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# **SOCIAL MEDIA MARKETING CONTENT STRATEGY**

**TERRY RICE**

**BROOKLYN DIGITAL MARKETING**

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# SOCIAL MEDIA CONTENT STRATEGY

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**TERRY RICE**

**terry@brooklyndm.com**

- Digital Marketing Instructor at General Assembly
- Trainer and Consultant at Brooklyn Digital Marketing
- Previously, Client Solutions Manager at Facebook and Search Engine Marketing Consultant at Adobe
- Nine years of Digital Marketing experience working with companies including, Dell Computers, 1800Flowers, Home Depot, Best Buy, and Spartan Race
- MBA from the University at Buffalo with a dual concentration in Marketing and Business Consulting
- Facebook Certified Advertising Professional

## LEARNING OBJECTIVES

- Define the key elements of Content Marketing
- Review examples of best practices
- Walk through a use case scenario
- Have some fun (optional)

Content marketing is a marketing technique of creating and distributing valuable and relevant content to attract and engage a clearly defined audience.

The key words here are “valuable” and “relevant”.

Look critically at your marketing from the eyes of your customer.

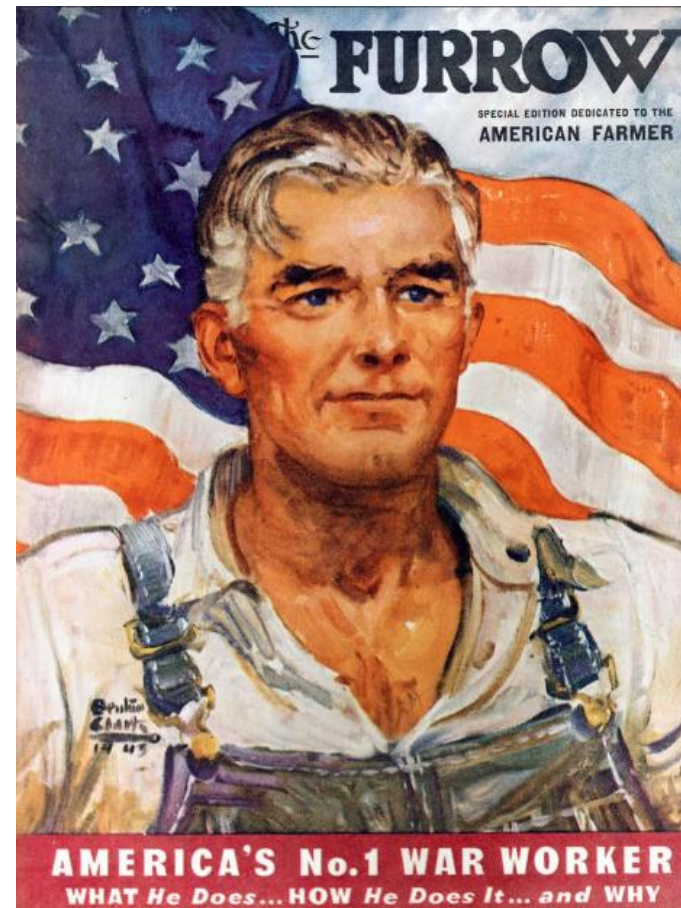
Would you want to get a product pitch, or do you want to be educated to be better informed or about topic or challenge that interests you?



**JOHN DEERE**

# JOHN DEERE: THE FURROW

6









“I try to key in on the soil health and soil fertility.

Fertilizers have gotten very expensive through the years, and how you apply them is very important.”

-Bart





Your content should  
answer the question,  
‘What’s in it for me?’

Peak Circulation: 1912

US Population: 95 million

Magazines Circulated: 4 million

Number of Farmers: No clue, but I'm guessing that's pretty much all of them.



**JOHN DEERE**

Examples:

Fitness Apparel Brand: 'Tips for exercising outdoors during the winter'

High End Fashion Brand: 'How to Negotiate for a Higher Salary'

Non Profits: *'Here's the impact of your donation'*

B2B: '2017 Predictions for the Interior Decorating Industry'

Marketing Tech Company: 'How to Interview a Direct Response Marketer'

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# CONTENT MARKETING IS OFTEN STORYTELLING

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# CONTENT MARKETING IS OFTEN STORYTELLING



PLAY  
#LIKEAGIRL

always

ARE YOU IN IT TO WIN IT  
#LIKEAGIRL?

always | XLIX  
Official Sponsor of Super Bowl XLIX

TWEETS 1,311 FOLLOWING 192 FOLLOWERS 14.9K FAVORITES 2,503

Follow

**Always** @Always

Behind every woman is another woman. And standing beside them is Always. Together, we can achieve anything.

