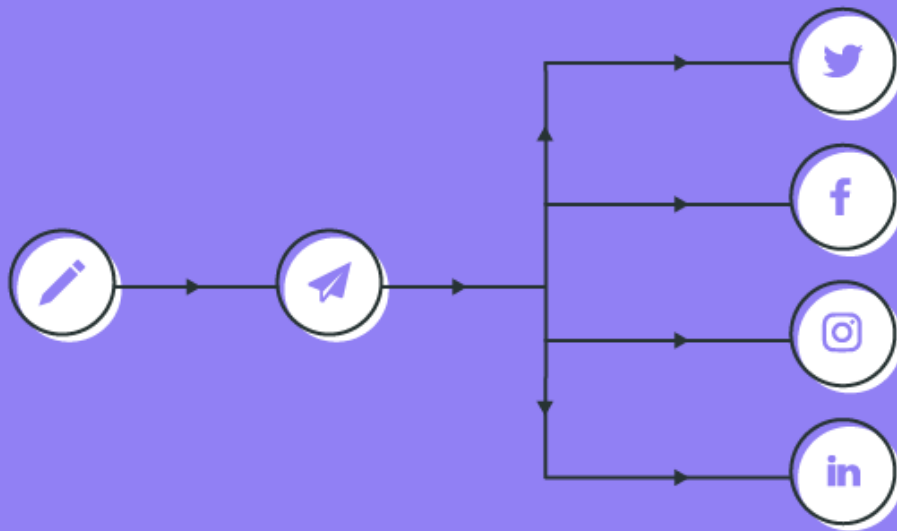


How to Craft an Effective Social Media Content Strategy



24/7 VIRTUAL AGENT PHILIPPINES, INC



The content you post on social media has the power to turn your brand into a household name and turn your followers into fans. This kind of impact only comes from having a solid social media content strategy.



IDENTIFY & SET GOALS

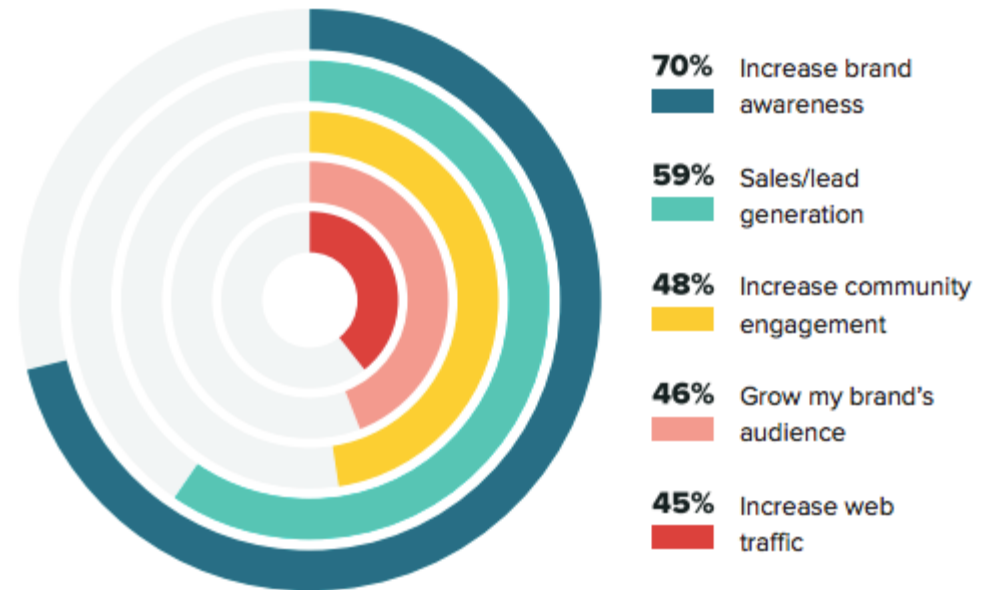
The first step towards a long-term social media strategy is to set your content goals. Having goals in mind will help you start planning out the type of content to create.



This process involves digging deep into your brand values as well as researching your audience.

The more specific your marketing goals are, the better you will be able to tailor your social media content to meet those goals. Then your strategy should incorporate posts that move people to a landing page or another part of your marketing funnel.

Social marketers' top goals for social

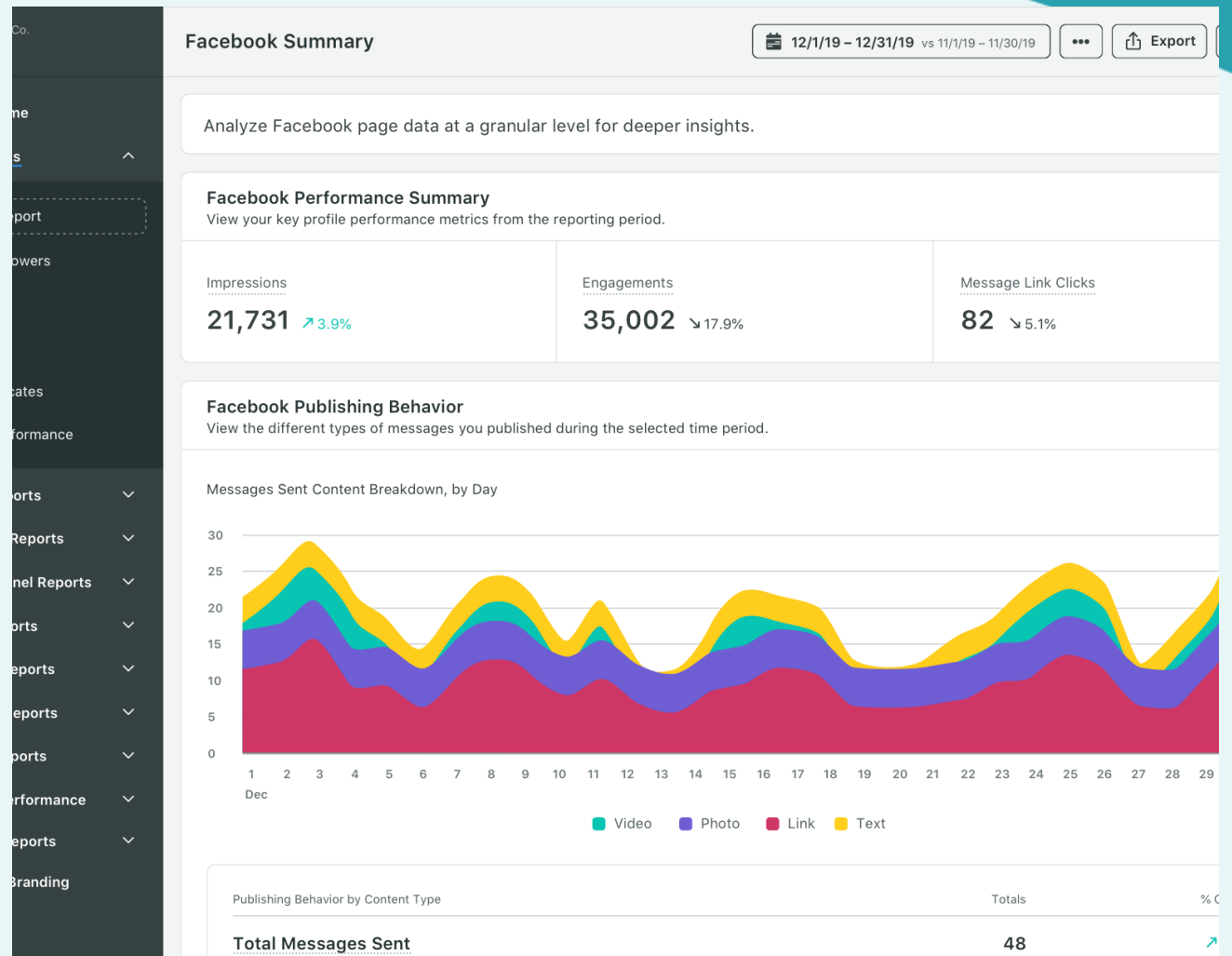


Plan your social content

Once you're clear on your goals, it's time to conduct a social media content audit on the content you've created so far. Look at which posts performed well, which ones didn't and what you posted on each platform. If you're using a social media management platform like Sprout Social, you can look at all of your social media data and analytics in one place.



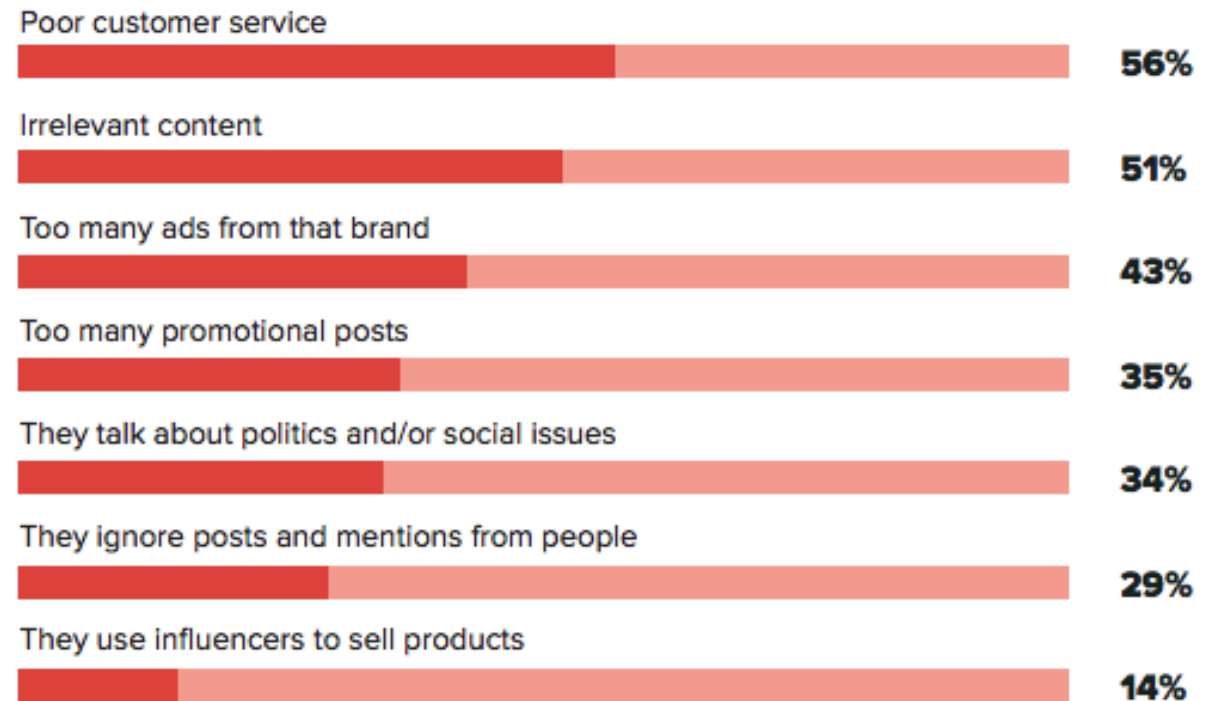
Even without a social media tool, you can analyze your data by exporting each platform's analytics into a spreadsheet. Facebook, Twitter, Pinterest Business and LinkedIn Business accounts let you easily export your post and page analytics directly from the platform.



But even promotional content should be on brand and true to your voice. Remember that your audience began following you for a reason.

During this phase, do some target audience research. Build a target persona of your audience and can compare it to who you think your target audience should be. You want to allocate your resources to the platforms that serve your brand and your audience the most.

Why consumers unfollow brands on social media



Build a content calendar

Once you know what content performs best and you've identified your primary goals, it's time to build a social media content calendar. A calendar will let you take a big-picture approach to social media content planning. When planning content, don't be afraid to repurpose content and schedule it across different social media platforms to get the most out of it.



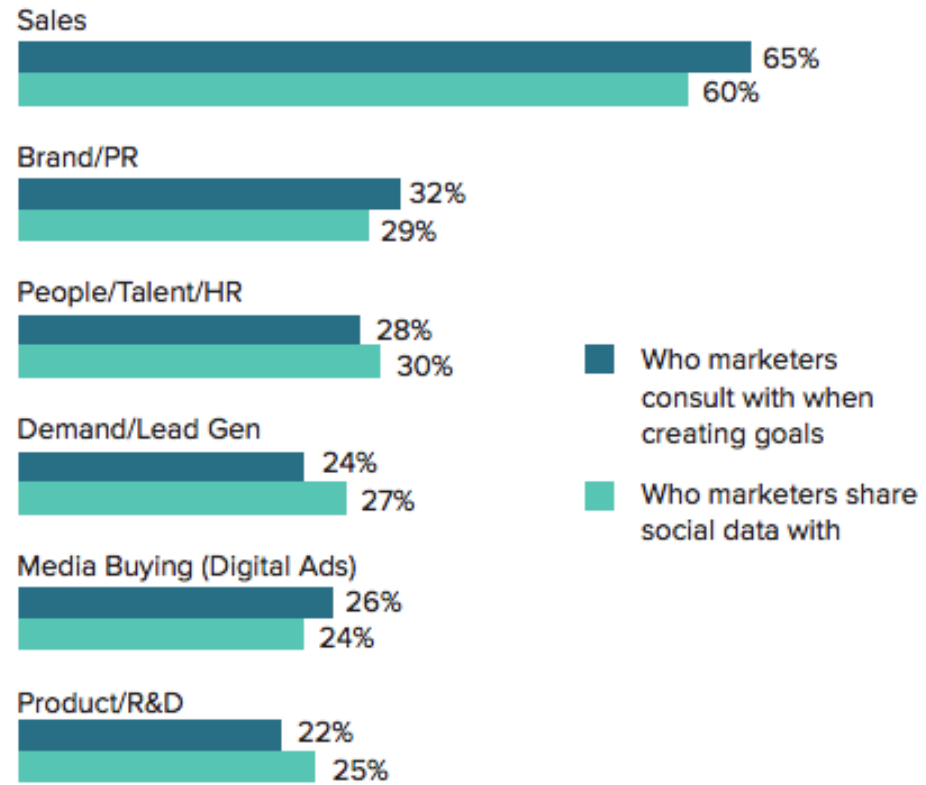
Your strategy will involve the collective knowledge of a lot of different people within your organization. A content calendar makes it easier to collaborate on social media posts with different people across your company. It's helpful to collaborate with different departments to create a more well-rounded plan.

