

How to implement your content strategy in social media

Making social media happen for your business



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Presentation by Marcom – June 4th 2020

Introduction

- **Overview**

- All you need to know about implementing your strategy on social media.
- Q&A session.
- Mark Baines (Chartered Marketer)
- Ben Powell (Digital Marketing Specialist)
- Gil Drori (SEO and social media expert)

- **Objectives**

- Learn how to do it properly, and on strategy.
- Be sure you are getting the best out of your activities.

- **Outcomes**

- A clear understanding of how, when and where to do it optimally.



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“

Marcom were brilliant! They made social media a strategic reality for us... we could not have done it without them!

”

Pippa Russell,
Head of Corporate
Communications,
Novia Financial

Considering implementation

Time to make it happen...

- **Channels / platforms**
Choose your Channel and prepare each post appropriately for the channel selected.
 - To do this, consider what your target is expecting from you.
- **Content generation / optimisation**
Choose your content type (post, article, blog, picture, infographic, video, webinar, queries, etc) and be clear on what you want readers to do in response.
- **Publishing and promotion**
 - Be mindful of your strategic goals; why are you doing this? Will it help you achieve a positive outcome?
 - Consider which campaigns might require paid promotions for the extra boost.
- **Engagement**
How will you develop engagement with your audience after you publish, what will your colleagues do, what will your audience expect from your response?

How to prepare your channels

Dress for the occasion...

- **Refer to your strategy and planning regarding the best channels to use**
Determine the best time of the week and day to post to these channels
- **Review your primary audience as it now stands, are they warmed up?**
Consider an approach for preparing this audience for any upcoming campaign
- **Make sure your social channels are complete**
 - Complete all the required profile and company information fields
 - Ensure all information that a visitor might need is populated and correct
 - Review the use of your branding and standardise it's use where possible
 - Check your images, refresh them or review their quality
- **Determine what content types will work best for each channel**
Consider your audience in this, their interests, popular groups and key engagements etc

Tip 2: Customers that have heard about your brand might look for you on social media, or even through Google. As a professional company or brand, they expect you to be there. You don't want them to come up empty, or worse: stumble on another business with a similar name while thinking it's you.

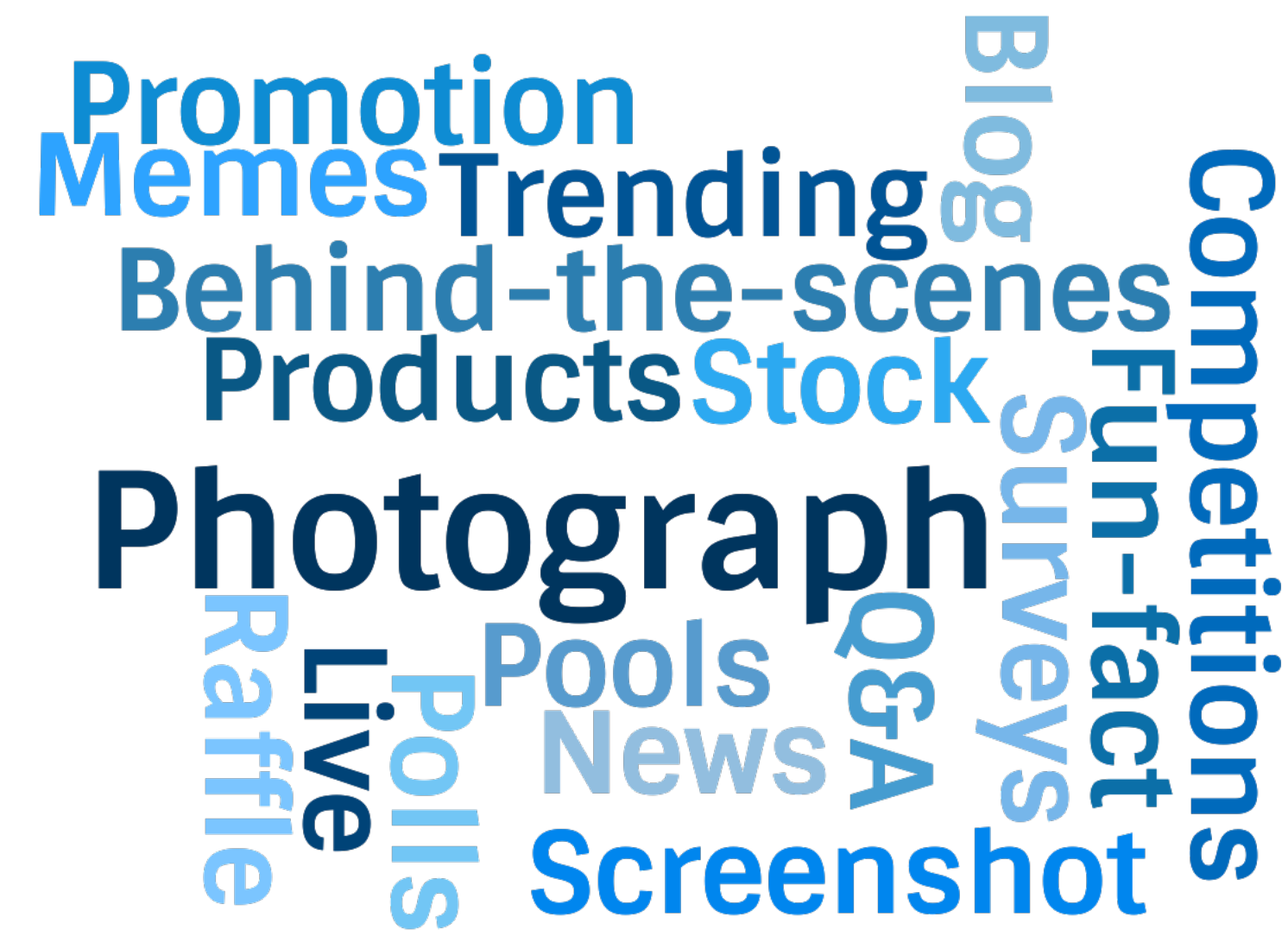
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Develop your content

