is important to them?

2.2 – Focus the story on the target audience



“In a 2016 Harvard Business Review article, authors Clayton Christensen, Taddy Hall, Karen Dillon, and David Duncan suggest that you imagine your customers are “hiring” your product to perform a task. “When we buy a product,” they explain, “we essentially ‘hire’ it to help us do a job. If it does the job well, the next time we’re confronted with the same job, we tend to hire that product again. And if it does a crummy job, we ‘fire’ it and look for an alternative.” When applying this technique, ask yourself: What is the job that your customer is hiring your product to perform?”

3.1 - Use a storytelling framework



Choose a storytelling framework and start brainstorming. At this stage, let the ideas flow without editing them. The goal is to build a solid story structure, with a captivating beginning, a middle that creates tension, and a satisfying resolution. You will refine and modify your ideas later. Review the following common storytelling frameworks. If one seems particularly inspiring or well-suited to your brand, use it to structure the elements and think through your brand story:

3.2 - Use a storytelling framework



The Hero's Journey: The Hero's Journey follows the path of an ordinary person as they leave home to venture into an unknown world and return home changed. The stages of the Hero's Journey are:

- **Separation:** The hero leaves home. Often, the hero is reluctant to embark on their journey and resists change.
- **Descent:** The hero travels into an unknown world.
- **Initiation:** The hero experiences a series of trials that lead them to encounter the main enemy.
- **Return:** The hero returns home. Home is the same, but the hero has been fundamentally changed.

3.3 - Use a storytelling framework



Origin Story: An origin story places the current values and mission of a company within the context of its past. These brand stories help customers understand why you started doing what you do and where you hope to go. An origin story will answer the following questions:

- What is the company's story?
- Where and when was your company founded?
- What is your company's purpose, value, and culture?
- What does your company do?
- Why does your company do what it does?

3.4 - Use a storytelling framework



Freytag's Pyramid: Freytag developed a five-part narrative structure based on the most timeless fictional plots.

- **Exposition:** The narrator introduces the story's world, establishing elements such as the setting and characters.
- **Rising Action:** The characters face conflicts/challenges, including a broader, overarching challenge, creating a sense of tension.
- **Climax:** At the peak, the protagonist reaches a turning point. The conflicts reach their zenith.
- **Falling Action:** After the major conflict is behind them, the characters deal with the aftermath.
- **Resolution:** The narrator resolves the issues and creates a sense of closure.

4.1 – Polish your document

Check for grammar, spelling, and syntax errors. Read your story aloud. Reread your story with a fresh perspective. Seek feedback. Where is your story compelling? Where does it become boring? Does it follow the brand style guide? As you refine your brand story, consider relevance, memorability, authenticity, and shareability.



4.2 – Polish your document

Make sure that:

- The tone is conversational.
- The story effectively showcases the personality of your brand.
- The story is authentic.
- The story ends on a positive note.
- The story statement includes concrete examples, such as case studies or employee testimonials.
- The content is aligned with customer needs.
- The content highlights conflicts and their resolution.
- The text reflects the voice and tone of your brand.
- The text states your mission as simply as possible.



5 – Test with an audience and iterate

Submit the text of your brand story to a trusted audience (formal panel, group of friends and family members, colleagues, etc.) and ask for feedback on the content. Here are some example questions to guide the feedback:

- How did you feel while reading this story?
- How does the company demonstrate its uniqueness?
- Where did you feel bored in the story?
- Did the characters and their storyline move you?
- What would make the story even more captivating?
- Which elements or parts do not seem necessary to you?



CREATE A COMPELLING BRAND STORY

Some examples of Brand stories

You can read some compelling brand stories by clicking the links below:

- <https://prowly.com/magazine/brand-story-examples/>
- <https://www.prezly.com/academy/13-brand-storytelling-examples-that-are-unique-and-brilliant>
- <https://medium.com/nicely-said/11-of-the-best-brand-story-examples-af098e4ea911>
- <https://www.designrush.com/agency/content-marketing/trends/examples-of-brand-stories>
- <https://www.strikingly.com/blog/posts/8-mind-blowing-brand-story-examples>



6 – Share your story

Share your story across all relevant channels and tailor it to each channel's specific requirements. If your company has physical stores, ensure that your story is prominently displayed for customers as they enter. This multi-channel approach helps maximize the reach and impact of your brand story, catering to different audience preferences and engagement levels across various platforms.

«The brand story becomes the "About Us" page on your website or your LinkedIn page. It becomes the introductory slides of a sales pitch, how you present yourself to potential investors, or your message to your team to inspire their best performance.» Robertson



04.

What information
should you share on
social media?

ee



To each platform its own content



You should ask yourself:

- What do I want to communicate through each of the chosen social networks?
- Do I want to be entertaining, informative, inspiring, showcase my expertise? etc.

