

SOCIAL MEDIA MARKETING LAUNCH KIT

Build Your Content Strategy Online

Walk Away With YOUR content plan!

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What We'll Do...

By the end of the workbook you will

- Identify Your Goals With Social Media
- Have An Idea of Competitors' Online Presence
- Understand What Social Media You Should Be On
- Identify Your Limitations To Achieving Your Goals & How To Approach These Limitations
- Have A Plan Of Potential Posts You Can Execute For Your Brand
- Have A Plan To Keep Your Brand Improving Its Social Media Presence For Months To Come

What You'll Need...

- Pen & Printed Workbook (Printing this out makes the work on your computer that we'll do so much easier!)
- Different Colored Pens, Markers, Or Highlighters
- Computer and Internet Access
- Open Mind To Improving Your Brand's Online Presence!



Why Are You Here?

I'm guessing that you already see some value in social media since you're working through this workbook. But, that doesn't tell me (or more importantly, YOU) why you are here. Let's get started with the basics to understand your purpose. This will help you internalize the journey we're about to go on.

It's a continuously evolving process that follows a strategic path, based on YOUR organization's goals, skills, and offerings. No two content marketing strategies are alike!

Your Big WHY:

What prompted you to think about social media and digital media for your brand?

What do you hope to accomplish with:

...social media?

...your website?

...your blog?

...your brand?

Why do you see social media as a value to you, personally? (Do you find products and services through social media channels? Do brands earn your trust by being social? Do you enjoy interacting with brands on social media? etc.)

Why does YOUR brand need to be on social media and online?



Branding

Let's start with YOU

My colors:

My fonts:

Three words to describe my brand:

- 1.
- 2.
- 3.

Three competitors of mine are:

- 1.
- 2.
- 3.

Who in my industry is killing it?



What Could I Be On?

Facebook: Facebook has multiple locations where users can post content and interact with brands and users. Facebook is highly visual, and also allows for video, messaging, and other interactive tools.

- Personal Profile
- Business Page
- Facebook Group



Twitter: Twitter is a fast-paced social media that allows a flood of information to be presented. Hashtags are highly used to help filter information. Twitter users are used to seeing multiple tweets per day by one user. Twitter is not as visual as other platforms, but does have the ability to attach pictures, video, and even live-stream video with their new tool Periscope.

Google+: Google+ is owned by Google, and therefore has great value from a search engine ranking standpoint. This platform is a great place to find thought leaders in specific industries, as well as interact with real users with hangouts (live chats) and other interactive posts.

LinkedIn: LinkedIn provides a few different locations within their platform for users to share information, share posts, and interact. This social media platform is ideal for professional topics.

- Personal Profile
- Company Page
- Pulse
- LinkedIn Groups

Pinterest: Pinterest is highly visual, and allows a brand to create direct links back to their website with "pinned" images.

Instagram: Instagram is a great social media platform for fun, visual, organic posts. The main functionality is not as sophisticated as other platforms, but many love the elegant simplicity.

YouTube: YouTube is owned by Google and is still the top video streaming site. Any video you create for your brand should live on YouTube if only to help you rank better on search engines.

Other: Our world is constantly creating new social media options and websites. There may be new or trending social media platforms that make sense for you. Also, there may be social media platforms that make more sense to one industry specifically.



Feeling Overwhelmed? Just keep going through the workbook. I promise we'll break this all down.

Competitors - Industry Pulse

Let's take a pulse on your industry and competition.

Is your industry a social-friendly industry?

List out your top competitors:

List out other industry leaders (may or may not be competitors):

Go find them on social media

Use the chart below to list them out. Doing this exercise will help you see how active your competition/industry is on social media. Each table gives you a chance to examine a different competitor or industry peer. The columns list out the main social media platforms to look for. The rows are different aspects to look at to evaluate the brand at a quick glance.

Where To Find A Brand's Social Platforms?

The process of looking for your competition will help you have an understanding of how easy it is for your prospective clients/customers to find your competition, or even you yourself!

