

WIN AT SOCIAL

RUSTY MONKEY

HOW TO WIN ON SOCIAL MEDIA: OUR GUIDE TO SOCIAL MARKETING

In our journey at Rusty Monkey, we've discovered the transformative power of social media marketing. It can be challenging to overcome the hurdles of brainstorming topics, carving out time for content creation, and overcoming personal fears. The most effective action is to simply "go for it." Not all social media initiatives require meticulous strategic planning. Some of the most engaging posts can arise spontaneously, in the heat of the moment.



CRAFTING A COMPELLING BRAND STORY

The heart of our social media strategy begins with a compelling brand story. Our brand – the ‘why’ behind our actions – dictates our communication with our audience. It influences our tone of voice, messaging, and cultural alignment. This story isn’t just a narrative; it’s the core of our identity, shaping how we present ourselves to the world. What is it about your work that makes you most proud?

DELIVERING VALUE IN EVERY POST

We believe in providing value in every interaction. Simon Sinek’s concept of ‘start with why’ resonates deeply with us. It’s about communicating our purpose, the reason we exist, and why we behave as we do. This approach isn’t just informative; it’s inspirational. What game-changing advice can you give to your customers?

CONSISTENCY IN POSTING

Our commitment to social media is marked by consistency. Regular posts aren’t just about maintaining visibility; they’re a strategic approach to engage our audience continually and reinforce our brand presence. This consistency aligns with algorithm preferences, supports our marketing goals, and underscores our relevance in the ever-changing social media landscape.

SHOWCASING OUR PERSONALITY

Social media is an opportunity to display our unique personality. It’s more than just sharing content; it’s about building a strong, engaged community and establishing a trustworthy, memorable digital presence. Showing our personality is crucial in creating a lasting, positive impression on our audience.

ENGAGING WITH OUR AUDIENCE

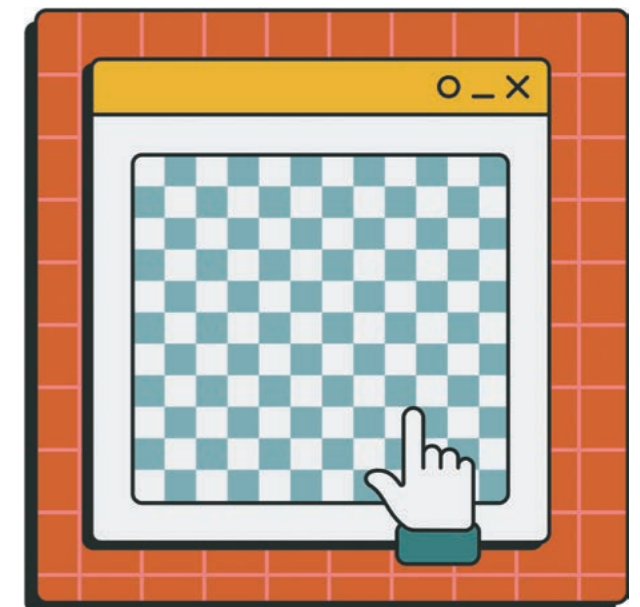
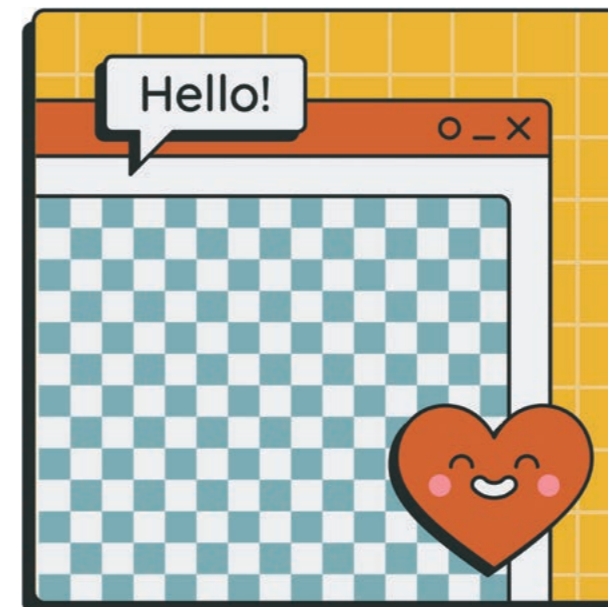
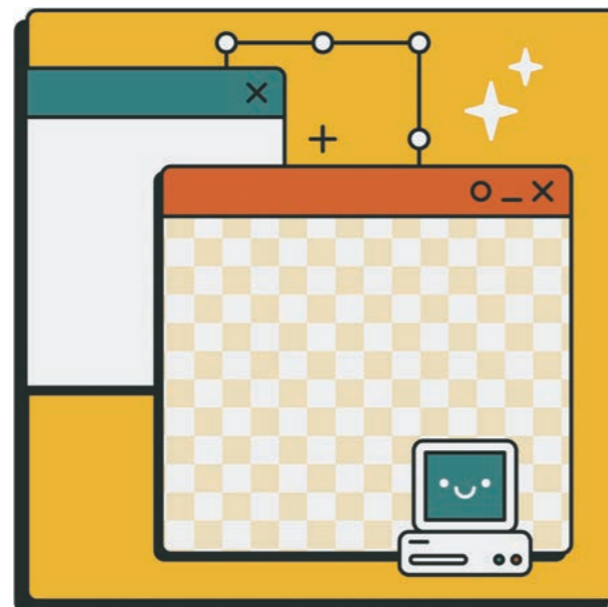
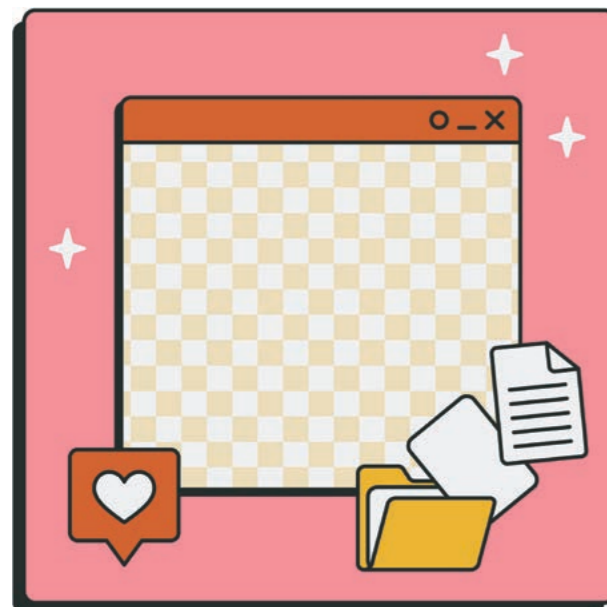
Engagement is key. Identifying our audience – our ‘who’ – means understanding where they live online, their behaviors, and their preferences. Building relationships through interaction fosters a sense of connection and community. By responding to comments and messages, and participating in conversations, we not only engage our audience but also grow brand loyalty. People who feel heard and valued are more likely to remain loyal. The engagement should be meaningful. How are you adding value to the conversation when you make comments?

