



Social Media Strategy

THE ESSENTIAL ELEMENTS



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The 4 Primary Types of Business

Whether it be a B2B or B2C business, there are 4 main categories of business—all of which need Social Media Management services—each of which has specific strategies.



Digital Products or Subscriptions

Selling information, e-books, videos, online courses, SaaS subscriptions



Physical Products purchased online

eBay, Amazon, products purchased on a website and shipped to a consumer.



Local Brick & Mortar Businesses or Services

Shops, hairdressers, plumbers, restaurants, movie theaters, etc.



Virtual Services


Bookkeeper, virtual assistant, social media manager, web developer, data entry, etc.

The Know-Like-Trust Formula

Everything that's ever been sold in the history of ever:



KNOW



Is the branding consistent across all channels? Does it reflect the core message in a way that communicates to the target audience?




LIKE



Engaging content that creates affinity. Memes, cat videos, funny stuff so target audience will want to stick around and engage with you.




TRUST



Trust is built with longer content that demonstrates an understanding of and ability to help with the target audiences needs / problems / desires.



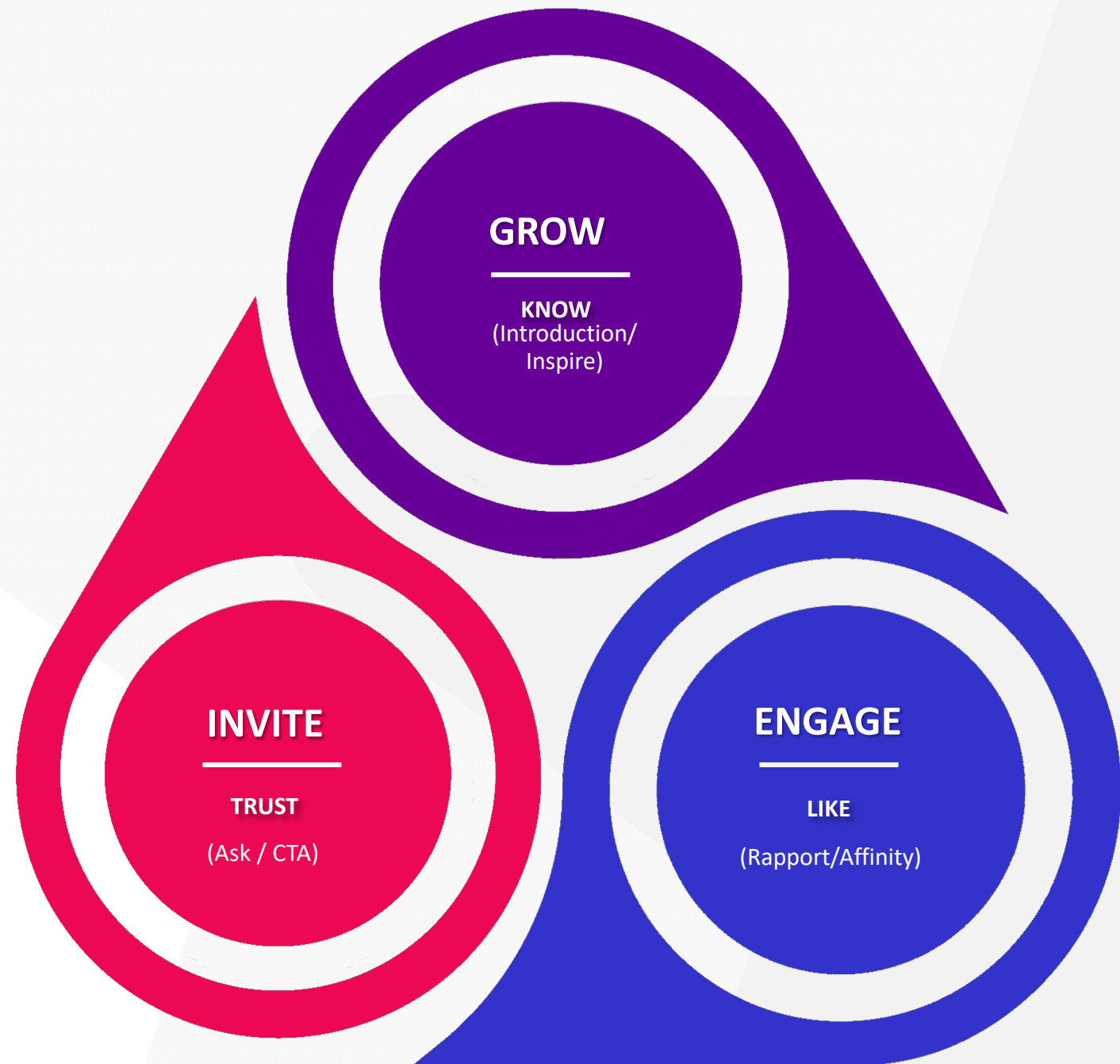
CONVERSION



Conversion is "the ask."

