

FREE DIGITAL TOOLKIT TO
MARKETING
YOUR BUSINESS



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HELLO.

Hey there, I'm Shan, I am a web developer, digital marketing ninja and the proud owner of Opacity Creative Lab.

Welcome to your FREE ultimate Digital Marketing Toolkit!

Whether you're a seasoned marketer or just starting out, this guide will help you navigate the bustling world of social media with confidence. Expect to find actionable tips, key insights, and a sprinkle of humor to keep things interesting.

Let's dive in!

Shan



TABLE OF CONTENTS.

3 UNDERSTANDING PLATFORMS

An overview of the major social media platforms and their unique characteristics to help you choose the best for your needs.

10 IDEAL POSTING TIMES

Discover the best times to post on different platforms to maximise engagement and reach your audience effectively.

11 WHERE TO FOCUS ENERGY

Tips on prioritising your efforts across various social media channels based on your goals and audience demographics.

12 TIPS & TRICKS FOR SUCCESS

Practical advice and creative strategies to enhance your social media presence and grow your following organically.

13 COMMON MISTAKES TO AVOID

Learn about common pitfalls in social media marketing and how to avoid them to maintain a positive online reputation.



FACEBOOK.

Facebook is the go-to platform for connecting with a broad audience, from young adults to seniors. It's perfect for sharing videos, articles, and community updates. Engage users with compelling content, and leverage Facebook Groups and Ads to enhance your reach and build a loyal community

- **Audience:** Broad, with a slight skew towards older demographics.
- **Content Type:** Videos, articles, and community updates.
- **Tip:** Think of Facebook like a barbecue – people come to relax, chat, and occasionally get into debates about whose sauce is the best.



INSTAGRAM.

Instagram thrives on visual content, appealing mainly to younger audiences. Share high-quality images, Stories, and Reels to showcase your brand's personality. Use hashtags strategically to increase visibility and engage with followers through comments and direct messages for a more personal connection.

- **Audience:** Younger, visual-oriented users.
- **Content Type:** High-quality images, Stories, Reels.
- **Tip:** Instagram is the high school reunion – everyone wants to look their best and pretend they're having the most fun.

X (Twitter)

X (Formally Twitter) is ideal for real-time updates, news, and quick interactions. With a 280-character limit, brevity is key. Use hashtags to join trending conversations and engage with influencers. It's great for sharing links, promoting blog posts, and interacting with a wide audience on a daily basis.

- **Audience:** News junkies, professionals, and anyone with something to say.
- **Content Type:** Short, snappy updates, news, memes.
- **Tip:** Twitter is like a cocktail party – keep your comments brief and interesting, or risk the silent stare.





LINKEDIN.

LinkedIn is the premier platform for professionals and B2B marketing. Share industry news, professional advice, and company updates to establish authority in your field. Utilise LinkedIn Groups for networking and participate in discussions to build connections with industry leaders and potential clients.

- **Audience:** Professionals, job seekers, B2B marketers.
- **Content Type:** Industry news, professional advice, networking.
- **Tip:** LinkedIn is the office – keep it professional, but don't be afraid to show your human side (just no water cooler gossip).





TIKTOK.

TikTok's rapidly growing user base loves short, creative videos. It's perfect for brands targeting Gen Z and millennials. Create engaging, entertaining content that resonates with younger audiences. Trends and challenges can boost visibility, and collaboration with influencers can amplify your reach.

- **Audience:** Gen Z and millennials.
- **Content Type:** Short, creative videos.
- **Tip:** TikTok is the talent show – everyone's got a chance to shine, so bring your A-game.



PINTREST.

Pinterest is a visual discovery engine, ideal for DIY, home décor, fashion, and recipes. Predominantly used by women, it's perfect for sharing infographics, how-to guides, and inspirational content. Optimise your pins with keywords for better searchability and link back to your website for traffic.

- **Audience:** DIY enthusiasts, planners, predominantly female.
- **Content Type:** Infographics, how-to guides, visual inspiration.
- **Tip:** Pinterest is the dream board – it's all about aspirations and perfect plans, even if reality sometimes falls short.



THE IDEAL POSTING TIMES



01

FACEBOOK.

Weekdays between 1-3 PM – when the post-lunch lull hits and everyone's scrolling.

02

INSTAGRAM.

Weekdays at 11 AM or during evening hours – prime time for a double-tap before bed.

03

X. (TWITTER)

Weekdays around noon – lunch break updates get maximum eyeballs.

04

LINKEDIN.

Weekdays, especially Tuesdays, between 10-11 AM – right after that first coffee.

05

TIKTOK.

Evenings and weekends – when people have time to binge-watch.