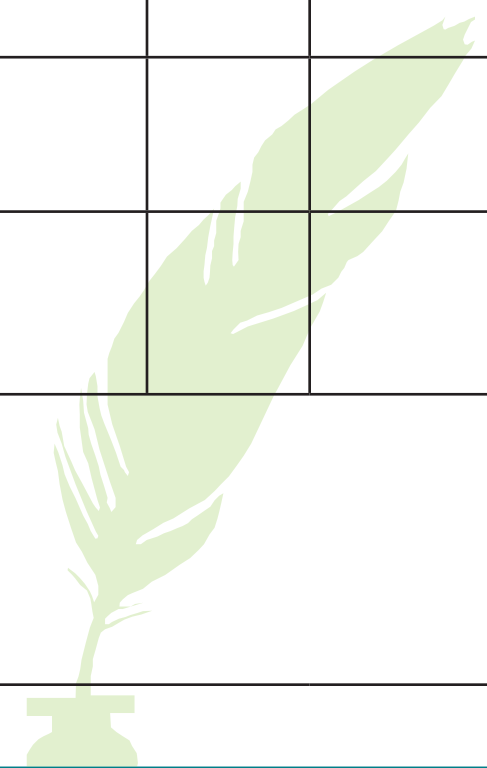
Do a quick search. Go to your favorite search engine and look for the business. Often a Google+ or Facebook profile will show up as one of the top listings for that brand.

Go to the website of the brand. It is website 101 to have your social icons and links listed somewhere on your website header or homepage.

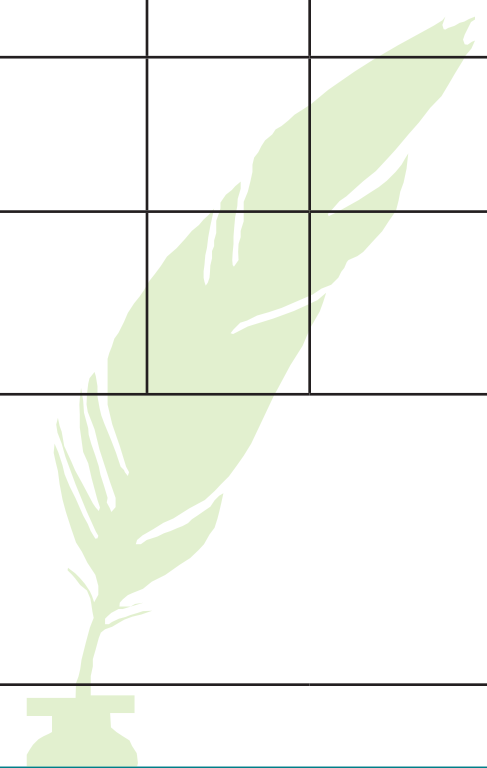
Search within the platform itself. For example, if you are looking for a brand's Facebook page, use the search functions within Facebook to see if they have a page.



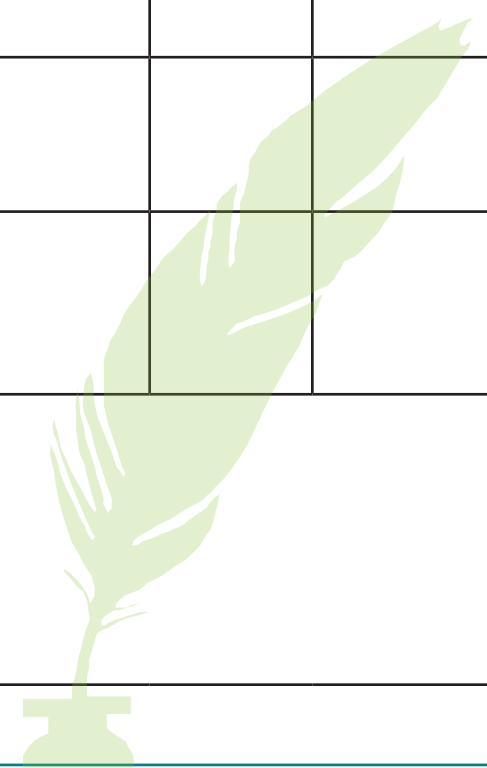
Competitor: _____	Facebook Page	Facebook Profile	LinkedIn Company Page	Google+ Business Listing	Twitter	Pinterest	YouTube	Instagram	Blog
Has Profile									
Number of Followers									
Average Engagement On Posts									
Average Posts Per Month or Day									
Consistent Branding									
Ease of Finding Profile									
Notes									