Joined December 2011

Tweet to Always

3 Followers you know

Tweets Tweets & replies Photos & videos

Pinned Tweet

**Always** @Always · Jan 29

We're taking the #LikeAGirl movement to #SB49! Let's change #LikeAGirl to mean amazing things. Share what you do!

Always



Who to follow · Refresh · View all


**Sophia Metaxas** @sophiaa...  
Follow

**Tony Gaebel** @TGaebel\_12  
Follow

**Luke Meyers** @YourBoyHoss  
Follow

Popular accounts · Find friends

Trends · Change



Lead  
#LIKEAGIRL

Throw  
#LIKEAGIRL

Swing  
#LIKEAGIRL

You are incredible. You are unstoppable. And you do things #LikeAGirl.

Rewrite the Rules

always

Always Health/Beauty

Like Follow Message

Timeline About Photos Likes Ratings & Reviews

PEOPLE

402,897 likes

Invite your friends to like this Page

ABOUT

Behind every woman is another woman. And standing beside them is Always. Together, we can achieve anything!

http://www.always.com/

Suggest Edits

APPS


always Ratings & Reviews

Post Photo / Video

Write something on this Page...

**Always** 27 June

What does it mean to do things #LikeAGirl? We asked a group of people just that, and their answers may surprise you.



What does it mean to do things #LikeAGirl?



# CONTENT MARKETING IS OFTEN STORYTELLING



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CONTENT MARKETING CAN MAKE YOU PART OF THE STORY

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# The MOO Blog

[◀ Back to main blog page](#)[View the MOO Archives ▶](#)

It's time to find your 6 to 11

17th August 2016 by moocrew



## New to MOO?

We help our customers print things like [Business Cards](#), [MiniCards](#), and [Letterheads](#), making it easy for them to share information about themselves or their business in the real world.

## Keep in touch ...

Don't miss out on special offers and discounts that we share with our subscribers!

Sign up to the newsletter

Sign up

## We love being social...

[Facebook](#)  
[Twitter](#)

## Find Your

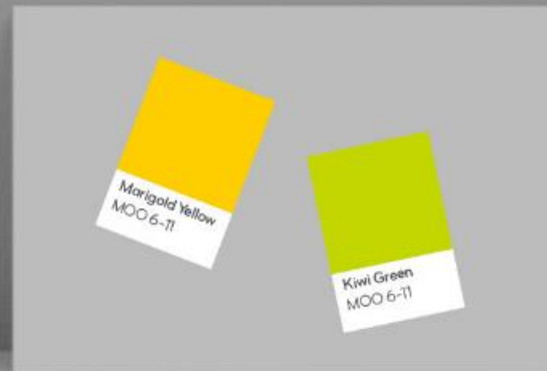


You might have a 9 to 5, but do you have a 6 to 11? You know, the work you do outside of work. The hobby-that's-more-than-a-hobby. The thing that gets you up in the evening. To find out yours, take the quiz!

Start



Your 6 to 11 is...  
**Designer!**



To you, design's not just what you see. It's what you feel, smell, eat, dream, bathe in and cook. You make your bed according to the golden ratio. You wish alphabet pasta came in more font options. Pantone True Red 19-1664 runs through your veins!

Share on Facebook

Share on Twitter

Take me to Moo.com



# CONTENT MARKETING & RETARGETING

Once I have you on my site, I can retarget you with a call to action tied to my overall business goal.

For example, purchasing Moo business cards.

Suggested Post



**moo.com**

Sponsored · 🌐

👍 Like Page



For a limited time, save 10% off your next purchase at MOO.COM. Don't miss out!



## 10% Off Business Cards and More at MOO.COM

Stock up on business cards or try something new. Start here to get 10% off your next purchase at MOO.COM.

