



CHAPTER 5



DESIGNING CONTENT



After reading this chapter, students should be able to do the following:

- Describe what **content** marketing is on social media and why it can be beneficial for marketers.
- Understand the **risks and challenges involved in social media content** marketing and how to mitigate them.
- Learn how to develop an **effective social media content strategy**.



CONTENT MARKETING

What is it?

Content marketing is the creation, publishing, and sharing of content with the aim of building brand reputation, awareness, and affinity.



If you are a brand and want to communicate with your followers, you need to say something. And that's where content marketing comes in.

In simple terms, content marketing is a form of non-traditional marketing communications whereby a brand produces or designs content in various forms (e.g., text, images, video, audio) and disseminates that content to targeted audiences and/or customers. Importantly, content marketing is about content design and dissemination.



WHAT IS CONTENT MARKETING?

At the heart of owned social media is content.

- If you are a brand and want to communicate with your followers, you need to say **something**. And that's where content marketing comes in.

These days, most of what marketers refer to as “content marketing” takes place on social media.

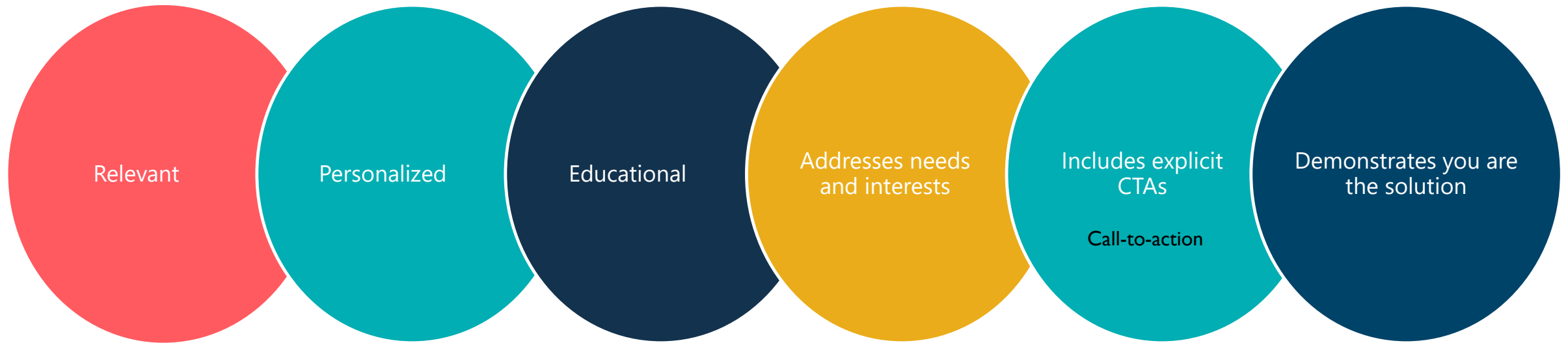
- You can, however, have content marketing that is not in social media (e.g., “special advertising sections” in print magazines that talk about a particular brand or company are an example of non-social, offline content marketing), but that's not a topic for this book.

The Content Marketing Pyramid™





Effective Content





Types of Content

**Topical
Content**

**Evergreen
Content**

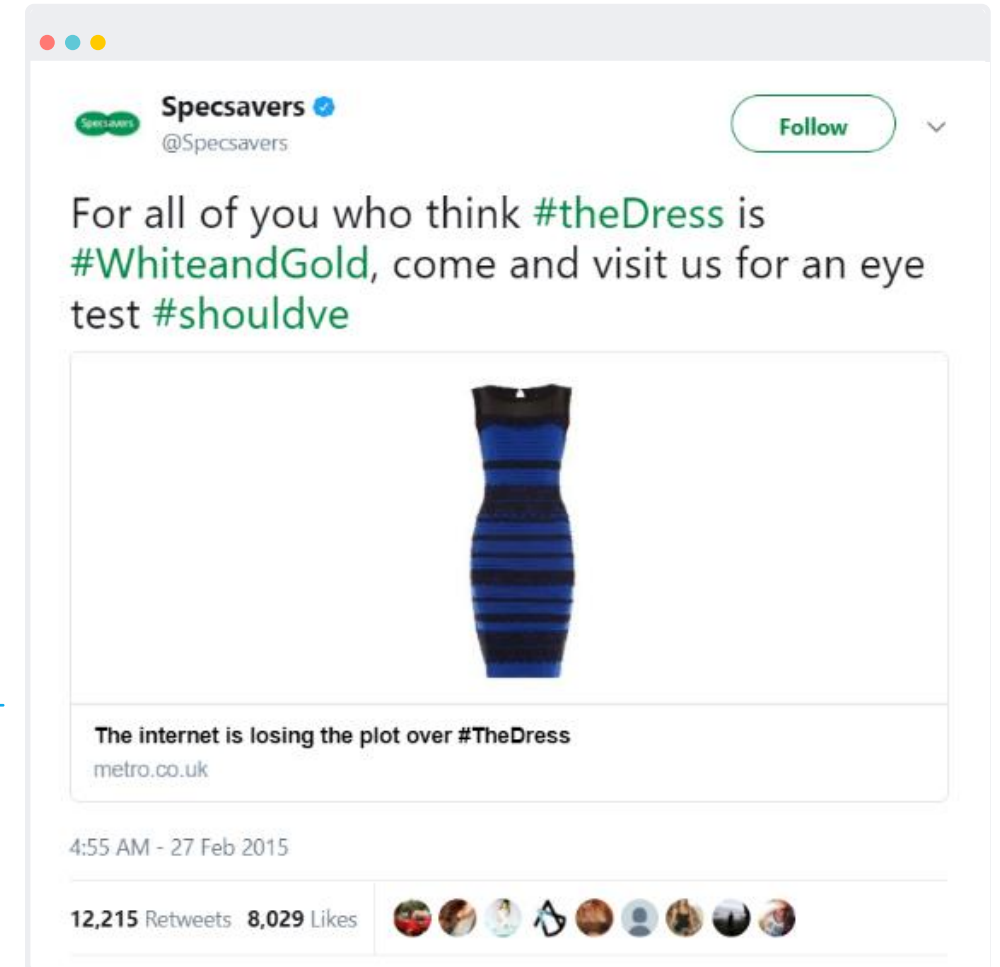
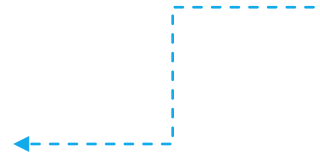




Topical Content

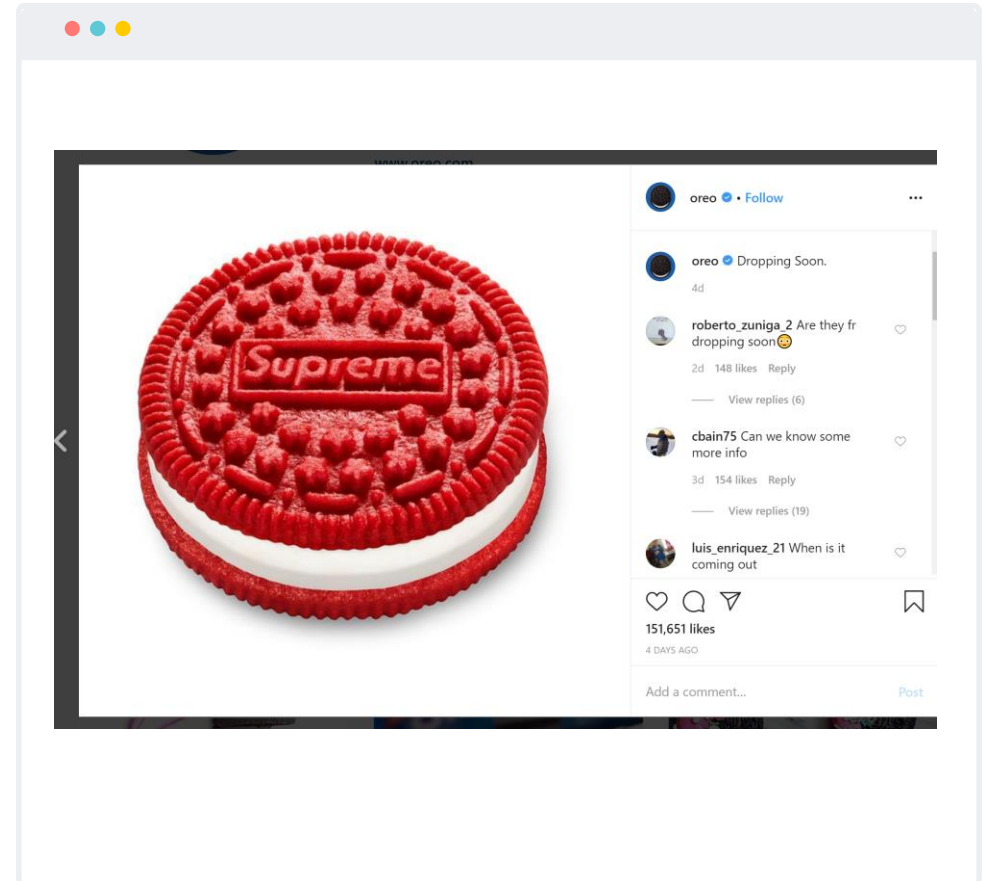
Topical content is content that ties into a **moment** in time and as such has a lifespan of relevancy

Around the time of 'The Dress' social media phenomenon, lots of brands and businesses got involved in the online conversation and created topical content that jumped on the news trend to get additional exposure



Topical Content

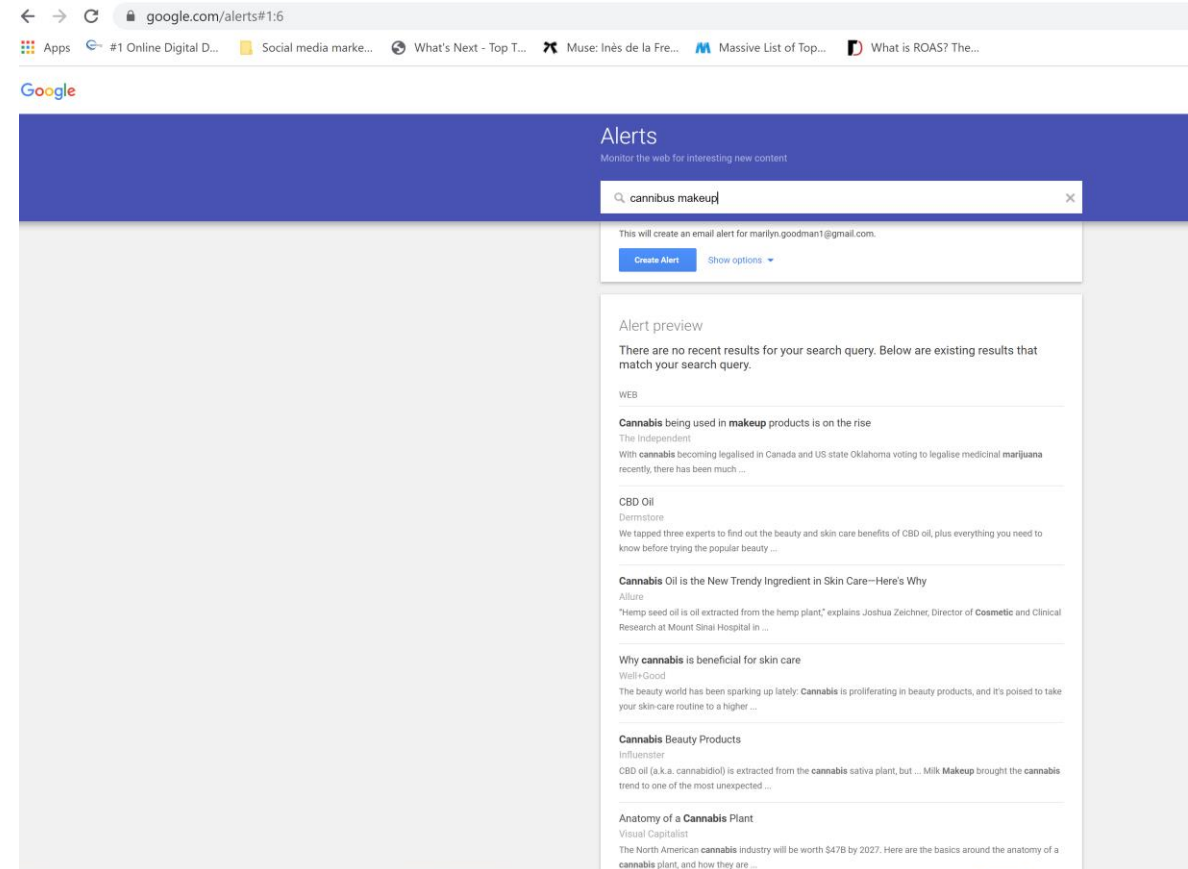
- Ties into a current event, phenomenon, or pop culture occurrence. Often driven by news stories
- The best way of describing topical content is by saying it's more of a **news topic** about something that's happened recently.
- It's the content you'll see getting shared around Facebook for a few days until there's updated news to be shared.
- It gives marketers instant exposure, but when users read it three months down the line it's useless.