Your strategy will involve the collective knowledge of a lot of different people within your organization. It's helpful to collaborate with different departments to create a more well-rounded plan.

The image shows a social media publishing interface for Sprout Coffee Co. The left sidebar contains a 'Publishing' menu with options like Calendar, Sprout Queue, Drafts, Needs Approval, Rejected, Find Content, Asset Library, Instagram Notifications, Post via RSS, and Failed Posts. The main area displays a 'Post Volume' bar chart for the week of Dec 1, 2019, and a grid of draft posts for Sunday 1, Monday 2, and Tuesday 3. The 'New Post' screen on the right shows a draft titled 'Iced coffee isn't limited to only the warm months...' with a 'When to post' section set for Friday, Dec 6, 2019, at 9:28 am. An 'Optimal Send Times' popup is visible, listing times from 8:30 am to 11:15 am with star ratings, and 10:05 am is highlighted. A 'Schedule' button is at the bottom right.



Which teams social marketers consult & share data with



Promote & Distribute your Content

When you establish a content distribution strategy, you'll set up your posts to be shared more widely. Other people sharing your content is excellent social proof as well. Your social media content strategy should include responding to or reposting people who share your content. There are social media tools, like Sprout's scheduling feature, that make content distribution a no-brainer.



Sprout Coffee Co. Publishing

Calendar

Sprout Queue

Drafts

Needs Approval

Rejected

Find Content

Asset Library

Instagram Notifications

Post via RSS

Failed Posts

Week of Dec 1, 2019

List Week Month Export Filter

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
Holiday Campaign 12/8/2019 - 12/14/2019						
	<p>Announce start o...</p> <p>Facebook 2</p> <p>Twitter 4</p>	<p>Weekly Update</p> <p>Twitter 3</p> <p>Instagram 1</p>	<p>Facebook 1</p> <p>Twitter 4</p> <p>Instagram 2</p>	<p>Twitter 2</p> <p>Instagram 2</p>	<p>Facebook 1</p> <p>Twitter 3</p>	<p>Twitter 1</p>
15	16	17	18	19	20	21
<p>Instagram 1</p>	<p>LinkedIn 1</p> <p>Twitter 2</p>	<p>Weekly Update</p> <p>Twitter 4</p> <p>Instagram 2</p>	<p>Facebook 1</p> <p>Twitter 4</p>	<p>Twitter 2</p> <p>Instagram 2</p>	<p>Waiting on photo...</p> <p>Facebook 1</p> <p>Twitter 3</p>	<p>Twitter 1</p> <p>Instagram 1</p>
22	23	24	25	26	27	28
	<p>LinkedIn 1</p> <p>Twitter 1</p>	<p>Weekly Update</p>				



Recognizing when your audience is active and sharing posts at the right time will help you reach more people. On platforms like Twitter and Instagram, utilizing hashtags is a great way to distribute your content further. Hashtags help you reach people who not only follow you but are following a specific trend or interest. Another good distribution strategy involves networking with bloggers and content creators in your niche. Other brands are more likely to share your content with their audience if you have a relationship and will return the favor.



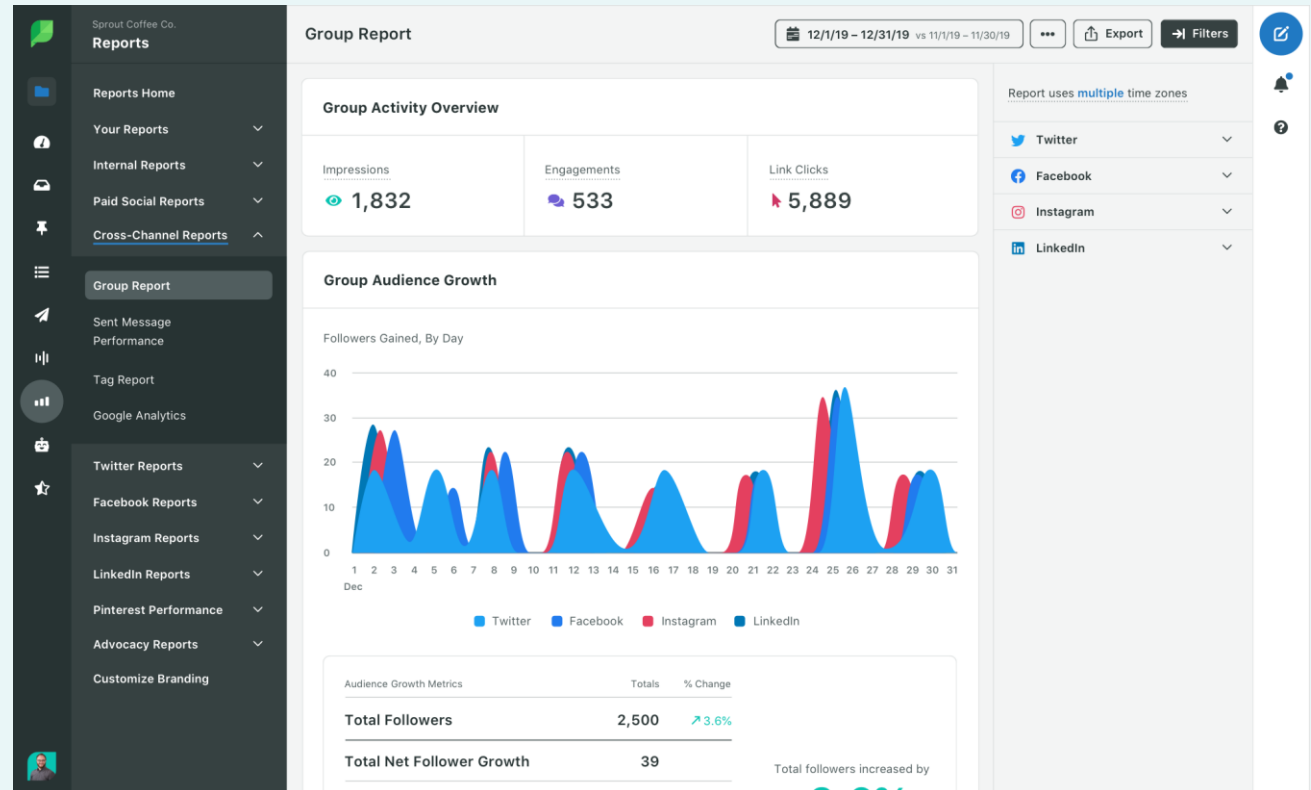
Measure results

The last step to an effective social media content strategy is measuring the results of all of your efforts. Ideally, you should analyze your content every month to keep track of what's working. Take a look at how each piece of content performed and what variables it had working with it. A few of the most important [social media metrics to measure](#) include:

- Awareness – The number of times people saw your content as told by impressions and reach
- Engagements – The number of reactions, comments, clicks and shares your content gets
- ROI – Conversions and referrals from external sources



Like you did with the content audit, relate the analytics to your overall marketing goals. Using your goals as an anchor can help you accurately adjust your strategy. By measuring analytics each month, you'll just have to make small tweaks to keep optimizing your social media content strategy.



Putting it all Together

Effectively planning a social media content strategy is an ongoing cycle, but it doesn't have to be overwhelming. Plan out your process with the ideas above and stick to these essential steps to develop content planning that puts a strategic approach first.



How to Create Engaging Social Media Content



24/7 VIRTUAL AGENT PHILIPPINES, INC

Show, Don't Tell

The message of this story is clear: if you're marketing your brand on social, make it a rule to add an image to everything you post.



August 6 at 10:01 PM · 🧑



Sharing: Yesterday, I went to the supermarket with the prudence dictated by the new normal. Mask, gel and safety distance. I then started to get the things that were on my short list, and when I was lining up to pay, between taking the money and storing the phone, the bill I had to pay fell on the floor, and the man who was in front of me finishing paying his purchases slowly bent down and picked up my note. Woww.. How much education and kindness in these pandemic times - I thought. I held out my hand, waiting for him to give me back my money, trying to stay away, so that he would feel safe, while preparing to thank him for the gesture. But suddenly, what he told me was shocking - What's on the floor belongs to whoever finds it! - and just like that, he left ... naturally, as if he hadn't done anything wrong. I looked at the lady behind me and the people next to me and they all looked at me in shock and disbelief, whispering things between them. For a moment there, I was trying to evaluate myself. I wanted to do justice on my own ... I left my purchases, because I had no way to pay, and went after him to the parking lot, to have my 500.00 returned. However, I realized that the people closest to the line came after me, curious to know what was going to happen ... I spoke to him demanding my money but he just looked at me with contempt and acted like I was invisible. When he got to the car, he slowly put his two shopping bags on the floor to take the key out of his pocket and open the trunk, and I thought - It's now or never! I took the two bags and told him the same thing he had said to me - What is on the floor belongs to those who find it! - and I started running towards the exit, between fright and laughter, proud of my revenge. The spectators started to applaud and I saw that the "smart guy" had been irritated after all, as he left the parking lot dropping security cones in his path. I swear I felt a rush of adrenaline, fright and nervousness, but then I cried with laughter. When I got home I opened the bags and found:

- 2 kg shrimp
- 1 kg of salmon
- ham, cheese and yogurt of two flavors
- whole grain bread
- 1 bottle of white wine
- 2 bottles of red wine
- 2 jars of strawberry jam
- 2 kg of very good quality salami
- 1 jar of mayonnaise




Get [creative for your brand](#).

Post photos that speak to your audience and watch those likes and comments rise.

Like this [post](#), which garnered five million likes, 62,000 comments, and 231,000 shares.



Get Your Own Photos Taken

Subscription path	CTR	Rel. diff	Stat. Conf
Control (Generic Stock Image)	7.16%	-	-
Treatment (Real Person)	9.64%	34.7%	 95%



- Hire a local photographer to take photos that match your [editorial calendar](#).
- If you're just starting out, you can take your own photos with a high-specs smartphone.
- Make sure your images match the text around them. Images are meant to summarize concepts and drive home points, not simply to break up text. (Like the photo in this [Instagram post](#) from BMW.)



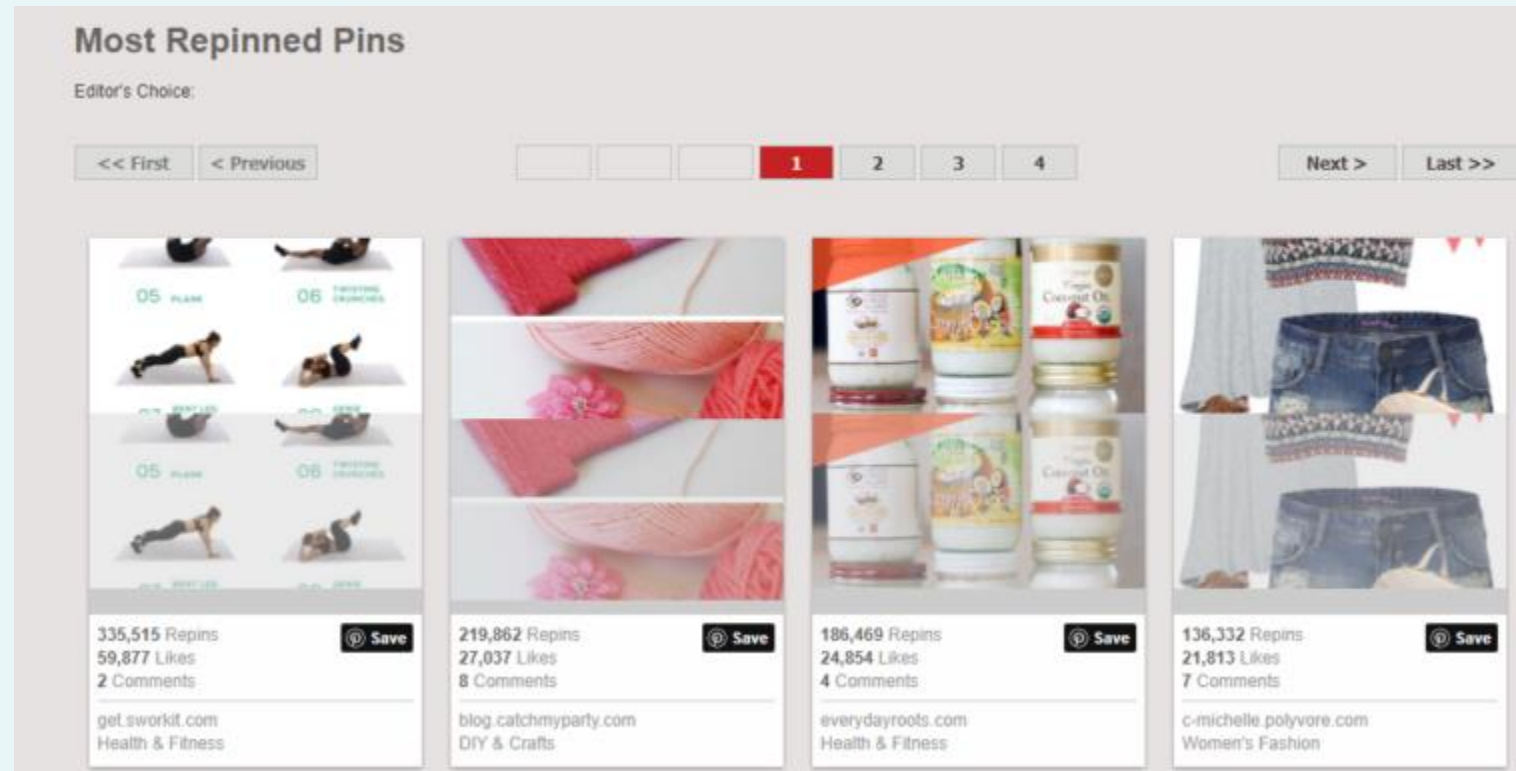
Share Customer Testimonials & Reviews

Pick your best testimonials and reviews, design them into readable bites, and [craft catchy captions](#) to go with them.