The Social Funnel

Social Media Strategy



Six Branding Components

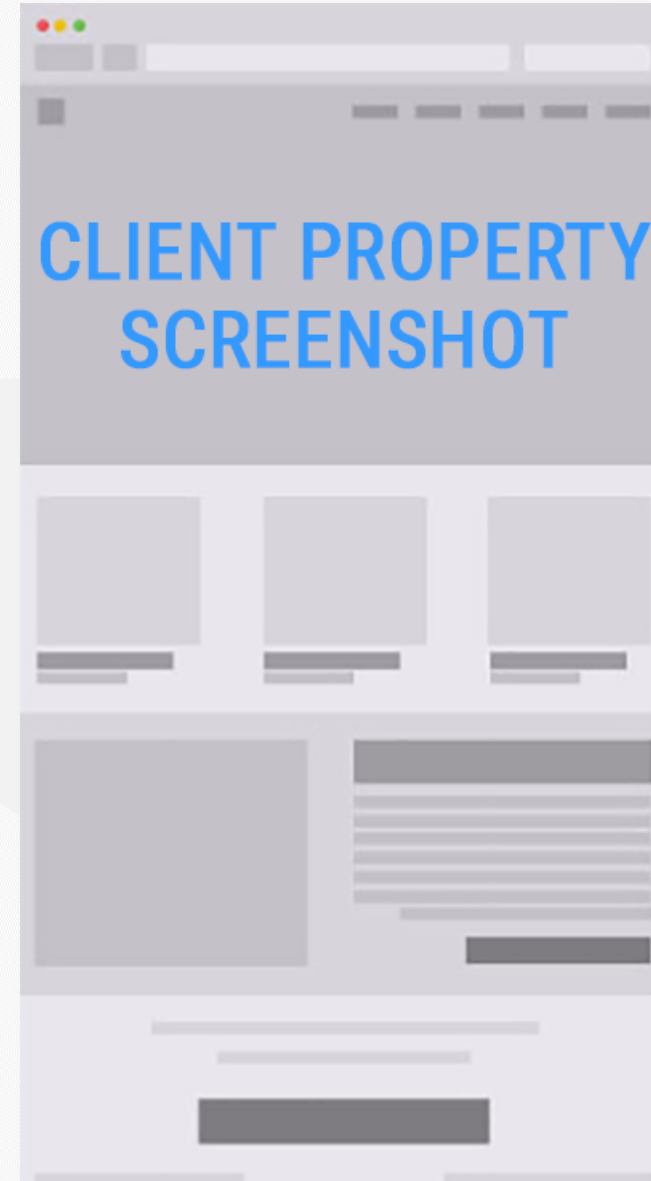
The Audit: A Holistic Approach

Social Media is the megaphone to amplify the core message from the brand's content strategy.

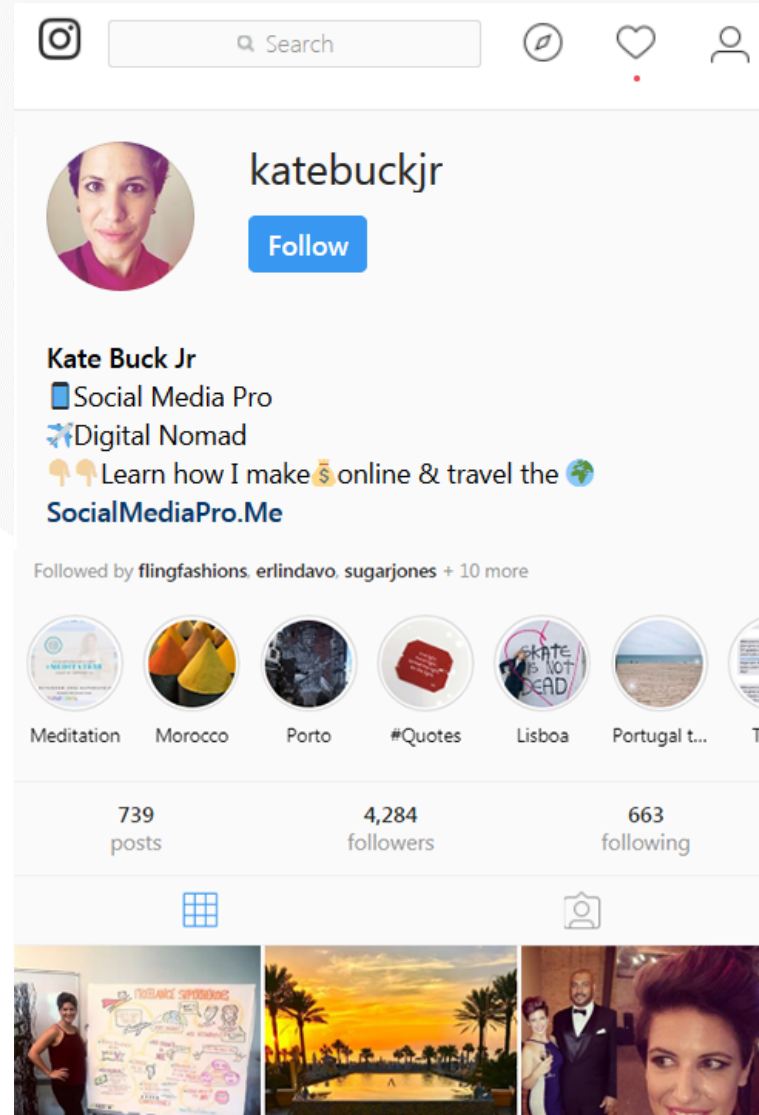
- Strong branding and a content strategy needs to be in place
 - Do you have content that reflects your company, brand, and core values?
 - What content needs to be developed as part of your overall content strategy so that they have content to share through social media using social media best practices?
- If you don't have a strong branding strategy and content to actually share, you won't be able to create an effective social media plan, you can only deploy tactics.
- You need an overall plan to utilize the tactics that will lead someone down the funnel to achieve their hard objectives.

