

How to plan your social content strategy

The first step in your social media cycle

Plan - implement - evaluate ... fine-tune > Plan - implement - evaluate ... fine-tune > Plan - implement - evaluate ... &c



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Presentation by Marcom – May 21st 2020

Introduction

- **Overview**

- How to plan – tools and tips – then Q&A session
- Mark Baines (Chartered Marketer)
- Ben Powell (Digital Marketing Specialist)
- Gil Drori (SEO and social media expert)

- **Objectives**

- Why a strategy and plan is so important
- Learning about planning strategy for social content

- **Outcomes**

- A clear understanding of how to do it – well!
- Plenty of ideas for your own content



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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

”

The power of planning

What to write, when or why:

- Without a plan, you won't know what to write, when or why
- With a plan, your work is focused on your strategy, targeted at specific stakeholders and no longer a waste of time
- Therefore you can expect the results you planned for

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*Tip 1: Beware 'The Six Ps' - 'Poor Planning Permits P**s Poor Performance!'*

Evaluate the position

Analyse and understand:

- Your activities and statistics to date
- Your competitor's activities and best examples from parallel industries
- Your audiences and the profile of active channel users

Target your channels:

- Refer to your strategy and keep an open mind
- Adjust your content and style to the chosen channels
- Media mix – all channels could offer potential audiences – choose objectively

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Tip 2: Sun Tzu - 'Know thine enemy'

Setting objectives and KPIs

Objectives

- 1. Build visibility**
(size of audiences across channels)
- 2. Encourage engagement**
(through multiple funnel entry points)
- 3. Brand development**
(thought leadership and/or influencer status)
- 4. Drive sales**
(as a sales channel, or lead generator)

Related KPI examples

- 1. # followers**
this could also be post reach across channel groups or site visits
- 2. 5% (# updates / # shares + comments + retweets etc)**
commonly referred to as 'engagement rate'
- 3. # references and links from other websites, people etc**
commonly referred to as backlinks
- 4. # sales enquiries**
or this could be any other defined conversion