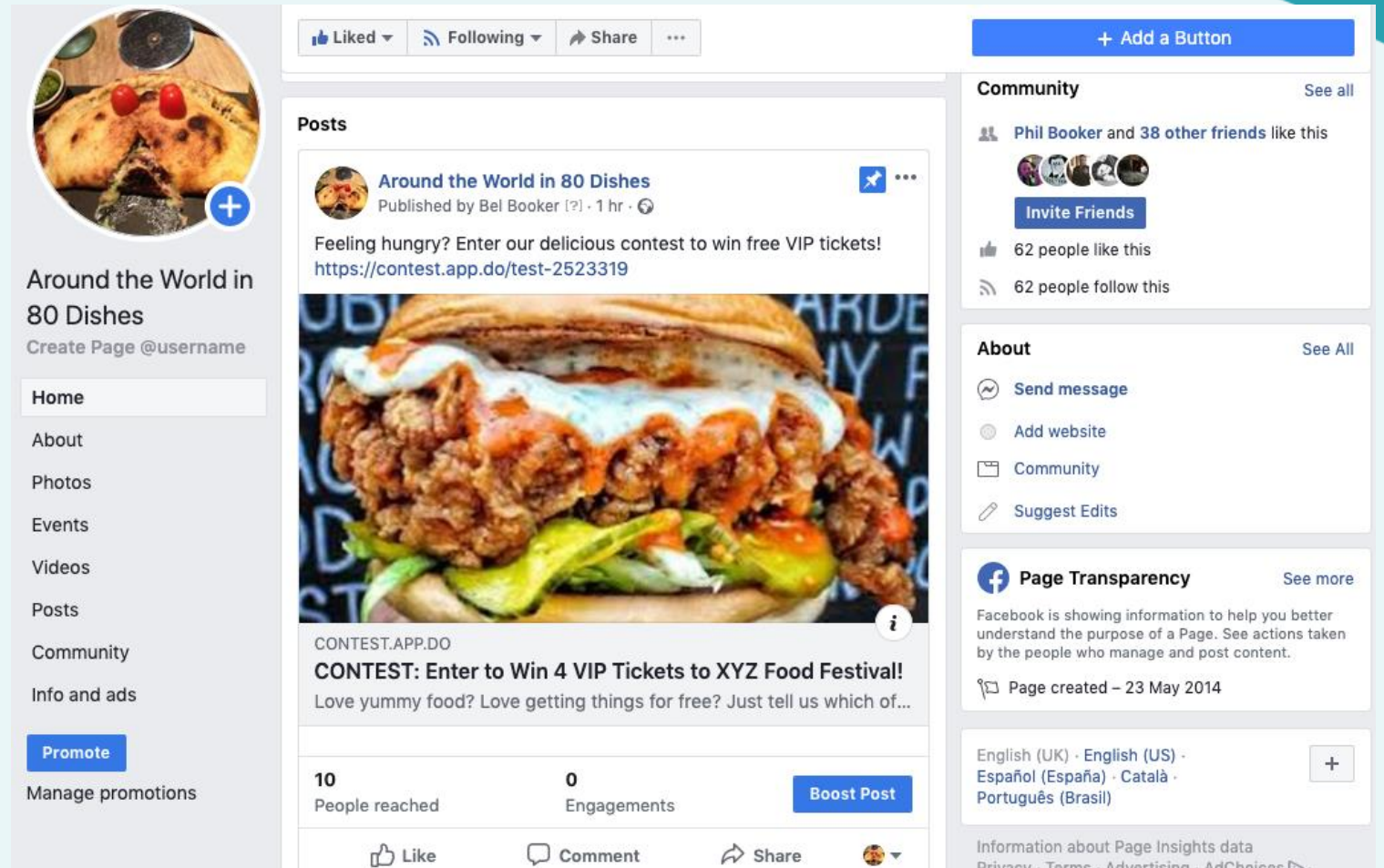
Search for the Latest Visual Trends

- Search using the most popular hashtags on Instagram. For instance, [#love is the most popular hashtag](#) on Instagram with over a billion posts. Go through the posts with this hashtag and take note of the ones with high engagement.
- Do a Google search for popular image trends. You can browse through top-ranking sites to learn about image trends. Like the ones in this [guide from Canva](#).



Host Contests


- **Like, comment, and share to join.** Users like your post and share it with their friends to enter your contest.
- **Tag a friend.** The more friends your audience tags, the more entries they get.
- **User-generated content.** Users create posts according to a theme you set and tag your business to join.

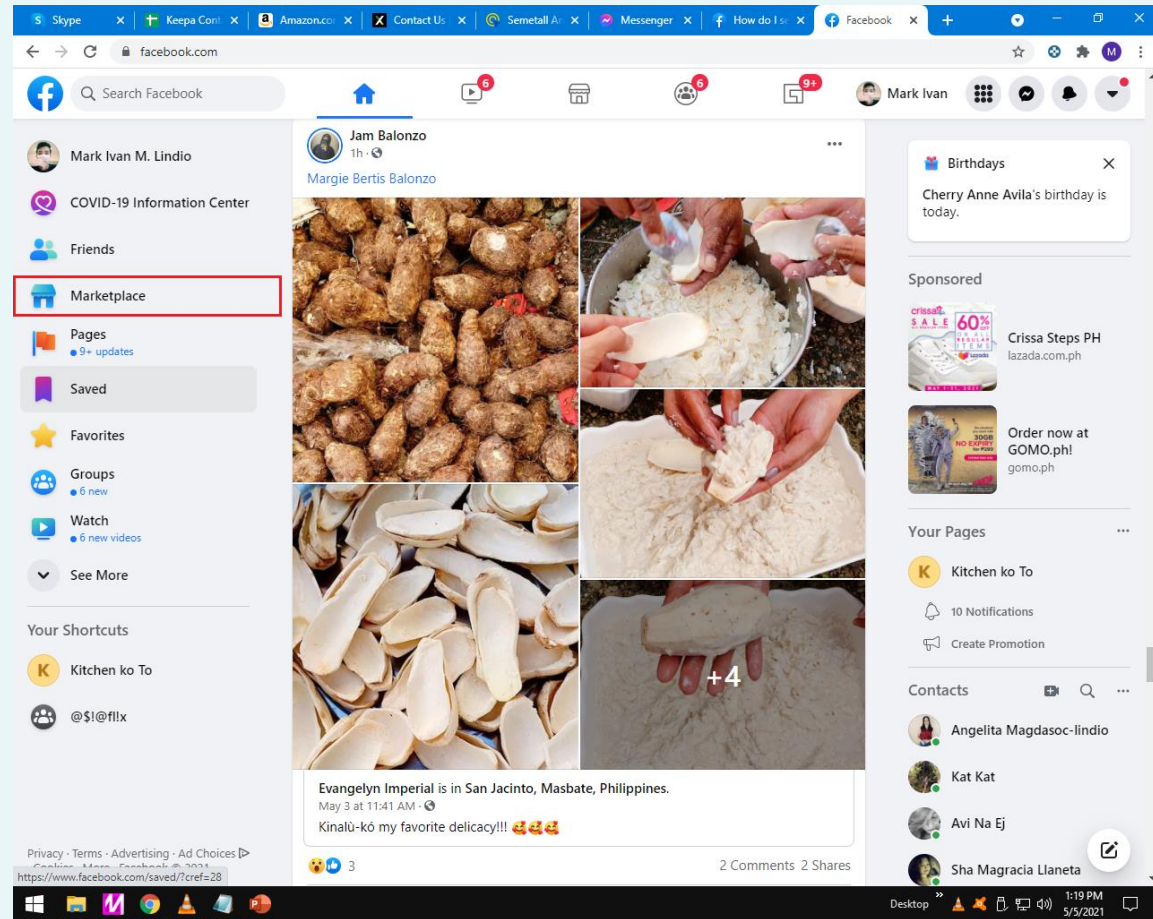


The screenshot shows a Facebook page for 'Around the World in 80 Dishes'. The page has a profile picture of a pizza and a cover photo of a burger. The main post is a contest announcement: 'Feeling hungry? Enter our delicious contest to win free VIP tickets! https://contest.app.do/test-2523319'. The post has 10 people reached and 0 engagements. The right sidebar shows community information, including 62 likes and 62 followers, and a 'Page Transparency' section indicating the page was created on May 23, 2014.



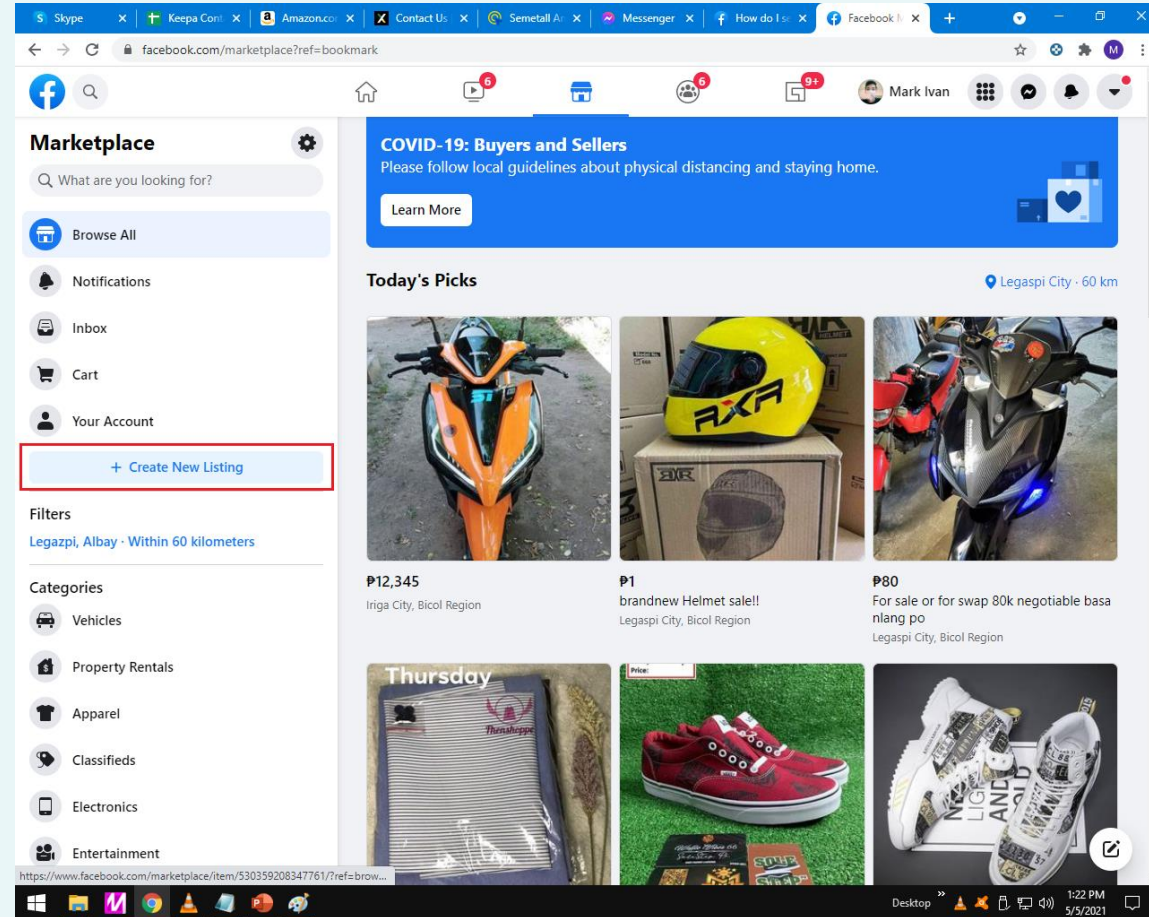
How do I sell an item on Facebook Marketplace?