Audit: Key Brand Elements

- Username
- Avatar
- Cover Image
- Bio text
- URLs – use UTM tags and short, branded tracking links
- Call to Action links ->



Audit: Ensure All Links Are Calls-to-Action



Audit: Consistent Branding Across Social Channels

Connect With Us



Podcasts on iTunes

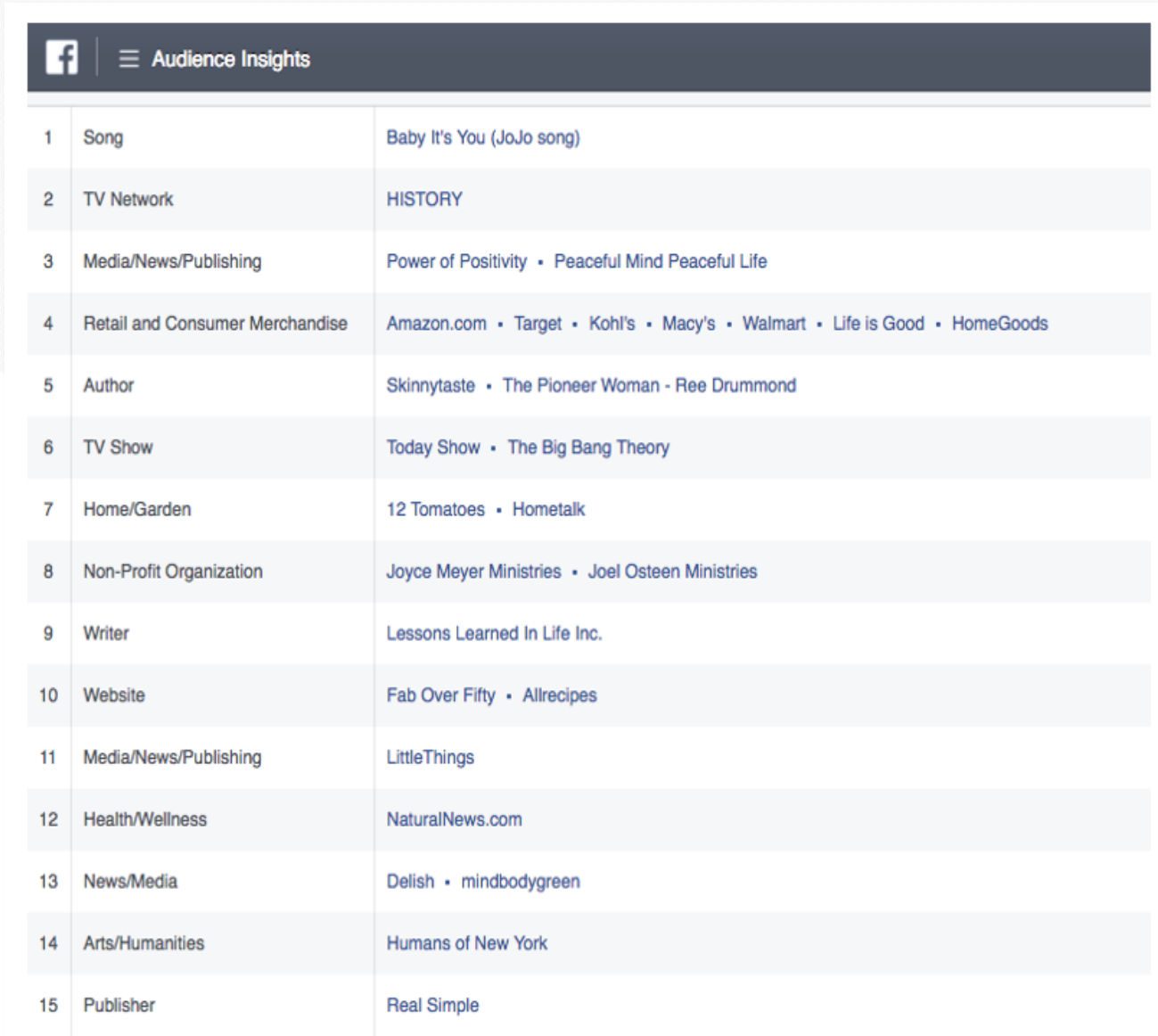
Phases of Content Research

Content Marketing Goal

Leverage featured blog posts targeting **high volume keywords** to create a fleet of **supporting content** that we can **steadily publish** on the website, **social media**, and/or third-party blogs.

Content Creation

Audience Insights.



The screenshot shows the Facebook Audience Insights interface. At the top, there is a dark blue header with the Facebook logo and the text "Audience Insights". Below the header is a table with 15 rows, each representing a different category of content. The table has three columns: a rank number, a category name, and a list of associated content items.

Rank	Category	Associated Content
1	Song	Baby It's You (JoJo song)
2	TV Network	HISTORY
3	Media/News/Publishing	Power of Positivity • Peaceful Mind Peaceful Life
4	Retail and Consumer Merchandise	Amazon.com • Target • Kohl's • Macy's • Walmart • Life is Good • HomeGoods
5	Author	Skinnytaste • The Pioneer Woman - Ree Drummond
6	TV Show	Today Show • The Big Bang Theory
7	Home/Garden	12 Tomatoes • Hometalk
8	Non-Profit Organization	Joyce Meyer Ministries • Joel Osteen Ministries
9	Writer	Lessons Learned In Life Inc.
10	Website	Fab Over Fifty • Allrecipes