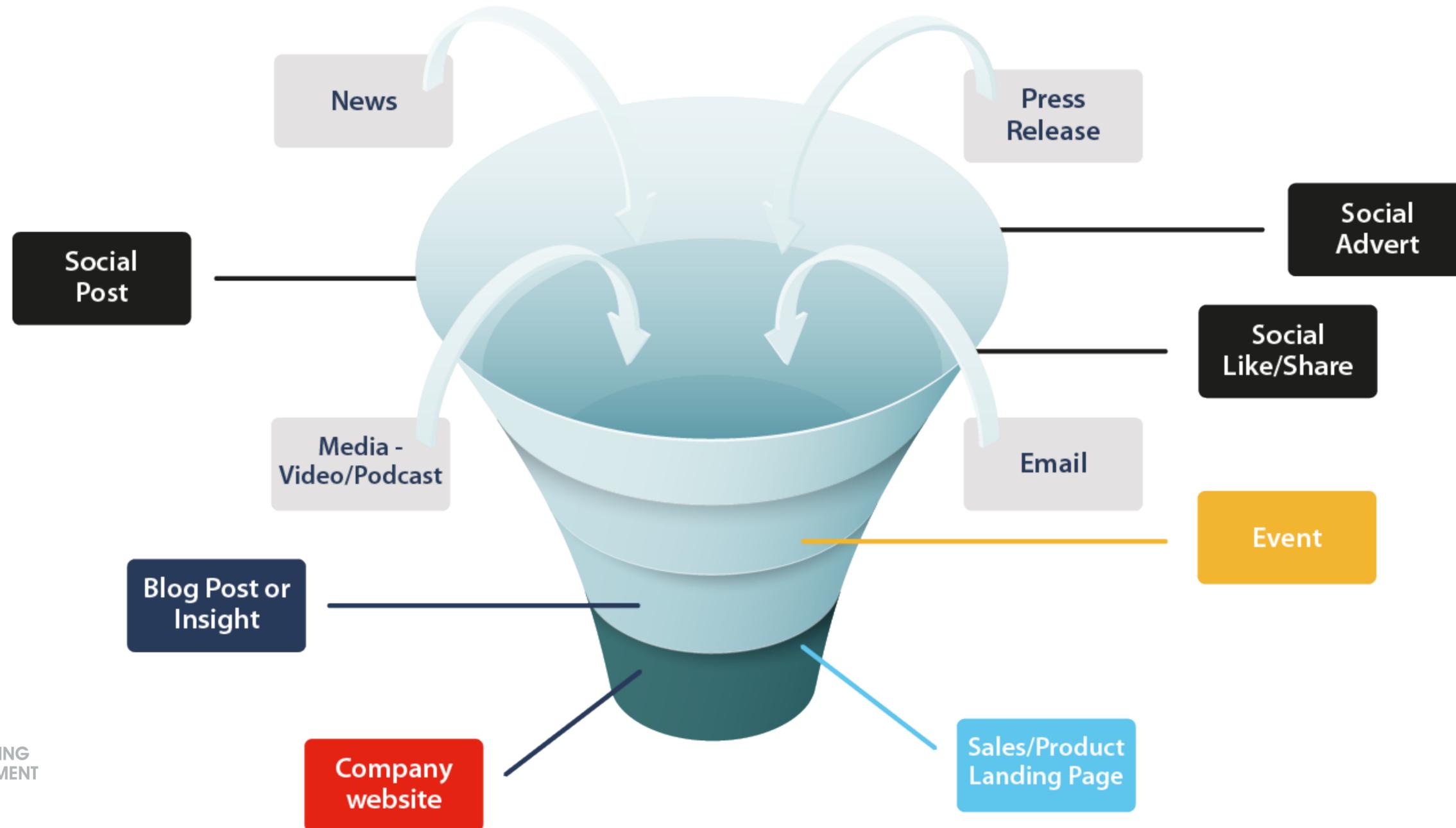


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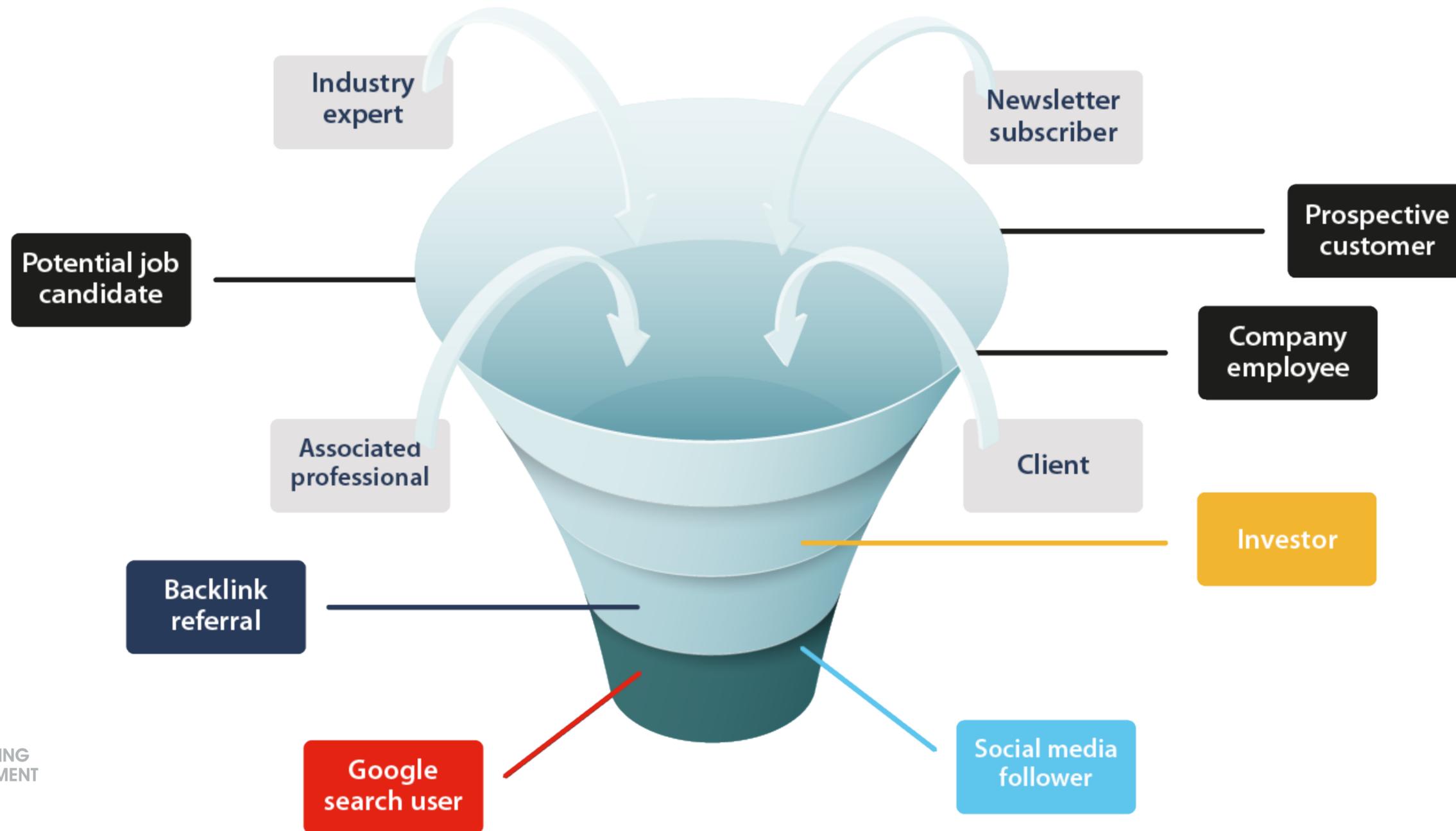
Tip 3: KPIs are important to performance because they keep objectives at the forefront of decision making. It's essential that business objectives are well communicated across your company, so when people know and are responsible for their own KPIs, it ensures that the company's objectives are top of mind.

