



YOUR CONTENT STRATEGY

FACILATING ORGANIC (NON-PAID!) ENGAGEMENT ON FACEBOOK & INSTAGRAM

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TODAY WE'LL BE COVERING

- Golden rules of social media
- Planning to win on social media
- Setting goals
- Measuring performance
- Content pillars
- Formulas for success
- Planning your monthly content



WHAT ARE WE?

Sales people



WE ARE PLANNING YOUR SOCIAL MEDIA STRATEGY

Firstly, you need to understand the following:

- You are always selling, selling the brand, your community, your members achievements
- Followers ≠ leads
- Being insta famous is like being monopoly rich
It means nothing
- You have to know what to do with your audience
- It's not solely about follower growth
- It's about the commitment of your followers.
Social media is a piece of the sales puzzle



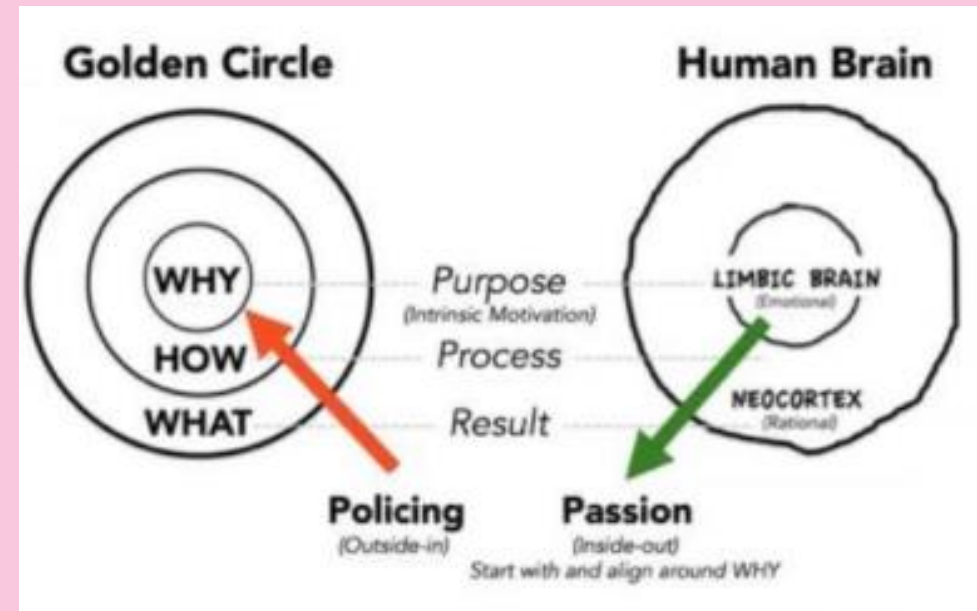
MY 10 GOLDEN RULES

1. Speak to your audience as individuals
2. Have a plan and be prepared
3. Measure metrics and make data-driven decisions
4. Post more as much as possible
5. Less long form captions – too long, too much time, focus on getting to the point
6. DON'T repost TikTok to Instagram
7. Post native content
8. Consistency is king
9. Always call for action
10. Always use a proven formula for compelling copy



SO HOW CAN YOU WIN ON SOCIAL MEDIA?

- Stop "posting", start "sharing"
- Everything you do on any platform needs to address both of the following:
 1. What's the emotion behind this? How does this appeal to the emotion of my ideal member?
 2. How does it help or benefit my ideal member?



HOW TO PLAN TO WIN ON SOCIAL MEDIA

1. Set goals specific to your objectives
2. Measure, monitor and manage your content based on data
3. Plan ahead & be consistent
4. Follow the copywriting formula for success
5. Work smarter with content creation
6. Always address goals, values, desires and pain points
7. Always call for action
8. Funnel your audience somewhere
9. Live and breathe YOUR CLUB
10. Be social, it's social media



SET GOALS

Conversion goals:

- Sales
- Leads
- Website Taps
- New database sign-ups
- Lead : sale ratio
- Followers
- Reach & impressions

You have more chance converting existing audience members to buy than you do new followers, so focus on engaging your existing audience instead of growing it.



HOW THE ALGORITHM WORKS



INTEREST - What Instagram determines is of interest to you based on what you've engaged with.



RELATIONSHIPS - How close are you to that person, do you engage with these accounts often? The people you see first for stories are there because you watch them the most.



INTERACTIONS - Who are you interacting with? You still want to encourage commenting, liking, tagging, saving and sharing on your posts..



TIMELINESS - The algorithm is working to serve you the latest, most interesting posts.



FREQUENCY - How often YOU use Instagram. It'll show you most relevant in that time to you.



FOLLOWING - This is who you follow and accounts similar to them! It helps to have an engaged audience. You don't want "ghost" followers and you certainly don't want fake followers.