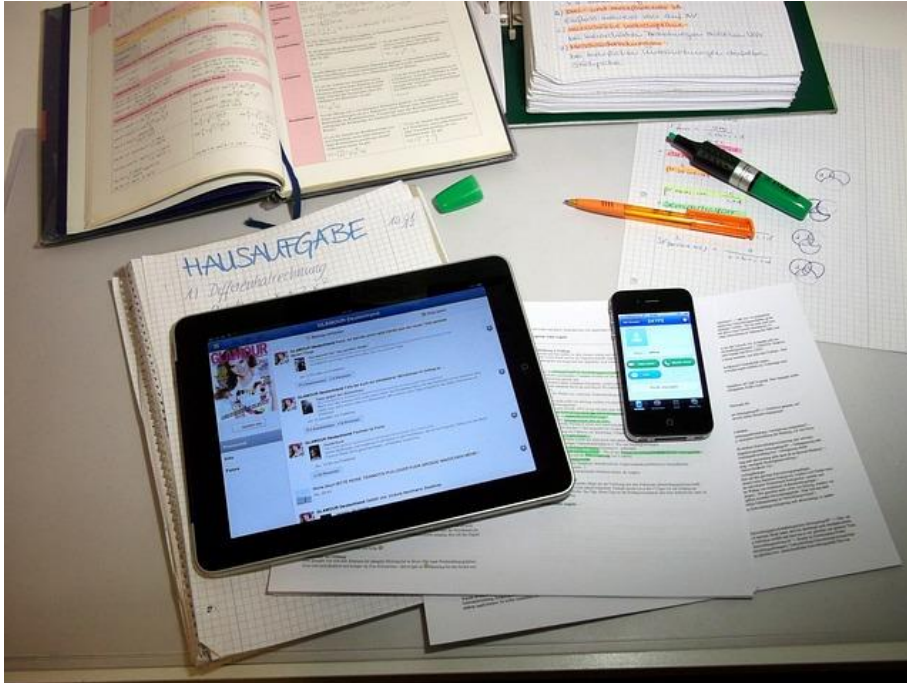
A good editorial strategy consists of using each network according to its own purpose (and within your means, of course).

To each platform its own content

-  « I'm eating a donut »
-  « I like donuts »
-  « This is where I eat donuts »
-  « Here's a video of me eating a donut »
-  « Here's a vintage photo of my donut »
-  « Here's a pretty donut recipe »
-  « Here's a viral picture of my donut »
-  « My skills include donut eating »
-  « Now listening to "Donuts" »
-  « I'm a Google employee who eats donuts »



Types of informational media



Do you want to gain visibility on social media by posting engaging content for your community? Whatever platform you use, here is a list of 10 particularly attractive and engaging types of content for your social media.

Types of informational media



1. Infographic
2. Image
3. Live video
4. Video
5. Storytelling
6. Podcast
7. Customer testimonial
8. Contest
9. Quote
10. Customer share

05.

Encourage client engagement





ENCOURAGE CLIENT ENGAGEMENT

Engage with your customers

Well-constructed and based on a structured strategy, a brand story captivates your target audience and encourages their engagement.

Engage with your customers

You could further increase customer engagement by using a method or a narrative thread such as one of the following:

- **A story arc:** define a problem, create a solution, and celebrate the success of resolving that problem.
- **A framework:** build your brand on an existing story framework. These frameworks naturally create tension and resolution within a story.



Engage with your customers



- **Sticky Details:** Create memorable stories by emphasizing clichés and vague descriptions.
- **Brand personality:** Enhance customer expectations by bringing your brand personality. Brand personality shines through in the voice and tone of your brand story and in the personifications of characters, dialogue, and objects.
- **Simplicity:** Keep your story simple. Cut anything that doesn't serve a clear purpose.

Engage with your customers

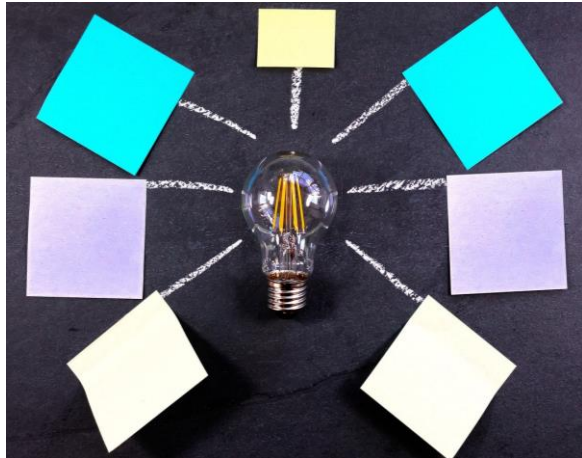


Designed by [Freepik](#)

Customer engagement could also be optimized following the publication of your brand story. To do this, and after publishing your story, invest time in the following areas:

- Interact with customers by responding to their comments.
- Encourage customers to share your story.
- Monitor social media statistics to see which versions of your story capture attention.
- Analyze your metrics to tailor and improve your story in the future.

Key takeaways



- The choice of social network for adoption by the company is determined by its vision, objectives, types of clients, and messages to communicate.
- Each network has its own specificities, objectives, types of users, and editorial guidelines.
- Content to be posted on social networks must be tailored to each network but consistent overall.
- Both adaptation to the networks and coherence should be guided by the brand strategy.
- The content should revolve around a compelling and effective brand story.
- Visuals enhance the quality of the content and the brand story.



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Any question?

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