[MOO.COM](https://moo.com)

# GREAT, SO HOW DO I DO IT?

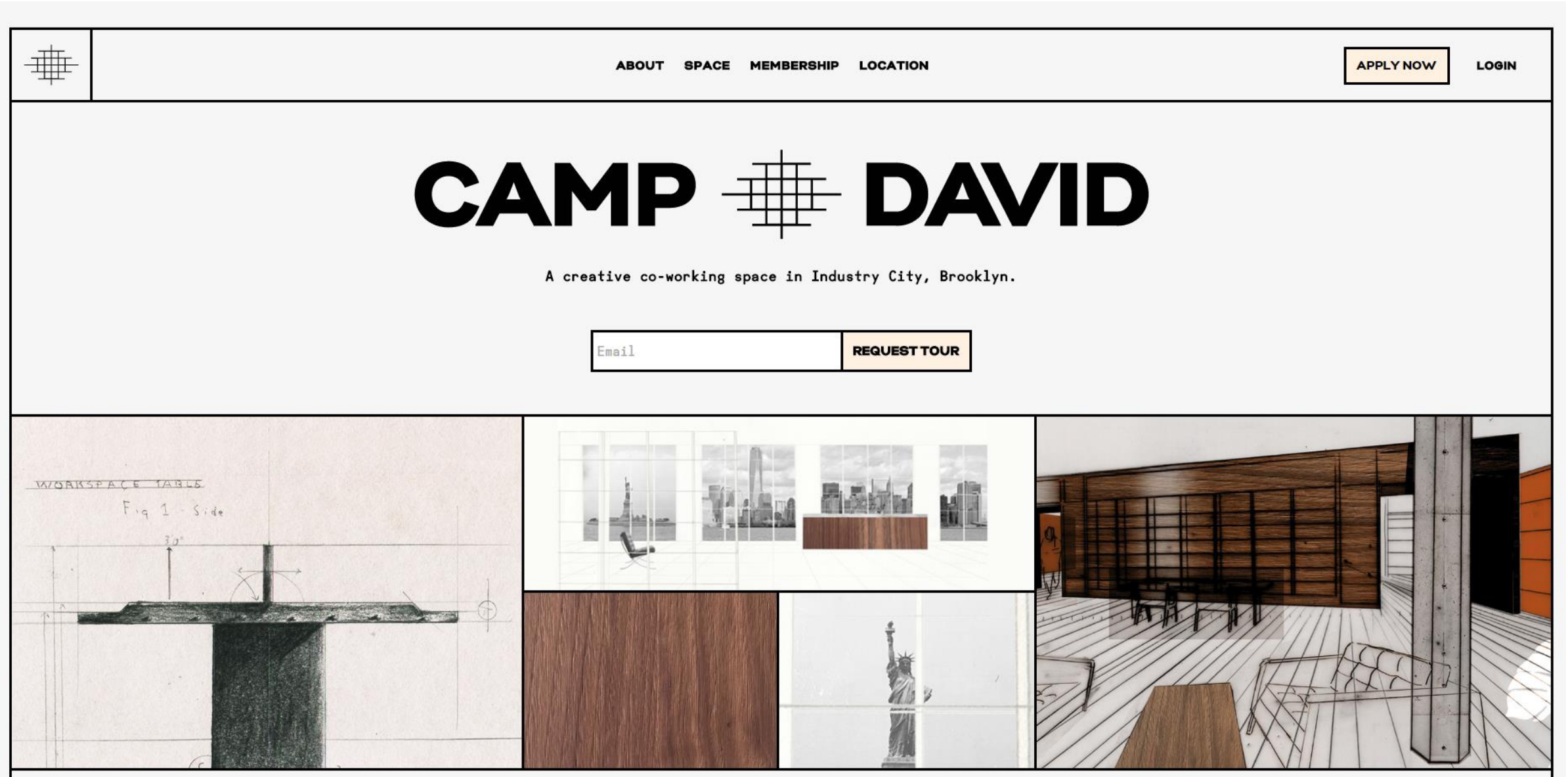
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20

- Establish your goal
  - Branding, lead generation, creating a sales funnel
- Determine your audience
  - Farmers, Women, Entrepreneurs
- Identify their interests, and how you will deliver your message
  - Healthy crops, women's rights, starting a business
  - Video, Images, Interactive Platforms
- How will you get the word out?
  - Paid promotion, Influencers, Partnerships

# EXAMPLE: CAMP DAVID

21



- Establish your goal
  - Lead Generation
- Determine your audience
  - Creative entrepreneurs, Freelancers, and Small Businesses
- Identify their interests, and how you will deliver your message



- Establish your goal
  - Lead Generation
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Pro Tip: Take a look at what your competitors or similar companies are doing.