1. From your News Feed, click  **Marketplace** in the left menu.



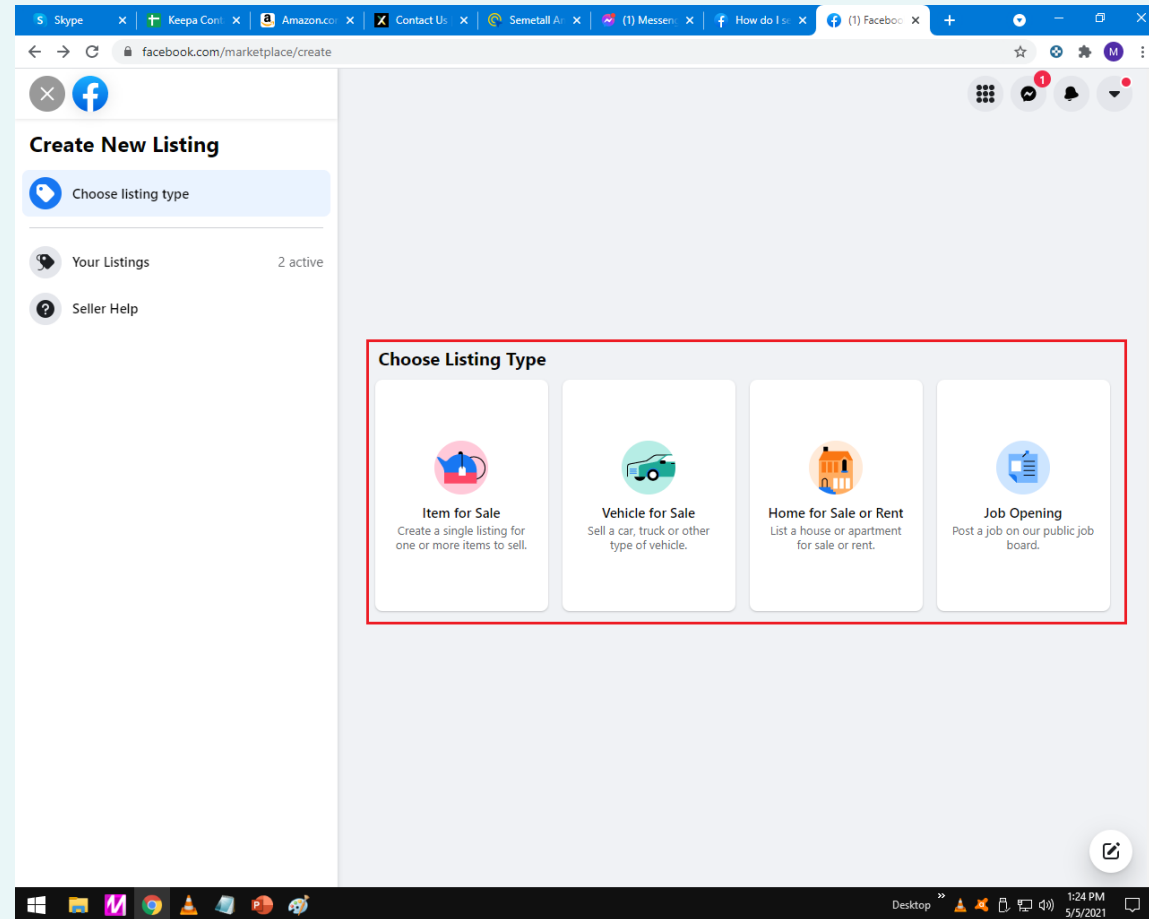
How do I sell an item on Facebook Marketplace?

2. Click **+ Create New Listing**. Then click **Item for Sale**.



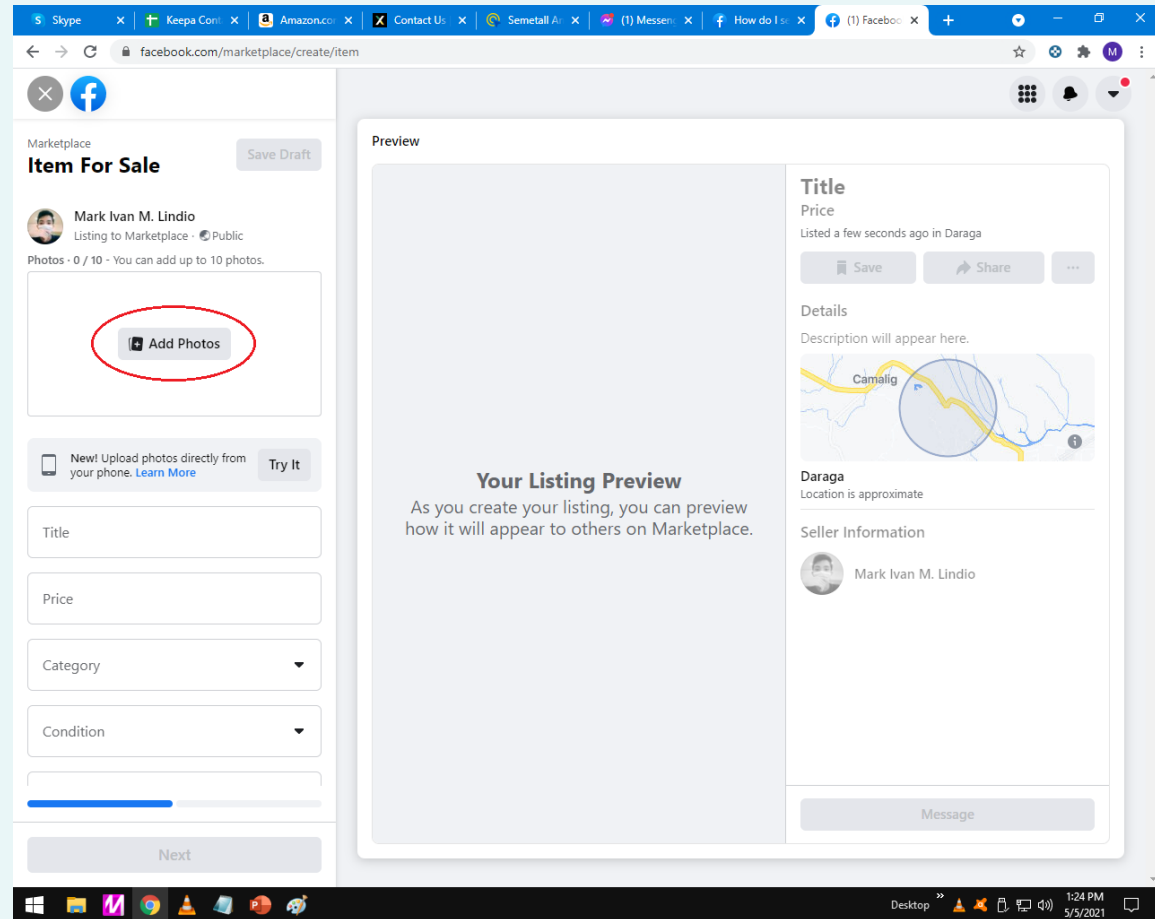
How do I sell an item on Facebook Marketplace?

3. Choose Listing type



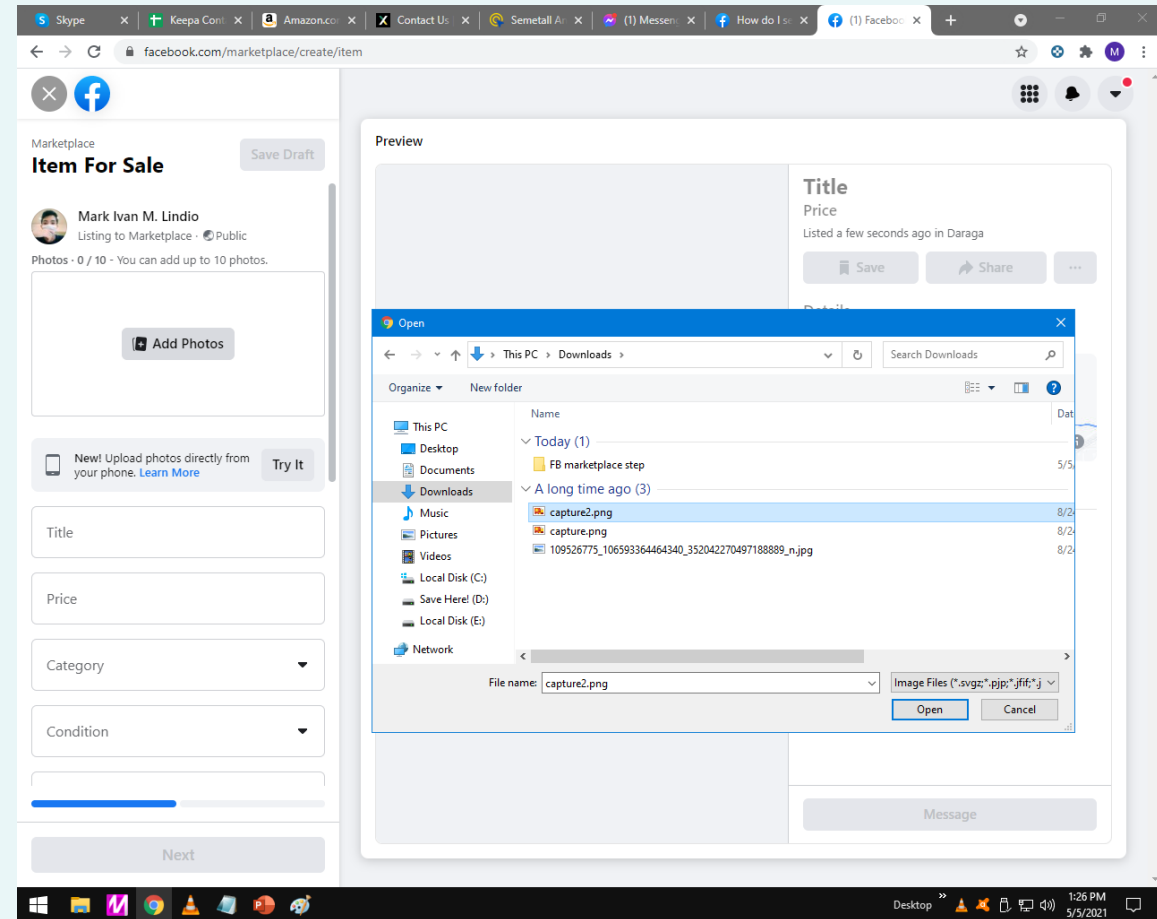
How do I sell an item on Facebook Marketplace?

4. Click **Add Photo** to upload
A photo of your item from your
computer



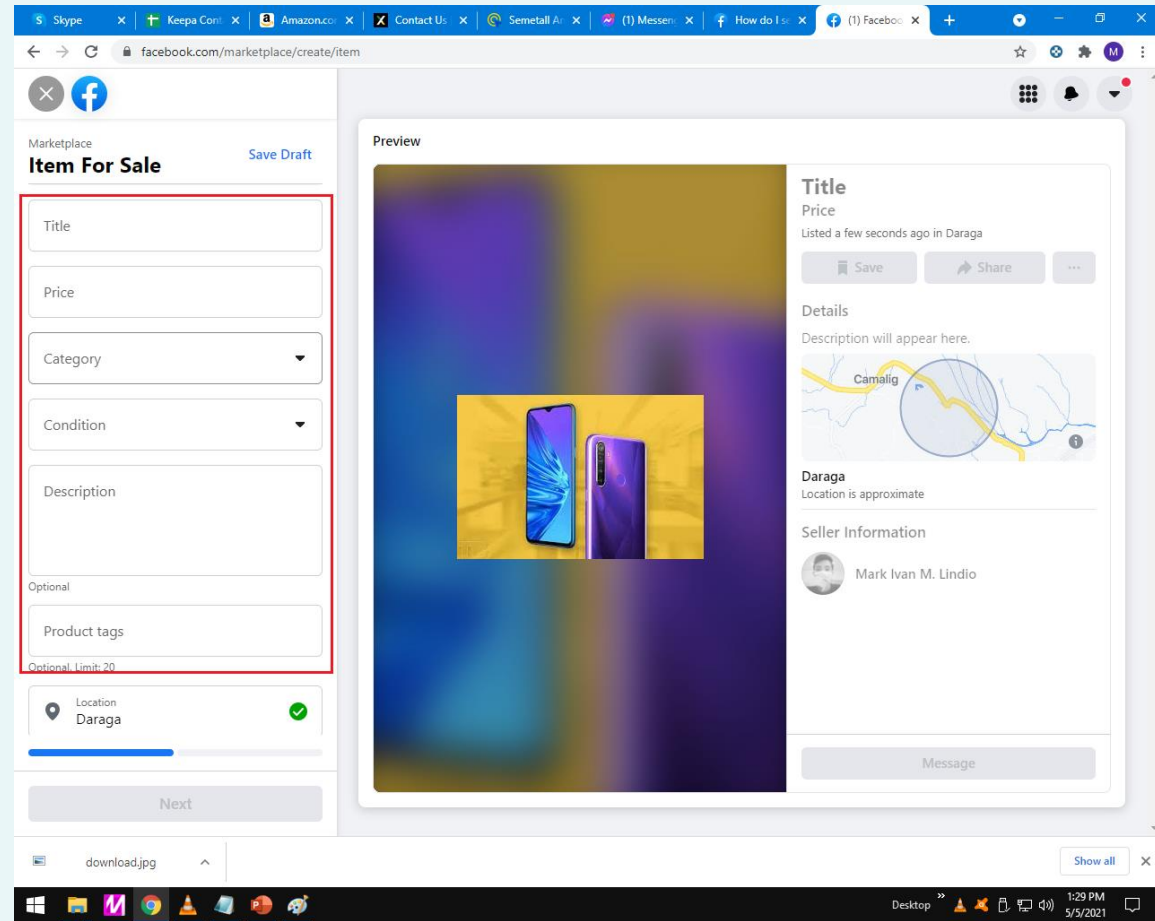
How do I sell an item on Facebook Marketplace?