Inbound content types



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Inbound audience types



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Campaign design & planning

What does your audience expect to see from you?

- **Always defer to your strategy for content building; develop your strategy**
What types of articles, posts or resources position and articulate for you best
- **Establish who your contributors are**
How will you disseminate your plan and collaborate with them on it ongoing
- **Campaign design & planning**
Determine the ideal long-term broadcast plan aligned with your marketing goals
- **Don't overstretch your resources – it's a marathon not a sprint!**
Key to your campaign momentum, social media successes and any associated SEO benefit is ensuring that you can sustain activity evenly and steadily ramp it up over time, applying greater resources where necessary.
 - Too much too soon, or too many random spikes in activity and you will lose momentum, support and ultimately engagement.

Tip 4: What are you going to focus on? Keep in mind that engaging your customers with interesting content will increase their affinity for your brand. Think about what your audience would like to see, read, and preferably even share with others.

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Campaign organisation

July Campaign 1	August Campaign 2	September Campaign 3	October Campaign 4
LinkedIn			
<ul style="list-style-type: none">• x posts• x videos• x articles	<ul style="list-style-type: none">• x posts• x videos• x articles	<ul style="list-style-type: none">• x posts• x videos• x articles	<ul style="list-style-type: none">• x social posts• x videos• x articles
Facebook			
<ul style="list-style-type: none">• x posts• x videos• x Facebook live	<ul style="list-style-type: none">• x posts• x videos• x Facebook live	<ul style="list-style-type: none">• x posts• x videos• x Facebook live	<ul style="list-style-type: none">• x posts• x videos• x Facebook live
Newsletter			
<ul style="list-style-type: none">• x email broadcast			
Other Channels			
<ul style="list-style-type: none">• x posts• x videos• x articles	<ul style="list-style-type: none">• x posts• x videos• x articles	<ul style="list-style-type: none">• x posts• x videos• x articles	<ul style="list-style-type: none">• x posts• x videos• x articles

Scheduling

Marketing alignment

- **Set up your communications in line with your campaign design**
Use your strategic plan and implement its content creation and scheduling accordingly, don't lose sight of your objectives
- **Align activity with planned or anticipated scenarios**
Review your campaign timeframe and include events or industry changes
- **Leave room to adapt and be responsive to unforeseen changes**
Your audience's reaction might not be what you expected or the market changed, make sure to adapt to keep your communications relevant
- **Scheduling - what exactly happens, when and by whom**
Choose the best tools and support for distributing your campaign plans and build in lead times when establishing responsibilities and for the best outcomes



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Tip 5: Now's the time to be realistic. How much time would you be able to allocate to your social media presence every week? Or every day? Realistically.