11	Media/News/Publishing	LittleThings
12	Health/Wellness	NaturalNews.com
13	News/Media	Delish • mindbodygreen
14	Arts/Humanities	Humans of New York
15	Publisher	Real Simple

Content Creation: Keyword Research

digital marketing	facebook advertising	marketing tool
social media marketing	social media strategy	marketing software
marketing strategies	internet marketing	
search engine optimization	sales funnel	
	lead generation	

Content Creation: Keyword Research

Answer the Public.



Content Creation: Popular Blog Topics Research

BuzzSumo.

Sort by	Total Engagements	Facebook Engagements	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score	Total Engagements
		95.6K	191	108	0	-	50	95.9K
		92K	2	0	0	-	7	92K
		35.1K	23	0	0	-	10	36.1K
		20.4K	23	2	0	-	8	20.4K
		17.4K	76	3	0	-	23	17.5K
		14.3K	1	0	0	-	3	14.3K
		12.1K	33	1	0	-	10	12.2K
		12.1K	1	0	0	-	3	12.1K
		8.4K	0	2	0	-	0	8.4K

Content Planning

What Content is Needed to Create & Implement a Strategy?

Video-Centric



Video Content for your audience



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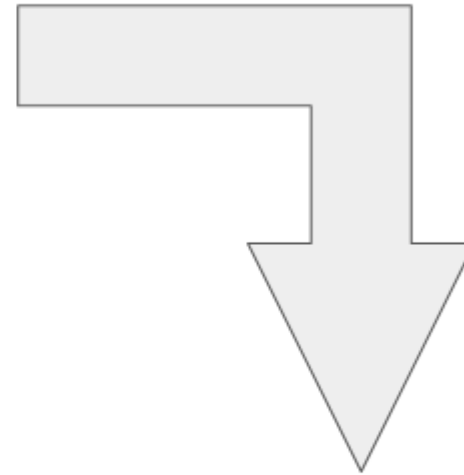
Unlock Self Confidence [Tips for Business Owners]

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Content Creation: Video First



- 10-15 minutes (the longer the better)
- Repurpose to YouTube
- Transcribe --> Blog Posts



Content Creation: Video First



Content Creation: Video First

Embed Media
Into Blog Post Text

EP. 719

TRUE SELF-LOVE IS THE KEY TO LIFE.



Are you insecure and in resistance to yourself?

It's such an exhausting way to live.