5. Choose a photo of your item
From your computer.



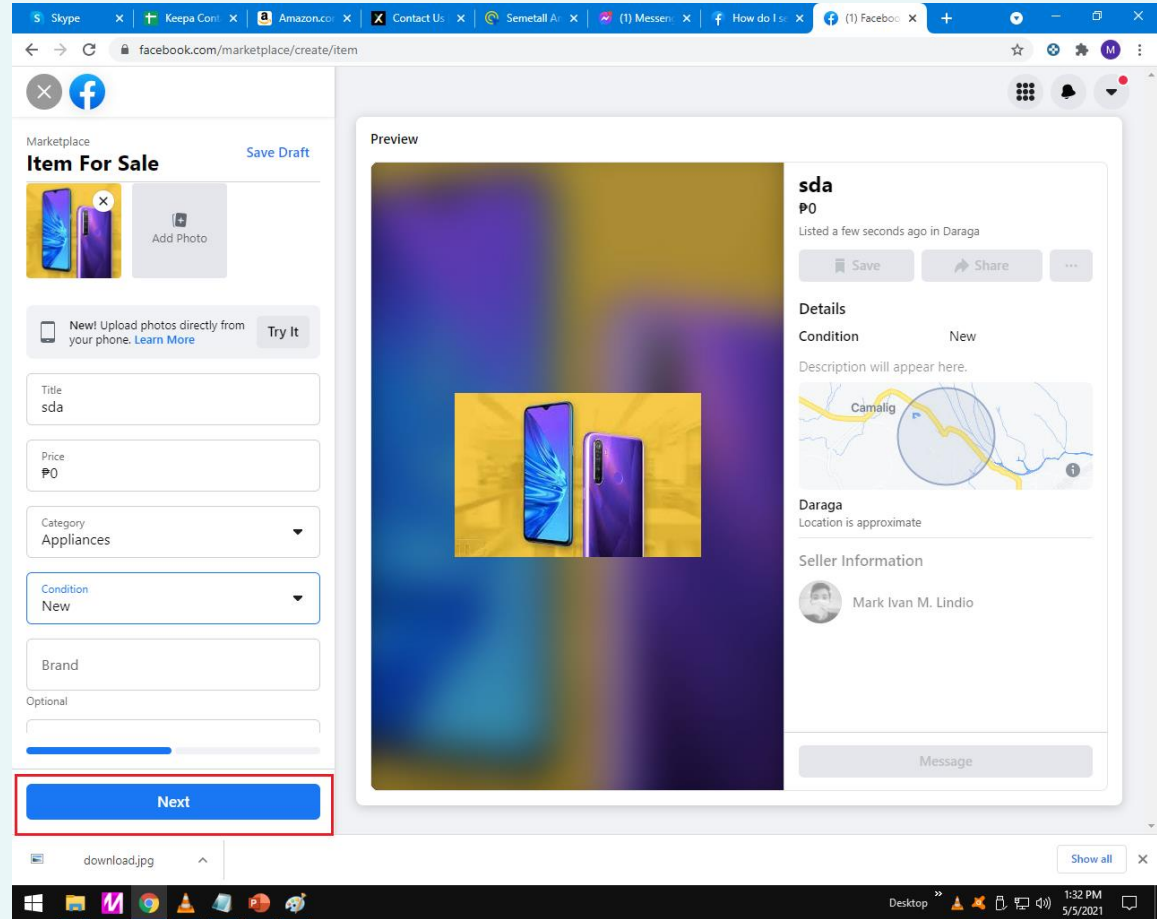
How do I sell an item on Facebook Marketplace?

6. Enter info about your item.



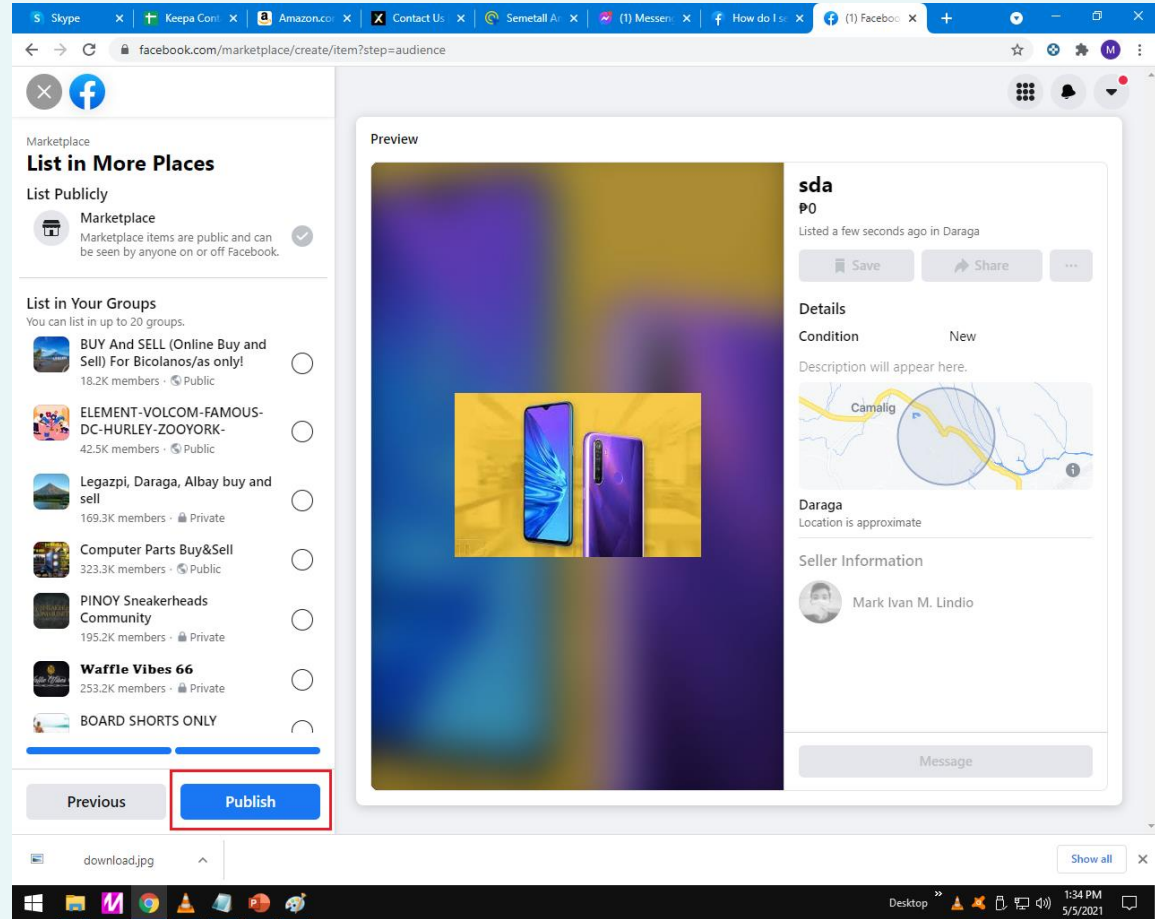
How do I sell an item on Facebook Marketplace?

7. Click **Next**. If **Next** is grayed out, make sure you've entered the information that's required



How do I sell an item on Facebook Marketplace?

8. Click **Publish** to post your Marketplace listing.

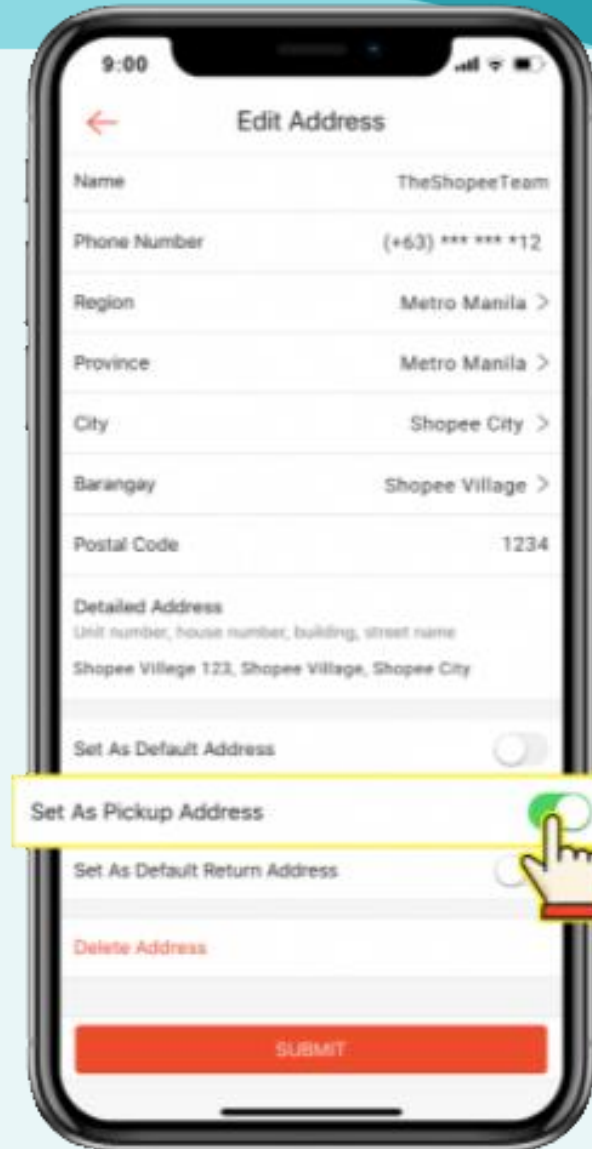


How to Sell in Shopee

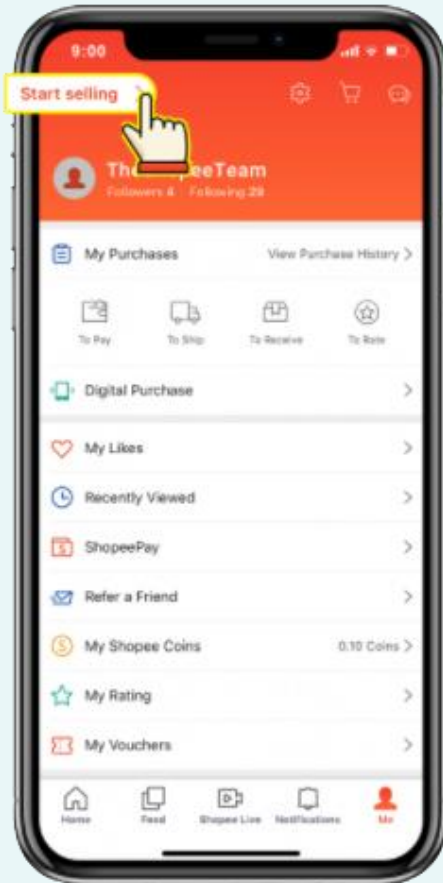


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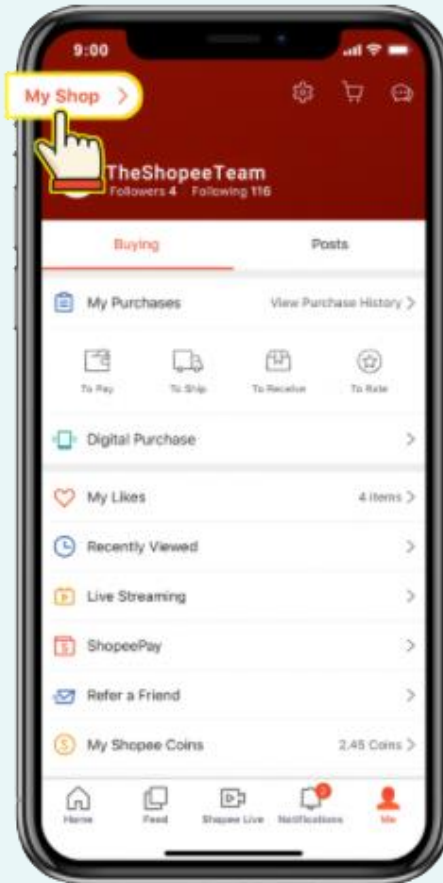
Step 1: You need to indicate your pickup address. Shopee will assign and will base the Shopee Supported Logistics Provider on the indicated pick up address. The image below shows the view once the pickup address is turned on.