Creating Topical Content

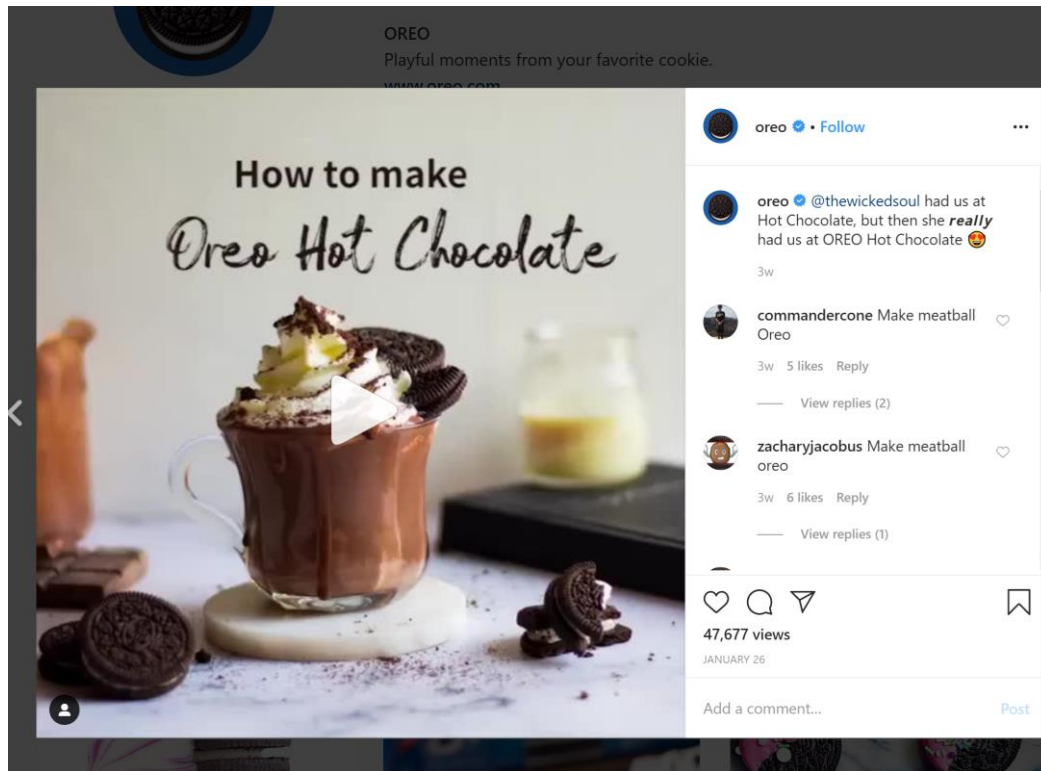
Identifying the steps to creating topical content

- Set Google Alerts
- Keep your topical content industry specific
 - Don't tweet about GF pills if you own a dry-cleaning service
 - Topical content has a **shorter shelf life**.
 - However topical content can leverage attention for your business if you are fast enough and smart enough to have an opinion.
- In short, if you are going to get results from topical content you cannot sit on the fence, you **have to be for or against something in a huge way**.
 - This then attracts a lot of attention, and you'll find yourself with journalists wanting to interview you... but, you may find that polarizing yourself and your business in this way causes offence, and if you cannot handle that... well just don't do it.



EVERGREEN CONTENT

<https://www.instagram.com/p/B7v6Mc6HEZ-/>



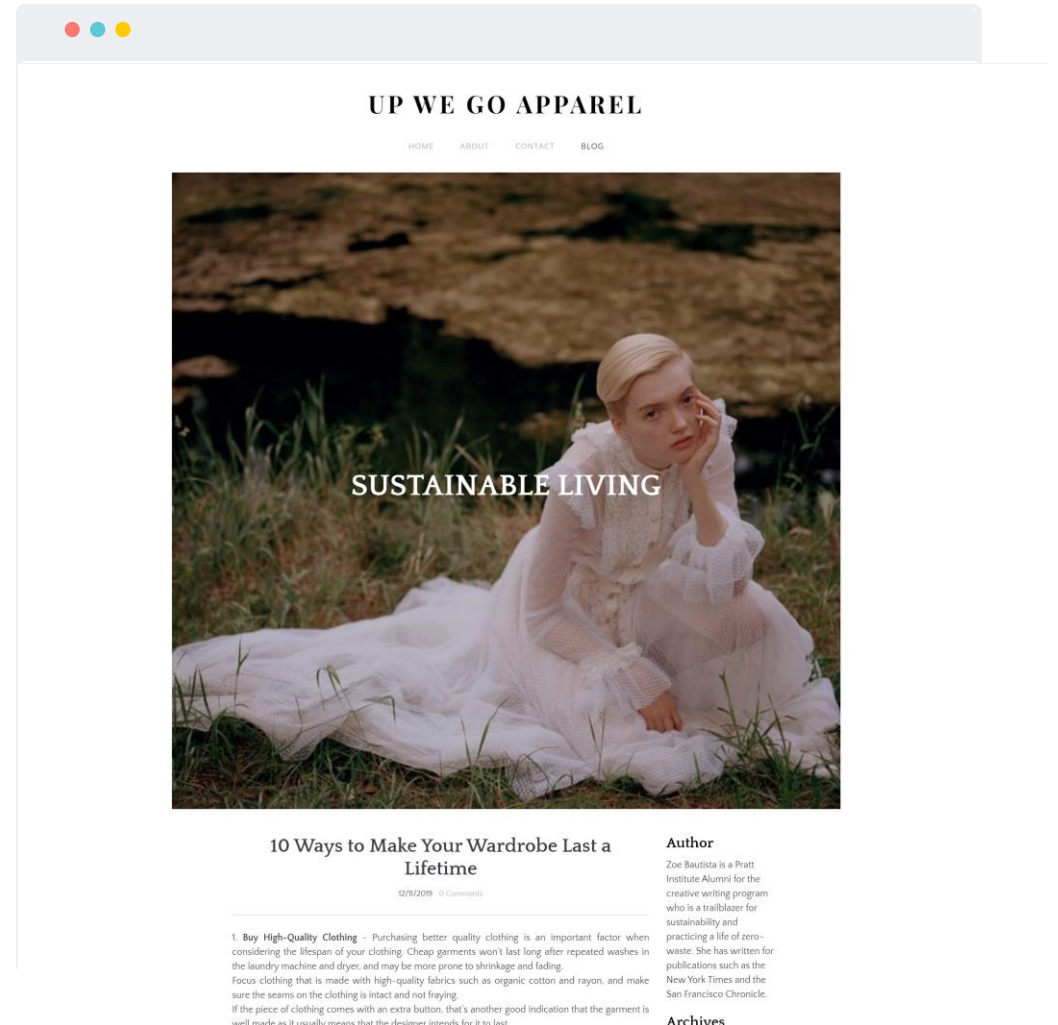
- Evergreen content is **SEO content** that is continually relevant and stays “fresh” for readers.
- Evergreen trees (usually the pine or fir variety) are often used to decorate homes at Christmas. The evergreen tree is a symbol of perpetual life because they retain their leaves throughout the seasons, rather than shedding. Like the trees, evergreen content is considered **sustainable** and lasting.
- To better clarify what kind of writing is considered “evergreen,” we can examine what types of pieces are specifically not evergreen.
 - News articles
 - Statistics or numerical reports that are likely to change and go out of date
 - Pieces about a specific holiday or season
 - Articles focused on a current trend or pop culture fad
 - Latest clothing and fashion trends
- Evergreen web content has (virtually) **no expiration date** and ideally will retain its value over the long-term. Anything written about this year’s presidential election, for example, is not evergreen content because it will become obsolete six months from now and many keywords associated with that topic will end up in the Google graveyard, never to be searched again.
- Common Evergreen Formats
 - Lists
 - Top Tips
 - Instructional “How To” Tutorials
 - Encyclopedia-esque Entries
 - Product Reviews
 - Videos

Evergreen Content

Evergreen content:

- 1 Is relevant and valuable for a prolonged period
- 2 Can drive more traffic and generate more leads
- 3 Can be repurposed into different formats

<https://upwegoapparel.weebly.com/blog>

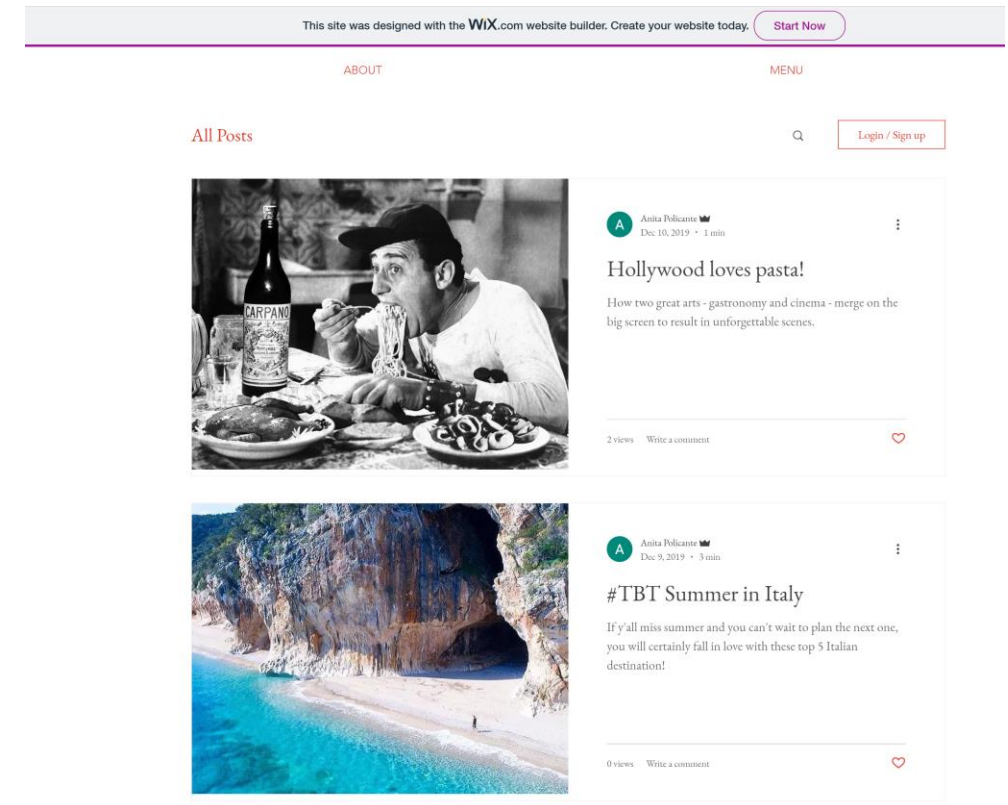


Creating Evergreen Content

Identifying the steps to creating evergreen content

- The first step is choosing timeless topics. Rather than focusing on a fleeting trend or something that's newsworthy today, you need to focus on your customer's needs. What are they searching for all the time?
- You should remember that **it's not the content** on Facebook and Twitter that's going to be seen daily, it's the content that's posted on blogs and websites that are hosted by the best web hosting providers because of the search engine results.
 - This evergreen content essentially ends up getting shared three months down the line on Facebook.
- Not many people want to read topical posts that are news about something that's happened three years ago, but they wouldn't mind reading something that is still informative three years down the line, which evergreen content will likely achieve.
 - The great bonus of creating evergreen content is that it not only gets seen months later by people that haven't taken advantage of the information yet but it's going to carry on repeating itself thanks to new people sharing the content and linking to the posts.

<https://policanteanita180.wixsite.com/mopitup/blog-l>



WHICH IS BETTER... EVERGREEN OR TOPICAL?



- When comparing timely content vs evergreen content it's like you're putting a sprint and a marathon face to face. It's not about which types of evergreen content or topical info is good, and which is bad, but it's a **matter of merging**.
- Give yourself the treat of short-term buzz and long-term outcome, both promising to provide conversions and hype.
- And don't forget: if you're after more consistent posting and bringing in followers back to your site, use **topical content**, and if you seek to build up the pillars **that give you better SEO results and a chance to reach out to new readers, also use evergreen** blog posts.
- Opt for a hybrid model: get the best of both worlds and include evergreen and seasonal content in your digital marketing strategy.
- Also, never forget that content, be it evergreen, topical or timely, must be promoted properly! Share your content on social media and even promote it with ads. Most of the times, it's not enough to just write content and publish it.

WHY IS SOCIAL MEDIA CONTENT MARKETING WORTHWHILE?

Marketers have **five** main reasons for focusing much of their content marketing efforts on social media:

1. **High level of control over content design:** Marketers have a lot of control over content characteristics and design, that is, the nature of the content itself.
2. **Low cost of content dissemination:** Using social media for content marketing can be relatively inexpensive, because marketers use their own channels to disseminate information instead of “renting” access to audiences through advertising/paid media. Note, however, that costs of using social media platforms for content dissemination have substantially increased over the last few years, as Facebook, Twitter, and other platforms have implemented sophisticated pricing schemes for brands promoting their content.
3. **Increased opportunities for audience interactivity and engagement:** Social media platforms allow for audiences (e.g., customers) to interact and engage with branded content in an active manner, as opposed to “merely seeing” an advertisement (for example). Consequently, it is important to design content that would not only be enjoyed and appreciated by consumers, but would also encourage them to become engaged.
4. **Increased opportunities for content to be virally shared:** The very nature of social media means people can easily share (e.g., by repinning on Pinterest or retweeting on Twitter) a single piece of content, whether it is as basic as a piece of text about a product or something more vivid like a video promoting the brand.
5. **Increased opportunities for real-time feedback:** When an audience is exposed to a piece of branded content on social media, the marketer usually gets access to real-time metrics of how that content is performing, due to the fast-paced nature of social media and the ability to track engagement at the content/post level.

DEVELOPING EFFECTIVE SOCIAL MEDIA CONTENT

Ultimately you want the right people (e.g., target consumers) to see your content—posts, tweets, photos, and so on—on social media.

So how do you do get noticed? An effective social media content strategy is a plan for content that focuses on content design and dissemination.

- It needs to have goals and objectives that are in line with (i.e., consistent and compatible with) your overall social media marketing strategy.
- Requires constant updating and adjusting as you see **key performance** numbers coming in, such as the number of times a post was liked or the number of times a tweet was retweeted.

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.



McDonald's
 
 @McDonalds · Feb 1



 Save



 253

 171

 1.5K





McDonald's
 
 @McDonalds · Jan 31

Chicken McNuggets dipped in ____ is the ONLY way to eat them!

Honey	14.2%
Sweet 'N Sour	33.7%
Tangy BBQ	35%
Ranch	17.2%

6,964 votes · Final results

 401

 61

 573





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It's the luckiest Shamrock Season yet, with our creamy, classic Shamrock Shake and the new OREO® Shamrock McFlurry® available at participating McDonald's nationwide. Get one before they're gone!

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That's why we use quality ingredients like 100% beef patties with no preservatives, fillers or additives. And we use a select variety of crisp, quality apples such as Gala and Pink Lady. Take a deep dive into McDonald's ingredients to find out what makes our food delicious.