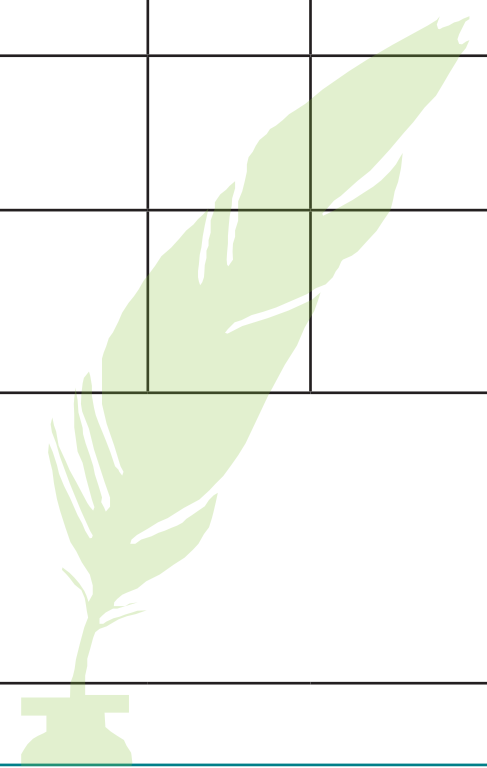
Competitor: _____	Facebook Page	Facebook Profile	LinkedIn Company Page	Google+ Business Listing	Twitter	Pinterest	YouTube	Instagram	Blog
Has Profile									
Number of Followers									
Average Engagement On Posts									
Average Posts Per Month or Day									
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Competitor: _____	Facebook Page	Facebook Profile	LinkedIn Company Page	Google+ Business Listing	Twitter	Pinterest	YouTube	Instagram	Blog
Has Profile									
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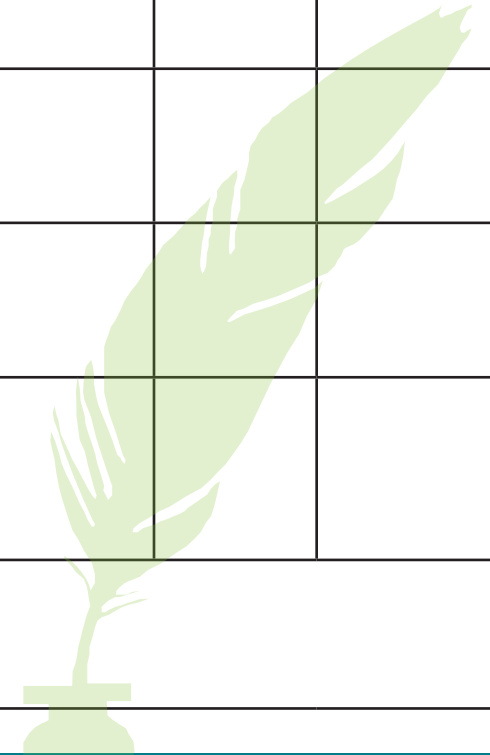
Competitor: _____	Facebook Page	Facebook Profile	LinkedIn Company Page	Google+ Business Listing	Twitter	Pinterest	YouTube	Instagram	Blog
Has Profile									
Number of Followers									
Average Engagement On Posts									
Average Posts Per Month or Day									
Consistent Branding									
Ease of Finding Profile									
Notes									



YOUR TURN!

Now that you have analyzed a few of your competitors and leaders in your industry, go through this exercise for your brand's social media presence as it is now. This will give you an idea of how your brand stacks up and how people may perceive your brand from an initial glance. This will also give you a starting point to make decisions moving forward with your social media strategy.