# Analyze and improve social media profiles

FREE  
FOR ONE  
PAGE



Analyze your profiles - and your competitors. With KPIs, analyses and reports. Monitor your success and increase your social reach every day.

Start your analysis now

Enter your fan page name or id

GET FREE INSIGHTS

See examples: [Coca Cola](#), [Barack Obama](#), [Allianz](#)

Social Media  
Management  
with Engage.

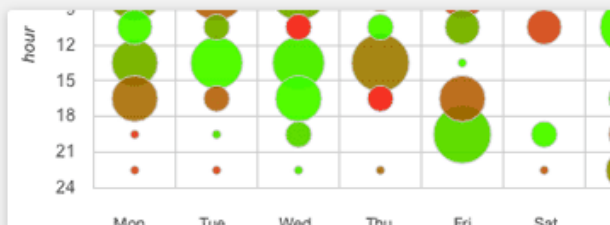
LEARN  
MORE

## Unlimited Analytics

		#Fans	Growth rate	Talking about	#Post	Email alert
1	The Little Things *	316	2.09 %	39 ↑	57	□
2	Beyor & Söhne *	1,190	0.57 %	186 ↓	17	□
3	Railsonfire *	146	0.75 %	1 ↓	4	□

Rule your market: analyze your page and those of your competitors. Check out key performance indicators of an unlimited number of pages – it has never been easier to discover trends and get inspiration.

## Reports with just one click



Do your job as efficient as possible: download all data, graphs and numbers as well-arranged Excel reports with just one click – chief executive and customer ready.

## Always up-to-date

Fanpage Karma alert

### New Post on Mashable's Facebook Wall

"Social Media Day is just three weeks away. How will you celebrate? Share your..."  
[see on Facebook](#)

Thanks to instant Shitstorm Alerts, notifications and tracking of competitors' actions as well as customized morning reports you will never miss a crucial moment – even without sitting in front of your computer.



WeWork Facebook Insights

About: "WeWork is the platform for creators. We provide beautiful workspace, an inspiring community, and business services to thousands of members worldwide."

Category: Brands & Co. [change](#) Most popular in: United States

This is a Global Page with 11 subpages: [show all](#)

**First Insight:** WeWork is a regular poster.


Last update of analytics data 8 hours ago - [Update](#)

[On Facebook](#) | [Excel Export](#)

KPI overview


Number of fans	<div><div>355k</div></div>
Average Weekly Growth	<div><div>0.84%</div></div>
Ad-Value (EUR)	<div><div>951 €</div></div>
Service Level	<div><div>50%</div></div>
Response time	<div><div>14 h</div></div>

Posts per day	<div><div>12</div></div>
Engagement	<div><div>0.021%</div></div>
Post interaction	<div><div>0.018%</div></div>
Total reach per day	<div><div>n.a.</div></div>
Post reach per day	<div><div>n.a.</div></div>



Profile Performance

6%



FACEBOOK

Your dashboard is still empty

[Add WeWork](#)

[Go to Dashboard](#)

# COMPETITIVE RESEARCH: TOP INFLUENCERS

Get to know the people who support this fan page

 Last 28 days

Last Update: 12/14/16 8:16 PM [Update](#)

## TOP INFLUENCER

These are some of the most active fans. These fans are extremely valuable because they spread your message and brand across their followers.



[Lia Znelmer](#)



[Antonio Villar de Lanuza](#)



[Anthony Popola](#)



[Phillip Hoss](#)



[Susan Levitz Abend](#)



[Mark Sullivan](#)



[Greg Rogers](#)



[John Boozer](#)



[Leni Znelmer](#)



[Becky Hefter](#)



[Scotty Coleman](#)



[Wybo Wijnbergen](#)



[Stephanie Paturzo](#)



[Zeight Severino](#)