Be effective...

- **Content types**
 - Choose what will benefit your customer most
- **Collaborations**
 - Use colleagues and contributors to develop beneficial content
- **Batch content creation**
 - Create your content efficiently
- **Quality over quantity**
 - Think how you can benefit your audience, not how you fill their feed



Publishing and promotion

Time to make it happen...

- **Stick to your plan**
- **Understand the purpose of the post**
Engagement, selling a product, brand awareness
- **When to publish your content to get the best results**
Capture your audience's attention at the right time
- **Use a publishing and management tool**
Avoid duplicative publishing tasks
Avoid the addictive qualities of social media
- **Promotion**
 - Will this post benefit you through further exposure or should you publish something new?
 - Will this post benefit from detailed targeted audience exposure?
 - Consider remarketing - show unique social content to your engaged audience

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Tip 4: "Behind every screen on your phone, there are generally like literally a thousand engineers that have worked on this thing to try to make it maximally addicting" Aza Raskin ([BBC](#))

10 tips for engagement

How to create engaging content?

- 1. Create original and relevant content**
- 2. Understand the platform's algorithm**
- 3. Prioritise visuals over text**
Infographics, videos, images, gifs...
- 4. Create socially engaging posts**
Q&A session, live video, webinars, guides, screenings, live talks, polls, surveys, giveaways, takeovers, interviews
- 5. Ask questions**
- 6. Team up with other brands for mutual benefit**
- 7. Reply to comments**
Answer comments in times when the rest of your audience will see it
- 8. Promote conversation**
Reply to comments with open ended questions and engaging responses
- 9. Create personable and real content**
Behind the scenes, case studies, personal stories, sharing achievements and challenges – relatable 'real-world' experiences
- 10. Repeat what works**



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Tip 5: Through your other social media efforts, you have been able to develop trust with prospects; therefore, if you continue to show thought leadership in helping them to make a decision, they will be more likely to purchase from you rather than the competitor they don't have a relationship with.

What next?

How to 'follow-up'

- **Identify a successful conversion**
Refer back to your strategy and review
- **Manage audience expectations, intentions**
Define your lead profiles as tightly as possible
- **What do you say to your leads**
What is the next step in your relationship?
- **Personalise your response where possible**
As far as your profiling allows, address the individual

Evaluate your approach

- **Does a prospective lead meet the criteria?**
Has the conversion come from the expected source?
- **How well does your lead segmentation work?**
Better lead profiling will lead to better conversion rates
- **Who is responsible for making contact?**
What guidelines should they follow?
- **What you say when they get back to you?**
How do you intend to say it?

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Tip 6: It's important to understand the difference between the social media lead and the traditional lead. Soft leads are people willing to provide their email address in exchange for highly valuable and relevant content. A hard lead is someone who has taken an action that directly indicates he or she is now interested in your product.