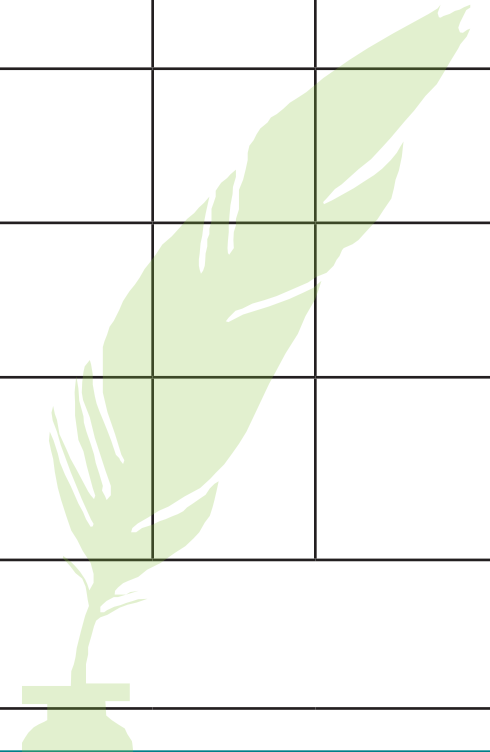
My Company: _____	Facebook Page	Facebook Profile	LinkedIn Company Page	Google+ Business Listing	Twitter	Pinterest	YouTube	Instagram	Blog
Has Profile									
Number of Followers									
Average Engagement On Posts									
Average Posts Per Month or Day									
Consistent Branding									
Ease of Finding Profile									
Notes									



Now Let's Look At You - As An Individual

Take a few minutes and look through your personal social media profiles and see how you represent your brand/company on your personal profiles. As you do this, think about how much you feel comfortable mixing business with your personal life in the digital realm.

My Name: _____	Facebook Profile	LinkedIn Profile	Twitter Profile	Google+ Profile	Pinterest Profile	YouTube Profile	Instagram Profile	Personal Blog	Other
Has Profile									
Number of Followers									
Average Engagement On Posts									
Average Posts Per Month or Day									
Consistent Branding									
Ease of Finding Profile									
Notes									



Well, how'd you do? Could you find your profiles easily? Are your profiles branded consistently? What kind of starting point is your brand working with on social media? All of these are important to realize as you look at setting goals for how social media fits into your bigger marketing strategy.

Your Strengths

What are you rocking it out on? Are you excelling in one area above others? List it out:

Your Weaknesses

Where are the holes? Based on where your competition is, where do you need to be?

What are your favorite social media platforms to participate on PERSONALLY?

What are your favorite social media platforms to participate on PROFESSIONALLY?

What social media platforms do you despise (if any)?



Setting Goals

Based on the chart analysis you just did, list out your top social media platforms in order of importance for your brand:

Social Media Platform To Focus On (List in order of importance to your brand.)	Frequency You Should Be Posting Based On Competitors/ Industry	Frequency That Is Realistic For You To Post

Content

List out some of your commonly asked questions by client/customers in your daily conversations. When people ask you about your business, what do they ask about? List it out!

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



List out the key services/products that you want to feature in your business:

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

List out the top phrases or keywords that are buzzwords or popular in your industry:

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



Actually Doing It

Identifying your social platforms and content themes are great and all, but how are you actually going to execute this? I'm a big believer in planning it out. I literally schedule it out and put it as an event on the calendar.

Content Curation

Content curation is finding relevant and interesting content that OTHERS have produced that you can share. Interacting with others' content is a huge piece of social media.

Here's why it's important:

- Shows that you are current with the latest trends and news in your industry.
- You get what you give. You can give generously by sharing and promoting others.
- Other people have made some epic stuff that you can ride the waves of. If something has gone viral, it is a great thing to share because odds are that your audience will find it interesting too.
- Sharing other content is a great way to stay consistent with posting on social media without having to do ALL of the legwork.