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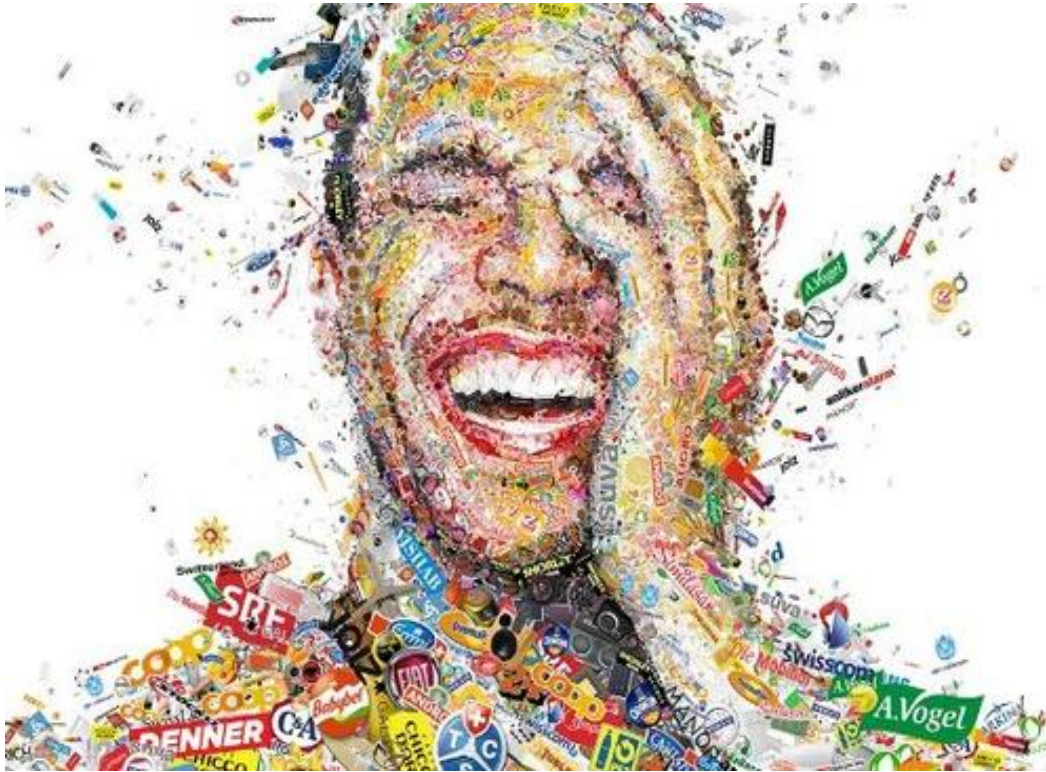


Happy Meal® Nutrition

When your kids enjoy a meal that's delicious and balanced, you'll enjoy it too.

[Learn More](#)

GOOD NEWS IS YOU'VE ALREADY BEGUN... IN CHAPTER 4 WE...



- Understand your Audience
 - Identify and create Personas
- Conducted a Social Media Audit
 - Listening tricks
- SWOT Analysis
 - Competitive advantage
- Determine KPIs and Goals
 - SMART Goals
- Establish a Brand Tone and Voice
- Brand story (WHY?)

20 Creative Ways to Share Your Content on Social Media



Turn a blog post into a video



Create a how-to video



Go live



Interview someone (live)



Post 360 photos or videos



Attach a GIF



Curate user-generated content



Use a self-explanatory image



Use charts or graphs



Share relevant, helpful infographic



Partner with another brand



Do a social swap



Organize a social contest



Poll your audience



Ask a question or for help



Pull an interesting stats from a blog post



Pull a meaningful quote from a blog post



Create a list in the caption



Add emojis or symbols



Share or retweet your followers' posts

SOCIAL MEDIA CONTENT

TO –DO-LIST

1. Identify content you can easily produce
2. Think systematically about content
3. Identify buyer personas and keyword themes
4. Produce your own content on schedule
5. Blog, blog, blog: You've got to blog, vlog, and post
6. Curate other people's content
7. Encourage user generated content
8. Engagement & Interactivity
9. Remember the "theme" of your party – brand voice
10. Always have a content marketing plan

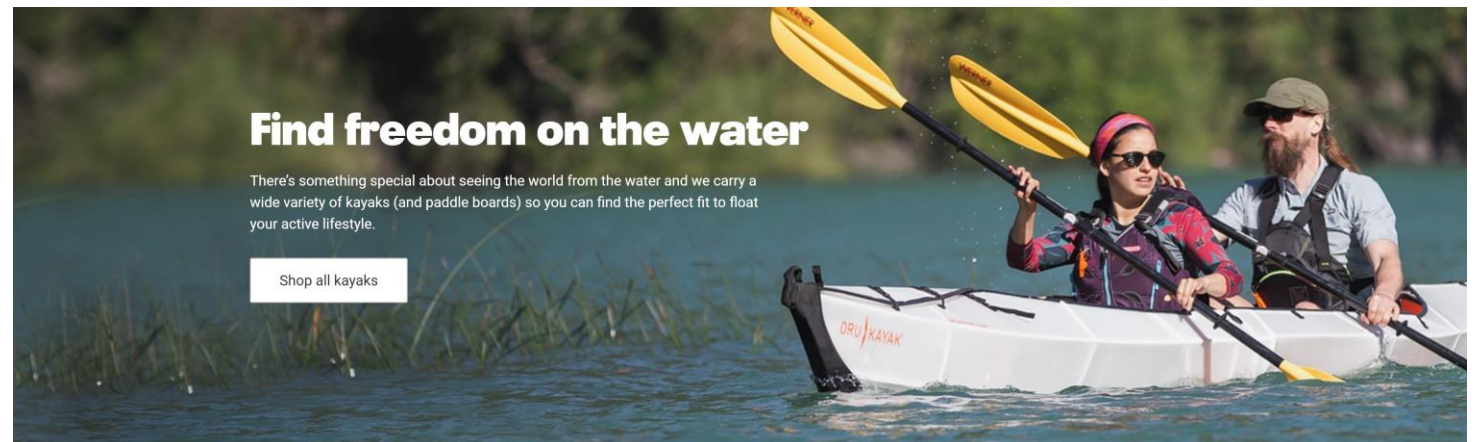
List of Content Formats

- | | |
|--|--|
|  How-to's |  Helpful Application / Tool |
|  Content Curation |  Opinion Post |
|  Case Studies |  White Papers |
|  Charts/Graphs |  Vlog |
|  Ebooks |  Videos |
|  Email Newsletters / Autoresponders |  Templates |
|  Cartoons / Illustrations |  Surveys |
|  Book Summaries |  Slideshares |
|  Tool Reviews |  Resources |
|  Giveaways |  Quotes |
|  FAQs |  Quizzes |
|  Q&A Session |  Polls |
|  Webinar |  Podcasts |
|  Guides |  Pinboards |
|  Dictionary |  Photo Collage |
|  "Day in the Life of" Post |  Original Research |
|  Infographics |  Press releases |
|  Interview |  Photos |
|  Lists |  Predictions |
|  Mind Maps |  User Generated Content |
|  Meme |  Company News |
|  Online Game |  Timelines |

I. IDENTIFY CONTENT YOU CAN EASILY PRODUCE

Take www.instagram.com/rei

- Find someone who is good at:
 - **Taking photos and videos** – REI staffers take brilliant photos of the outdoors, and photos that feature their products
 - **Writing** – Staffers write with passion about the environment, and how fun it is to be outdoors
 - **Motivate others to participate.** REI is always encouraging UGC (user generated content) as its customers upload videos and stories about the outdoors. #optoutside
- Content in action www.facebook.com/REI/



YOU, TOO, CAN CREATE CONTENT



Remember: You are not REI. You don't have to run faster than the bear; just faster than your buddy.



You and your company are experts in your products/services.



Take out your iPhone and take pictures and write about it.



Share your knowledge and your passion. Become a helpful expert to your customers.

TAKE AN INVENTORY OF YOUR OWN AND YOUR COMPANY'S SKILL SET

- What type of content is going to be easy for you to produce?
 - If you are a pizza company, take out the iPhone and snap a photo of happy customers enjoying a birthday celebration
 - If you are a wedding planner, shoot a quick video of the bride and groom
 - If you are a CPA, write a short blog post about upcoming changes to the federal tax code and how they impact married couples.
 - If you love quotes go to <https://pablo.buffer.com/> and put a quote directly on your photo
 - Create beautiful infographics with <https://www.easel.ly/>





Successful group brainstorming requires:

Trust – Sharing what might be a crazy idea is scary for adults

Equal footing – everyone's thoughts are equally important.

Encouragement – maintain trust by offering words of encouragement in response

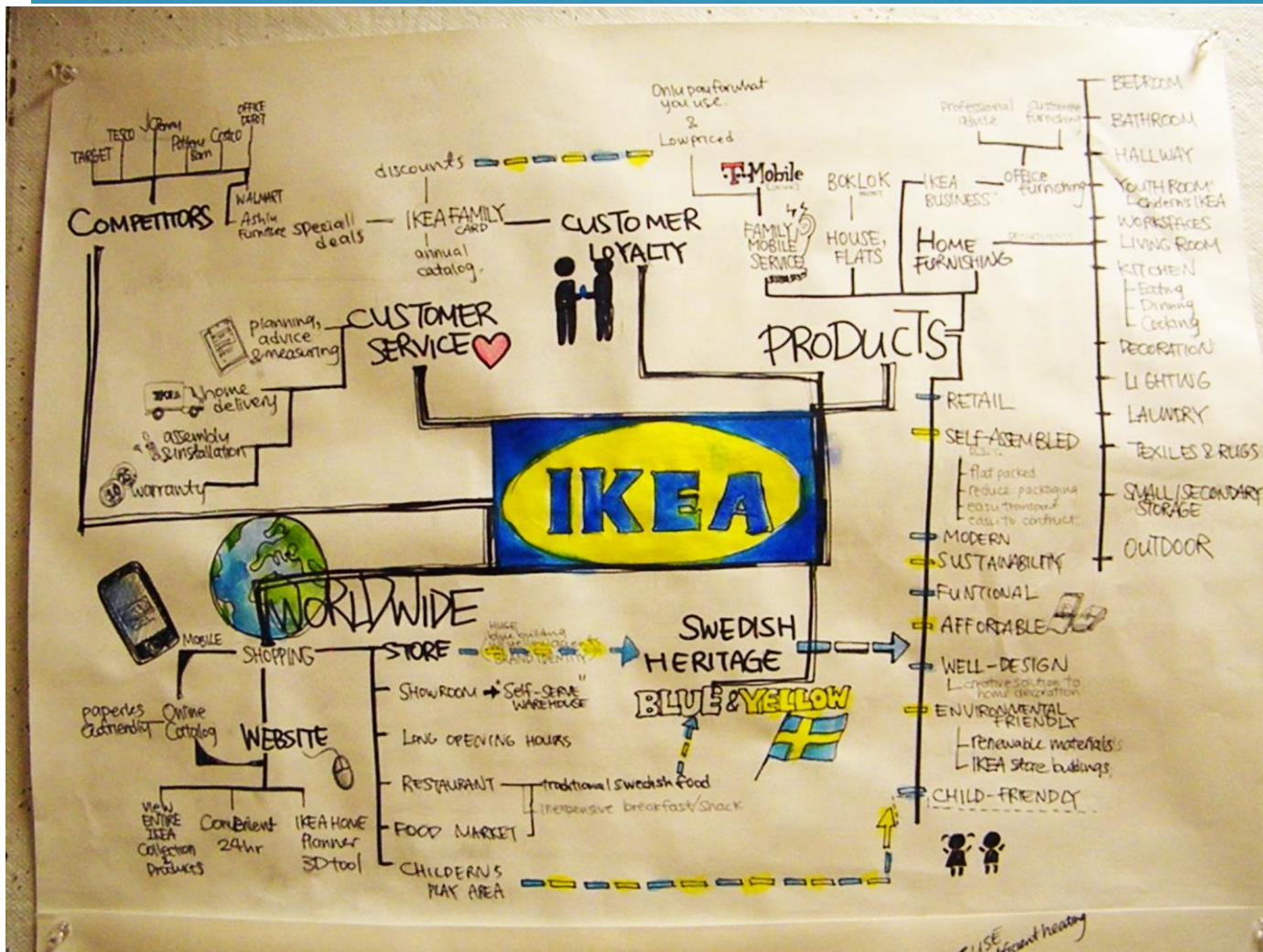
Respect – pay attention to everyone's ideas to maintain trust and encouragement

Laughter – good ideas come from silly ideas, more often than you might think.



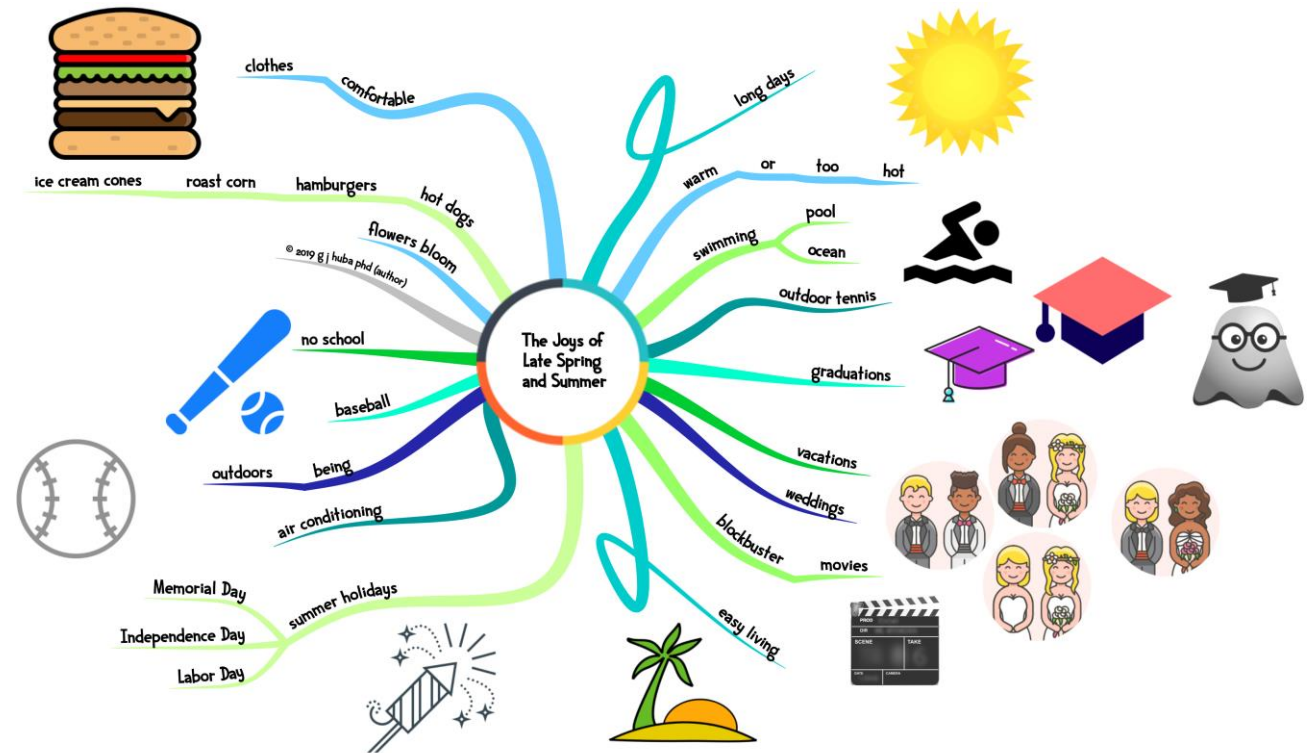
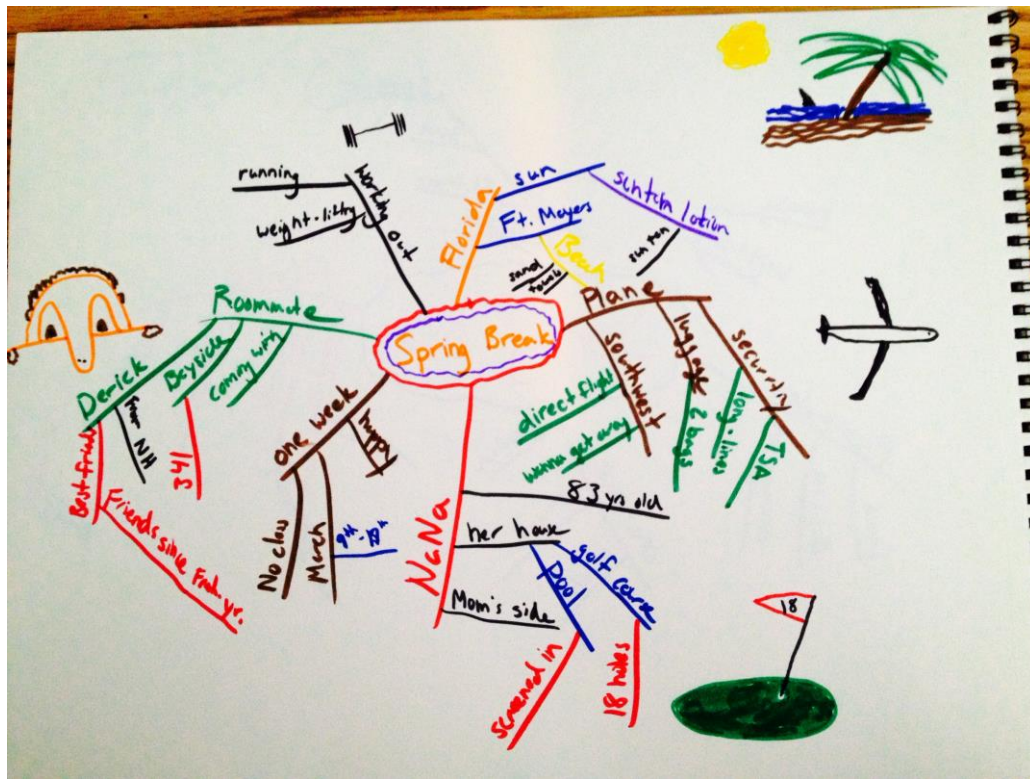
BRAINSTORM IN GROUPS