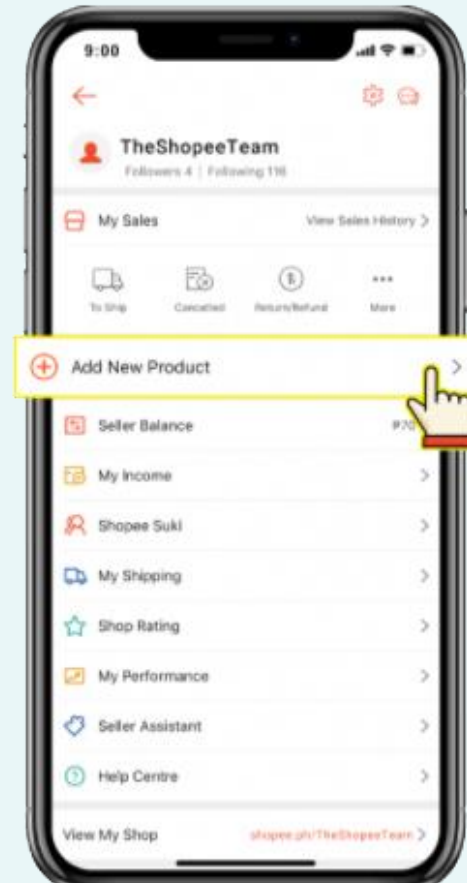
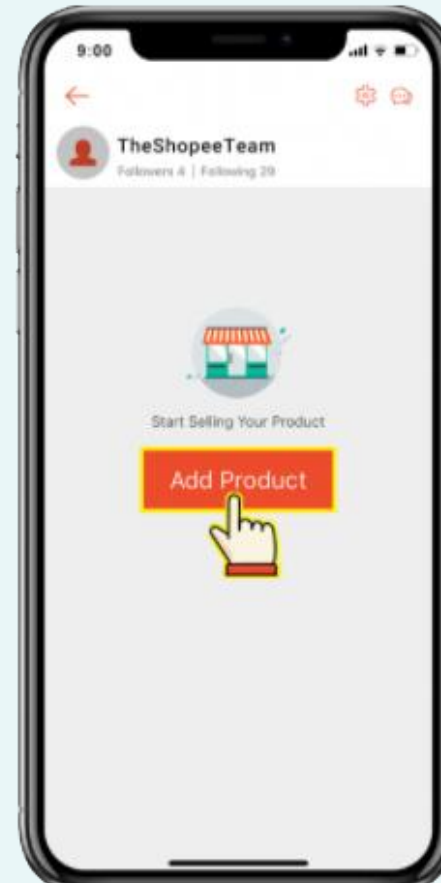
Step 2: Tap “My Shop” under Me tab, then tap “Add New Product” in My Shop.



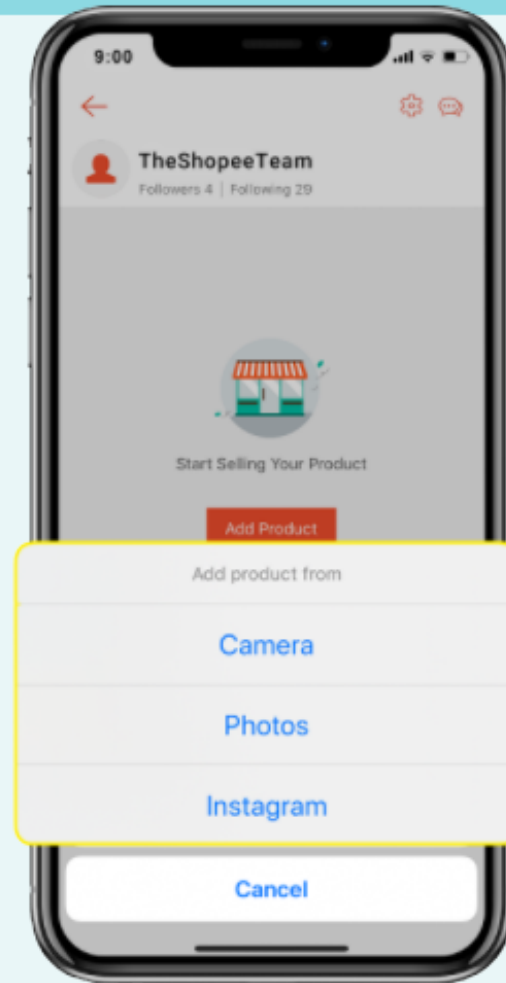
**Newly Registered
Shopee Account**



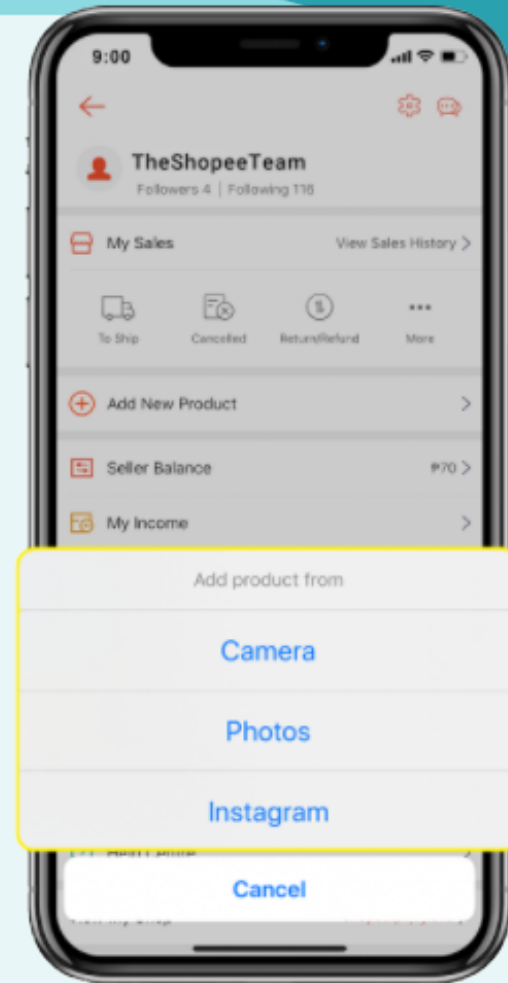
**With Existing Shopee
Account** *Activate Wi
Go to Settings*



Step 3: Upload quality photos of the item that you want to sell. Tap “**Camera**” to take a picture of the item, tap “**Photos**” to choose an existing photo of an item from the gallery, or tap “**Instagram**” to take a photo from your Instagram account. Adding more photos can help buyers visualize the product that you’re selling. You can add up to 9 photos for each listing.

