

## Steven Newman

Paid Media Manager - [Low&Behold](#)

I've always been interested in marketing, particularly creative marketing from when I studied Marketing, Advertising and PR at the University of Worcester from 2015-2018. During my time at university, my year was one of the first to have access to a social media module. And of course, I jumped straight on the opportunity to immerse myself in the social digital world that I am in today.

I wasn't quite sure which path I was going to take after leaving university; however, after finding myself around London with some really creative agency work experience, and working with a customer experience and digital agency in London, my passion for creativity and data combined fits perfectly with where I am today.



### What are the main changes in social media you've noticed since the start of your career?

More and more businesses are realising the importance of social media to their brands, especially if executed the right way.

The rise of short-form video content, Instagram stories, reels and TikTok has brought about some changes in the way that people use platforms; and the style of content creation has varied across social marketing. It has marked a dramatic shift towards more reactive and conversational styles of engaging with audiences.

### What are the different challenges you've faced in your roles?

The ever-changing world of social media. Particularly when it's something that affects all clients such as the Facebook iOS 14 changes recently. Ensuring tracking and domain verification are completed effectively was tricky at first, especially when questions come up that are even new to Facebook.

### What is a typical day like for you in your role?

I don't think there is a typical day! Every day can be different, but that's what I love about it. As a paid media manager, I support other members of the team, so things can vary. A typical day will start and end by ensuring that paid campaigns are running and delivering effectively, reviewing and reporting on campaign performance as well as communicating all this with clients. The list goes on.

### What do you love most about your role?

**"I enjoy the opportunity of working with a range of clients that are B2B and B2C from a broad range of industries."**

### What do you see as essential to achieve success in social media?

Don't stop asking important questions. Why are you implementing that campaign? Why that way when we could test another way too? Be curious; always ask questions!

### What is the greatest barrier or challenge facing the development of social media?

Over the last few years, in particular, social media platforms have been at the centre of attention around DATA such as how it is handled online, but also how it is handled across the world.

As platforms continue to grow and expand around the world, conversations will continue to be discussed. There have been some solutions proposed and some implemented (not forgetting to mention the uproar over the new iOS 14 update), but challenges will linger and debates will continue for some time.

### What advice would you give to someone joining the industry?

**"Be curious. Always question everything - is there a different or better way to do something; just keep asking why."**

### What tools do you rely on to fulfil your role?

There are standard tools that almost all social media marketers will use. These include a content scheduling tool for organic content, Facebook tools like Business Manager to access ads manager and Google Analytics and Google Ads. However, particularly for myself working in an agency across a wide range of clients, a time/task management tool is critical to ensuring all those one-off but also repetitive tasks are noted down to be completed.

### If you had to choose just one social media channel to use, which would you choose?

Personally, for me, it would have to be Instagram. The combination of the different features available.

- Reels give you the TikTok element along with being able to hide the number of likes you receive on content if you wish to.
- Stories, checking in with your favourite accounts and getting a quick snapshot of the latest content.
- Along with Instagram lives - being able to watch and hear discussions from your favourite accounts.

### Do you have a favourite podcast that you would recommend?

As a sports fanatic, particularly cricket, I will listen to cricket podcasts. One of my favourites is Tailenders hosted by BBC Radio 1 presenter Greg James.

### What is your favourite quote?

**"To be yourself in a world that is constantly trying to make you something else is the greatest accomplishment. "**  
**- Ralph Waldo Emerson.**



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**@locowise**  
**sophie@locowise.com**

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