**"THE MOST PAINFUL THING
YOU'LL EXPERIENCE IN**

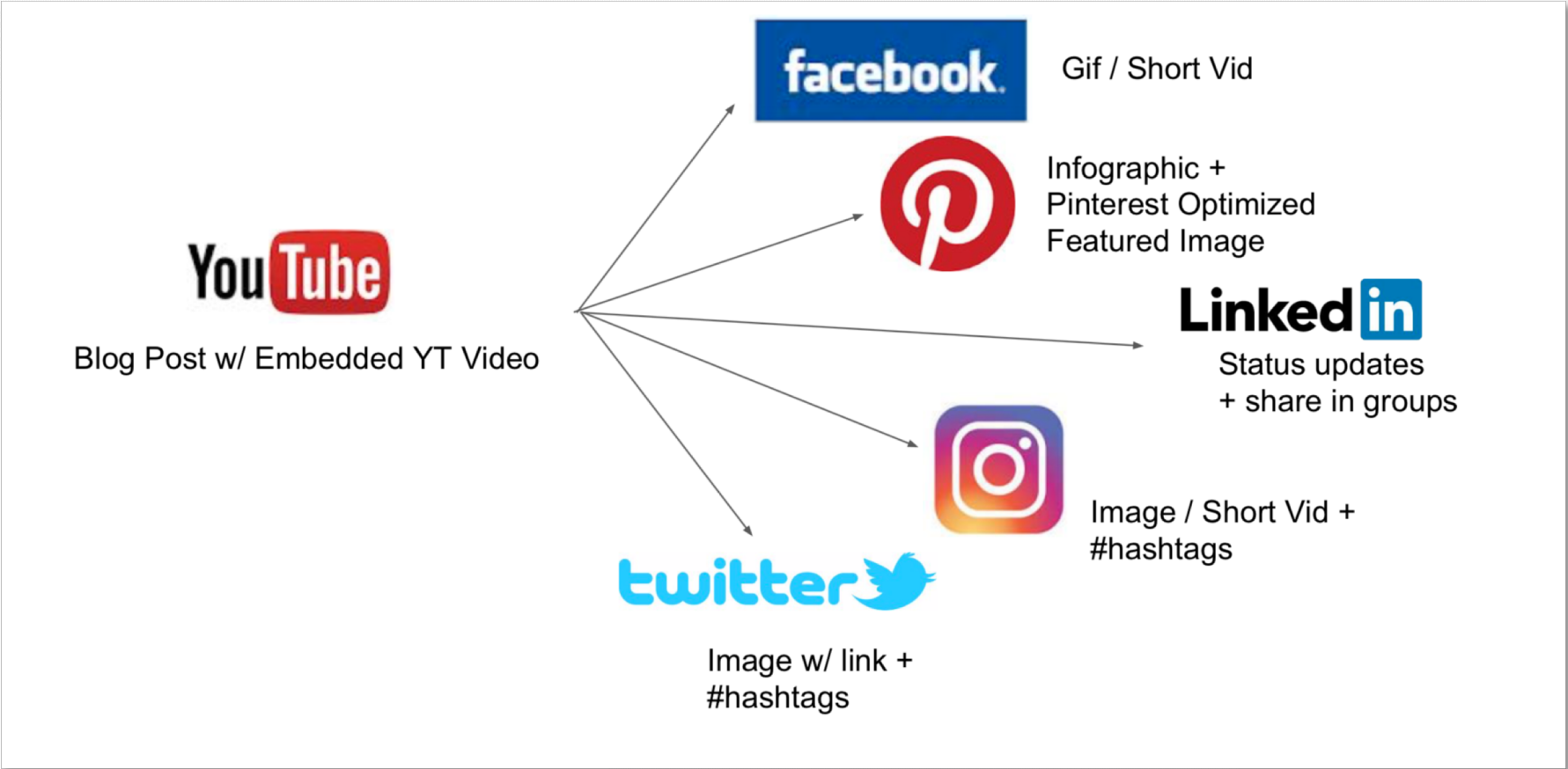
<https://lewishowes.com/podcast/leann-rimes-on-music-meditation-and-mindfulness/>

Social Content Distribution

Social Distribution of Content

Now that I've built my case for **what content to create**, now I can start talking about **social distribution of that content**.

Socialize Your Editorial Content for Distribution on Each Network



Facebook



Pinterest



Looking for blog post ideas? Get inspiration from dozens of...



