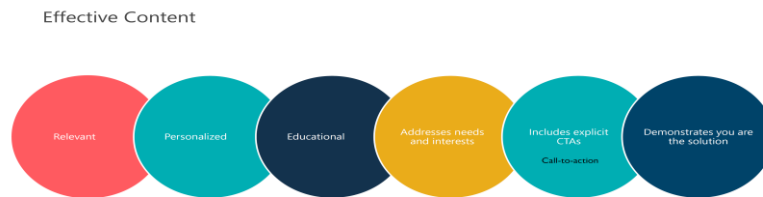


Social Media Marketing (MRKT 180)

Research Assignment 3: Developing a Content Strategy



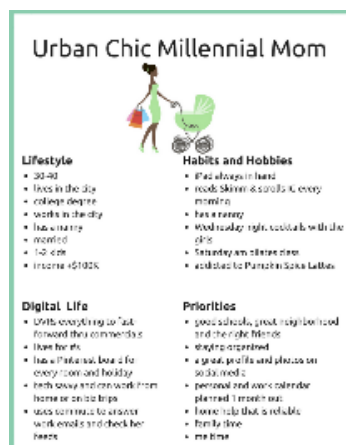
Developing Content Strategy

Remember... At the heart of all Social Media is content design. After all, without good content, you have nothing worth disseminating. Research has pointed out seven important rules for branded social media content:

1. **Be relevant to the audience.** Every post must be relevant to the audience. You need to know who your audience is and the types of content to which they respond positively.
2. **Be relevant to the brand.** People follow your brand on social media because they are interested in the brand and want to stay informed and connected to the brand. Therefore, they expect content from the brand to be related to the brand. Posts that are, at best, tangential—if not completely irrelevant—do not work and are a waste of money.
3. **Do not overtly sell or advertise.** Marketers are often tempted to design social media content like they design ads or promotional messages. Such tactics don't work and, research shows, can create a backlash effect from your audience. People come to social media sites to socialize and to get information. They don't like being advertised to. Avoid overtly persuasive messages or encouraging people to come to your site to make a purchase. By all means, inform your customers about a new product or an upcoming deal or offer, but don't push too hard on social media. In other words, having some promotional messaging is okay, as long as it isn't too frequent and is posted along with other high-quality and relevant content.
4. **Be useful and informative.** Research has shown brands' social media audiences like content that tells them something new and interesting. Being helpful by informing customers is a great way to use social media.

For this assignment, answer the following:

Step 1: Identify the Target (buyer persona)



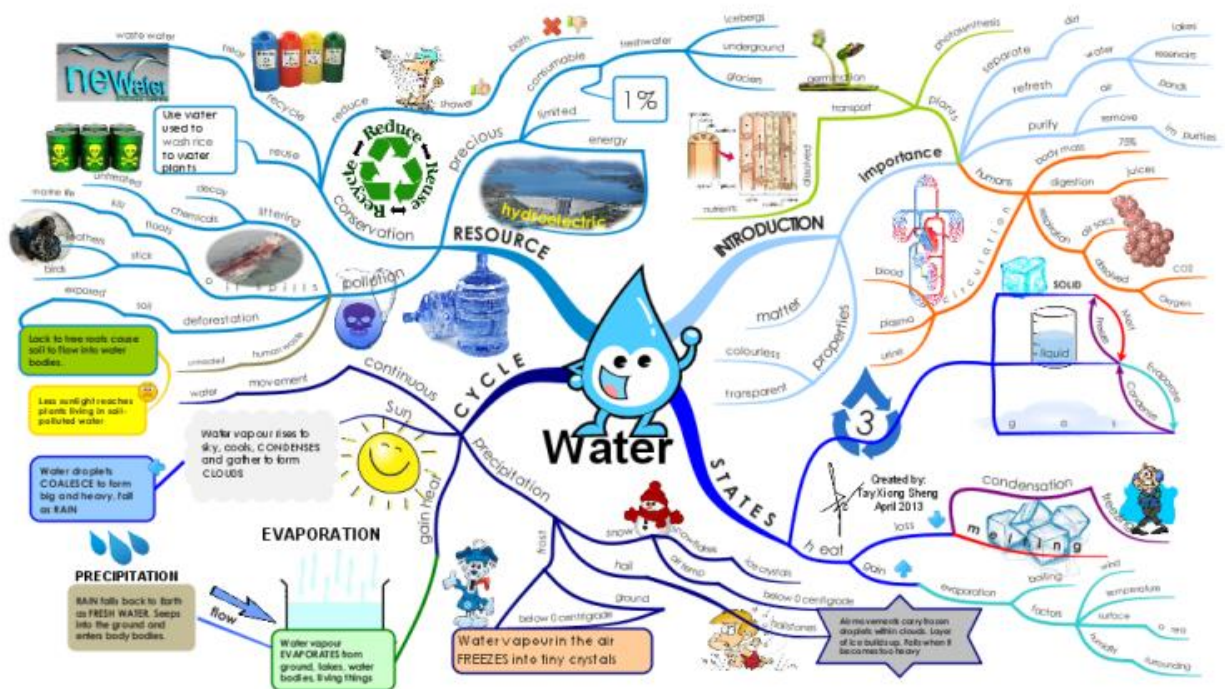
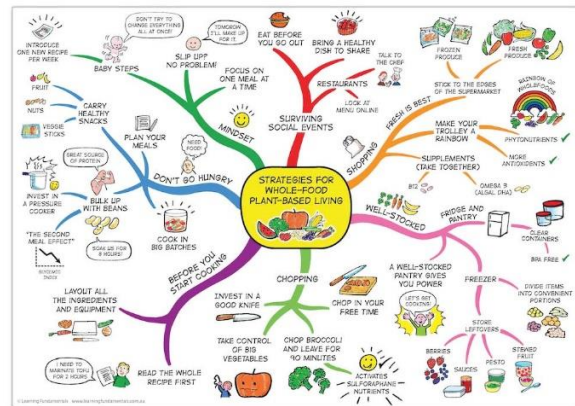
Identify one of the three-buyer persona (from your last assignment) and keywords themes you will be developing content for.