UNDERSTANDING THE AUDIENCE PERSONA

Our audience extends beyond demographics. It’s about identifying their interests, hobbies, and activities. This understanding helps us create content that resonates with their passions, leveraging a mix of demographics, psychometrics, and sociometrics. Tailoring our content to suit their preferences makes our communication more effective and relatable.

REITERATION AND REINFORCEMENT

Finally, the key to success in social media marketing is reiteration and reinforcement. We continuously revisit and refine our strategies, ensuring that our message remains clear, our brand story compelling, and our audience engagement strong. This ongoing process helps us stay aligned with our goals and responsive to the ever-evolving digital landscape. In conclusion, our journey on social media is an ongoing, dynamic process. It’s about understanding and articulating our brand story, delivering value, and maintaining consistency.



RUSS BROCKETT

MARKETING TECHNOLOGY SPECIALIST

He / him. A dev guru, Russ has been playing with tech and building websites for longer than most of us can remember. He loves to weave together intricate systems in the background that create a seamless and beautifully functioning user experience. As our Financial Director, Russ is also in charge of important things like sending out invoices and buying selotape. A fan of real ales, three-course lunches, and networking events in exotic locations, you are just as likely to find him listening to heavy metal in a muddy field as you are hobnobbing with ecommerce execs in Singapore.

EMMA FORD

PARTNER GROWTH / MARKETING

She / her. Emma is part of the online marketing guild but also has her finger in the PR pie. She is happiest when she has a camera in her hand. Builder of cat hotels. Lover of all animals. Has headlined every festival with her imaginary prog-rock band! Talks too much. Fidgets a lot! And occasionally tries to get fit by listening to the Rocky 4 soundtrack.

FIND RUSS ON
LINKEDIN



FIND EMMA ON
LINKEDIN



WHAT A GREAT IDEA!

