



OH MY  
DIGITAL

# WORKING WITH THE ALGORITHM

START TURNING FOLLOWERS INTO CUSTOMERS



# OH HELLO

Oh Hello, we're Hayley & Katy from Oh My Digital Agency. Oh My Digital is like your work wife, easy to work with, ready to listen to your problems and here to give knowledgeable advice when you need it. We love a cheeky pun, chocolate, dogs and helping businesses grow with no BS digital marketing advice and strategy.

Some say we spend too much time using social media. We say we're just perfecting our craft. Either way, we know social, we know digital marketing and we know what works. We stay on the pulse of digital marketing trends so that you don't have to.

Between us we have 10+ years experience in marketing, communications, journalism and digital spanning across a range of industries including non-profit, retail, automotive, professional services and startups.



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## BEFORE WE START...

### *Let's get back to basics.*

We know, you're itching to jump into your social media strategy and start making this algorithm work for you. But we need to be honest, if you don't have the foundations right – it won't matter how great your strategy is.

Marketing is more than just posting great content to social media. You need to have a well-communicated brand and voice, beautiful and high-quality photos, a clear marketing funnel that leads your customers OFF social media and down a path of conversion and have systems in place to automate / outsource any tasks that take you away from doing what you do best!

Here is a quick check list of some foundations you'll want to get sorted before spending any more precious time on your socials:

- ✓ Professional photography
- ✓ A solid brand strategy to keep things consistent
- ✓ An overall marketing strategy outlining your social media objectives and how they'll be measured.
- ✓ A funnel to carry people over to your own site and convert them into customers.

## HAVE A PLAN

**NOW we've established some marketing fundamentals, on to the next step. Let's talk more about your Digital Marketing Plan. After all, without a plan, you're just blindly posting content, right?**

Before you can try to understand how social media algorithms work, you need to make sure you have your marketing fundamentals in place. No, we're just not talking about posting daily on social media. Marketing is bigger than just social media!

We suggest putting together a Digital Marketing Plan that aligns your business goals with your marketing goals. It will pave a clear path for you, so you know exactly WHO you're speaking to, HOW to reach them, and WHICH channels you actually need to put your energy in to.

Not sure what a Digital Marketing Plan should look like? WELL a thorough plan should have a situational analysis, competitor analysis, market segmentation, business goals, marketing objectives and your supporting tactics. Need a little hand putting it together? Feel free to holla at us, we can do one for your business specifically and get that strategy working for you, not slowing you down along the way.

Makes sense? Now you're armed with your plan, you're ready to tackle the algorithm full steam ahead.



# SOCIAL MEDIA ALGORITHMS

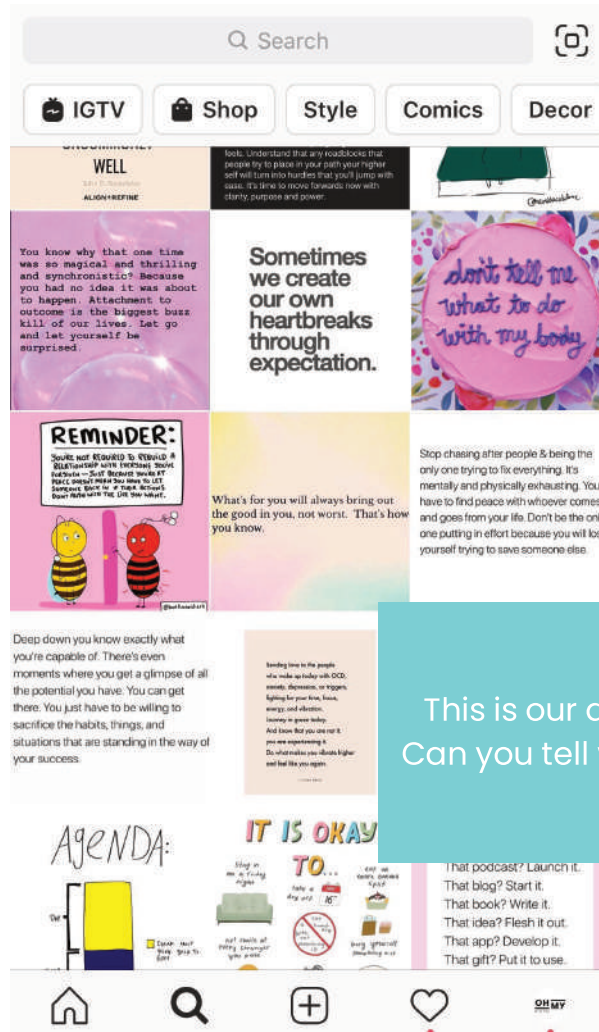
## Are they all the same? They change all the time right?