Include:

- Lifestyle
- Habits and Hobbies
- Digital Life
- Priorities
- Goals
- Frustrations
- Type of content/themes each persona might be interested in

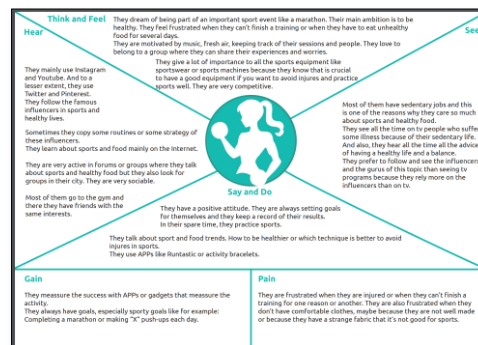
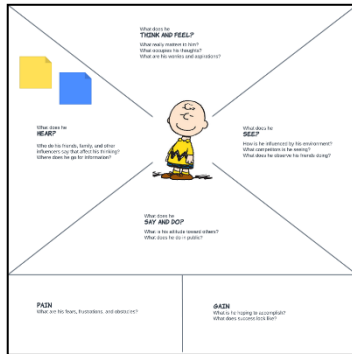
A. To develop an organic search-friendly content marketing strategy, you must first have a core set of keywords that are a focus of the business. *What are 20 + key words you can use relevant to your business and persona?* Write them down.

Think systematically about content and create a content mind map. Include what type of content your persona may want. What type of content seems to be shared with regards to your brand? *Draw a content mind map.*



Step 4: Develop an Empathy Map -

Empathy Map - What does your audience (persona) care about, not what you care about?



- What is this person **thinking** about every day?
- What are they **feeling**?
- What are they **hearing** (from friends, colleagues, the media)?
- What are they **seeing** (media, events, posts)?
- What are they **talking** about (to friends, family, colleagues)?
- What are they **doing** with their days, evenings, weekends?
- What is their **pain**, fears, frustrations, obstacles?
- What are they hoping to **gain**, accomplish, success?

Chapter 5, slide 40

Step 5. Produce a 30-day content schedule

- Now that your buyer personas and keyword themes in hand, you can return to your list of content and look for things that are easy to produce
- You want to marry **content that's easy to produce** with **content that your customers want**.