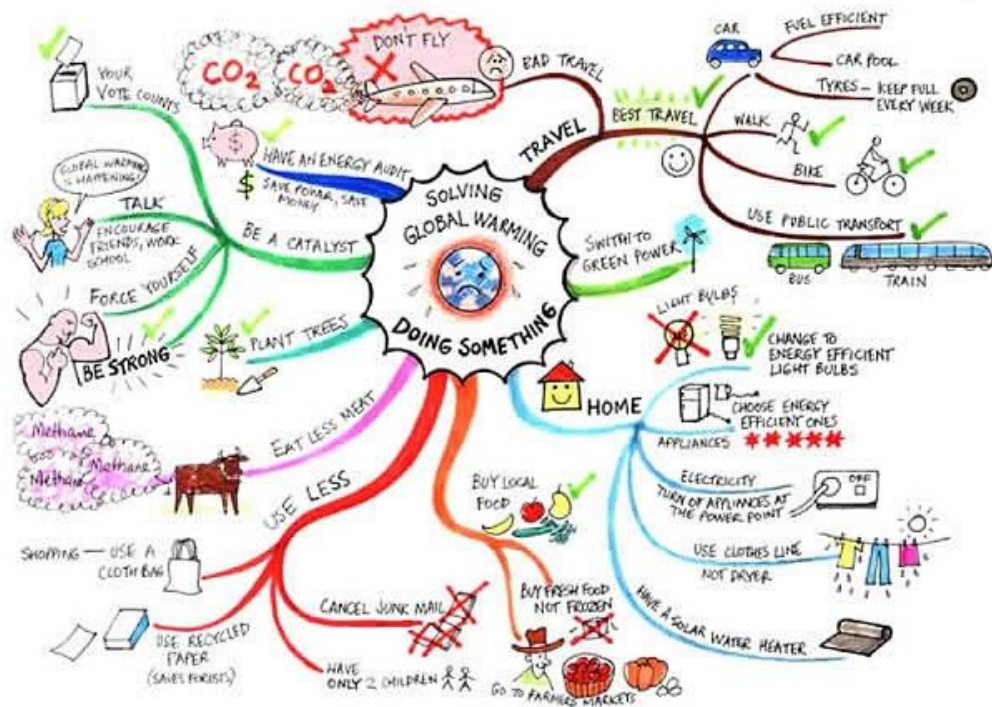
BRAINSTORM MIND MAPPING: IKEA



- A mind map is a diagram used to visually organize information.
- A mind map is often created around a single concept, drawn as an image in the center of a blank landscape page, to which associated representations of ideas such as images, words and parts of words are added.
- Major ideas are connected directly to the central concept, and other ideas branch out from those.

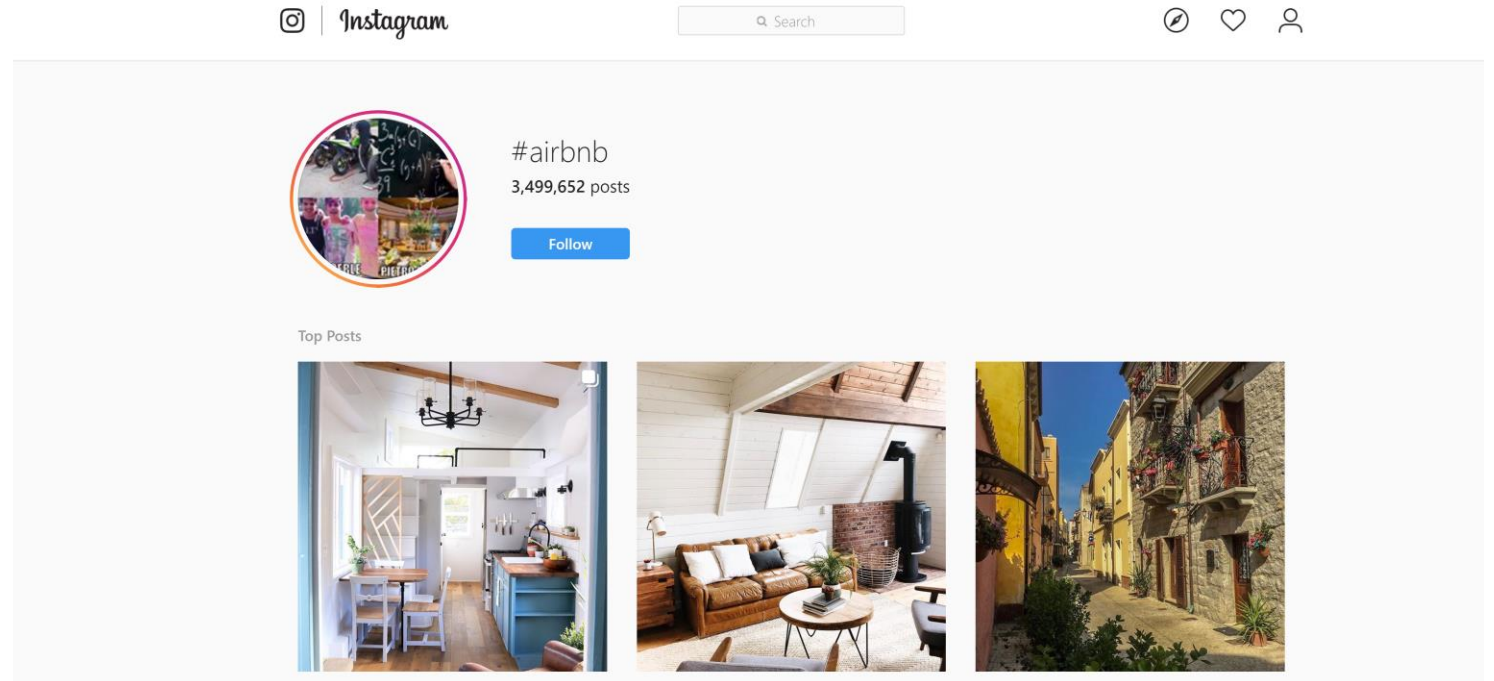
CONTENT MINDMAPS





WHERE TO FIND CONTENT

- Monitor your own brand content. What do customers seem to like hearing, reading, commenting on.
 - Do more of the same.
- Stalk your competition
 - What content seems to get them shares, likes, comments, reposts



REI PRESENTS: YOUTUBE CHANNEL –

LOOK AT THE COMMENTS FOR MORE IDEAS ABOUT CONTENT

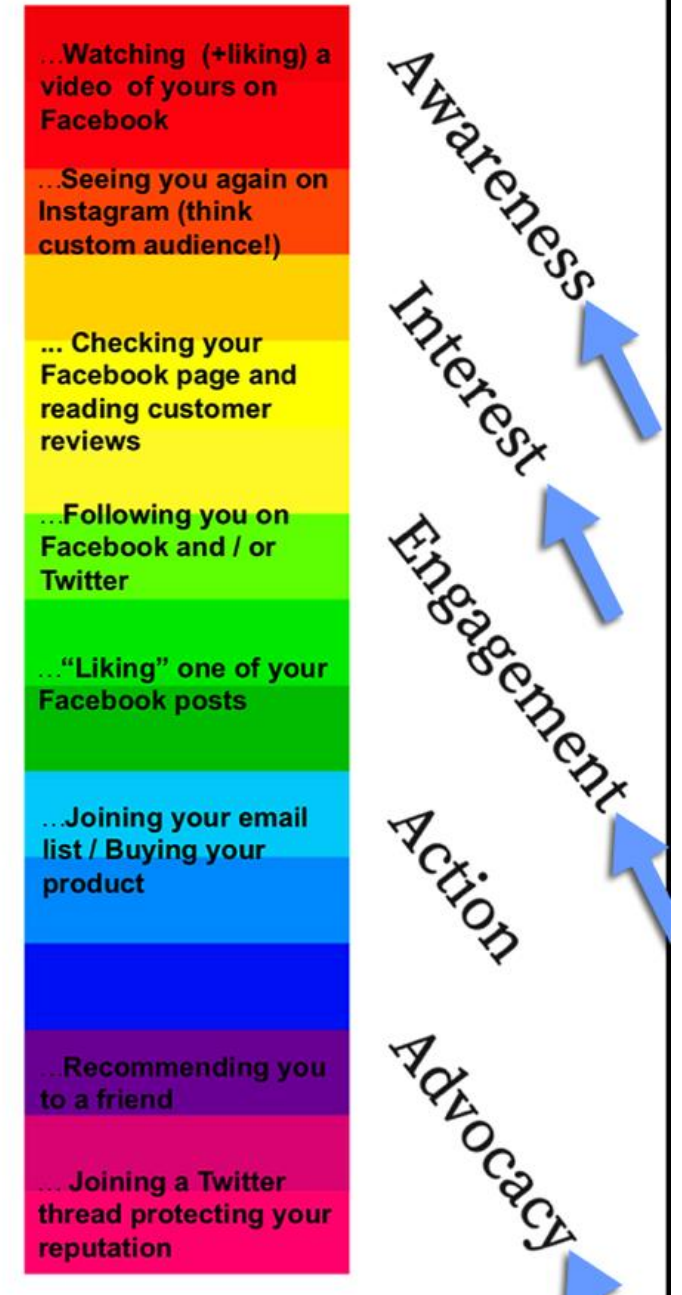


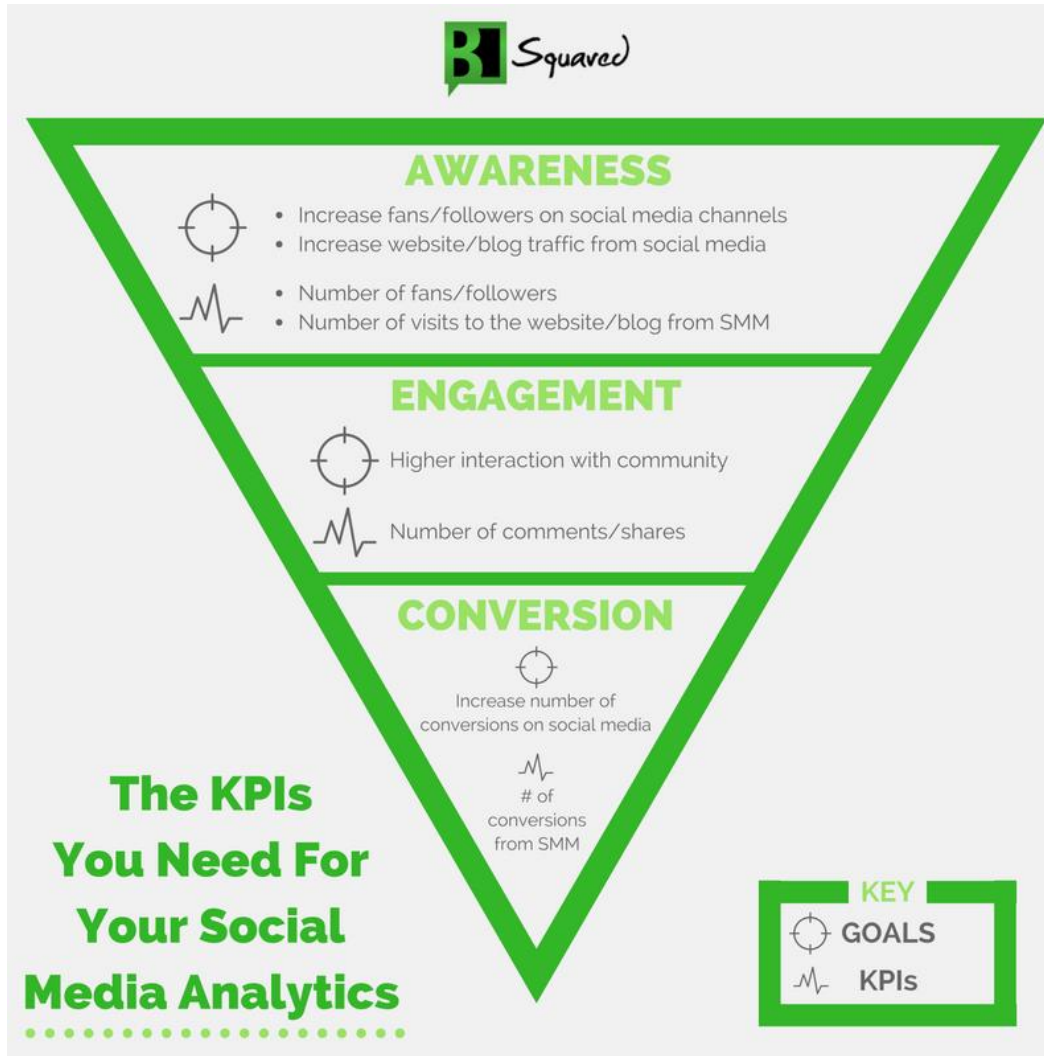
<https://www.youtube.com/watch?v=c5-CSQcYeXk> – watch this one