GET A LOAD OF THIS CONTENT

**SUPER HANDY
SOCIAL MEDIA
SIZE GUIDES**



**FIND THE
PERFECT FONT FOR
YOUR PROJECT**



**HOW TO USE
ANIMATION IN YOUR
MARKETING**



**HOW TO COME
ACROSS BETTER
ON CAMERA**



**WHY YOU SHOULD
USE MORE GIFS ON
SOCIAL MEDIA**



**HOW TO CONNECT
WITH YOUR TARGET
AUDIENCE**



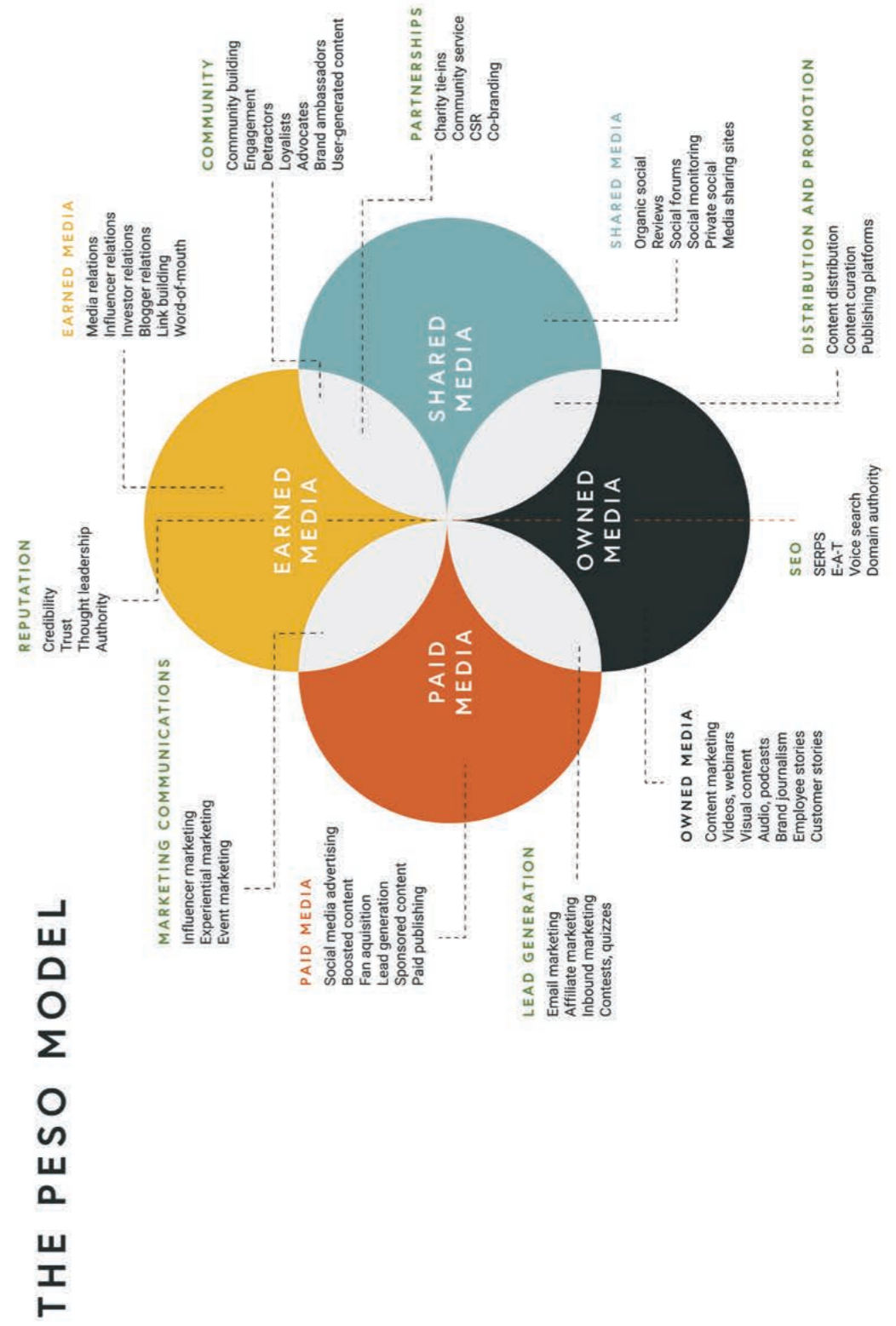
**USING SOCIAL
PLATFORMS TO
FUNDRAISE**

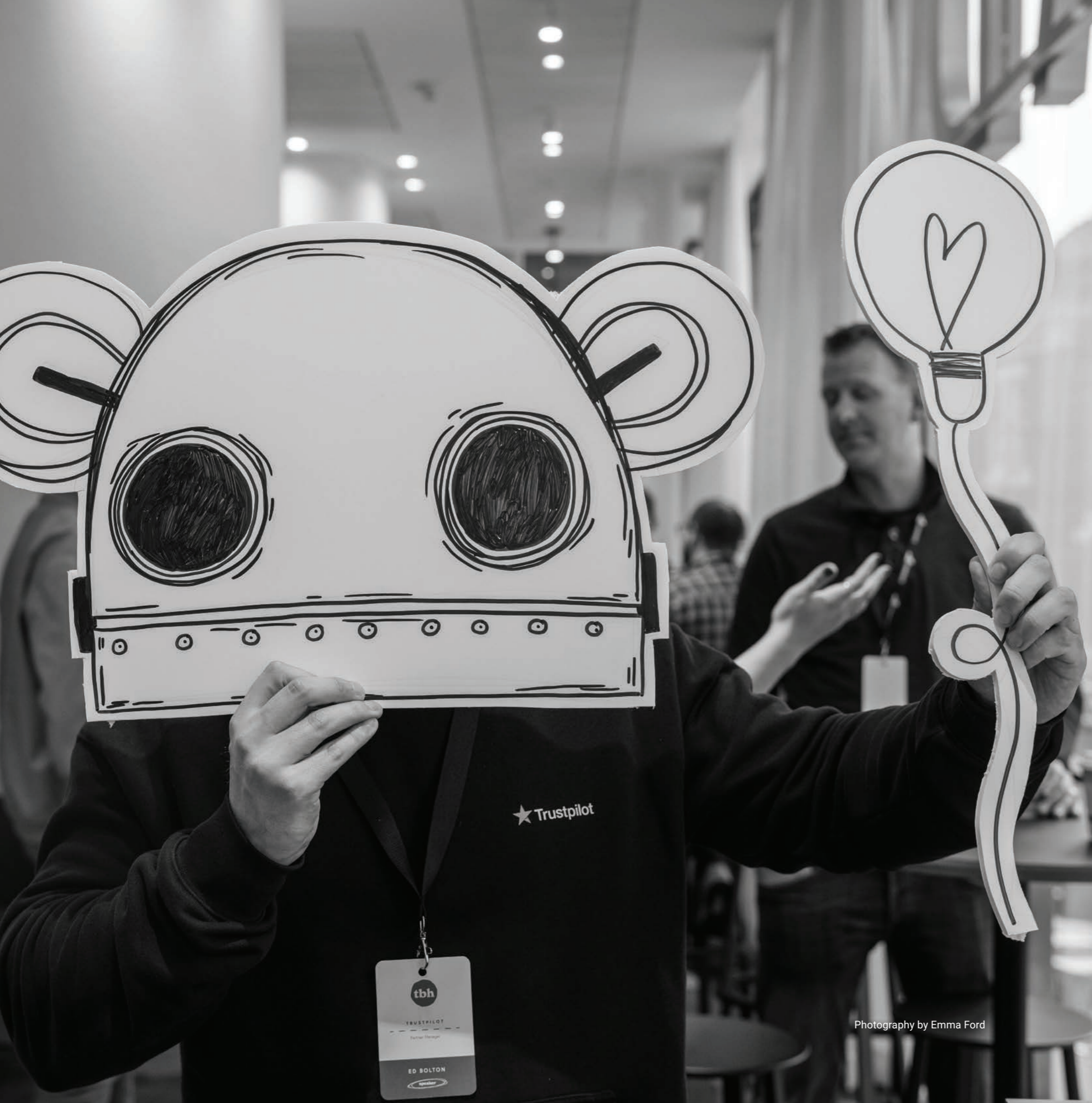


**HOW TO IMPROVE
YOUR VLOGGING
SKILLS**



**CAPCUT MAKES
CONTENT CREATION
EASY!**





WHO ARE RUSTY MONKEY?

Ready to redefine creativity? Step into a hub beyond the ordinary, where friendships, purpose, and vision thrive. Imagine a community born from the desire for influence and freedom, aligning with your philosophy. Picture collaborating with authentic misfits who breathe life into every project. Based in Nottingham, we see challenges as opportunities, offering bespoke solutions. Whether it's a simple fix or a complex masterpiece, share your ideas! We're all ears, and ready to creatively solve problems. Join us in rewriting the narrative of work. Are you in?

FIND OUT MORE ABOUT US



Photography by Emma Ford



@rusty_monkey



rustymonkey



@rusty_monkey_notts



@Rustymonkey



THURSDAY 9TH MAY 2024

the big huddle

The Big Huddle is a free networking event run by Rusty Monkey in our home town of Nottingham.