MEMES	QUESTION OF THE DAY	QUICK TIPS	TUTORIALS	BRANDED GRAPHICS
Because who doesn't love a good meme? It's a great way to engage your audience and it's a great way to share your own content.	Ask your audience a question about their habits, attitudes, or something they are interested in.	Secret tip: for getting things done.	How to do a tutorial on how to do something you are good at.	How to do a tutorial on how to do something you are good at.
QUOTES	VIDEOS	ANNOUNCEMENTS	YOUR BLOG POSTS	CONTESTS/ GAMES
Write out quotes or sayings that you like. It's a great way to engage your audience and it's a great way to share your own content.	Can, funny videos, or anything that is interesting to your audience.	Letting the audience know about your business, products, or services.	Writing a blog post about something you are interested in.	Creating a game or contest that is fun and engaging for your audience.
CURATED CONTENT	DISCOUNTS	INFO-GRAPHICS	LISTICLES	NON-BLOG PROMOS
Repost content from other bloggers or websites that you like. It's a great way to engage your audience and it's a great way to share your own content.	Offering a discount to your audience as a way to engage them and increase sales.	Infographic that provides information about your business, products, or services.	Writing a listicle about something you are interested in.	Writing a non-blog post about something you are interested in.
HOMEWORK ASSIGNMENT	CURRENT EVENTS	BEHIND THE SCENES	ENCOURAGEMENT	SOCIAL ONLY PROMOS
Offer up a homework assignment to your audience as a way to engage them and increase sales.	Writing about current events that are relevant to your business, products, or services.	Showing the audience behind the scenes of your business, products, or services.	Writing an encouraging message to your audience.	Writing a social media post about something you are interested in.
CALLS TO ACTION	READER SURVEYS	GIVEAWAYS	PRODUCTS/ SERVICES	PERSONALITY
Offering a call to action to your audience as a way to engage them and increase sales.	Writing a reader survey about something you are interested in.	Offering a giveaway to your audience as a way to engage them and increase sales.	Writing about your products or services.	Writing about your personality.
FREEBIES	VIRTUAL EVENTS	LONGER ANECDOTES	INSPIRATION	TIME-SENSITIVE OFFERS
Offering a freebie to your audience as a way to engage them and increase sales.	Writing about virtual events that are relevant to your business, products, or services.	Writing a longer anecdote about something you are interested in.	Writing an inspirational message to your audience.	Writing a time-sensitive offer to your audience.

30 DAY CALENDAR FOR BRANDING YOUR SOCIAL MEDIA				
SHARE A POST-BLOCK POST	INSPIRATIONAL QUOTE	A REMINDING THE SIGNIFICANCE OF THE LIFE PHASE	OFFER A QUICK TIP	SHARE ONE OF YOUR FAVORITE BOOKS
SHARE A PILL IN THE BLANK POST	CLIENT TESTIMONIAL/ FEEDBACK	A PICTURE OF A PRODUCT THAT YOU OFFER	SHARE A VIDEO OF YOU OR YOUR TEAM	POST A "WARM UP" OR TEASER CONTENT
PROMOTE A FREE DOWNLOAD THAT YOU OFFER	ASK A QUESTION	SHARE ONE OF YOUR FAVORITE MESSAGES OR BUZZES	TAKE A FRIEND OR SOMEONE THAT YOU ADMIRE	SHARE A SERVICE OR PRODUCT THAT YOU OFFER
RECOMMEND A FAVORITE PRODUCT	SHARE ONE OF YOUR FAVORITE MESSAGES OR BUZZES	TAKE A FRIEND OR SOMEONE THAT YOU ADMIRE	SHARE A SERVICE OR PRODUCT THAT YOU OFFER	WRITE YOUR COMMUNITY SIGN-UP FOR YOUR NEWSLETTER
SHARE AN INSPIRATIONAL STORY OF PERSEVERANCE	POST A PIC OF YOUR WORKSPACE	SHARE A CLIENT POST YOUR REVIEW	POST A QUOTE BY ONE OF YOUR FAVORITE	OFFER A BONUS OR PROMO CODE
POST A BEHIND-THE-SCENES STATISTIC IN YOUR INDUSTRY	SHARE A MOTIVATIONAL QUOTE	POST A SELF-PICTURE OF YOU WORKING	SHARE A FUNNY MEME OR PHOTO	POST A READY FOR THE WEEKEND BUNCH