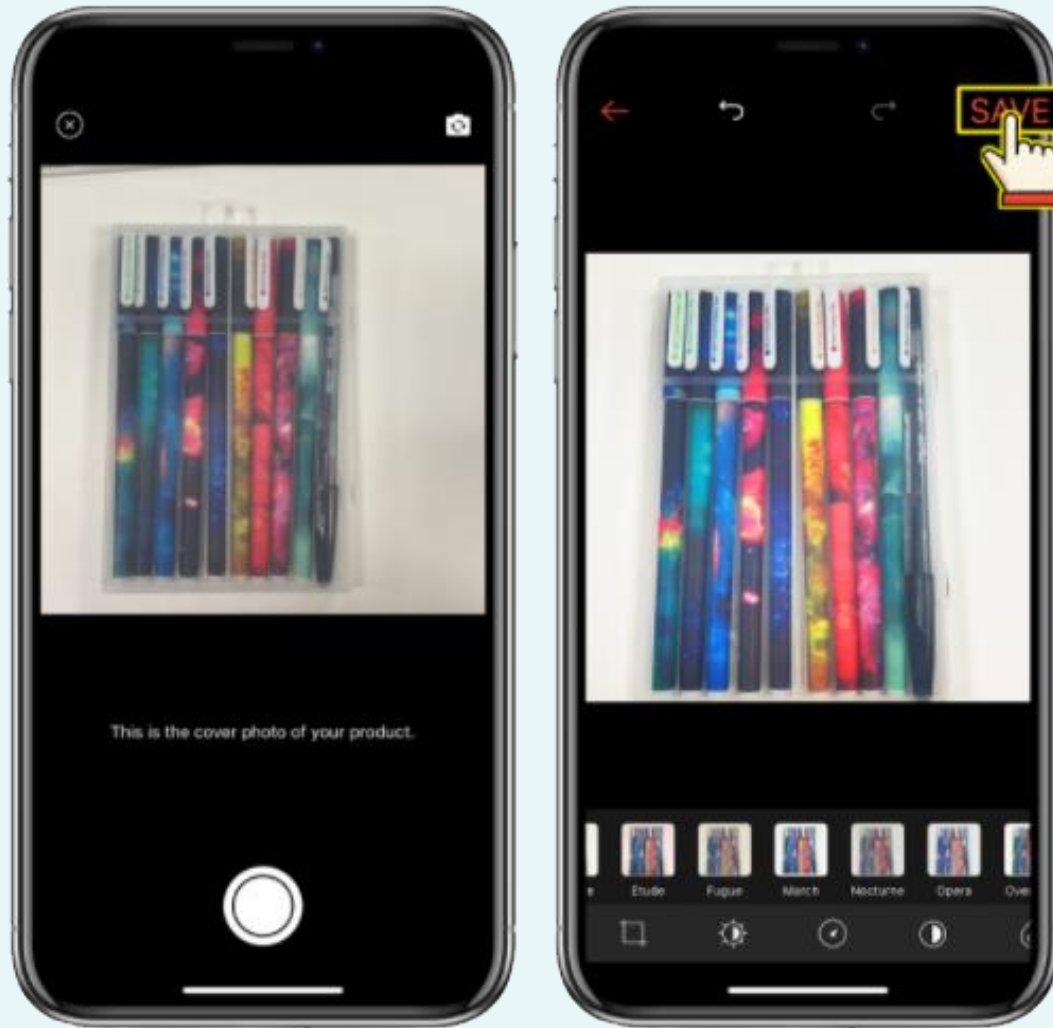


**Newly Registered
Shopee Account**



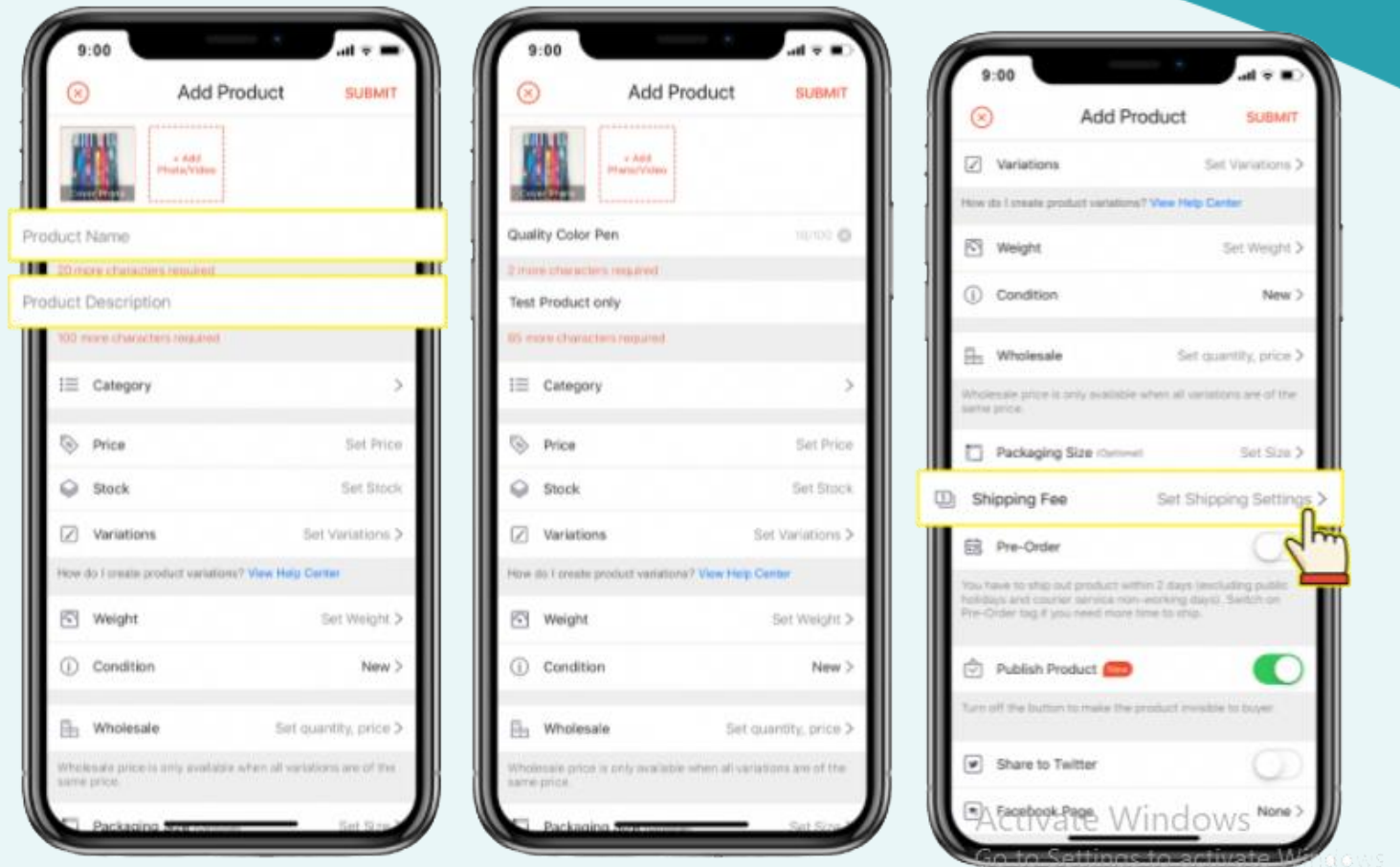
**With Existing Shopee
Account**

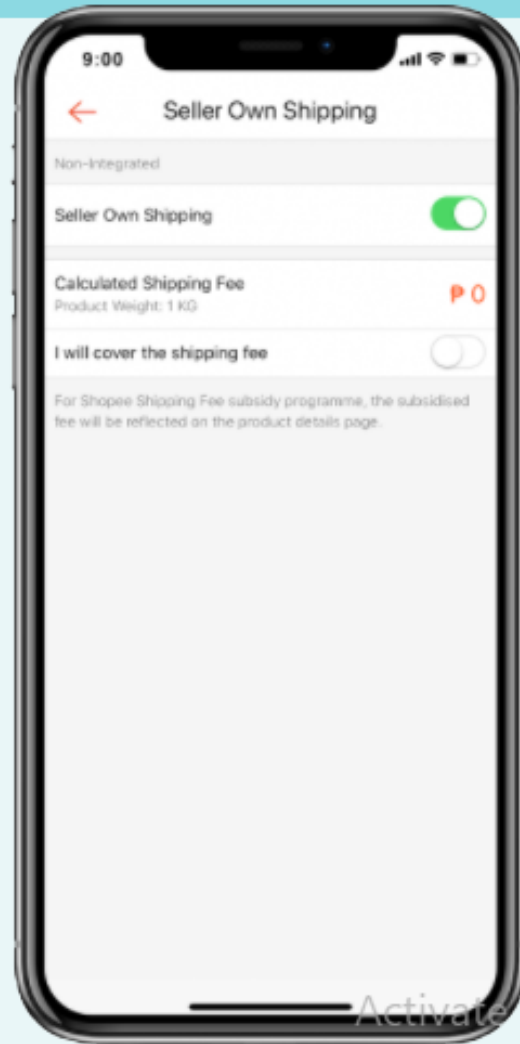
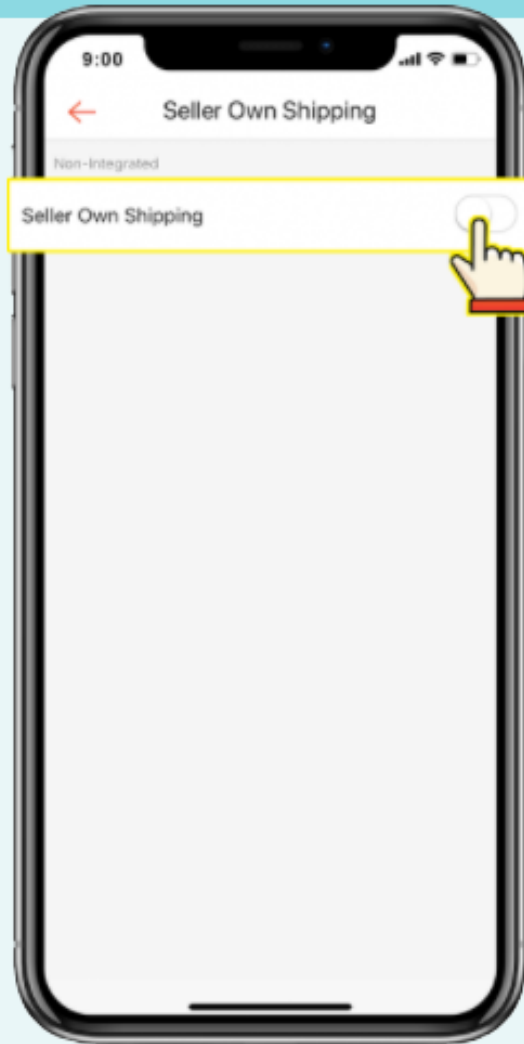




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Step 4: Fill in the product details such as **Product name**, **Product description**, **Category**, **Price**, **Stock**, **Variation**, **Weight**, **Condition**, **Wholesale** (optional), and **Shipping Fee**. Tap “**Submit**” and your product is now listed on Shopee.





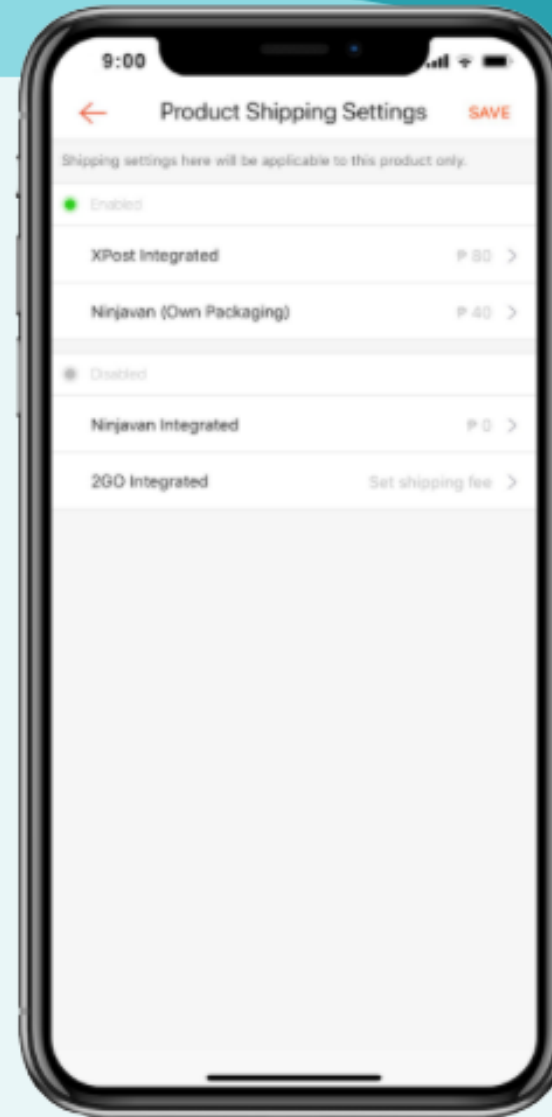
Activate ✓
Go to Setting

Newly Registered Shopee Account



24/7 VIRTUAL AGENT PHILIPPINES, INC

Note: Once Pickup Address has been set and at least one listing has been created, Seller Own Shipping will be removed and replaced by Shopee Supported Logistics Provider for your area within 7 business days.

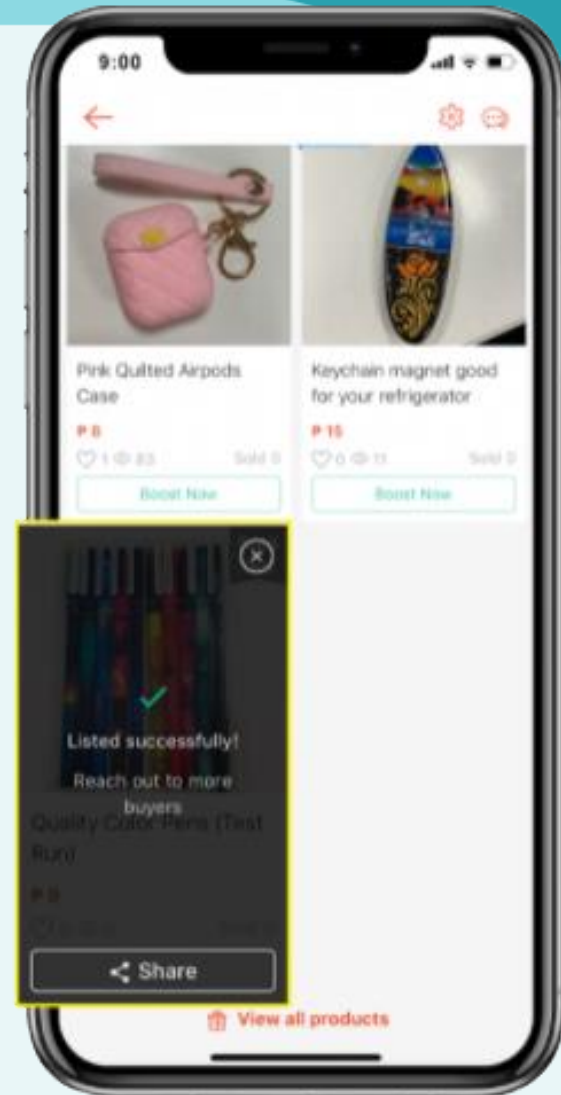
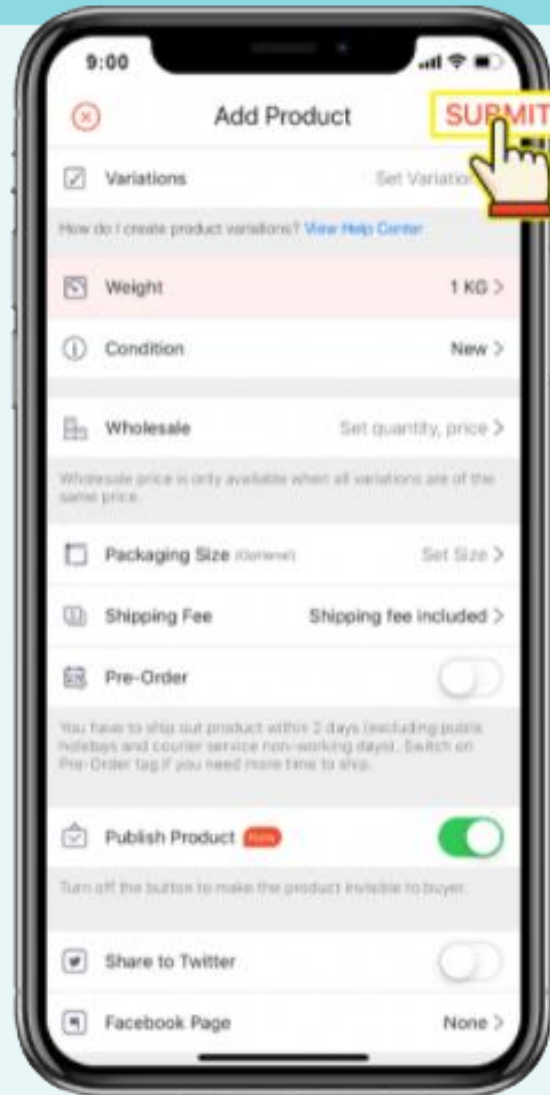


With Existing Shopee Account



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Note: If you have not verified your phone number, you will be asked to do so before your product can be listed in our marketplace.

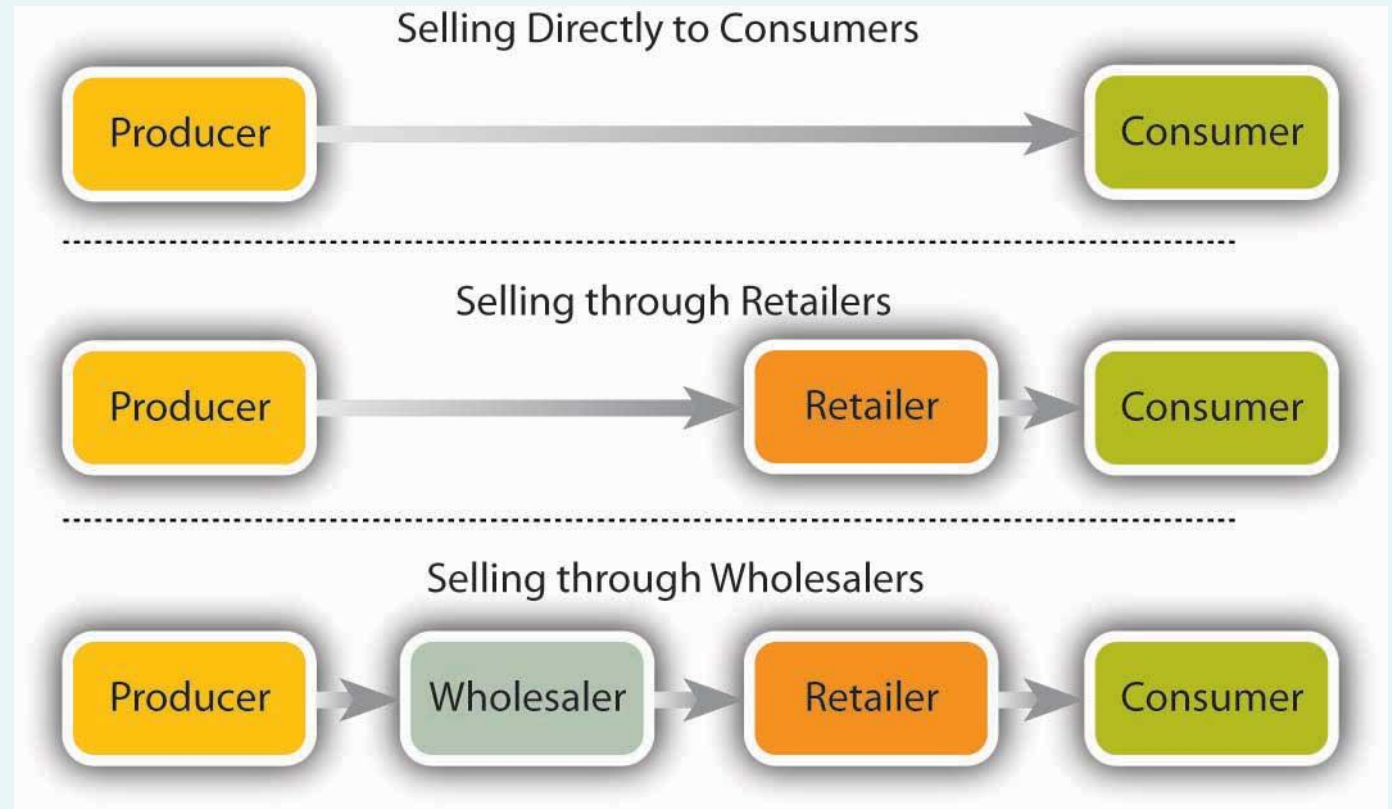


Advantages of Online Marketplaces for your Business



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It provides an **additional channel** to market and sell your products