The all-day event brings together brands, professionals and tech partners to foster connections and share the latest trends in ecommerce, brand and marketing.

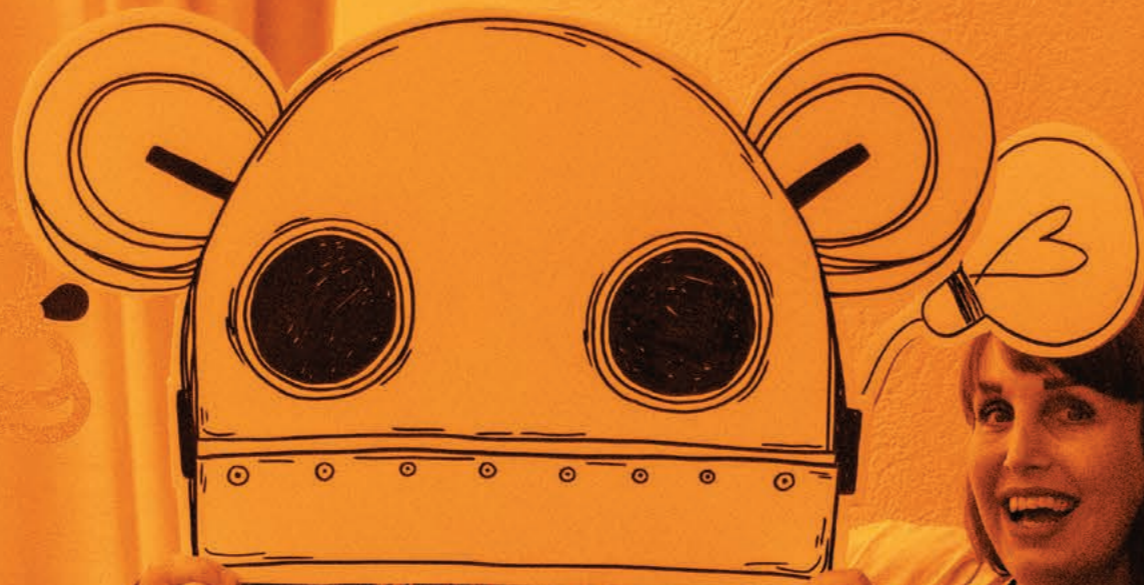
Expect informative talks, networking opportunities and collaborative break-out sessions with industry experts and tech partners.

This year we're chatting about creating a personalised ecommerce experience to generate real brand loyalty in your audience. We'll be covering everything from how to create a unique experience using your brand to the technical solutions available for your ecommerce store.

Spaces are limited so book your free place now. See you there!

BOOK NOW!





MONKEY

AGENCY

Trustpilot

Have you seen our vlogcast, **Monkey Mondays**? It's full of useful knowledge, industry insights, and occasional swearing.

Join Matt and Chris in their mission to share knowledge, bring you valuable content, and make your Mondays mildly more entertaining.



Subscribe to our YouTube channel to get each episode hot off the press.

Want to be part of it? We're on the lookout for cool people who fancy having a chat about their industry with us.

Email marketing@rustymonkey.com to get in touch.

NETWORKING QUESTIONS

Not sure how to kickstart the conversation? These questions will help you get the most out of your networking opportunities.

How did you get into this industry?

What is something you wish someone had told you when you started your career?

What challenges do you face in your industry?

How do you see this industry developing?

If you could choose all over again, would you pick the same career path?

What do you wish you'd known about the industry before you started?

How do you think the industry will change in the short term? How about in the long term?

What do you see as the major trends and issues in the industry today?

What has changed most in this industry since you started?

What are the best skills to have for someone new to succeed in this industry?

What are this industry's top resources?

What value does diversity bring to your company?

What are the best skills to have for someone new to succeed in this industry?

What are some (unique) challenges that your company is facing?

How does your company ensure diversity in the workplace?

Where is your company/organisation headed in the following years?

How large is your company?

What brings you here?

What books or journals do you recommend that I read?

What are you most excited about attending this event?

What do you like doing outside of work?

What made you choose your field?

What company are you from?

Do you like what you do?

Is there anyone at this event you look forward to meeting?

How can I get in contact with you after this event?

What professional associations or organisations are you a member of?

What are you reading right now?

Who else should I make sure to talk to at this event?

What is your company's culture like?

What are your company's main goals?

How long have you been with your company?

What makes your company different/better than others?



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