31 DAYS OF SOCIAL YOUR ONE MONTH SOCIAL PLAN	
31 Days of Content to Share on Social Media. Download this free calendar - get weekly marketing tips.	
1. Share a post-block post	2. Share a post-block post
3. Share a post-block post	4. Share a post-block post
5. Share a post-block post	6. Share a post-block post
7. Share a post-block post	8. Share a post-block post
9. Share a post-block post	10. Share a post-block post
11. Share a post-block post	12. Share a post-block post
13. Share a post-block post	14. Share a post-block post
15. Share a post-block post	16. Share a post-block post
17. Share a post-block post	18. Share a post-block post
19. Share a post-block post	20. Share a post-block post
21. Share a post-block post	22. Share a post-block post
23. Share a post-block post	24. Share a post-block post
25. Share a post-block post	26. Share a post-block post
27. Share a post-block post	28. Share a post-block post
29. Share a post-block post	30. Share a post-block post
31. Share a post-block post	

WINTER	SPRING	SUMMER	FALL
January 1. New Year's Day 2. Martin Luther King Jr. Day 3. MLK Day 4. Super Bowl 5. Black History Month 6. Presidents' Day 7. Valentine's Day 8. Groundhog Day 9. National Day of Dr. Seuss 10. National Day of the Girl Scout 11. National Day of the Boy Scout 12. National Day of the Girl Scout 13. National Day of the Boy Scout 14. National Day of the Girl Scout 15. National Day of the Boy Scout 16. National Day of the Girl Scout 17. National Day of the Boy Scout 18. National Day of the Girl Scout 19. National Day of the Boy Scout 20. National Day of the Girl Scout 21. National Day of the Boy Scout 22. National Day of the Girl Scout 23. National Day of the Boy Scout 24. National Day of the Girl Scout 25. National Day of the Boy Scout 26. National Day of the Girl Scout 27. National Day of the Boy Scout 28. National Day of the Girl Scout 29. National Day of the Boy Scout 30. National Day of the Girl Scout 31. National Day of the Boy Scout	April 1. Good Friday 2. Easter Sunday 3. Easter Monday 4. Good Friday 5. Easter Sunday 6. Easter Monday 7. Good Friday 8. Easter Sunday 9. Easter Monday 10. Good Friday 11. Easter Sunday 12. Easter Monday 13. Good Friday 14. Easter Sunday 15. Easter Monday 16. Good Friday 17. Easter Sunday 18. Easter Monday 19. Good Friday 20. Easter Sunday 21. Easter Monday 22. Good Friday 23. Easter Sunday 24. Easter Monday 25. Good Friday 26. Easter Sunday 27. Easter Monday 28. Good Friday 29. Easter Sunday 30. Easter Monday 31. Good Friday	July 1. Independence Day 2. Independence Day 3. Independence Day 4. Independence Day 5. Independence Day 6. Independence Day 7. Independence Day 8. Independence Day 9. Independence Day 10. Independence Day 11. Independence Day 12. Independence Day 13. Independence Day 14. Independence Day 15. Independence Day 16. Independence Day 17. Independence Day 18. Independence Day 19. Independence Day 20. Independence Day 21. Independence Day 22. Independence Day 23. Independence Day 24. Independence Day 25. Independence Day 26. Independence Day 27. Independence Day 28. Independence Day 29. Independence Day 30. Independence Day 31. Independence Day	October 1. Halloween 2. Halloween 3. Halloween 4. Halloween 5. Halloween 6. Halloween 7. Halloween 8. Halloween 9. Halloween 10. Halloween 11. Halloween 12. Halloween 13. Halloween 14. Halloween 15. Halloween 16. Halloween 17. Halloween 18. Halloween 19. Halloween 20. Halloween 21. Halloween 22. Halloween 23. Halloween 24. Halloween 25. Halloween 26. Halloween 27. Halloween 28. Halloween 29. Halloween 30. Halloween 31. Halloween

Don't forget to encourage user generated content (UGC)

- How are you going to get your customers involved? Give examples of content ideas to get your customer to generate content for you
 - **Ask for Interaction –**
 - Example: Don't just post a picture of mom and child "happy mother's day", but rather ask users to share their favorite memory of their own mom
 - **Have Contests –**
 - Example: Don't just post a picture of a cute kid at his birthday party eating pizza in your restaurant. Post the photo of the kid, and ask them to enroll in your "cutest kids of the month" contest measured by Facebook and Instagram likes.
 - **Conduct Surveys**
 - Use blog or Twitter to engage in customer surveys.
 - Facebook has a great survey tool – easy
 - **Use Hashtags**
 - Especially on Instagram and Twitter.
 - You can set up a special hashtag for your customers to share posts about your products of services. #airbnb

Content Ideas



30 Day Social Media Challenge

We've brainstormed a list of 30 content ideas for you to try on your different social media networks.