2. THINK SYSTEMATICALLY ABOUT CONTENT

- What kind of content do people generally want?
- What kind of content gets shared?
- What do you want your target to do as a result of reading or watching your content?
- Most commonly shared items on social media are:

1. Blog Posts
2. Long Form Articles
3. Original Research
4. Video
5. Infographics
6. Images
7. Case Studies
8. White Papers/Reports
9. Ebooks
10. Presentations
11. Webinars
12. Quizzes and Polls
13. Podcasts
14. Checklists
15. Email Newsletters





DEFINE YOUR GOALS AND KPIS

3. IDENTIFY BUYER PERSONA AND KEYWORD THEMES

MILLENNIAL MOM

Earth Mother Millennial Mom

Priorities

1. Get the kids seen
2. Active parent volunteer
3. Family time
4. Financially on track
5. Family fun
6. Family fun
7. Family fun
8. Family fun
9. Family fun
10. Family fun

Hobbies

1. Basic of phone
2. Gardening
3. Gardening
4. Gardening
5. Gardening
6. Gardening
7. Gardening
8. Gardening
9. Gardening
10. Gardening

Urban Chic Millennial Mom

Priorities

1. Get the kids seen
2. Active parent volunteer
3. Family time
4. Financially on track
5. Family fun
6. Family fun
7. Family fun
8. Family fun
9. Family fun
10. Family fun

Hobbies

1. Gardening
2. Gardening
3. Gardening
4. Gardening
5. Gardening
6. Gardening
7. Gardening
8. Gardening
9. Gardening
10. Gardening

Suburban Soccer Millennial Mom

Priorities

1. Get the kids seen
2. Active parent volunteer
3. Family time
4. Financially on track
5. Family fun
6. Family fun
7. Family fun
8. Family fun
9. Family fun
10. Family fun

Hobbies

1. Gardening
2. Gardening
3. Gardening
4. Gardening
5. Gardening
6. Gardening
7. Gardening
8. Gardening
9. Gardening
10. Gardening

- If you don't produce content your customers want to read or engage with, they will leave.
- Don't be boring.
- Brainstorm the buyer personas and keyword themes that customers care about, and the type of content that they'll be interested in and will find engaging. (last REI example)



Palo Alto Pizza Restaurant Personas

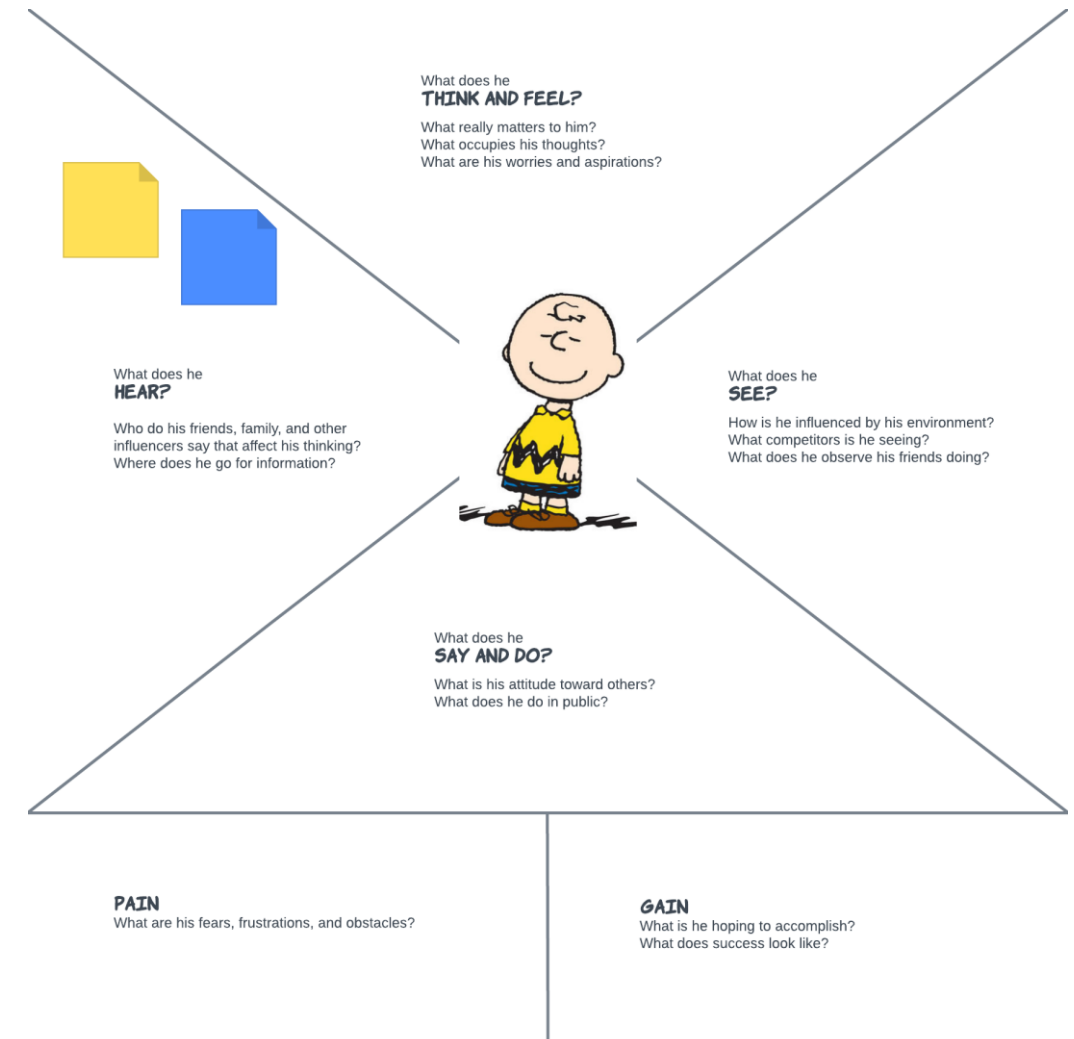
- **The Hungry Worker Bee.** This is a man, aged 27-35, who works in downtown Palo Alto, and is looking for a quick bite to eat. He likes pizza and is value conscious plus time-sensitive
- **The Office Manager.** She works in a nearby office and is charged with ordering the catering for office meetings. She's interested in fun, lively food that's easy to get and fits within her catering budget
- **The Busy Mom or Dad.** This person has a few young kids and lives close to Palo Alto. They are looking for either quick pizza delivery for a Thursday night, or a venue for their kid's birthday party.

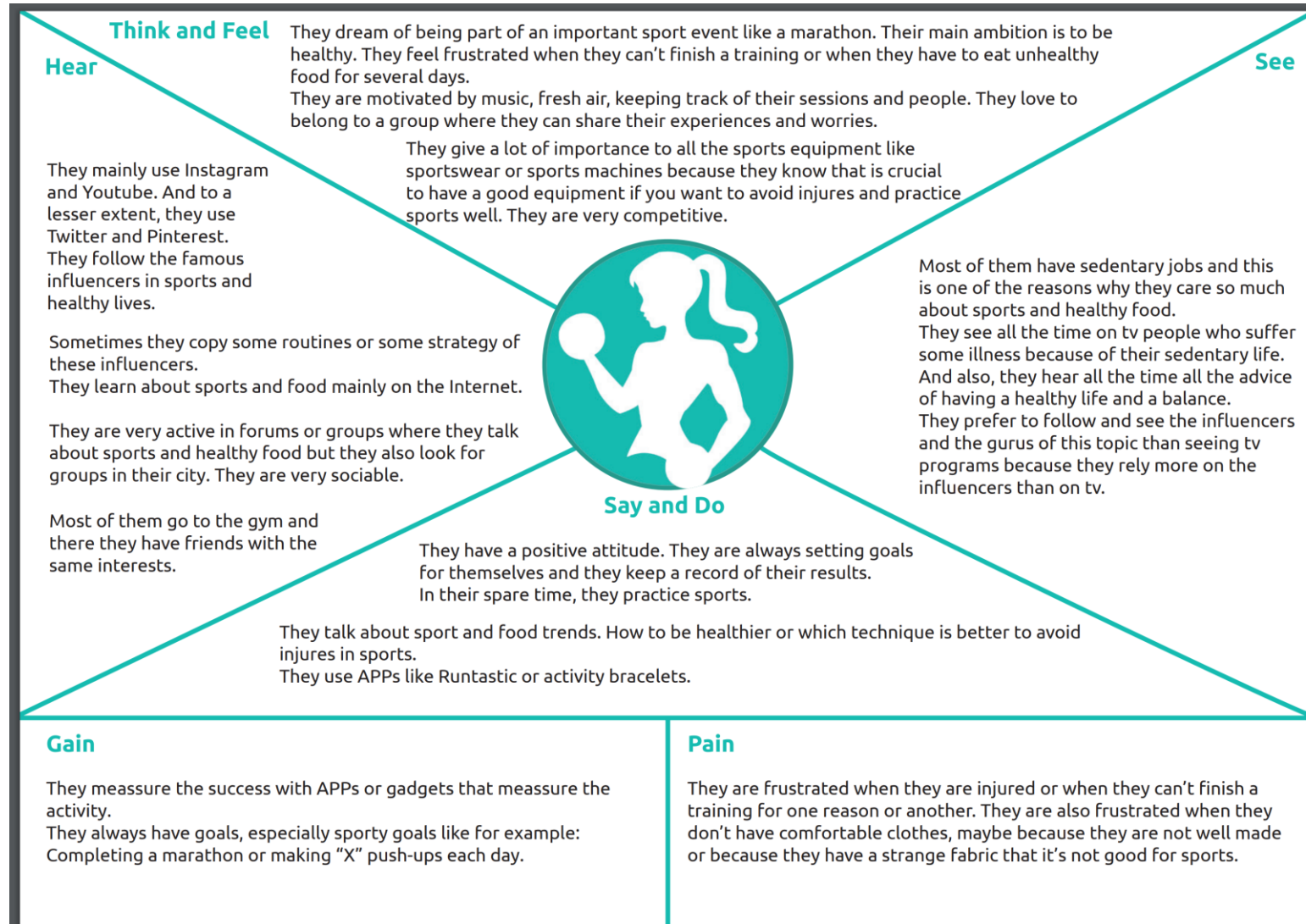
Types of Content/Themes They Might be interested in

- **Worker Bee** – interested in learning about coupons, discounts, and special offers of the “pizza of the day”
 - Generate coupon codes
 - Short Tweets about a “pizza of the day”
 - Buy one pizza, get a free drink offer
- **Office Manager** – interested in blog posts about how to throw better office parties
 - Catering ideas for weekly sales meeting
 - Working meetings serving lunch
- **Busy Mom or Dad** – Want to view and share photos of their kids having a blast on birthday night at the pizza restaurant.
 - Kids party ideas
 - Picky Pizza Eater choices

THINK LIKE A CUSTOMER – CREATE AN EMPATHY MAP

- Focus on what your audience cares about, not what you care about.
 - This is the best way to capture and keep their attention
- Empathy Map
 - 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?
 - Answer these questions as they relate to your persona, not your topic.





Empathy Map for an Outdoor Fitness App:

Include Keywords in your Content

- Think and Feel
- Hear
- Say & Do
- See
- Pain
- Gain

Ideation Worksheet		
Potential Topic	Motivation	Audience
<i>What does PPC have to do with SEO?</i>	<i>Explain how our services support each other.</i>	<i>Companies wanting to do integrated marketing</i>

VETTING & PRIORTIZING

- Whether the topics come from your brainstorm or your online research, you need to develop them
 1. Evaluate your list
 2. Throw out ideas that are too off the wall
 3. Look for similar ideas and choose one
 4. Cross reference with any research you've done and combine
 5. Add your potential topics to a worksheet and for each topic ask yourself why you want to create content about it and who cares
 1. If you can't answer the question—toss it.

Now that you have vetted ideas from the worksheet, it's time to figure out which ones to pursue.

Prioritization Worksheet			
Topic	Evaluation		
	Criteria	To Business	To Audience
<i>"What does PPC have to do with SEO?"</i>	Relevant	2	2
	Timely	0	1
	Unique	1	1
	Ease of creating	2	n/a
	Totals	5	4

PRIORITIZATION WORKSHEET

- Now you have a list of ideas that are not only good, but are valuable to your audience and support your business goals.
- As you create content, remember that form follows function, or format follows story.
 - Don't decide to make a video and then come up with a message for it.
 - Choose your format – text, audio, video, image—based on the story you are trying to tell.

Prioritization Worksheet			
Topic	Evaluation		
	Criteria	To Business	To Audience
1.	Relevant		
	Timely		
	Unique		
	Ease of creating		
	Totals		
2.	Relevant		
	Timely		
	Unique		
	Ease of creating		
	Totals		
3.	Relevant		
	Timely		
	Unique		
	Ease of creating		
	Totals		

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

4. PRODUCE YOUR OWN CONTENT ON SCHEDULE

- Now that your **buyer personas and keyword themes** in hand, you can return to your list of content **that's easy for you to produce** and look for opportunities.
- You want to marry **content that's easy to produce** with **content that your customers want**.
 - **The Busy Mom or Dad.** This person has a few young kids and lives close to Palo Alto. They are looking for either quick pizza delivery for a Thursday night, or a venue for their kid's birthday party.
 - Palo Alto Pizza Restaurant would realize that customers like to see and share photos of themselves and their friends having a good time at the restaurant, especially pictures of family events such as birthdays.

A close-up photograph of a young girl with dark, curly hair, smiling broadly at the camera. She is wearing a bright pink sweater and holding a slice of pizza with toppings. The background is slightly blurred, showing a warm, indoor setting.