Next webinars

18th June

Evaluate the effectiveness of your
social media marketing

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Q&A

Click on the Q&A button in Zoom and ask us a question

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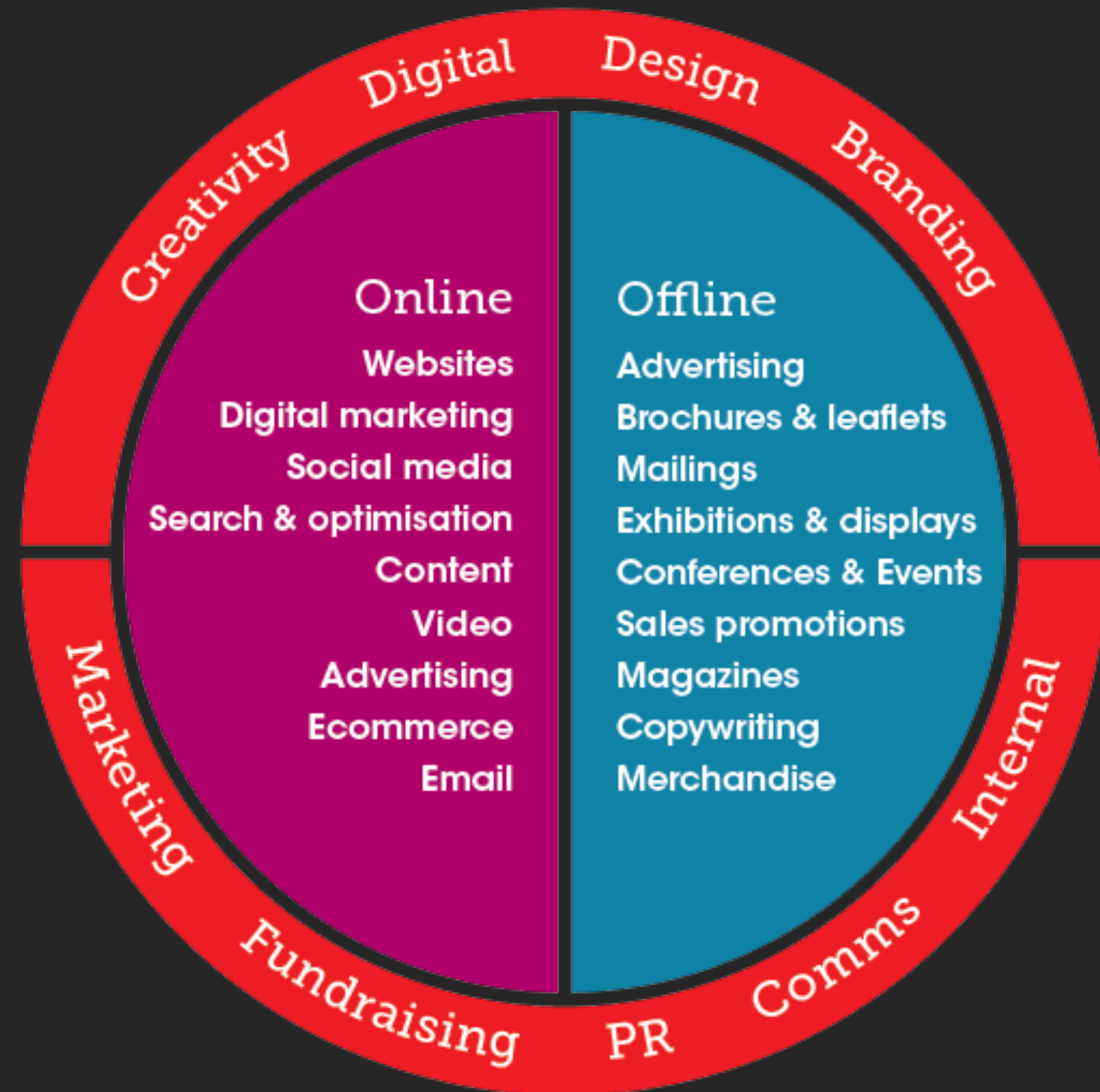
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Remember: Stick close to your strategy and you can't go wrong!

How we help



“ The Marcom team dedicated time, attention and creativity to understanding our complex needs - and the results speak for themselves. ”

Dr Adam Marshall,
Director General, The British
Chambers of Commerce.

Let's meet

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