No, and yes BUT the basic formula for how they work their magic stays the same. If you follow the basic guidelines below and keep these main elements at the front of mind when working your magic on social media, you'll get the hang of it in no time.

## 1. Interest

Instagram predicts how much you'll like a post, so you'll be shown more of what you like (based on engagement). This is based on past behaviour (the type of content you've liked or commented on).

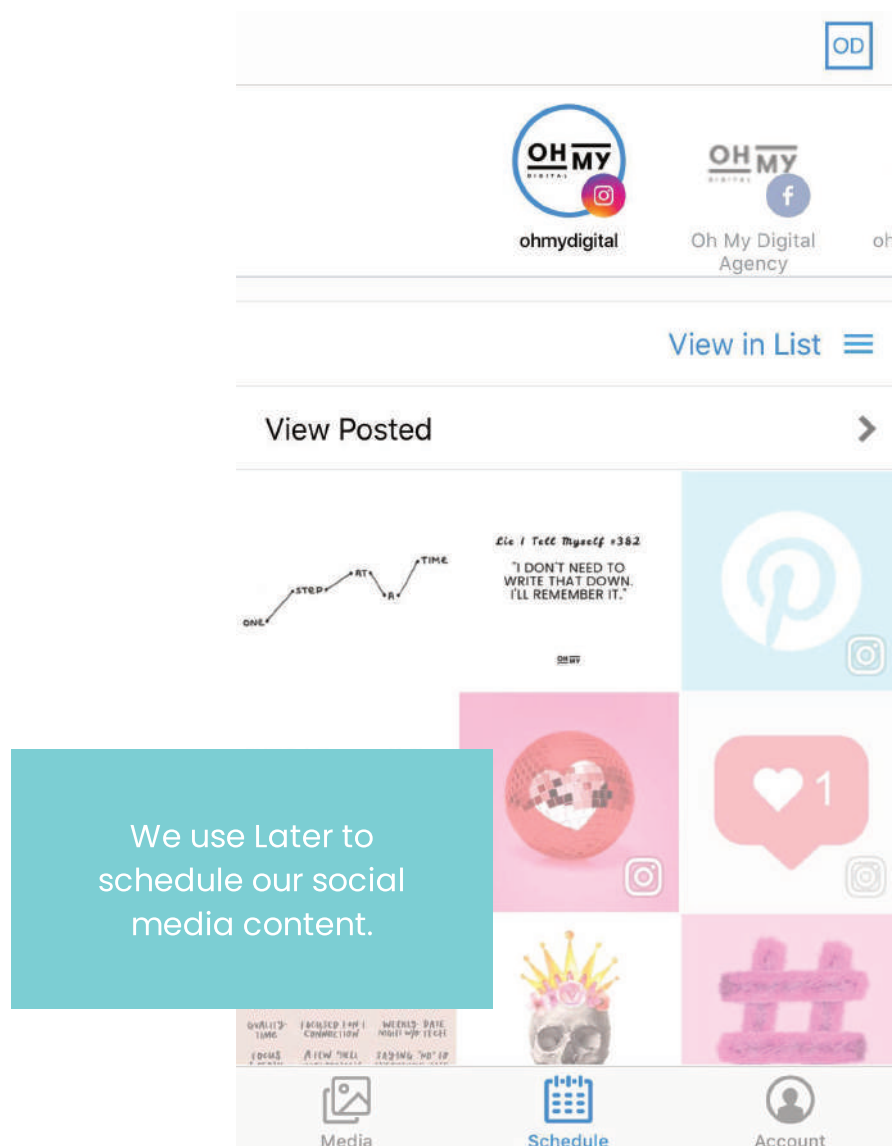
Ways to ensure your business stays in the forefront of your followers is by engaging regularly with your followers and create high-quality content that your followers will want to return the engagement favour!



## 2. Timeliness

Recent posts are prioritised over those weeks old. This is why posting regular (quality) content when your followers are most active online will help keep your content at the top of people's feed. Here are our tips to maintain it:

- Stick to a regular posting schedule
- Spread these posts out evenly, e.g. daily or every two days
- Use a social media management tool to schedule posts in advance and ensure you stick to your schedule without getting overwhelmed!



## 3. Relationships

This forms your "friends and family" group, based on how often you engage and how often you're tagged in common photos.

Top tips to leverage this as a business:

- Create an opportunity that encourages your customers/followers to share your product/services and tag you in it!
- Share user-generated content about your business on your profile (with the original user's permission).
- Keep engaging with potential customers, following them alone isn't enough.