1. Take a picture of your workspace
2. Answer a question
3. Introduce your newest employees
4. Share something popular
5. Interview a customer
6. Post a fill-in-the-blank
7. Share something about a community event you're looking forward to
8. Share something funny
9. Share your story
10. Share someone else's content
11. Post a #TBT
12. Post something seasonal
13. Share an inspirational quote
14. Highlight a customer of the month
15. Share something about an event you recently attended
16. Share an attention-grabbing statistic
17. Ask your audience a multiple choice question
18. Create a video, featuring people or products from your business
19. Do a repeat of something that worked well
20. Share your latest email newsletter or announcement
21. Link to an infographic you think your audience will enjoy
22. Edit and share an image
23. Correct a common misconception that relates to your industry
24. Share your favorite book or something that's on your reading list
25. Give a shout out to another local business or organization
26. Show off your expertise with a helpful tip
27. Post something in celebration of a company milestone, birthday, or little-known holiday
28. Cross-promote your social networks
29. Ask people to join your email list
30. Thank your customers for their support

Constant Contact

— SOCIAL MEDIA CONTENT IDEAS TO — FILL UP YOUR CONTENT CALENDAR

- DISCOUNT OR PROMOTION
- TAKE A POLL
- ASK A QUESTION TO YOUR AUDIENCE
- HIGHLIGHT A BIZ-FRIEND'S PAGE
- INSPIRATIONAL QUOTE
- QUICK VIDEO TRAINING
- SHARE WHAT YOU ARE READING
- FUN FACT
- SHARE A TIP OR TRICK
- INDUSTRY ARTICLE
- A DAY IN THE LIFE POST
- COMIC OR MEME
- TESTIMONIAL QUOTE
- SHARE AN EYE-CATCHING PHOTO
- ANSWER A CUSTOMER'S QUESTION
- HOLIDAY POST
- HIGHLIGHT A NEW PRODUCT OR SERVICE
- SHARE AN INTERESTING STATISTIC
- INFOGRAPHIC
- THIS OR THAT QUESTION TO GET FOLLOWERS INPUT
- LONG POST OR STORY
- RECOMMEND A HELPFUL TOOL
- SHARE A FREE RESOURCE
- WEEKLY ROUND UP INTERESTING ARTICLES
- CONTEST OR GIVEAWAY
- SHARE A FAN PHOTO
- BREAKING NEWS
- AN ICYMI (IN CASE YOU MISSED IT) POST TO AN OLD BLOG POST
- BEHIND THE SCENES PHOTO
- PRODUCT PICS
- THANK YOUR FANS

By: Larry Kim, MobileMonkey, Inc.



If you have a Shopify store, or some other website, and would like to use social media but you just never know what to say, below you'll find a helpful 31-day calendar.

This is something that you can use and reuse, and then, with the help of a tool like Post Dynamo, you can easily queue up all your posts.

- Ask a question
- Motivational quote
- Testimonial
- Link to one of your blog posts
- Share a free tool or resource (checklist, template, etc.)
- Promote your website
- Special deal or coupon offer
- Share a fun fact
- Funny image or meme
- Share a personal recommendation
- Cross-promote another one of your social media profiles
- Short video
- Promote one of your products
- Poll your audience
- Inspirational quote
- Share an article
- Eye-catching image with vibrant colors pertaining to your niche
- Share a topical opinion
- Helpful, quick tip (video)
- Share something about yourself
- Link to someone else's blog
- Promote another one of your products
- Infographic
- Helpful, quick tip (text-based)
- Respond to a FAQ
- Share a free download or printable
- Share user-generated content (and give credit)
- Link to a useful podcast
- Ask your audience to vote on something
- Another testimonial
- Share a helpful eBook you recently read
- You completed 31 days of social media content! Congrats!