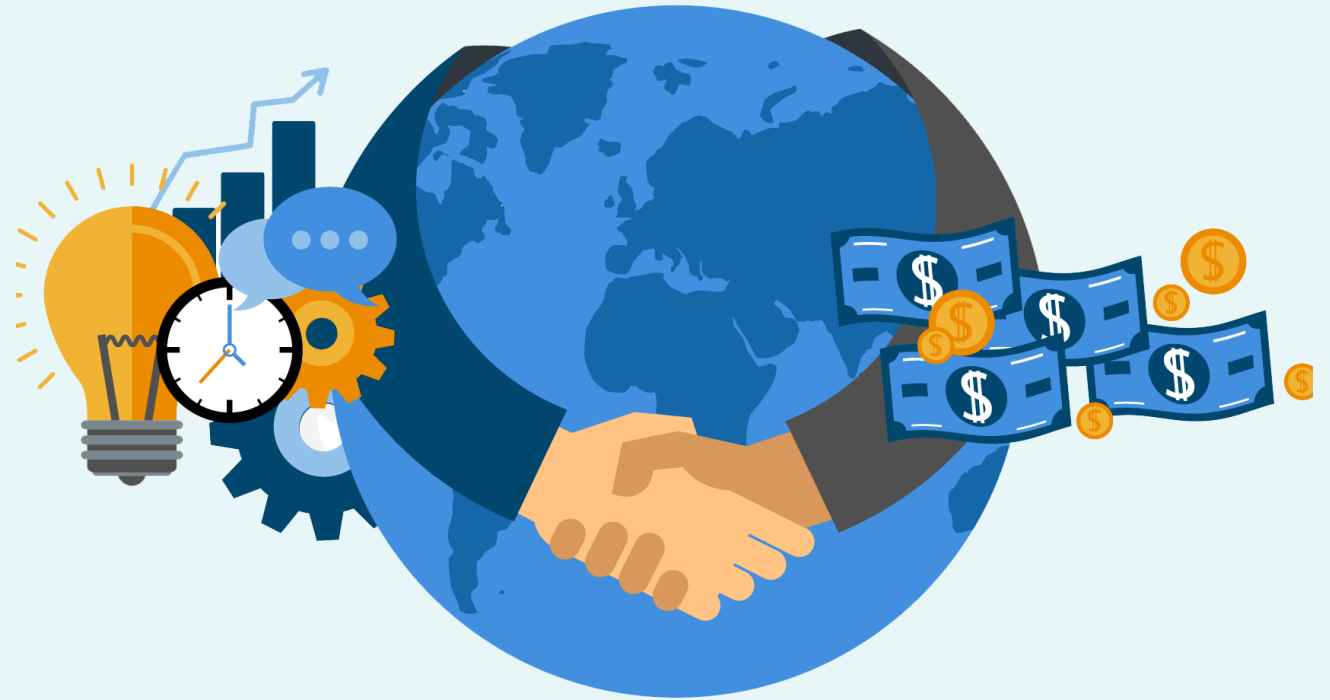




The platform offers **reduced marketing costs** compared to other sales channels



It allows new **opportunities for overseas sales** - there has been noted online marketplace growth in the categories of homeware, pets, fashion and sporting goods





They are popular with customers and offer a **convenient way to compare prices and products** from a single source



Being part of an established online marketplace provides a **level of trust between you and the buyer**





Impartial reviews of your products and service may give **new customers the confidence to buy**



They offer opportunities to establish **new trading partnerships with traders and suppliers**, either within your supply chain or across supply chains





They provide **greater transparency** - availability, prices and stock levels are accessible in an open environment



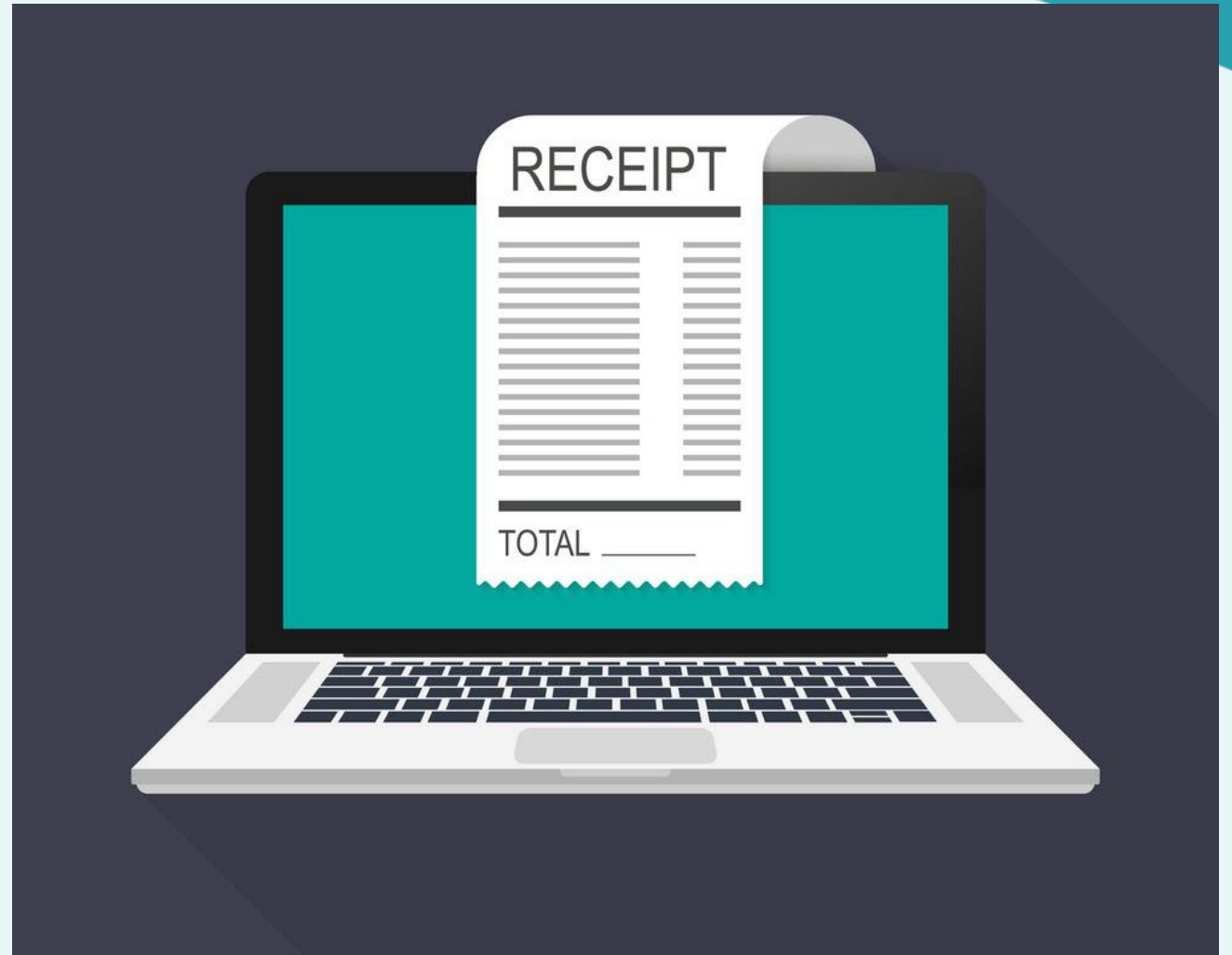
It is possible to **operate a round-the-clock** - time constraints and problems with varying international trading hours are removed

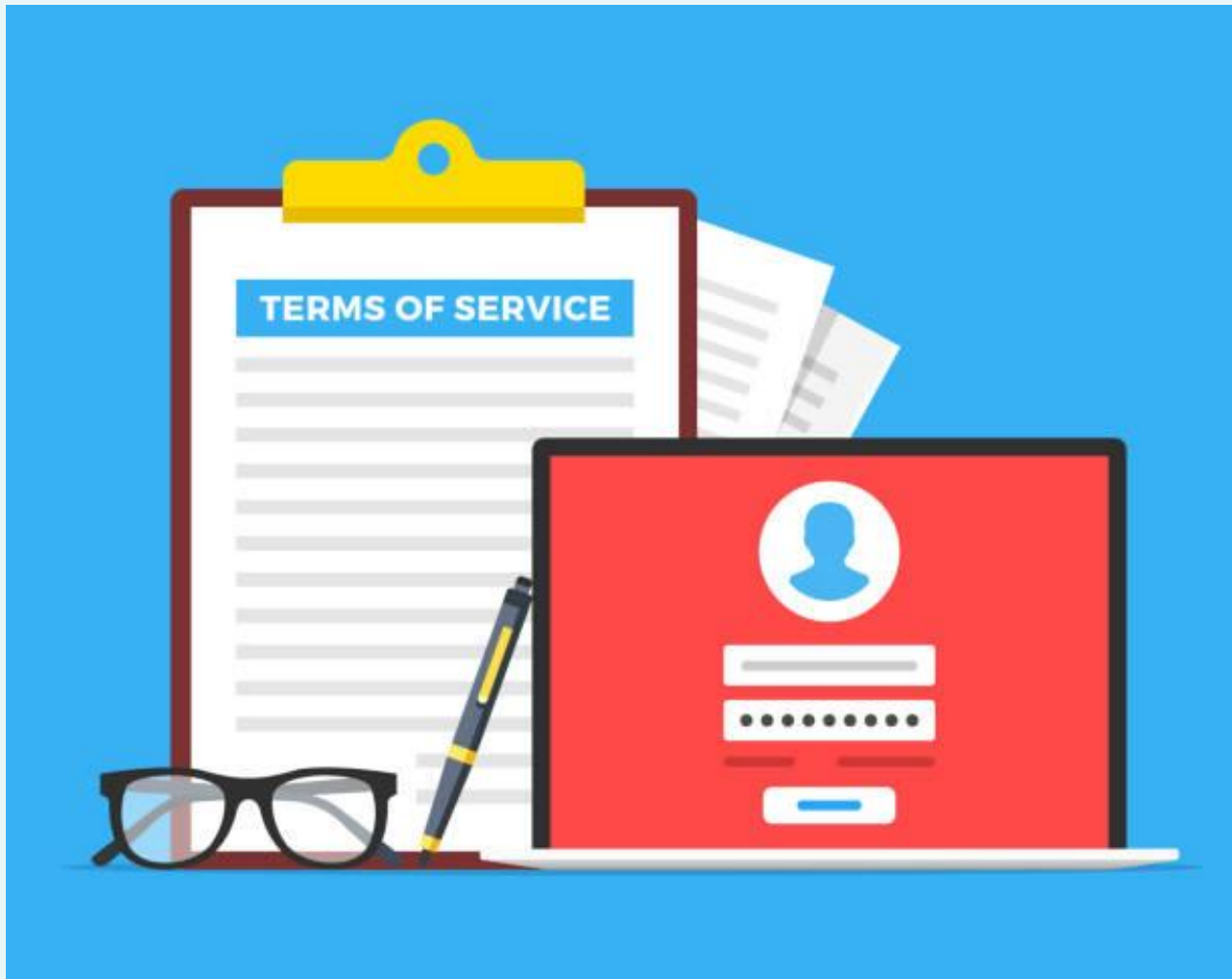


Disadvantages of Online Marketplaces for your Business



Marketplaces can **charge commission** on every sale and fees can vary from site to site. Before selling your products on a marketplace, make sure you understand the marketplace's pricing structure.





The online stores may impose restrictive **terms and conditions** in terms of how you can communicate to customers.



There may be marketplace limitations as to how your business can **brand** its online presence.