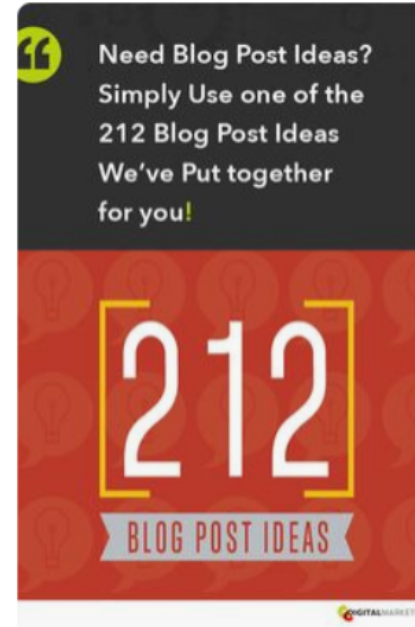
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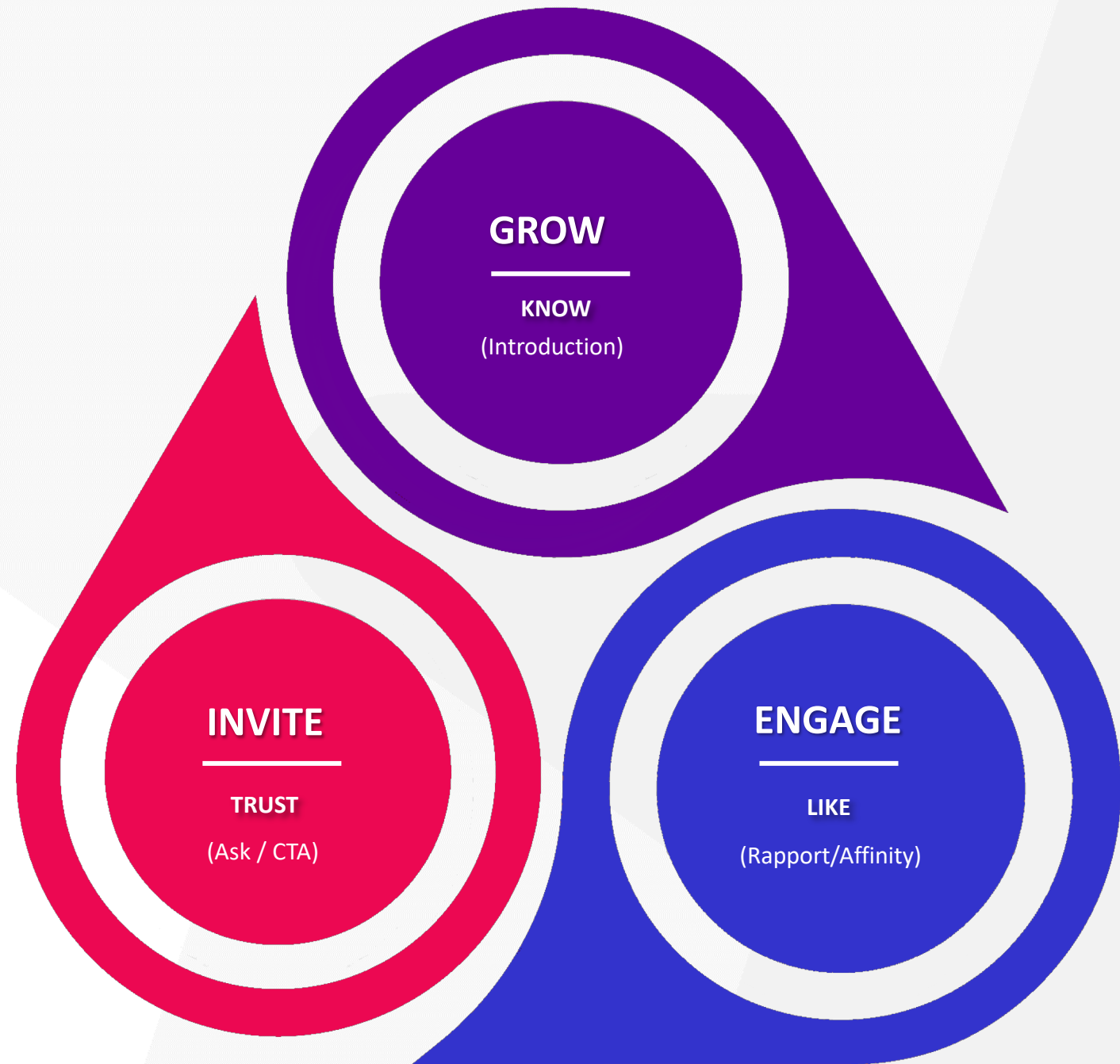


Here is a complete guide to Blog Topic Ideas from Digital...