Rachel Rofé

Have Fun, Fortune, and Change the World

www.RachelRofe.com

70 KILLER CONTENT IDEAS TO POST ON SOCIAL MEDIA

1. REMIND PEOPLE WHO YOU ARE, HOW YOU GOT STARTED
2. GO BEHIND THE SCENES
3. SHARE A PERSONAL STORY
4. TELL PEOPLE WHAT YOU SELL
5. SHARE A JOKE (GRAPHICS OR TEXT)
6. SHARE A QUOTE (GRAPHICS OR TEXT)
7. HOST AN #AMA (ASK ME ANYTHING)
8. POST A HOW TO OR TUTORIAL
9. ASK A QUESTION
10. HOST A POLL
11. SHARE YOUR FAVORITE BOOK
12. ASK FOR RECOMMENDATIONS (BOOK, TV, APPS, MUSIC, SOMETHING RELATED TO YOUR BIZ)
13. HOST A GIVEAWAY
14. TELL PEOPLE TO SIGN UP ON YOUR EMAIL LIST
15. GIVE AWAY A COUPON
16. HOST A SALE
17. REMIND PEOPLE TO BUY YOUR PRODUCTS OR SERVICES
18. SHARE A QUICK TIP
19. SHARE INDUSTRY NEWS (ADD YOUR THOUGHTS TO IT)
20. GO LIVE (LIVE VIDEOS PERFORM AMAZINGLY WELL)
21. POST A SNEAK PEEK OF SOMETHING COMING SOON
22. SHARE A BLOG POST YOU WROTE
23. SHARE ANY PRESS OR PR FEATURES YOU HAVE
24. POST A TESTIMONIAL FROM A CLIENT
25. GIVE YOUR AUDIENCE A GIFT
26. RE-SHARE SOME OLDER CONTENT (GRAPHICS, QUOTES, BLOG POSTS)
27. HOST A 1 DAY ONLY FLASH SALE
28. SHARE CONTENT FROM SOMEONE ELSE
29. LET SOMEONE GUEST POST OR TAKEOVER YOUR PROFILE
30. POST A CASE STUDY
31. ANSWER FAQ'S
32. SHARE SOME PERSONAL WINS OR RESULTS
33. HOST AN INTERVIEW WITH A GUEST
34. POST SOMETHING SEASONAL OR HIGHLIGHT A HOLIDAY
35. THANK YOUR FANS!
36. POST MOTIVATIONAL MONDAY
37. POST A TUESDAY TIP
38. POST A WEDNESDAY WISDOM
39. POST A THROWBACK THURSDAY
40. POST A FLASHBACK FRIDAY
41. SHARE A SHORT VIDEO CLIP (YOURS OR ONE YOU LIKE)
42. SHARE A PODCAST EPISODE YOU LOVE
43. SHARE A YOUTUBE VIDEO YOU LOVE
44. POST SOME INTERESTING STATS OR DATA ABOUT YOUR INDUSTRY
45. SHARE YOUR FAVORITE RESOURCES (APPS, WEBSITES, BLOGS)
46. SHARE A WIN OR SUCCESS
47. SHARE A LOSS OR A FAILURE
48. SHARE YOUR MORNING ROUTINE
49. POST ABOUT EVENTS YOU'RE HOSTING OR GOING TO
50. POST WHERE YOU'LL BE SPEAKING OR WHERE YOU'RE MAKING APPEARANCES
51. SHARE AN UNKNOWN FEATURE ABOUT YOUR PRODUCTS OR SERVICES
52. LET YOUR EMPLOYEE TAKE OVER FOR A DAY
53. SHOW SOMEONE USING YOUR PRODUCT
54. POST A DISCOUNT OR A SPECIAL OFFER
55. TELL PEOPLE HOW YOU GOT STARTED
56. SHARE WHAT INSPIRED YOU TO CREATE YOUR PRODUCT OR SERVICE
57. SHOUTOUT OR MENTION OTHER BRANDS
58. SHOUTOUT OR MENTION YOUR CLIENTS
59. SHARE A SUCCESS STORY
60. SHARE A FEW OF YOUR FAVORITE THINGS
61. POST A FILL IN THE BLANK
62. TALK ABOUT MISTAKES PEOPLE ARE MAKING
63. SHARE A TWEET YOU LIKE
64. SHARE A PINTEREST PIN YOU LIKE
65. SHARE YOUR OTHER SOCIAL PROFILES TO CONNECT ON
66. SHARE YOUR CONTACT INFO
67. POST ABOUT A TRIP YOU'VE TAKEN
68. SHARE A CHARITY YOU'VE PARTNERED WITH
69. POST ABOUT SOMETHING ON YOUR BUCKET LIST
70. ASK YOUR AUDIENCE HOW THEY FOUND YOU