Planning and scheduling tips

Important tips and considerations

- Research the best times to schedule your content
- Use a social media scheduling tool
- Only schedule content to benefit your customer
- Encourage comments and replies to increase engagement and visibility
- Don't over schedule – your time is important
- Avoid blanket scheduling, customise each channel
- Think outside the box, create refreshing content
- Always put yourself in the shoes of your customers

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Tip 6: Remember – social content works best in social media, keep your content engaging and relevant

Next webinars

4th June

How to implement your content strategy
in social media

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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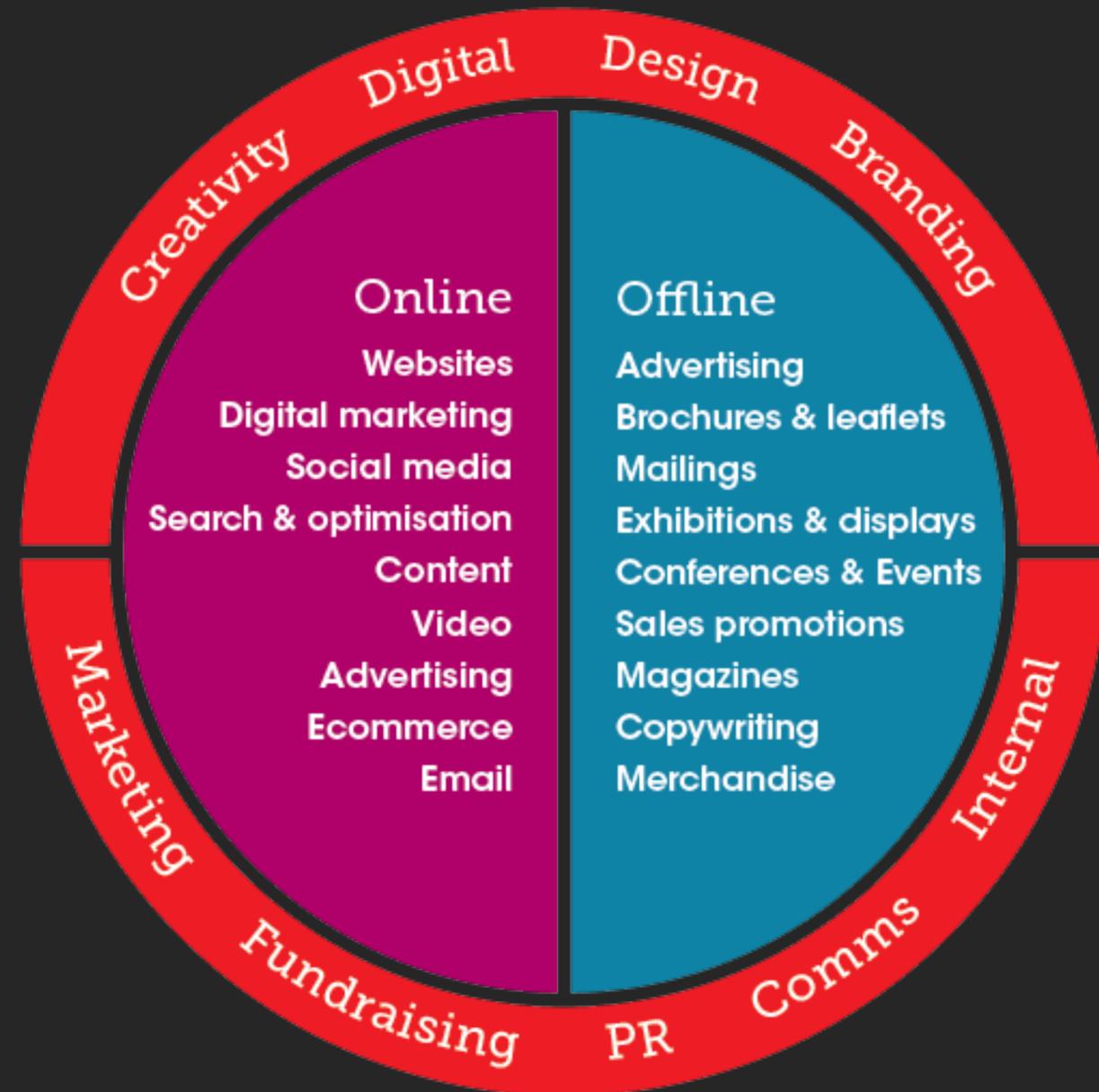
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Remember: To help your team and others to understand what you're aiming for, it's a great idea to write up a short guidance with your conclusions. Your goals, the brand voice you decide on, the content types you'd like to focus on, and so on. If you have several larger goals, you might want to prioritise them.

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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