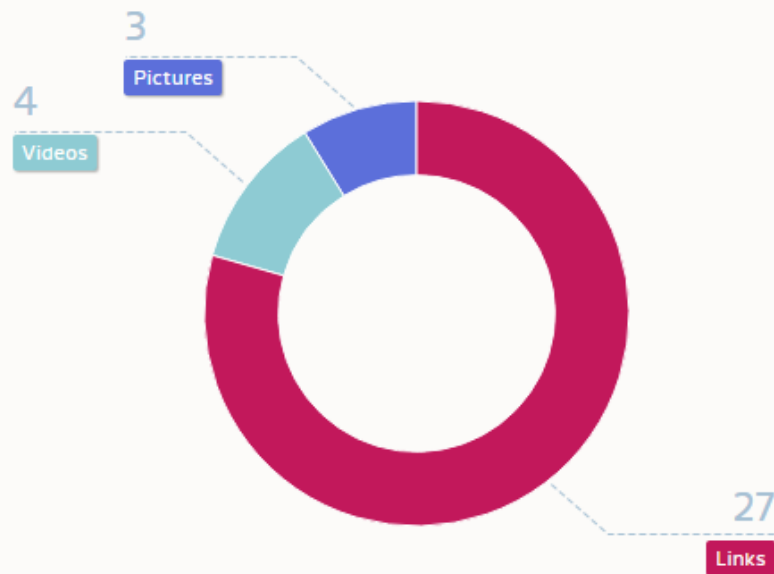


Click on an influencer to show more information

# COMPETITIVE RESEARCH: MOST ENGAGING POST TYPES

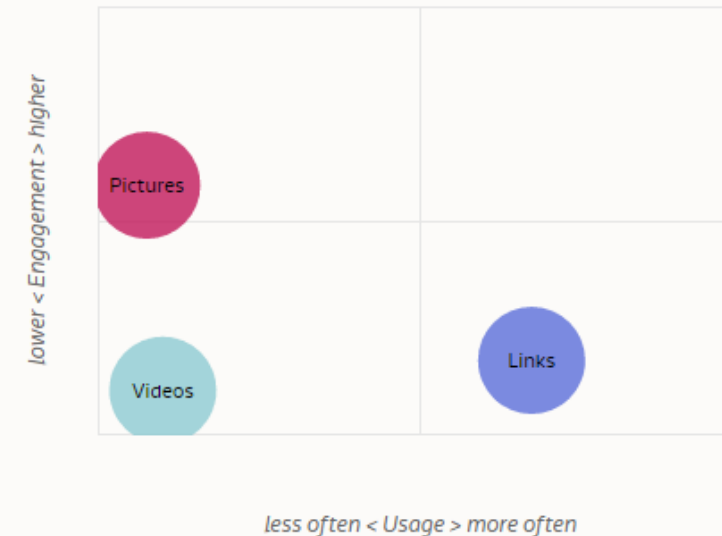
Extract the most engaging post types

## TYPES OF POSTS



Here you can see the mixture of post types. Find out which types of posts are used most often in the selected time period. Generally speaking, it is good advice to try out all post types and entertain fans with a good mixture.

## ENGAGEMENT MATRIX



**"WeWork should increase the quality of links."**

The Engagement Matrix has four areas. The aim is to get the dots in the upper right area, where engagement is high and you post often. Post types in the upper left area could be used more often, post types in the lower right area might need improvement contentwise.

# COMPETITIVE RESEARCH: ENGAGEMENT BY POST

## Top Posts

 **WeWork** shared a link - December 26, 2016 5:35 PM

"I asked myself a question: If money were no object, what could I wake up and do every day that I'd be truly passionate about?"



**When a Layoff Is a Blessing In Disguise**

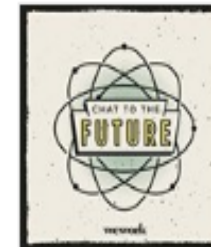
we.co

 83  2  6  9

## Weakest Posts

 **WeWork** shared a link - December 27, 2016 7:12 PM

New week, new podcast episode.