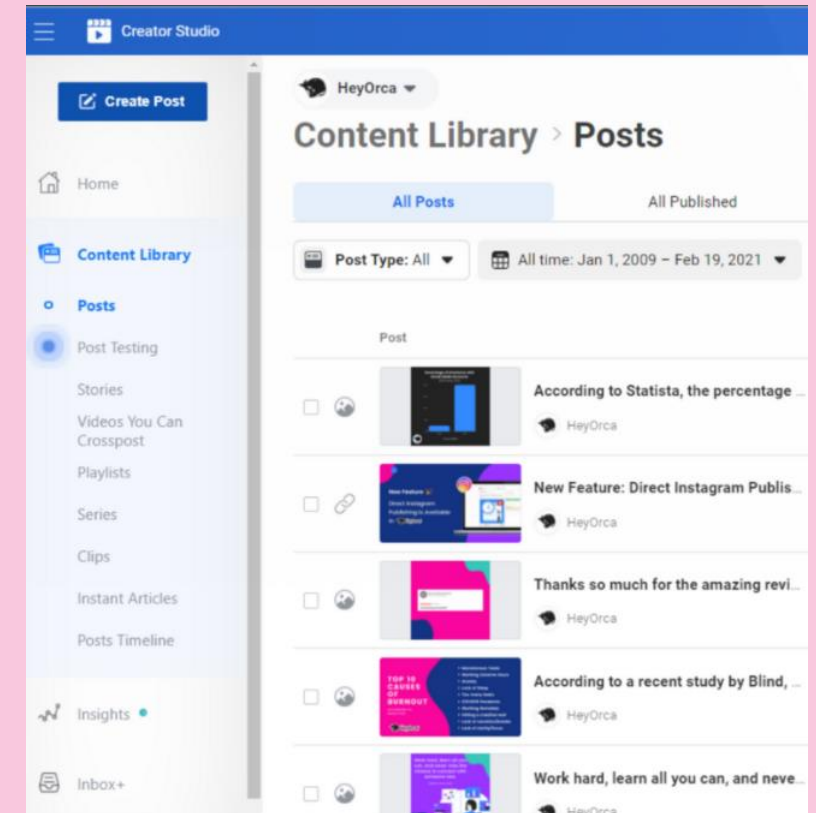
USAGE - This largely depends on how often you use Instagram. You will see your most engaged with content and accounts first and if you run out of that and see everything, you will see suggested accounts and posts based on previous interactions.



PLAN AHEAD, BE CONSISTENT

- Use a **content planner** (available on the Fernwood intranet!) or **Facebook Creator Studio** (free!)
- Plan your content pillars according to the pain and pleasure of your ideal members
- Exercise: Write 10 headlines for pain and pleasure for the member you want to attract. Do that 10 x 2 = 20 caption headlines!
- Use Fernwood-friendly language. We are experts but not unapproachable, helpful but not pushy, informal but not unprofessional, fun but not sarcastic, aspirational but not unachievable.

TIP! Our **tone-of-voice guidelines** are available on the Fernwood intranet!



THE GOALS ARE



Know your target customer →
be customer centric



Solve their problem or enrich
their lives



Build an audience



Create a community



Share a journey, tell a story,
captivate them



Add value to their lives



Ask for the business → direct
them somewhere



HOW TO VISUALLY PLAN A FEED

- First impressions count! Once someone lands on your feed, you want to keep them there. An aesthetically pleasing feed does help, but don't let it slow you down.
- You can create cohesive, on-brand content that aligns with your club and turns viewers into members.
 1. Choose your Instagram aesthetic (that work is done for you!)
 2. Find content for your Instagram feed aesthetic and appoint someone in your club to take full ownership of social media, image taking, image sourcing.
 3. Plan and preview your Instagram feed in advance

Tip! Plan at least 1 out of 4 posts that are UCG (user generated content). You can look to your members for this and even incentivize it. This strengthens community and provides proof of concept.

YOUR CONTENT PILLARS

- Your feed should comprise of content pillars, relevant to your prospects/leads goals, desires and pain points.
- Who are you talking to? What would they want to hear?
- Here's what I recommend:
 1. Member goal (eg: get fitter, stronger, tone up, build healthy habits!)
 2. Member pain point (eg: no time, no experience training, fear)
 3. Member success (eg: first push-up, weight loss goal)
 4. Member goal
 5. Member pain point
 6. Member success

RINSE & REPEAT!



CAPTION WRITING 101

- Get to the point fast and always address 'what's in it for me'?
- Here are some examples of headlines for **pain points**
 - Yet to find an exercise routine you can stick to?
 - Do you find yourself with no time for exercise?
 - Do you find it hard to commit to the gym 3 times a week?
 - Are you afraid of trying a group class or equipment?
 - Do you need support on your health journey?
- Here are some examples of headlines for **pleasure points**
 - Looking to join a community of strong women?
 - Wanting to get fitter, faster & stronger?
- Always provide a call to action (eg; call us now, email us now, join online via our website, direct message us for a free tour)



WORK SMARTER NOT HARDER

- Focus on expanding reach and increasing engagement to convert existing followers into super followers. Your super followers will become your advocates to generate more leads (let them do it for you!)
- Use our website to assist with caption writing for social media to sell services, classes etc.
- Consistency is key! Start with an achievable content plan and schedule and stick to it!
- Follow the **Fernwood National Marketing Calendar** for direction on monthly campaign planning and monthly social media themes to focus on each month (ie; reformer, group fitness, childcare)



WORK SMARTER NOT HARDER PT.2

In order to plan your monthly content schedule:

- Use our pre-designed templates on [Canva](#) (save time + effort) You don't need to create anything from scratch
- Leverage industry trends & seasonality (eg; keep warm with a HIIT workout indoors in winter)
- Use our [important dates spreadsheet](#) to see key events and holidays you can do special posts on (ie; pancake tuesday, international womens day)
- See what other Fernwood clubs or competitors are doing on their socials and replicate their ideas (but make them better!)

There, I said it.

- This is another reason for you to promote your clubs heavily, it's a way to create interest that you can change monthly but still sell the same thing and appeal to your audience. There's no need to re-invent the wheel

YOUR MONTHLY SOCIAL PLAN

THEMES	IDEAS
Reformer Pilates	Why do reformer pilates? What to bring to your first reformer class How to use a reformer machine
Group Fitness	Meet our community Here's the support you get at Fernwood Hear from our instructors Check out our class offerings
PT	Why strength training is so important How to goal set Building new healthy habits

If you don't know what to post,
you won't post so be prepared!
Failing to prepare is preparing to
fail!



THANK YOU!

Any questions?