BIRTHDAY PHOTO CONTEST

PALO ALTO PIZZA

- **Birthday Customers.** Identify customers who are coming to the restaurant to celebrate a birthday. For example, have each waiter or waitress ask customers,

“Is anyone celebrating a birthday today?” If so, ask if you can take a picture of their birthday party and share it to the company Facebook page. Get their emails and email them an alert that their party has been “shared” (*because they will likely then reshare it with their friends and photos*).

- **Incentivize.** Many restaurants already give the birthday customer a free dessert such as an ice cream sundae or brownie. Make sure that your restaurant has some incentive for customers who are celebrating a birthday to identify themselves. For example, “Check in on Facebook” and be entered to win a free pizza on your birthday!
- **Photo.** Take the photo. When the waiter or waitress brings out the birthday dessert, make sure that they have a mobile phone handy and ask the customers for consent to take a celebratory photo. Be on the lookout for other customer photo opportunities such as anniversaries, holidays like Valentine’s Day or Cinco De Mayo, gatherings of friends, or even that group of business customers on a quick lunch.
- **Remind.** Get the email address, if possible, of one or all of the customers, or leave a card with the check that says “Check our Facebook Page and Instagram Page” for our birthday photos and birthday photo contest.
- **Promote.** Make sure that you have something like a “birthday photo contest” on Facebook or Instagram, whereby you upload the “birthday photos of the week” and then customers can vote by clicking the “like” button. The photo with the most “likes,” wins, and its recipients can get a free pizza!



Pizza Hut Birthday Party Packages

Have the Ultimate Birthday Party!

Delicious Pizza • Ice Cream • Fun Entertainment
Cotton Candy • Special Characters

Exciting New Birthday Packages:

Gold Package:
Breadsticks • 3 - 3 topping Pizzas • Pitchers of Pepsi
Ice Cream for each child
Thrilling entertainment provided by a Clown
Party for 20 children \$1900 • Party for 30 children \$2400

Platinum Package:
Breadsticks • 3 - 3 topping Pizzas • Pitchers of Pepsi
Ice Cream for each child
Thrilling entertainment provided by a Clown
Cotton Candy Machine • Special Character appearance
(special characters include Elmo, Mickey Mouse, Batman,
Dora the Explorer, Hello Kitty, Spiderman, Hulk, SpongeBob)
Party for 20 children \$2500 • Party for 30 children \$3000

Need a Birthday Cake?
Ask your representative starting at \$300

Book your Party TODAY!
Parties must be booked within no less than one week of the date selected.

Pizza Hut Remy Valsay Windsor Price Plaza Gulf View SouthPark **225-4HUT (225-4468)**

BEFORE YOU DEVELOP A SOCIAL CALENDAR, REMIND YOURSELF OF YOUR KPI'S

- Increase brand awareness.
- Drive more traffic to your website.
- Generate sales leads.
- Convert more leads into customers.
- Improve retention and drive upsell.

INCREASE BRAND AWARENESS

I. Increase brand awareness

Focus on content that will catch the attention of a *lot* of people. Think about content that's highly relevant and exciting.

Content marketing strategy: Create branded content that people will love and want to share.

Types of content:

SlideShare decks about a particular topic within your industry

Co-branded content (e-books, webinars, etc.) created in partnership with another organization in your industry

Funny videos

Ask yourself:

Does the content reflect our company mission and values?

Is our content noteworthy enough to draw attention to our brand and get people to share it?

KPIs for this goal:

Social shares

Views and shares from partnership audiences

DRIVE MORE TRAFFIC

Content marketing strategy: Create content that drives readers to your website.

Types of content:

Blog posts with calls to action, such as downloading a piece of content from a landing page

Social media posts that link to your site or blog

Outbrain or Taboola campaigns, which promote your blog content on other sites

Ask yourself:

Are we optimizing our content to drive readers to our website? How can we integrate this step as a natural part of the content-consumption experience?

Are page view metrics a weak measurement? If so, what other [relationship metrics](#) will give us a better view into our content's impact?

KPIs for this goal:

Number of blog visits per month

Percentage of returning readers

Total number of website visits per month

Engaged time on site

Conversion rates for call-to-action content

GENERATE SALES LEADS

Content marketing strategy: Compile valuable content offers and gate them with a lead generation form.

Types of content:

Capture E-mail address

Checklists

Tools and resources (i.e., a pre-designed spreadsheet or slide-deck template)

Ask yourself:


Is the content we're creating valuable enough that viewers will provide their information in exchange for it?

How can we provide and communicate more value for each content piece to increase conversion rates?

KPIs for this goal:

Number of leads generated from each piece of content

Landing-page conversion rates



Content marketing strategy: Create content that educates your leads about the company and its products or services.

Types of content:

Case studies

Product demonstration videos

Attention-catching graphics for retargeting campaigns

Infographics comparing your customers' success rates with those of your competitors

Ask yourself:

Does my sales team feel equipped with the content they need in order to win deals?

Does the content genuinely help educate leads with valuable information and not just push a sale?

KPIs for this goal:

Lead-to-customer-conversion rate for each nurturing campaign or piece of content delivered

Average time to close for new customers

IMPROVE RETENTION

Content marketing strategy: Delight your customers with relevant, valuable content that educates and keeps them informed.

Types of content:

Customer blog with posts on the latest industry trends

Video tutorials for new product releases

Free, exclusive e-books and webinars for customers

Exclusive deals

Ask yourself:

Do we make our customers feel special? Do we go above and beyond to give them what they need?

Do our customers feel well-informed about product updates, company news, and our tools?

KPIs for this goal:

Retention rate (or churn)

Revenue from upsell

Percentage of repeat customers

CONTENT

30 DAY CALENDAR FOR BRANDING YOUR SOCIAL MEDIA

SHARE A POST BLOG POST	INSPIRATIONAL QUOTE	A BEHIND THE SCENES/DAY IN THE LIFE PHOTO	OFFER A QUICK TIP	SHARE ONE OF YOUR FAVORITE BOOKS
SHARE A FILL IN THE BLANK POST	CLIENT TESTIMONIAL/ FEEDBACK	A PICTURE OF A PRODUCT THAT YOU OFFER	SHARE A CANDID PHOTO OF YOU OR YOUR TEAM	POST A "SNEAK PEEK" OR TEASER CONTENT
PROMOTE A FREE DOWNLOAD THAT YOU OFFER	ASK A QUESTION	SHARE A FAVORITE RESOURCE OR TOOL YOU USE	A SHORT VIDEO CLIP	HIGHLIGHT A BENEFICIAL BLOG POST FROM SOMEONE ELSE
RECOMMEND A FAVORITE PRODUCT	SHARE ONE OF YOUR FAVORITE WEBSITES OR BLOGS	TAG A FRIEND OR SOMEONE THAT YOU ADMIRE	SHARE A SERVICE OR PRODUCT THAT YOU OFFER	INVITE YOUR COMMUNITY SIGN UP FOR YOUR NEWSLETTER
SHARE AN INSPIRATIONAL STORY OF PERSERVERANCE	POST A PIC OF YOUR WORKSPACE	SHARE A GUEST POST YOU'VE WRITTEN	POST A QUOTE BY ONE OF YOUR HEROS	OFFER A DISCOUNT OR PROMO CODE
POST A SHOCKING STATISTIC IN YOUR INDUSTRY	SHARE A MOTIVATIONAL QUOTE	POST A SELFIE/PICTURE OF YOU WORKING	SHARE A FUNNY MEME OR PHOTO	POST A READY FOR THE WEEKEND IMAGE

MEMES Because who doesn't love a good meme? Bonus points if it's relevant to your niche. (I'm a nerd because social media memes are my life.)	QUESTION OF THE DAY Ask your followers a question about their blog/biz, advice for your blog/biz, or just something fun.	QUICK TIPS Secret tips/hacks for getting things done	TUTORIALS How-to's and tutorials to help your followers get something done	BRANDED GRAPHICS Visually appealing graphics with your watermark
QUOTES Written out quotes or graphics with quotes on them. (If you create your own, add your watermark!)	VIDEOS GIFs, funny videos, inspirational videos, etc.	ANNOUNCEMENTS Launches, business news, updates about the biz owner (you!)	YOUR BLOG POSTS Obviously this is a bit part of your social media strategy—your own blog posts!	CONTESTS/ GAMES Caption This photo games, photo contests, challenges, etc.
CURATED CONTENT Helpful links from other bloggers and reputable sources	DISCOUNTS Discounts/offers on products/services that you offer	INFO-GRAPHICS Industry-related infographics	LISTICLES Fun listicles from Buzzfeed or informational ones	NON-BLOG PROMOS i.e., webinars, Twitter chats, or collabs you're working on
HOMEWORK ASSIGNMENT Offer up a homework assignment to help out your followers	CURRENT EVENTS Celebrating holidays and other current events	BEHIND-THE-SCENES Images of your workspace, projects in the works, etc.	ENCOURAGEMENT Words of encouragement for your followers	SOCIAL-ONLY PROMOS Discounts/offers on your products/services that are only for your social media followers
CALLS TO ACTION Get followers to sign up for your email newsletter, read your new blog post, or buy your newest product/service	READER SURVEYS Get follower input on your blog/biz	GIVEAWAYS Give away prizes in exchange for likes/followers	PRODUCTS/ SERVICES Share info about new products/services that you're offering	PERSONALITY Include a bit of yourself in your social media by sharing little quips
FREEBIES Incentives for your social media followers	VIRTUAL EVENTS Webinars, Twitter chats, and other online goings-on	LONGER ANECDOTES Stories, longer tips, and other longer status updates	INSPIRATION Inspiration for yourself and your followers	TIME-SENSITIVE OFFERS Discounts/offers that your followers have to use by a certain date before they expire



30 Day Social Media Posting Calendar

INSPIRATION Post inspiring images, quotes, and sayings. Consider using hashtags such as #MondayMotivation	DEALS Offer timely deals for your business around current events and holidays.	QUESTION OF THE DAY Ask your followers for their opinions on their industry, your industry, or just something fun.	RELEVANT CONTENT Link to articles from reputable sources and relevant bloggers.	CURRENT EVENTS Humanize your brand by posting about current events, holiday's, etc.	SWEEPSTAKES Give your followers the ability to win something by running a contest or sweepstakes.
YOUR BLOG POSTS Link to your newest blog posts each time you log an entry.	INFO-GRAPHICS Informative, image-driven graphics relating to your industry.	INSIDE LOOK Give a peek inside your business with an image of your workspace or project.	PRODUCTS & SERVICES Post about the products and services you offer.	CROSS PROMOTE Does one of your other social networks need love? Promote it on the others!	POSITIVE REVIEWS Highlight any positive reviews and testimonials written about your business.
GIVEAWAYS Give away prizes in exchange for likes, follows, and engagement.	LIFE HACKS Got a time-saving tip online or life tip? Share it with your followers!	GAMES / PUZZLES Post a caption this photo challenge, riddles, and other fun, engaging games.	EVENTS Post about your digital events – like webinars, and in-person happenings.	MEMES Look up and share memes – especially if they relate to your industry.	CALLS TO ACTION Ask your followers to sign up for your email list, check out new products , and more!
ANNOUNCEMENTS Post about new launches, news, and updates about you and your business.	TUTORIALS Provide educational tutorials to help your followers achieve their goals.	HASHTAG TRENDS Find and leverage the latest hashtags like #ThursdayThought and #FollowFriday	GIFS & VIDEO Share funny or inspirational videos and animated GIF's .	BRANDED GRAPHICS Create visually appealing imagery with your brand on it.	ENCOURAGEMENT Sometimes everyone needs a little boost. Encourage your followers!
SURVEYS Ask for input about your business, industry, and more.	SHARE A STORY Sometimes a personal or retold story is too good not to share.	HOLIDAYS Did you know that there's literally a holiday every single day of the year?	IN THE NEWS Share news coverage about your business or industry.	INFLUENCERS Did someone in your industry make a big announcement? Share it!	RE-USE OLDER CONTENT Repost any content that you used in months past.

IDEAS FOR YOUR SOCIAL MEDIA CALENDAR

INSPIRATIONAL QUOTE	DISCOUNT / PROMOTION	GO LIVE
HOLIDAY POST	INDUSTRIAL ARTICLE	SHARE A TIP / TRICK
TESTIMONIAL	BREAKING NEWS RELATED TO INDUSTRY	PRODUCT POST
BEHIND THE SCENE PHOTO / VIDEO	SHARE AN INTERESTING STAT	INFOGRAPHIC
ASK A QUESTION TO YOUR CUSTOMER	RECOMMENDATE TOOL / SERVICE	QUICK VIDEO TRAINING
CONTEST / GIVEAWAY	ANSWER CUSTOMER'S QUESTION	BLOG POST
UPCOMING SERVICE / PRODUCT	POLL	HUMOROUS QUOTE / MEME/ FUN FACT

-PriyaJ

— 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

Every holiday to help with
content creation!

