

MOST BRANDS FOCUS ON CREATING CONTENT



But who's really **winning** on
social media?



SM **‘winners’** focus on
understanding their
audience **first**.

....and get to know their
audience like their **best
friends**.

The question is:

**HOW DO YOU GET TO KNOW YOUR
AUDIENCE?**



HERE ARE 4 STEPS TO START WITH:

#1

TALK TO THEM (LIKE REALLY, TALK)

Don't just post and wait - start conversations! Ask questions in your captions, post stories, polls or jump into their DMs. Get to know their likes, dislikes, and what they'd love to see from you.

#2

WATCH WHAT THEY DO:

Look at what your audience is clicking, sharing or commenting on. What content makes them stop scrolling and read? Use these clues to guide what you create next.

#3

CREATE DEEP DIVE PERSONAS:

Go beyond the basics like age or location. Picture who they are—what are their hobbies? What challenges keep them up at night? What brands do they already love? The deeper you go, the better you'll know how to create content that truly hits home.

#4

'SHOW UP' WHERE THEY ARE:

Don't just stick to your own page - meet your audience where they already are. Join communities, groups, and platforms. Leave thoughtful comments, engage in discussions, and share valuable content.

START WITH THESE STEPS

and you'll see a shift - your content will feel more relevant, your engagement will increase, and your followers will start feeling like **they're part of something special.**



PKA MARKETING

**TO FIND OUT MORE ABOUT HOW
PKA CAN HELP YOU & YOUR
COMPANY INCREASE YOUR
PROFILE**

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