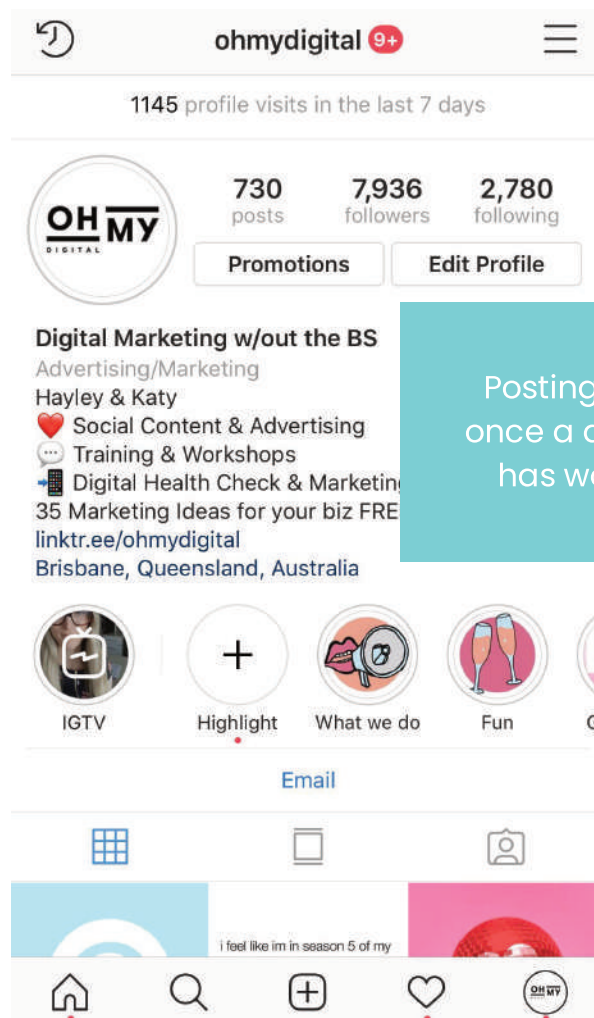
## 4. Frequency

If you visit the app often, you'll see a more chronological feed.

Those who aren't frequent users will see a more interest-based feed. Ensuring that you're creating high-quality and frequent content is your best bet to tick both boxes.

You could also have a look at your competitors (or businesses similar to yours that your potential customers are following) and see how often they're posting. Then aim to exceed them!

For a typical business account, we wouldn't recommend posting more than once or twice a day, you don't want to take up your followers' whole feeds!





## 5 & 6. Following & Usage

Depending on how many accounts you follow, you'll see more tailored content.

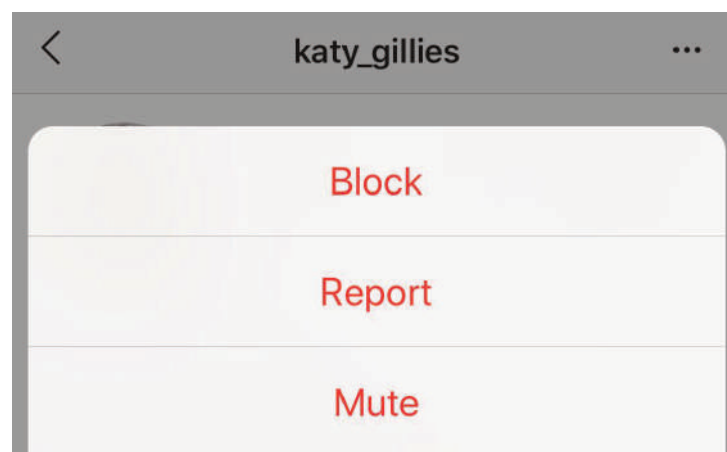
If you're in the app more often or are following less people, you'll see more posts as Instagram will get more content ready for you.

Infrequent visitors or those following a lot of accounts will only get highlights.

This is a good thing, because it helps you see more of what you want to engage with, and the same will go for your potential customers, if you're serving up genuinely valuable content they will love.

Here are our tips to help ensure you're only seeing the content that you want to engage with (the potential business opportunities, friends, family and accounts you admire):

- Unfollow anyone who doesn't motivate, inspire, educate or provide a business opportunity for you.
- Following a lot of people will make engaging with the important accounts more difficult, but also less likely to reach the right people.
- Mute anyone that you still want to follow (like Great Auntie Carol), but you might not want to see in your feed or stories (go to their profile and there is an option in the top right corner).



# THE END

## *That's a wrap!*

So that's the basics of how to master social media algorithms. Content is Queen, but strategy is King. Make sure you have a plan for WHY you're posting, try not to be too sales-focused on social media and have a marketing strategy that is deeper than just social. We're always here if you need help navigating it all!



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