

Social Media Accounts

Overview of Platforms:

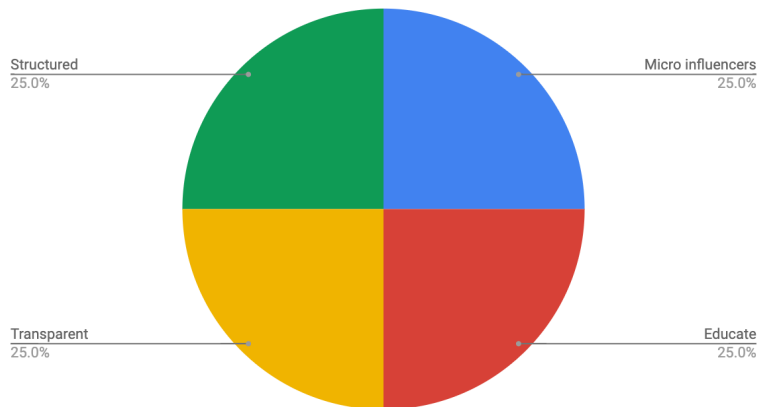
Key

Takeaways

1. Facebook: Facebook has the highest Traffic conversion potential out of all social media in terms of users. However, to leverage facebook it is important to optimize the facebook profile and description, facebook messenger instead of facebook ads, content posted on facebook page should be geared around inbound strategy- posts should educate rather than be solely focused on selling the product. Important to create a schedule for content creation- maybe two days could be themed posts but if this route is followed content should be consistent in nature. Before leveraging social media channels it is important to internally establish a unique selling point and then frame all content on social media around this.
2. Instagram: Instagram is more geared towards the 12- 30+ demographic. Instagram should be leveraged to portray a lifestyle- so for example if your business is geared around depicting a certain lifestyle, you could try and highlight this lifestyle through the instagram feed and instagram stories. Content framing for Instagram is quite important as it needs to be geared around the platform but more than that it should also be planned in advance. Similar to Facebook the content should be focused on educating rather than trying to sell the product.
3. Youtube: Youtube is more geared towards leveraging video content to educate viewers about your business. Youtube is good for highlighting events your business has participated in, show products and features. Through YouTube a business can increase brand awareness, engagement, run similar things to facebook and instagram accounts. However, even though the content is somewhat similar many different aspects need to be taken into account like editing etc.
4. Quora: Quora is more geared towards creating brand awareness and portraying your business as a thought leader in an industry. In the sense that by using Quora's question and answer format your business can establish themselves as a thought leader in the space they are selling, but more than that can be used to create some discussion on your brand. Rather than selling the product as a business content on Quora could be geared around educating others on the industry etc.
5. Twitter: Twitter is more geared around creating brand awareness and engagement for your business. Within Twitter you can create posts linking back to articles, websites and such of your business, or just links to initiatives run by your business.
6. Linkedin: Linkedin should be leveraged in the same way as Twitter, but more emphasis should be on connecting with people in the same industry, joining groups, connecting with press etc.

Main Components of a social media driven strategy

Social Media strategy



1. **Structured:** Social Media driven strategy must be bolstered with a proper plan of action- rather than just posting content. Such a plan could include setting aside a certain day for themed posts so for example the impact of business in story format or posts about tips on how to use the products.
2. **Micro influencers:** Micro influencers should be leveraged to help bolster the work you are doing through your business. Micro influencers are basically people who have about 1,000 followers and less than 10,000 followers. They bring the user generated content aspect to your business and following.
3. **Transparent:** Content on any social media platform should be transparent for example the impact and all should be geared around specifics and backed with data if possible. The way business works should to some extent be transparent to buyers so for example leveraging Instagram stories and posts to provide behind the scenes about products etc.
4. **Educate:** Content should be about educating but not just to promote your business as a thought leader in the industry but also through citing and leveraging other thought leaders in the same space and building of what they have said. Following the Inbound Marketing theory aspect content should not just be about promoting and selling products but should be about educating and getting buyers to come to your business.

Social Media Goals:

Use the space provided below to create goals about how your business is going to go about creating a social media strategy. Write down what your business is hoping to achieve in a one month timeframe. For example what kinds of post you are going to focus your content marketing strategy on how you are going to build reputation around your brand based on content that you post.

1.

2.

3.

Target Customer Profile: Generic Template to use to build profile about target customer to use for content creation.



Demographic:

1. What countries buyers will typically be from?

Interests?

1. What do they do in free time?

All the above are estimations

1. What types of content are you planning to post?

2. Which platforms are you going to post content on?

3. How frequently will you make a post on various social media platforms?

Use the monthly calendar provided below to plan out which content you are planning to post on which day. Feel free to duplicate the calendar provided below to plan a social media strategy driven by content marketing.

Generic Monthly Calendar Template

1st	2nd	3rd	4th	5th

6th	7h	8th	9th	10th
11th	12th	13th	14th	15th
16th	17th	18th	19th	20th

21th	22nd	23rd	24th	25th
26th	27th	28th	29th	30th
31st				

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