Resources For Content Curation:

- Facebook "Saved Articles" Feature
- Curation Desk
- Buzzsumo
- RSS Feeds
- Facebook, LinkedIn Groups

Tip: Use the screenshot feature on your phone. Many of the articles you come across may be at random times like weekends or while waiting in the line at the grocery store. Screenshots are a great way to remind yourself about a post or an idea. Then, go the next step and email that photo to your self or email the link itself to remind you to do something with it.



Content Creation

Content creation involves creating your own STUFF to put out there on the internet. Sharing others' content is important, but you also need to have some of your original thoughts and information. Content can be a ton of different things:

Social Media Posts

Tweets

Videos

Podcasts

Blog Articles

Live Videos

Webinars

Ebooks

Published Books

Infographics

And more! (Technology is always coming up with new ways to get ideas out to the masses, so don't be afraid to jump on and try new things!)

YOUR Post Types:

Are you willing to do a video each week? Do you want to do a podcast instead? Can you create fun graphics to coincide with posts? Are you a writer? List out possible posts you could create.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



On the calendar on the next page, write in the “types” of posts you will do on each day of the month. I’ve attached a sample calendar to show how you might think about this.

Sample Calendar

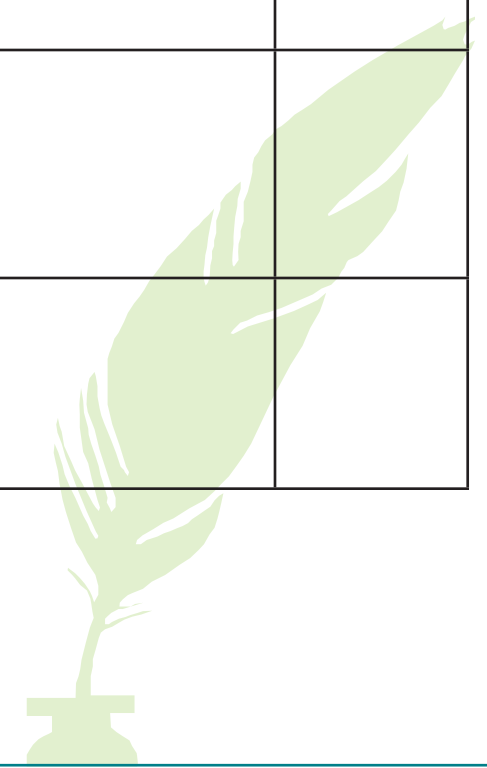
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Nada! - Day Off	Post a Digital Tip	Create & Share Amateur Video With #TuesdayTips	Share New or Recycle Previous Tintero Ink Blots Blog Article	Share Article By Other Industry Leader	Post Inspirational Quote That Shows Values	Post Social Media Tip
	Type: Post/Tweet	Type: Video	Type: Blog Article	Type: Shared Information	Type: Graphic	Type: Post/Tweet

Sample: Typical Rules:

- * Posts on calendar above to be posted on Facebook Page, G+, & LinkedIn Company Page.
- * Posts on calendar above shall be scheduled using scheduler tool.
- * All Tintero Ink Blots blog posts will be “published” on personal LinkedIn Pulse Profile
- * All videos shall be posted on YouTube and on Facebook directly.
- * All posts shall be scheduled to tweet 8 hours after posts go live on Facebook, G+, and LinkedIn.
- * Additional posts may be posted live as needed and as applicable.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday



Timing & Frequency

What Time Should I Post?

Experiment - Pick a test period where you commit to posting at different times of day and days of week. At the end of that time period, check and see which posts performed better. Do you see any patterns? Some audiences and platforms respond well during business hours, whereas others work better in evenings. You might be surprised about what times work best for your brand.

Schedule accordingly - If you are scheduling your posts ahead of time, you don't have to stress about forgetting to post something.

Don't Be A Robot - Don't stick to your rules ALL of the time. If you only post at 11:15 am, you may miss that person who doesn't check social media until the evening, and vice versa. It's okay to shake it up every once in a while, and your audience will probably recognize it!

How Often Should I Post?

- As much as you can manage.
- Depends on your audience.
- Depends on your channel.