06

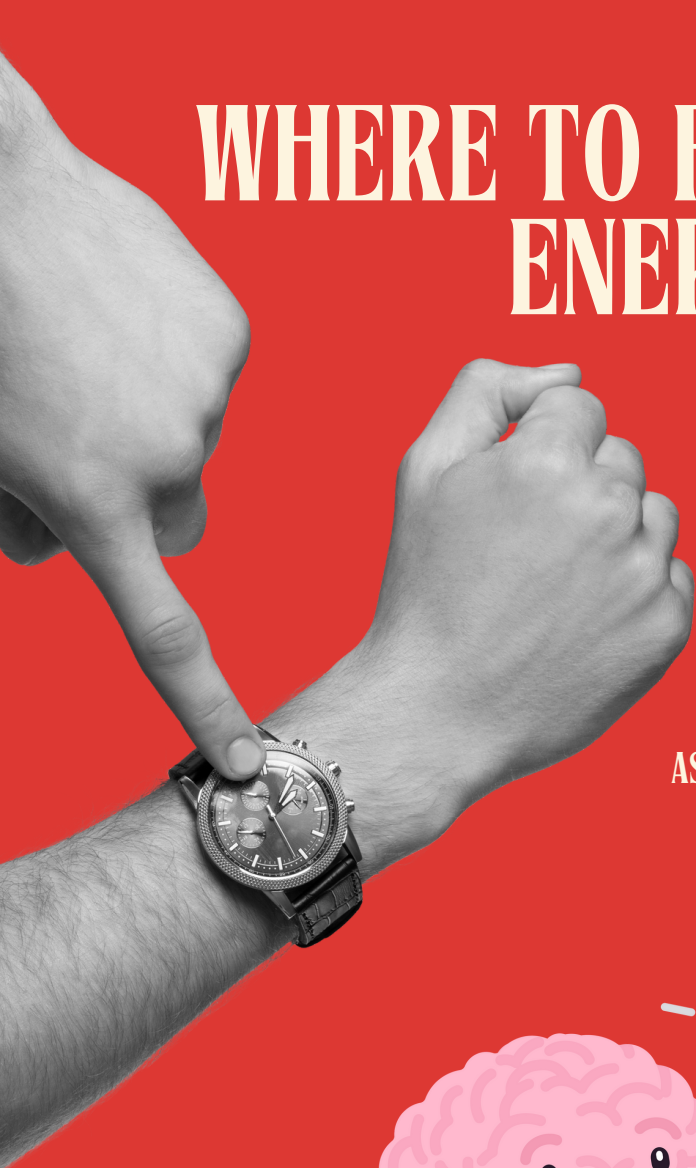
PINTREST.

Evenings and weekends – perfect for leisurely browsing and planning.



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WHERE TO FOCUS ENERGY & TIME

A black and white photograph of a hand pointing at a wristwatch on another person's arm. The watch is a chronograph with a metal link bracelet.

01

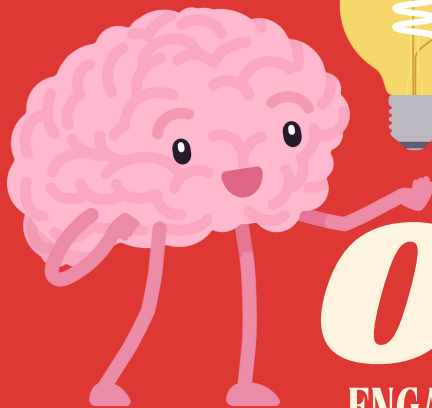
ASSESS YOUR AUDIENCE

Know where your target demographic hangs out.

02

CONTENT IS KING

Quality over quantity. One well-crafted post is worth more than ten mediocre ones.



03

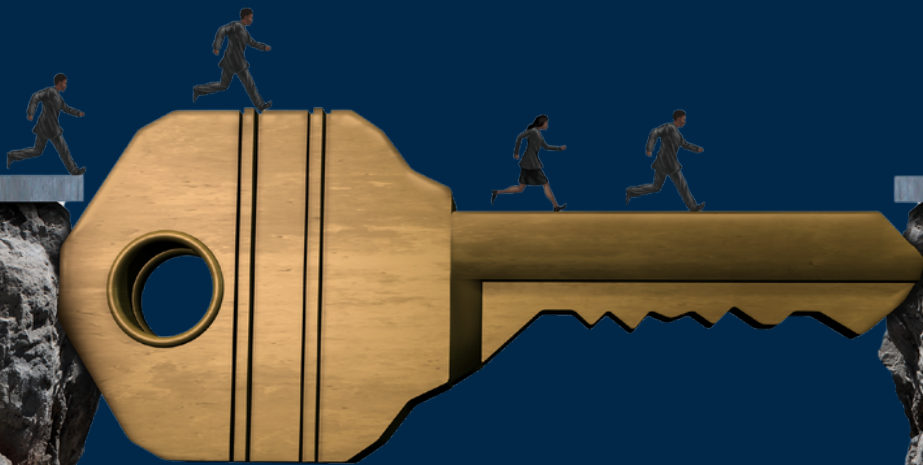
ENGAGEMENT

Interact with your followers. Social media is a two-way street.



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TIPS & TRICKS *FOR* *SUCCESS*



CONSISTENCY

Regular posting keeps you on your audience's radar.

VISUALS

Eye-catching images and videos outperform text-only posts.

HASHTAGS

Use them wisely to increase your reach, but don't overdo it.
#LessIsMore

ANALYTICS

Use platform insights to track what works and what doesn't.

Common *mistakes to avoid*



01

Ignoring Feedback

Engage with comments, even the negative ones. Show you're listening.

02

Overposting

Don't spam your followers. They're likely to unfollow if overwhelmed.

Remember, it's okay to ask for help! Need assistance? Reach out anytime for support or with any questions you may have.



Looking for more advice?

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