**"Chat to the Future" | Episode 2: Michaela Zahner of Michaela Zahner Designs**

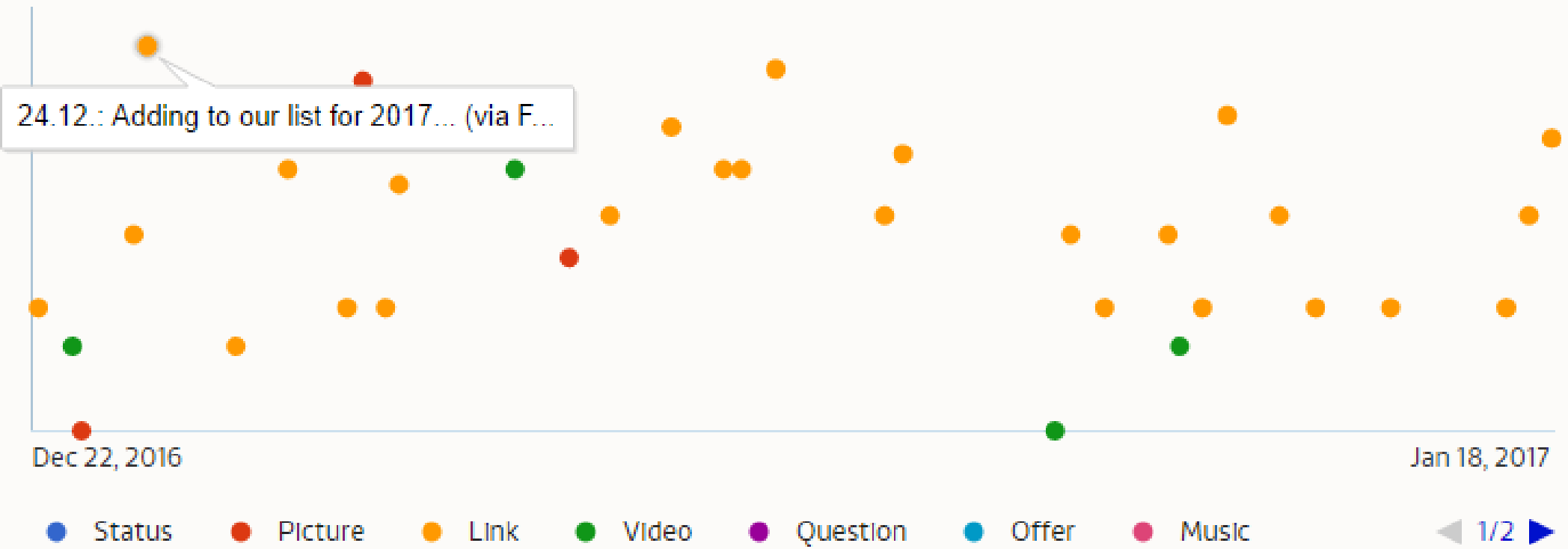
we.co

 9  0  2

# COMPETITIVE RESEARCH: SHARES BY POST

## POSTING HISTORY

Number of Shares





# COMPETITIVE RESEARCH: SHARES BY POST













I've now identified what post got the most shares.

This important because it increases my overall reach.

What similar content can I produce?

# COMPETITIVE RESEARCH: PAGES WITH THE SAME ACTIVE FANS

PAGES WITH SAME ACTIVE FANS			
Fan page	Karma Points	Page Performance	Fans
 The Muse		 7.0%	314k
 TechCrunch		 17%	2.5M
 Fortune		 17%	1.4M
 Entrepreneur		 16%	3.2M
 Marvel App		 66%	7.2k

I can use this information to further hone in on what they're interested in.

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## COMPETITIVE RESEARCH: NEWS AND FORUM SITES

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- Keep your ear to the street in order to understand what your audience is talking about
- Although the impact is harder to measure, what you discover here will feed your other Social Media channels





## search



advanced search: by author, subreddit...

## subreddits

there doesn't seem to be anything here

## posts

sorted by: **relevance** ▼ links from: **past month** ▼**Experience with Entrepreneurs Relief?** Tax⬆ 15 points • **8 comments** submitted 29 days ago by [culturalelite](#) to [/r/UKPersonalFinance](#)

So just looking for some clarity on my situation, and wondering if anyone has any personal experience they could share specifically around closing a company and claiming Entrepreneurs

[Relief](#)

[more](#)

**question about filing taxes for a single-member LLC**⬆ 1 point • **4 comments** submitted 13 days ago by [cupcakebrains](#) to [/r/Entrepreneur](#)

I just filed for my LLC today. I'm starting my photography business officially. How do taxes work for small businesses? How should i go about filing them? Is turbo tax ok or should I hire

[someone? Any information is greatly appreciated. Thank you.](#)

[more](#)

**Reminder: 1099 Contractor Tax Forms Due Jan 31st**⬆ 4 points • **4 comments** submitted 1 day ago by [fastcatazule](#) to [/r/Entrepreneur](#)

I was browsing ProductHunt yesterday and saw a listing for a 1099 tax form SaaS app.