The Social Funnel

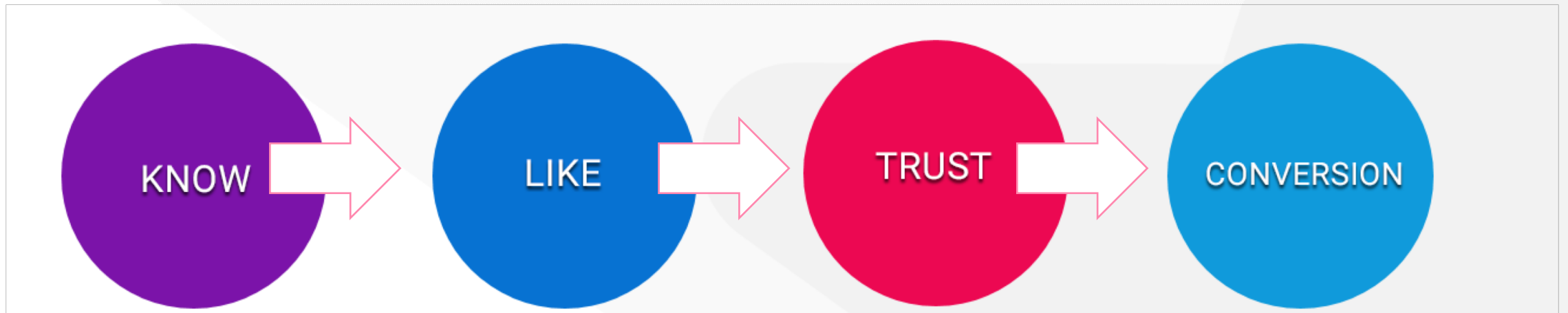
The 3 Primary Objectives

Social Media Strategy



The Objectives

Know, Like, and Trust are steps on the way to every sale that's ever been made.



Types of Content



GROW Posts

- Text
- Images
- Animated Images
- Curated Content



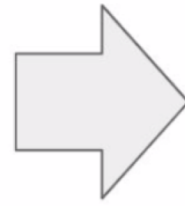
LIKE Content

- Videos
- New & Evergreen



TRUST Assets

- New product
- Discount
- Sales pieces



The Ultimate List of Blog Post Ideas [2nd Edition]



Before you can start selling to your audience, you need to know who your ideal customer is, where they are, and what they will buy. Download our proven *Customer Avatar Worksheet* now and get clear on who you're selling to.

October 23, 2015 By Russ Henneberry

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FREE DOWNLOAD

The Ultimate List Of Blog Post Ideas

Need Blog Post Ideas? Simply Use One Of The 212 Blog Post Ideas We've Put Together For You... And Never Run Out Of Ideas Again!

- 28 lead and sales generating blog post ideas that camouflage your sales message and establish you as an authority...
- 32 blog post ideas that leverage other people's content so you don't have to create it yourself (the "Crowdsourced Post" is a fast, easy way to create outstanding content)...

Where should we send your swipe file?

Post Name

Last Name

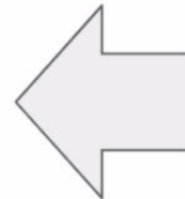
Email

Are you an agency or marketing consultant?
 Yes No

Do you manage a sales and/or marketing team?
 Yes No

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GROW – AWARENESS - INTRODUCTION



Facebook



ENGAGE – LIKE – EDITORIAL

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Before you can start selling to your audience, you need to know who your ideal customer is, where they are, and what they will buy. Download our proven [Customer Avatar Worksheet](#) now and get clear on who you're selling to.

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Blogging - The Ultimate List Of Blog Post Ideas

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INVITE – CONVERSION – SUBSCRIBE – TRUST

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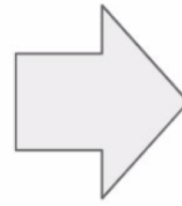
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As an additional gift you'll also receive a subscription to our bi-monthly newsletter with content ideas, advice, and helpful tips.



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Boost Your Best Performing Content

Boost your best organic posts to maximize reach & engagement

Boost Post



Retarget Engaged with Related Content

Boost Your Best Performing Content

Create a Custom Audience

What do you want to use to create this audience?

Engagement audiences allow you to reach people who have previously interacted with your content on Facebook.

- Video** UPDATED
Create a list of people who have spent time watching your videos on Facebook or Instagram.
From:
- Lead form** UPDATED
Create a list of people who have opened or completed a form in your lead ads on Facebook or Instagram.
From:
- Fullscreen Experience** UPDATED
Create a list of people who have opened your collection ad or Canvas on Facebook.
From:
- Facebook Page**
Create a list of people who have interacted with your Page on Facebook.
From:
- Instagram business profile** NEW
Create a list of people who have interacted with your Instagram business profile.
From:
- Event** NEW
People who have interacted with your events on Facebook.
From:

[Back](#)



Questions?