Wait a second! You're saying I should post as much as I can, but that it also depends. Don't those contradict each other? Yes. Different industries can handle more posts than others. Think about it: do you want to hear from your mortgage broker five times a day? Probably not. However, large publications like Better Homes & Gardens might be able to get away with that. Also consider the fact that your audience may be able to handle heavy posting, but your time and resources may not be able to keep up with it. You have to balance this out - and only YOU can answer this question.



Basic Rules Of Thumb: *as of 2015

Twitter – 3 times per day, or more

Engagement decreases slightly after the third tweet.

Facebook – 2 times per day, at most

2x per day is the level before likes & comments begin to drop off dramatically.

LinkedIn – 1 time per day

20 posts per month (1x per weekday) allows you to reach 60 percent of your audience.

Google+ – 3 times per day, at most

The more often you post, the more activity you'll get. Users have found a positive correlation between frequency and engagement. When posting frequency wanes, some have experienced drops in traffic up to 50%.

Pinterest – 5x per day, or more

The top brands on Pinterest have experienced steady growth – and in some cases rapid or sensational growth! – by adopting a multiple-times-per-day posting strategy.

Instagram – 1.5 times per day, or more

Major brands post an average of 1.5 times per day to Instagram. There's no drop-off in engagement for posting more, provided you can keep up the rate of posting.

Blog – 2x per week

Companies that increase blogging from 3-5X/month to 6-8X/month almost double their leads.



Starting Month Content Calendar:

Go ahead and fill out your own calendar that you started three pages ago. Do this for at least one month. I recommend doing at least 3-6 months of content calendars at once. This will give you a big picture idea of how often you are touching on a similar topic. Thinking ahead that much also allows you to have it all processed already.

1. Write out what “types” of content you will do each day. You can do the same type of posts every Monday, every Tuesday, etc. like our example previously showed. You can also have monthly posts or biweekly posts, etc.
2. In a different color pen, or with a different label on your online calendar, write out sample topics for the meatier posts. For example, write out a sample blog title for each of your blogs that you will write each week. You can always change the exact wording of the title, or even the topic itself, but having a framework will help you stay focused.
3. In a third color, list out any hashtags that you will use with your brand or with certain types of posts. For example, all of our SEO Tips may use #seotips. By writing these down, you will have thought about them already and be consistent to actually use hashtags where it’s useful.
4. Write down the time of day or timeframe of day next to the post.
5. Write down who is responsible for that post. (Only applicable if you have multiple people creating/curating content.)



Staying On Top Of It

A Few Tips:

1. Schedule It In: Block out time on your calendar to prep your posts for the week or the month. We typically work in two week blocks, that way we're not thinking too far ahead that we miss out on current event trends, but we're also in a good spot to roll with the punches if an emergency pops up that we have to deal with.

2. Schedule It In: Wait a second! You just said that. Yes, but now that you've scheduled time to work on your content, we suggest you schedule your content to roll out over the next weeks and months so that you don't have to sit there at 11:15 am every Tuesday posting your video. Scheduling posts allows you to HAVE A LIFE, but still have content being posted and published by your brand.

Hootsuite

Buffer

Facebook Scheduling Tools

MeetEdgar

SproutSocial

& More!

3. Curate As You Go: Remember that tip we shared about screenshots and emailing yourself ideas? We do that all the time. Then, when we sit down to schedule all of our posts or to write blogs, we already have our ideas waiting for us in our inbox.

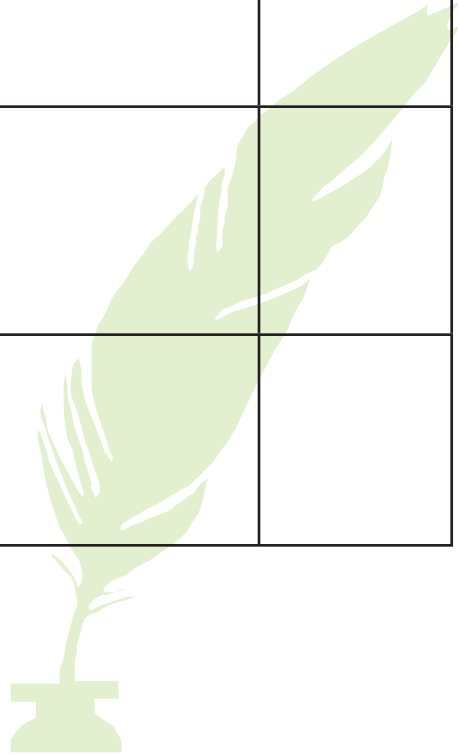
4. Make It Part Of Your Life: People who are naturally social about their personal lives are more likely to be social for their brand's identity. Why? They are already in the mindset of thinking about it. Maybe you have to set alarms on your phone to tell you to post something. Maybe you write a reminder on your hand or put a sticky note on your computer screen. Find what works to remind yourself to think about being social on a personal and a business level.