Apparently 1099 forms (basically any contractor you've paid more than \$600.00 in 2016) are

[more](#)

**Recently Formed an LLC Classified as an S-Corp. What are the Exact Benefits from a Filing and/or Requirements Perspective?**⬆ 1 point • **3 comments** submitted 13 days ago by [thegaykid7](#) to [/r/Entrepreneur](#)

From what I've been able to gather, classifying an LLC as an S-Corp generally leads to a best of both worlds outcome: the simplicity of an LLC from a legal perspective and the pass-through

[nature of an S-Corp from a tax perspective. I am especially keen on it, and indeed there are](#)

[more](#)

# EXAMPLE: CAMP DAVID

34

- Establish your goal
  - Lead Generation
- Determine your audience
  - Creative entrepreneurs, Freelancers, and Small Businesses
- Identify what they're interested in, and how you will deliver your message
  - It's tax season!
  - Blog post with an interactive tax calculator
- How will you get the word out?
  - Paid and Owned Promotion



# EXAMPLE: CAMP DAVID

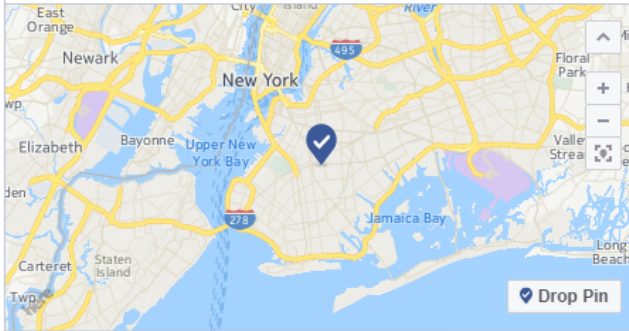
35

I can pay to promote my ad on Facebook, and then rely on shares and organic distribution.

United States

Brooklyn, New York

Include Add locations



Drop Pin

Add Bulk Locations...

Age 22 - 65+

Gender All Men Women

Languages Enter a language...

Detailed Targeting INCLUDE people who match at least ONE of the following

Behaviors > Digital activities

Small business owners

Interests > Business and industry

Entrepreneurship

Add demographics, interests or behaviors | Suggestions | Browse

# KEY TAKEAWAYS



- Start with a goal, and then develop your strategy around it
- Identify your target audience, and what they care about
- Do competitive research, a lot of the testing has been done for you
- Exchange value for contact information. Provide a reason for them to continue interacting with you off of Social Media.
- Have a promotional strategy. People will interact with and share good content, but you need to get the ball rolling.

# TOOLS AND RESOURCES

38

- Fanpage Karma (fanpagekarma.com)
- Followerwonk (followerwonk.com)
- Buzz Sumo (buzzsumo.com)

The screenshot displays the Buzzsumo Pro website interface. The top navigation bar includes the Buzzsumo logo, links for Product, Customers, Pricing, and Blog, and user options for Signup, Login, and Resources. The main heading reads "Analyze what content performs best for any topic or competitor" with the subtext "Find the key influencers to promote your content". Below this is a search input field with the placeholder "Enter a topic or domain to try out BuzzSumo (e.g. content marketing or cnn.com)" and a "Go!" button. A hint below the input field says "For example: Content Marketing, Cnn.com".

The interface shows search results for the topic "big data". The left sidebar contains filters for "Filter by Date" (with radio buttons for 24 Hours, Past Week, Past Month, Past 6 Months, Past Year, and All Time (admin)) and "In-Depth Articles Only". The main content area displays the search results for "big data", including a list of articles and their social media shares. The top article is "The Largest Ever Analysis of Film Dialogue by Gender: 2,000 scripts, 25,000 actors, 4 million lines" by polygraph.cool, dated April 7, 2016. The article's social media share counts are displayed as colored circles: Facebook (154.2K), LinkedIn (885), Twitter (7.5K), Pinterest (10), Google+ (299), Number of Links (582), and Total Shares (162.9K).

Facebook Engagements	LinkedIn Shares	Twitter Shares	Pinterest Shares	Google+ Shares	Number of Links	Total Shares
154.2K	885	7.5K	10	299	582	162.9K

- Content Marketing Institute ([contentmarketinginstitute.com](https://contentmarketinginstitute.com))
- Smart Insights '[Creating your social media content strategy + plan](#)'
- Entrepreneur '[Developing a Hardcore Content Marketing Strategy in 5 Steps](#)'

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## WHAT'S NEXT?

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### **Social Media Monitoring & Analytics (January 26<sup>th</sup>)**

Learn how to measure the impact of your social content, and tools you can leverage to automate the process.

**TERRY@BROOKLYNDM.COM**

Q

&

A

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**KEEP IN TOUCH!**

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**TERRY@BROOKLYNDM.COM**

**Also available for Team Training & Consulting.**