Sample Weekly Social Distribution Calendar

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Post 1	New Editorial Post 1st Share	Splinter New Editorial Post 2nd Share	Reshare or Boost Content/ Promo/CTA	Engagement Post	Reshare or Boost Content/ Promo/CTA	Engagement Post	-
Post 2	Curated Content - From the Archives or Another Source	Video	Engagement Post	Splinter New Editorial Post 4th Share	Splinter New Editorial Post 4th Share	Curated Content - From the Archives or Another Source	Curated Content - From the Archives or Another Source
Post 3	Engagement Post	Content / Promo / CTA	Splinter New Editorial 3rd Share	Content / Promo / CTA	Boost Video	-	Engagement Post

Metrics & Measurement KPIs



Growth

- Size of audience
- Reach
- Impressions



Engagement

- PPI %
- Engaged Users
- Engagement rate on content



Traffic

- Clicks from social to:
- Blog
 - Website
 - Landing pages

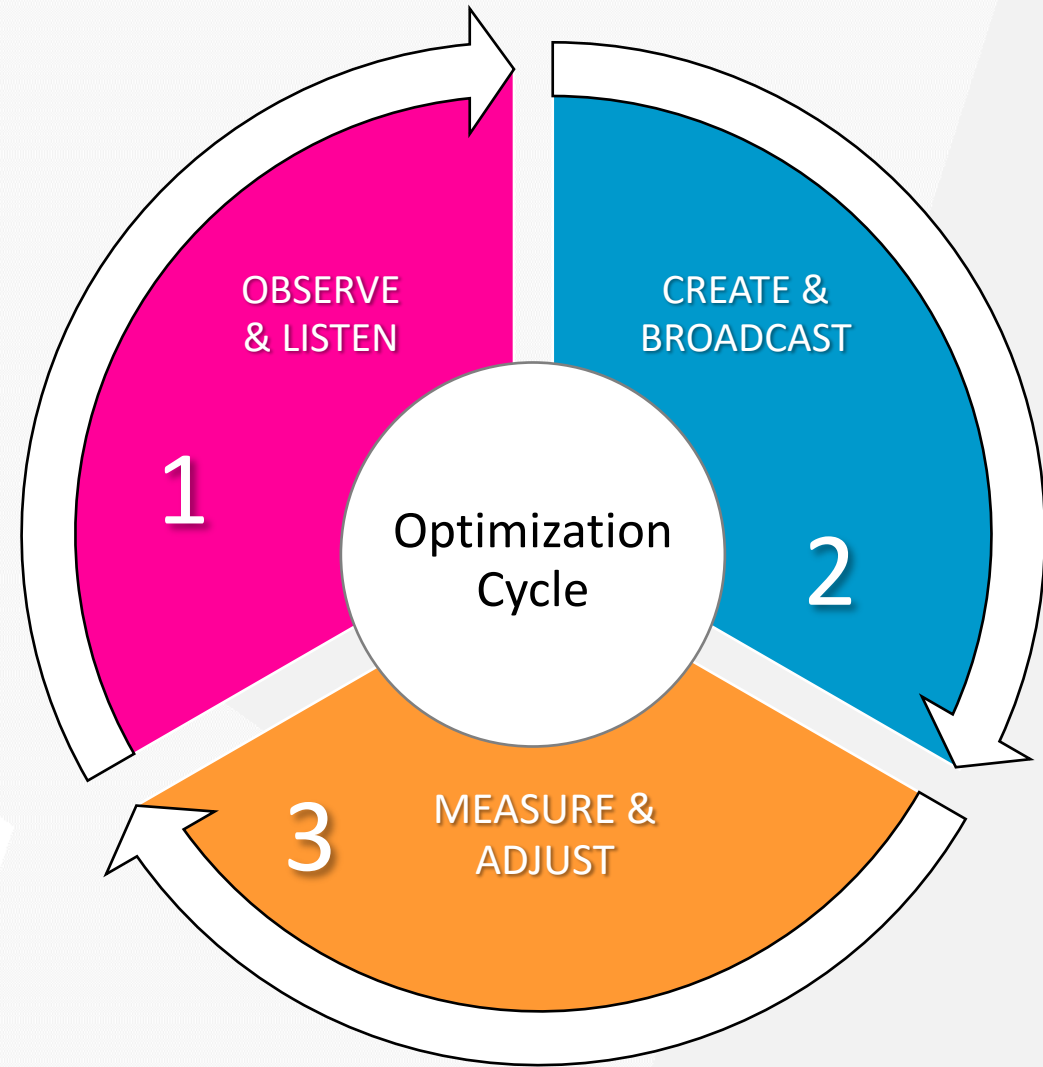


Leads / Sales

- Many variables

The Optimization Cycle

Within Each Objective





GROW
Know
Introduction



ENGAGE
Like
Rapport/Affinity



INVITE
Trust
Ask / CTA