WINTER	SPRING	SUMMER	FALL
January  <ul style="list-style-type: none"> 1 New Year's Day 18 Martin Luther King Day 19 National Popcorn Day 24 Belly Laugh Day 31 Pro Bowl Blood Donor Month National Hobby Month Mentoring Month Weight Loss Awareness 	April <ul style="list-style-type: none"> 1 April Fool's Day 4 Baseball Opening Day 7 World Health Day 7 Masters Begin (Golf) 12 National Grilled Cheese Day 15 Tax Day 19 National Library Workers Day 22 Earth Day 22 Passover Begins 27 Administrative Professionals Day 28 Take a child to work day 29 Arbor Day 30 Passover Ends Autism Awareness Month Financial Literacy Month National Mathematics Month Sexual Assault Awareness Earth Month National Volunteer Month Jazz Appreciation Month 	July <ul style="list-style-type: none"> 4 Independence Day 14 National French Fry Day 17 National Ice Cream Day 24 Parents' Day 26 Americans with Disabilities Day National Ice Cream Month National Grilling Month 	 October <ul style="list-style-type: none"> 3-4 Rosh Hashanah 4 Taco Day 10 Columbus Day 10 Native American Day 12 Yom Kippur 15 Sweetest Day 17 Boss's Day 24 United Nations Day 31 Halloween 31 Reformation Day Fire Prevention Month Breast Cancer Awareness Literacy Awareness Bully Prevention Month Italian American Heritage Month Polish American Heritage Month
February <ul style="list-style-type: none"> 1 National Freedom Day 2 Groundhog Day 5 Wear Red Day 7 Super Bowl 8 Chinese New Year 9 Mardi Gras Carnival 10 Ash Wednesday 12 Lincoln's Birthday 14 Valentine's Day 15 President's Day 15 Washington's Birthday 15 Susan B Anthony Day 21 Daytona 500 (NASCAR) Black History Month Heart Disease Awareness Children's Dental Month 	May <ul style="list-style-type: none"> 1 International Workers Day 3 World Press Freedom Day 3 National Teacher's Day 5 Cinco de Mayo 6 National Nurse's Day 7 Kentucky Derby 8 Mother's Day 15 Pentecost 21 Armed Forces Day 28 National Burger Day 30 Memorial Day 	August <ul style="list-style-type: none"> 5 Rio Olympics Games Begin 7 International Friendship Day 12 International Youth Day 13 Left Handers Day 15 National Relaxation Day 19 World Humanitarian Day 21 Senior Citizens Day 26 Women's Equality Day Back-to-School Children's Eye Health Month National Golf Month Immunization Awareness 	November <ul style="list-style-type: none"> 3 Sandwich Day 6 Daylight Savings Time Ends 8 Presidential Election Day 11 Veterans' Day 14 American Education Week 15 America Recycles Day 16 International Day for Tolerance 24 Thanksgiving 25 Black Friday 26 Small Business Saturday 27 Advent 28 Cyber Monday Lung Cancer Awareness Epilepsy Awareness National Novel Writing Month Native American Heritage Month 
March <ul style="list-style-type: none"> 1 Peanut Butter Lovers' Day 4 Employee Appreciation Day 8 International Women's Day 12 Read Across America Day 13 Daylight Saving 14 Pi Day (3.14) 17 St. Patrick's Day 20 Palm Sunday 20 First Day of Spring 23 National Puppy Day 24 Purim 24 Holy Thursday 25 Good Friday 27 Easter National Women's History Month Reading Awareness Month National Nutrition Month 	June <ul style="list-style-type: none"> 5 Doughnut Day 6 D-Day 12 Anne Frank Day 14 Flag Day 18 International Picnic Day 19 Father's Day 20 World Refugee Day 20 Summer Solstice 20 First Day of summer 26 All Saints Day 27 Wimbledon Begins (Tennis) Stanley Cup Finals (NHL) NBA Finals Caribbean American Heritage Month LGBT Pride Month National Safety Month 	September <ul style="list-style-type: none"> 5 Labor Day 8 International Literacy Day 11 Grandparents' Day 11 Patriot Day 11 Veteran's Day 13 Chocolate Day 16 Step-family Day 17 Constitution / Citizenship Day 20 International Day of Peace 22 First Day of Fall 	December <ul style="list-style-type: none"> 4 Cookie Day 7 Pearl Harbor Remembrance Day 10 Human Rights Day 15 Bill of Rights Day 15 America Recycles Day 21 First Day of Winter 24 First Day of Hanukkah 25 Christmas Day 26 First Day of Kwanzaa 31 New Year's Eve 
			

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

DISCOUNT OR PROMOTION

TESTIMONIAL QUOTE

CONTEST OR GIVEAWAY

INDUSTRY ARTICLE

FUN FACT

THANK YOUR FANS

ASK A QUESTION TO YOUR AUDIENCE

ANSWER A CUSTOMER'S QUESTION

BREAKING NEWS

COMIC OR MEME

RECOMMEND A HELPFUL TOOL

INSPIRATIONAL QUOTE

HIGHLIGHT A NEW
PRODUCT OR SERVICE

BEHIND THE SCENES PHOTO

SHARE AN EYE CATCHING PHOTO

WEEKLY ROUND UP
INTERESTING ARTICLES

SHARE WHAT YOU ARE READING

INFOGRAPHIC

HOLIDAY POST

TAKE A POLL

SHARE A FAN PHOTO

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POST TO AN OLD BLOG POST

A DAY IN THE LIFE POST

SHARE A FREE RESOURCE

THIS OR THAT QUESTION
TO GET FOLLOWERS' INPUT

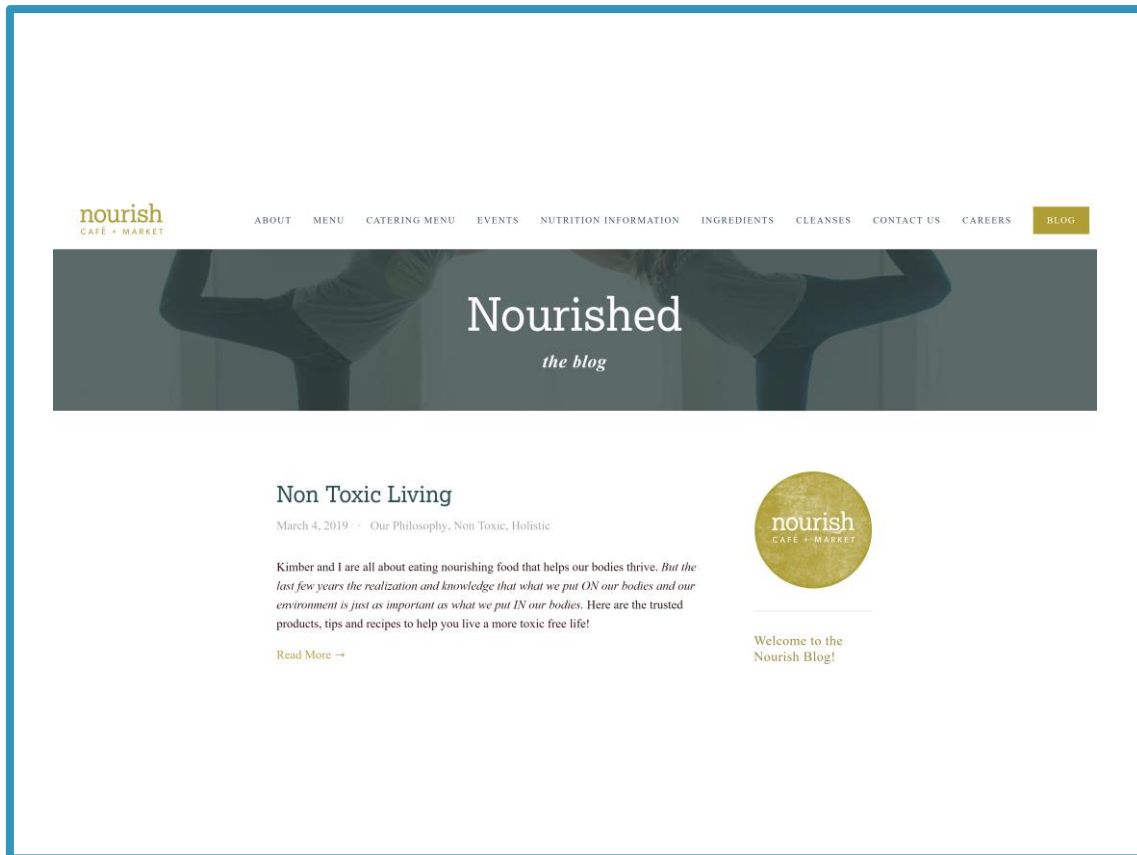
QUICK VIDEO TRAINING

PRODUCT PICS

By: Larry Kim, MobileMonkey, Inc.



5. BLOG, BLOG, YOU GOTTA BLOG, VLOG, & POST



- Any business that's serious about social media marketing must have a **blog** if for no other reason than a blog gives you an essay place to put your articles, infographics, photos, and video that you can then reference on Twitter, Facebook, Pinterest, etc.
- You have a blog tab on your website
- Blogs are so important for social media content:
 - Serve as a **trust indicator** to substantiate your company as a "helpful expert"
 - As an SEO asset, that is as a way to get the top or relevant Google, Bing, Explorer searches via basic SEO
 - As content for posting and sharing to your social media networks
 - As a place to put other content such as videos or photos
- <https://nourishcafemarket.com/blog>

WHAT SHOULD YOU BLOG ABOUT?

Identify keyword themes that touch on what your target customers want to know about.

- Persons planning a wedding might be interested in comparing the merits of a “destination wedding” in Mexico, with an “at home” wedding in Los Angeles.
- Cybersecurity for corporations might be interested in a blog post with an infographic on the two most common security holds in a typical corporate network.

Successful blog topics for social media hit emotional themes: usefulness, shocking, provoking fear or outrage, or being funny

- Emotional triggers
- *Once you have the keyword target, the next step is to write a catchy headline and write a catchy blog post that hits on either emotion or usefulness.*



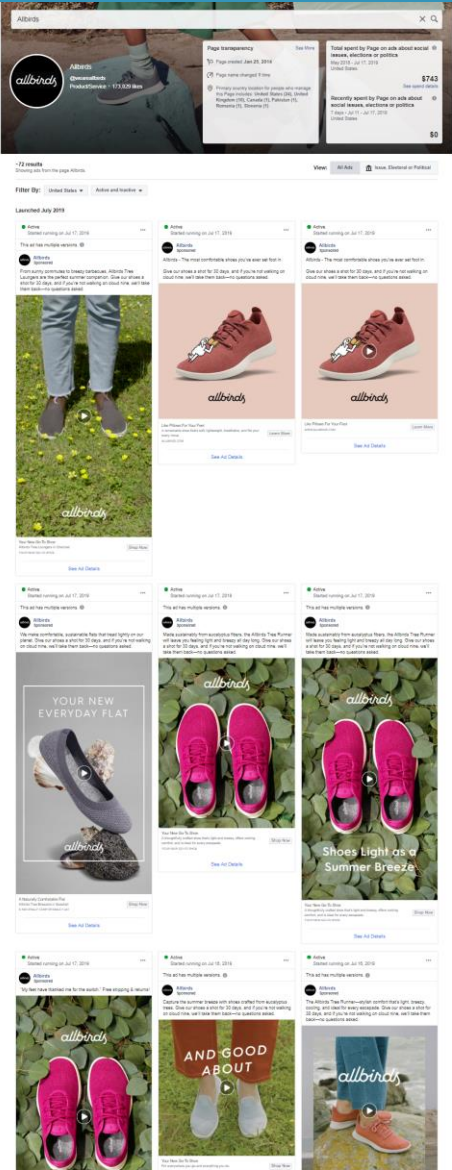
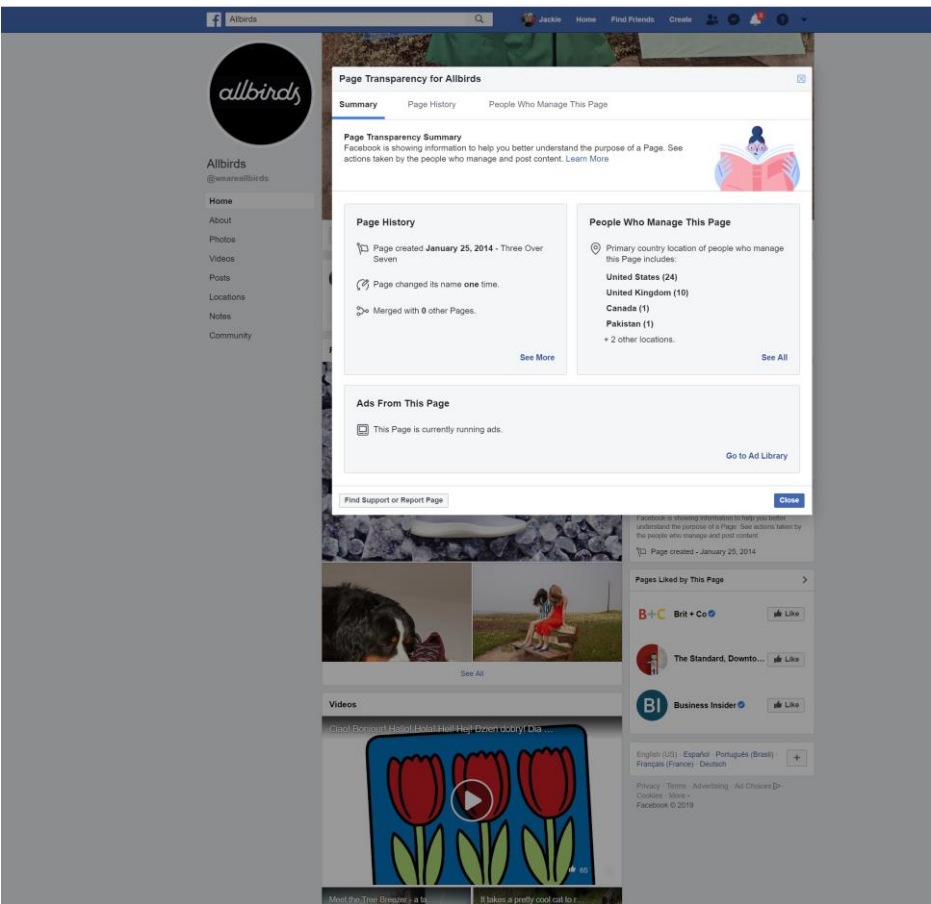
BLOG HEADLINE IDEAS

[HTTPS://WWW.PORTENT.COM/
TOOLS/TITLE-MAKER](https://www.portent.com/tools/title-maker)