5. Find Help: Sometimes we get to this point and realize that our brand needs to have a better presence online, but we are not the best fit to manage this process, whether time, desire, personality, etc. Don't be afraid to bring in someone who can help your brand shine online!



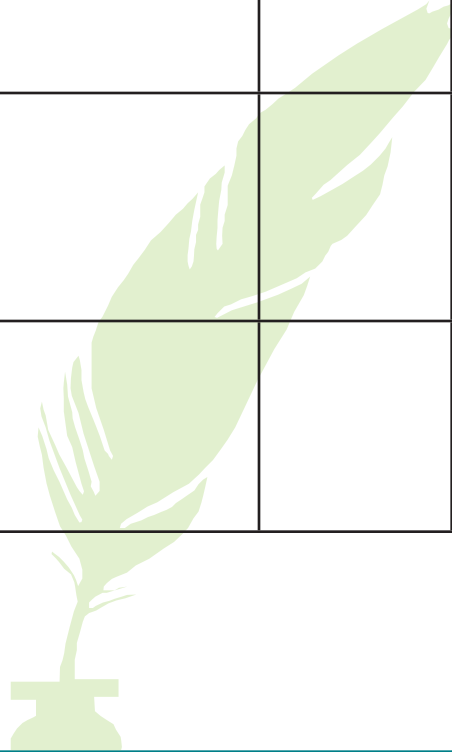
Extra Calendar...

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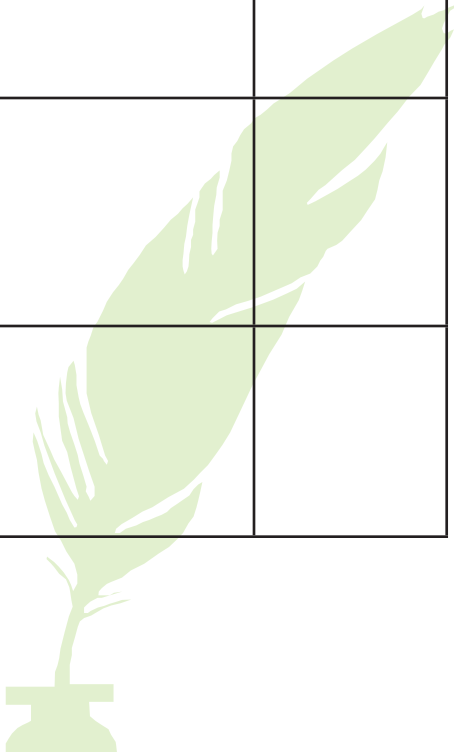
Extra Calendar...

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday



Extra Calendar...

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday



Thanks For Taking This Journey!



Valerie founded and manages Tintero Creative, a content marketing firm that is bringing comprehensive approach to brands online. Valerie understands that your online presence is so much more than just social media, and that is precisely why her and her team invest time and energy into quality copywriting, blogging, SEO strategies, social media advertising, website design, branding, and of course, social media management. They

know that all of these pieces interact and build off of each other and love providing dynamic results for their clients.

While Valerie loves learning new things in the world of digital, she also can be found digging in the dirt. A recent convert to the country lifestyle, she can be found working on her veggie garden, driving a tractor, or working in the barn. She also loves running with her pups and doing Pinterest DIY projects. All of which, she documents in a micro-view on Instagram.

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