6. FINDING OTHER PEOPLE'S CONTENT

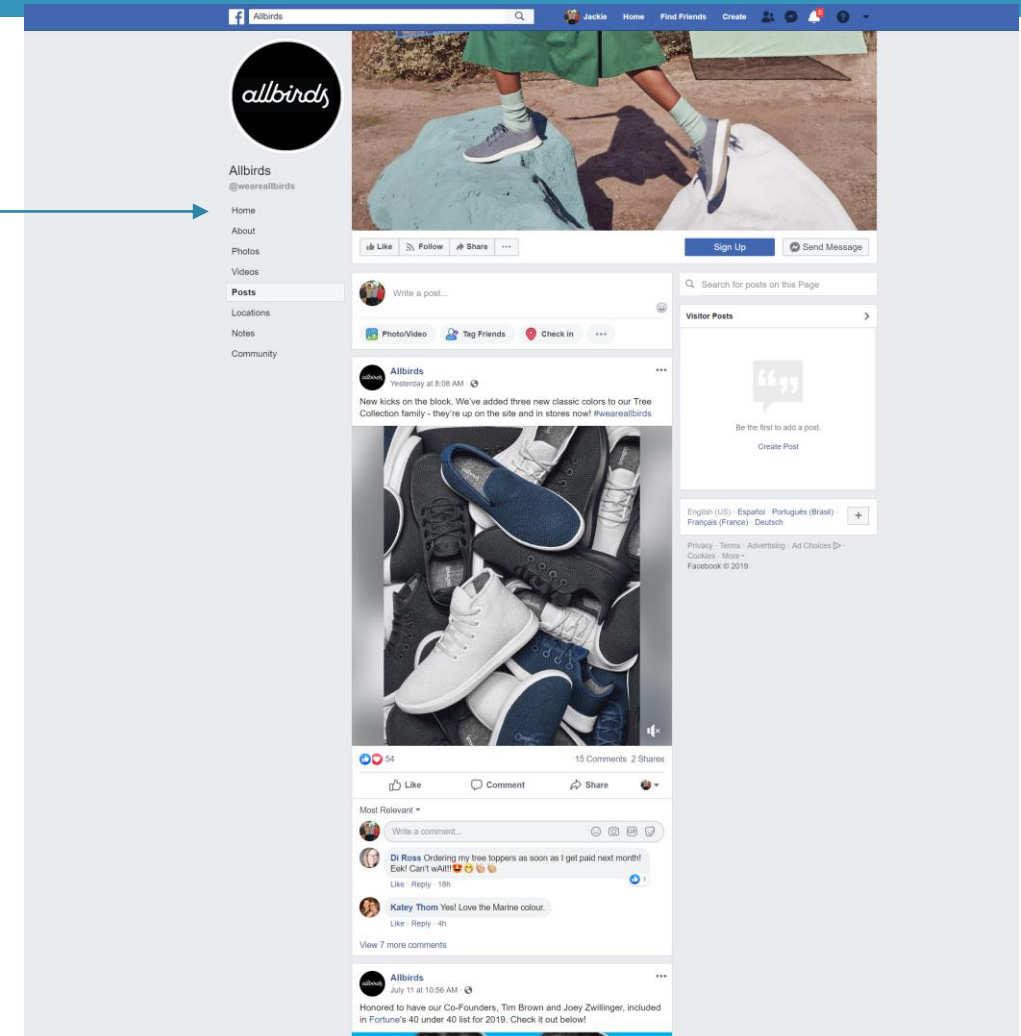
- Effective content comes in four varieties:
 - You own content
 - Other people's content
 - User-generated content
 - Interactive content
- Because you need a lot of content to feed your social media channels, you'll want to **curate** other people's content
 - Curate is a fancy word that means identifying useful content in your industry, summarizing it via a short headline or summary paragraph as in a tweet, and sharing this content on your social networks like Twitter, Facebook, LinkedIn, etc.

AD LIBRARY UNDER PAGE TRANSPARENCY

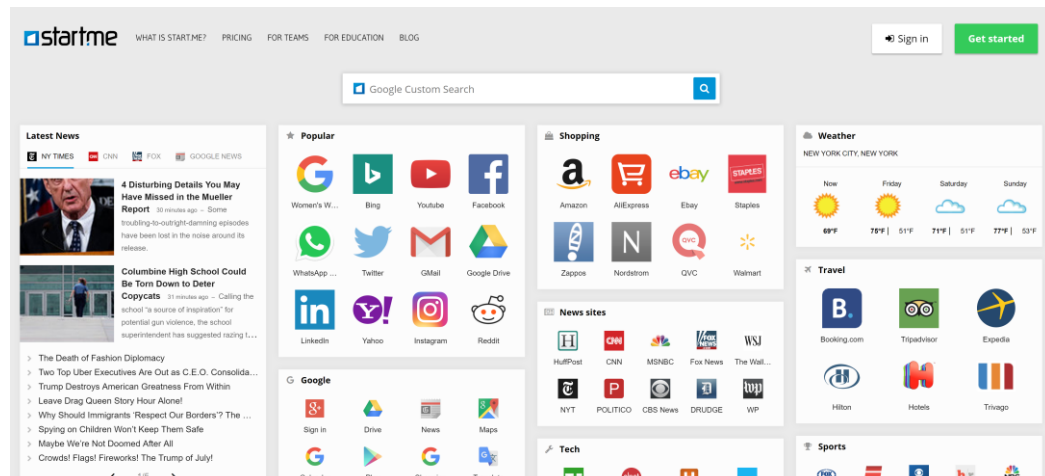


WHAT ARE THE OTHER GUYS DOING... 30-DAY CALENDAR

Home
Page Transparency
Ad Library



HOW DO YOU FIND QUALITY CONTENT PRODUCED BY OTHER PEOPLE?



- Bookmark/Read Industry Blogs. Identify top blogs in your industry and follow them on social media.
- Google Searches. Click on news tab and enter keyword. <https://start.me/start/us/startpage>
 - Bookmark all social media you follow
- Google News. <http://news.google.com>
- DrumUp (<http://drumpup.io>)

TOOLS TO IDENTIFY AND SHARE OTHER PEOPLE'S CONTENT

Feedly (<http://feedly.com>) - Feedly is a newsreader integrated with Google+ or Facebook. It's useful for social media because you can follow important blogs or other content and share it with your followers. It can also spur great blog ideas.

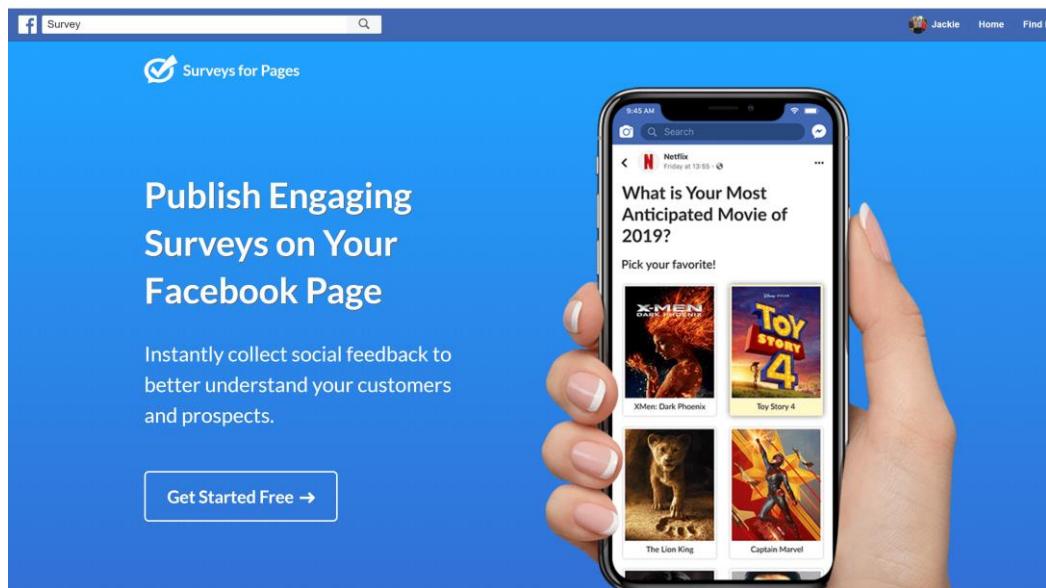
Easely (<http://easel.ly>) - Use thousands of templates and design objects to easily create infographics for your blog. A competitor is Piktochart (<http://piktochart.com>).

Meme Generator (<http://memegenerator.net>) - Memes are shareable photos, usually with text. Memegenerator.net makes it easy to find, and create, memes of your very own to share. You can also search *Google image search* for “meme” plus your “keyword” to find funny memes that are relevant to your community. See it in action at <http://jmlinks.com/37p>.

Buzzsumo (<http://buzzsumo.com>) - Buzzsumo is a 'buzz' monitoring tool for social media. Input a keyword, select a date range like “last week,” and this tool will show you what is being most shared across Facebook, Twitter, LinkedIn, etc. You can also input a domain such as *nytimes.com* or one of your industry blogs and also see what is being most shared from that domain.

Google Alerts (<https://www.google.com/alerts>) - Google alerts allow you to input keywords and then receive daily or weekly alerts of new items that the Google search engine finds on those keywords. It's useful, but I like Google news better.

7. ENCOURAGE USER GENERATED CONTENT (UGC)



- Get your customers involved in creating content – you will be blown away with what they come up with
 - 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 or services. #airbnb

Finally, as you are working on your own content, content curation, and UGC, don't forget that social media is really all about **engagement** and **interactivity**. All of the algorithms favor content that engages people as measured by likes, comments, and shares. A YouTube video that “goes viral” usually does so because people like it, comment on it, and share it. Ditto for a Facebook post that gets a lot of traction, or a tweet that shows up prominently in Twitter moments. As you create content, curate content, or catalyze UGC, always think:

1. **What's in it for them?** Why would a user even want to passively read or consume this piece of content in the first place?
2. **Why would they like it?** What will cause them to hit the “like” button, and why?
3. **Why would they comment on it?** What prompt can you devise that will engage them in a conversation around this piece of content?
4. **Why will they share it?** Content that gets shared extends your reach, and saying that something “went viral” really means that people engaged with it so fervently that they massively liked it, commented on it, and shared it. But why?

Next, flip this around and realize that you as a content producer and brand need to interact with the content of others. If someone comments on your YouTube video, respond back in the comments. Do the same if someone comments on your Facebook or LinkedIn post, tweet, etc. If someone reviews you on Yelp, respond to the review and say thanks. If they engage with you, engage back with them. Have conversations

8. ENGAGEMENT & INTERACTIVITY

9. REMEMBER THE “THEME” OF YOUR PARTY & BRAND VOICE

C. CREATE A MOOD BOARD



D. COMPLETE BELOW ABOUT YOUR BRAND

1. LOVED
2. UNIQUE
3. ELEGANT
4. SHARE
5. SINCERE AND CHEERFUL
6. EXCITING, PROFESSIONAL
7. POWERFUL, EMOTIONAL, FUN
8. TRUSTWORTHY, INTERESTING, HELPFUL
9. STRICT

10. ALWAYS HAVE A CONTENT MARKETING PLAN



Goal	Content Strategy	Useful KPIs
1. Connect with Customers	<ul style="list-style-type: none"> Post content that users that are already in your network can connect with and relate to. Every “Like” that you get on Facebook moves you closer algorithmically to appearing in a new customer’s feed. You can also reach out to customers who are contacting you for assistance and connect with them directly online. 	<ul style="list-style-type: none"> Follower count Number of mentions/shares/retweets/customer posts on your page Number of customer “Likes” Frequency of your replies to customers
2. Increase Brand Awareness	<ul style="list-style-type: none"> Post relevant, relatable, and useful content, that your followers can comment on and share. 	<ul style="list-style-type: none"> Follower count Range of social media posts (how many people they are reaching per day/month/year) Number of mentions/shares/retweets/customer posts on your page Amount of customer “Likes” Amount of link clicks per post Website analytics for social media referrals
Drive Traffic to Your Website	Make sure that your website is easy to navigate and visitor-ready, and use this important social media goal to get your web traffic up. You can do this by posting links to relevant product pages, blog posts, and other website content that is likely to attract your visitors.	<ul style="list-style-type: none"> Use your website’s visitor monitor tool and/or visitor segmentation to measure how much of your websites traffic comes from social media, how many visitors reached you that way, etc.
Gain Sales & Leads	<ul style="list-style-type: none"> You can generate sales and leads through paid advertising and by producing interesting content, and posts Make sure that your social media brand image and presence is both interesting and relevant to your audience, so that they have a reason to click through and buy! Provide exceptional customer support. Show through content that you understand your customers pain points 	<ul style="list-style-type: none"> Count of leads that you have gotten through Social Media (such as email addresses) Amount of clicks that you have gotten on lead generating posts or links. Number of sales
Boost Brand Engagement	<ul style="list-style-type: none"> Engaged customers are invested in you, will come back to your page (and company for more!) Calling upon customer creativity, having contests (many brands call upon social media to comment on a post and/or share it for a chance to win something), and starting a friendly, open discussion that you invite your customers to participate in. 	<ul style="list-style-type: none"> Amount or frequency of mentions/shares/retweets/comments/customer posts to your page (how many people are interacting with your posts?) Number of mentions and replies Track engagement on social media sites, or with a social media management tool. See what is being shared the most (so that way you can see what energizing content works best!)
Build a Community	<ul style="list-style-type: none"> Building a community on social media is among the best ways to increase customer loyalty and retention. Having a community means having a place where customers can come together and share in their brand loyalty. It is very important for long term growth, and is how you cultivate life-long customers. To build a community, your customers need to feel connected to your brand, and to others who also enjoy your brand. One great way to build a community is to have customers contribute to your brand in some way. This could be with original artwork (such as the artwork that brought together anime fans in the Wendy’s community), a content, or a community vote – something that makes your customers feel like they are a part of something bigger. 	<ul style="list-style-type: none"> Number of photos tagged of your brand Amount of brand hashtags being used How many stories and posts tag your company Number of engagements per post (posts/likes/comments – how engaged is your community?) Number of engagements per follower (You can track these metrics with sites like Community Analytics, HashTracking, or manually.)

❑ **Brainstorm** the types of content that your company can easily produce such as photos, memes, infographics, blogs, quotes, slide shows, videos, etc.

❑ Identify **buyer personas** and **keyword themes**. Create a *Keyword Worksheet* identifying your keywords on a continuum from “adjacent” or “educational” to late-stage or “transactional” keywords.

❑ **Research** content by **competitors** using a tool like Buzzsumo to identify the *most shared content* and reverse engineer why. Brainstorm how you, too, can create highly interactive or shareable content.

❑ Identify the **four types of content**: your own content, other people's content, UGC (User Generated Content), and interactive content. What will be your easiest and most effective mix of content?

❑ Create a **content map** for your own content to be produced.

❑ Set up **tools** like Google news, Feedly, DrumUp or Buzzsumo to pre-identify the content of others.

❑ Brainstorm **UGC content opportunities** and, if possible, set up the “systems” to begin encouraging UGC.

❑ Set aside a specific time each day or week to identify and find **interactive content**, whether as posted by customers or fans to your own brand channels or by customers or fans across hashtags and relevant content themes.

❑ Create a **content calendar** identifying the type of content you will produce, when it will be produced, and who will produce it. *Set up a **blog** and begin blogging, for example. Set up a calendar of who will check Feedly and share content (and when), for example. Set up a calendar of who will check hashtags and interact with content that's trending, etc.*

❑ **Share your content** in a systematic way using a scheduling tool such as Hootsuite or Buffer.

A FINAL WORD ON CONTENT MARKETING ACTION ITEMS

HOW TO PLAN SOCIAL MEDIA MESSAGES

- Develop your Brand Voice
- <https://www.youtube.com/watch?v=z9KRWgGYD8E&t=306s>
- How to plan social media messages
- <https://www.youtube.com/watch?v=txqSlkDjXiQ>

ES EXPERT SESSION: *Shane Snow*

CONTENT MARKETING STRATEGIES THAT WORK

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