



social media management

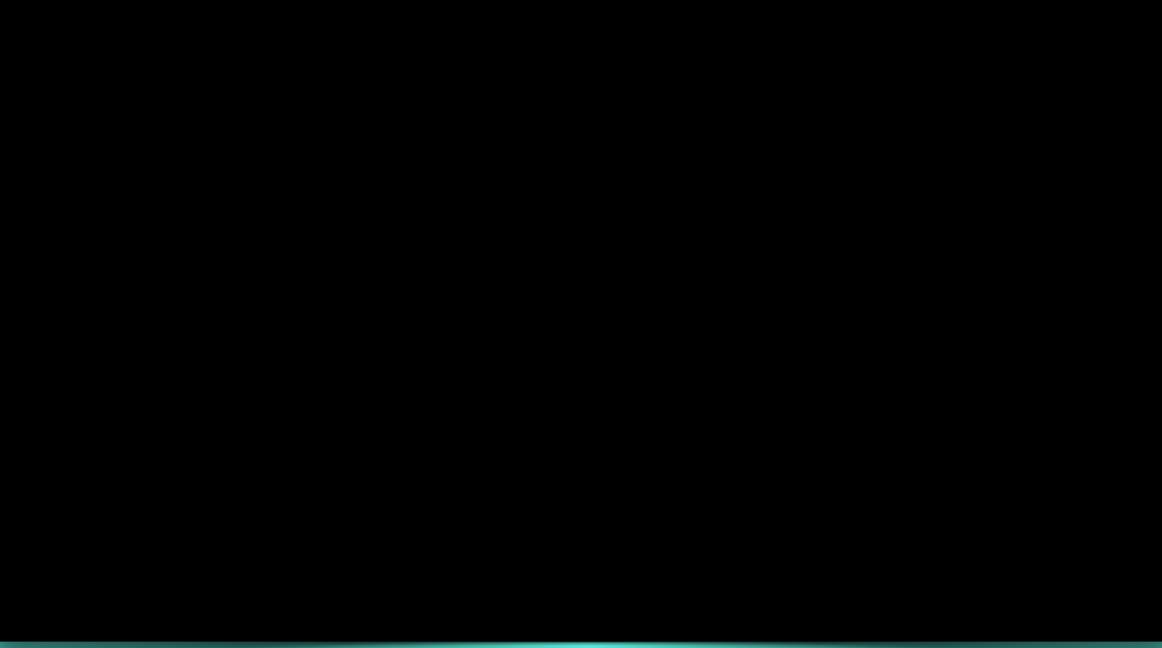
THE COMPLETE 2017 GUIDE TO SUCCESS



Part 1

Social Media

Management



Introduction To Social Media

SECTION 2



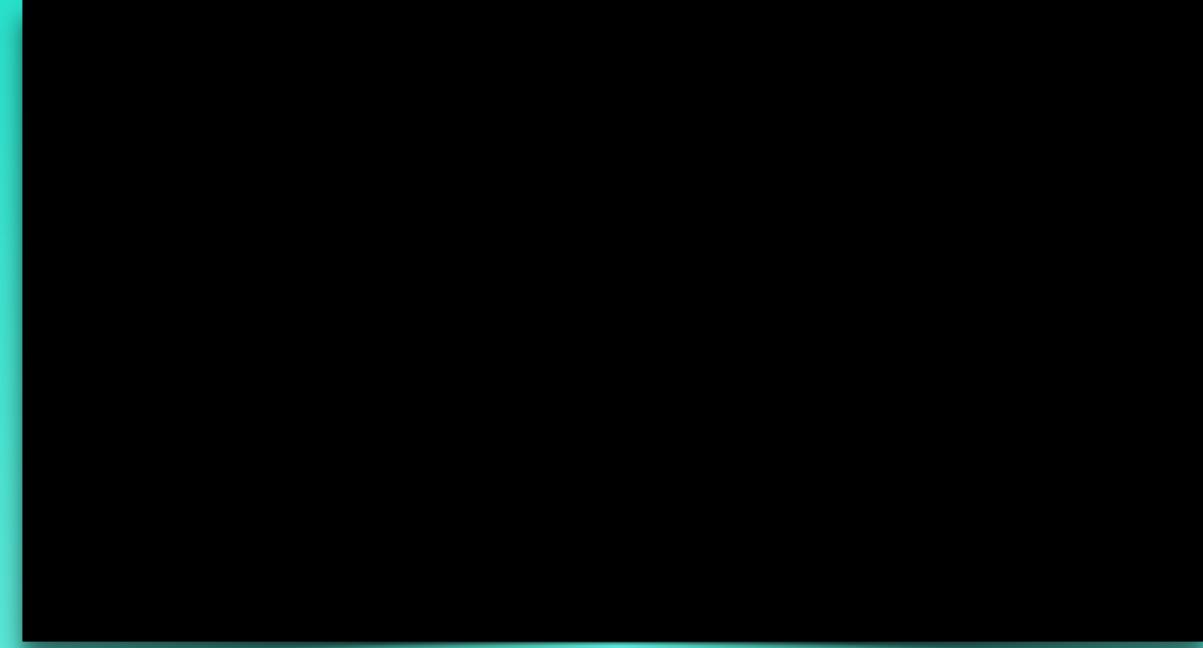
Benefits of Social Media

- ↑ Web traffic
- ↑ Leads
- ↑ Sales
- ↑ Google Ranking
- ↑ Exposure
- ↑ Fan base
- ↑ Branding



How to achieve these benefits?

- Entertainment > website > (email) > sell
- Jab jab punch
- Blog post - 10 Ways To Wear Chelsea Boots with link to boots at the bottom
- Never just post a direct link to the boots!



Choosing Social Media Goals

- What does your client want?
 - Google Ranking, Web traffic, Leads & Sales?
 - Focus on email subscriptions and web traffic
- Exposure, Branding & Fan base?
 - Focus on likes, RTs, followers



Introduction To Social Media Platforms

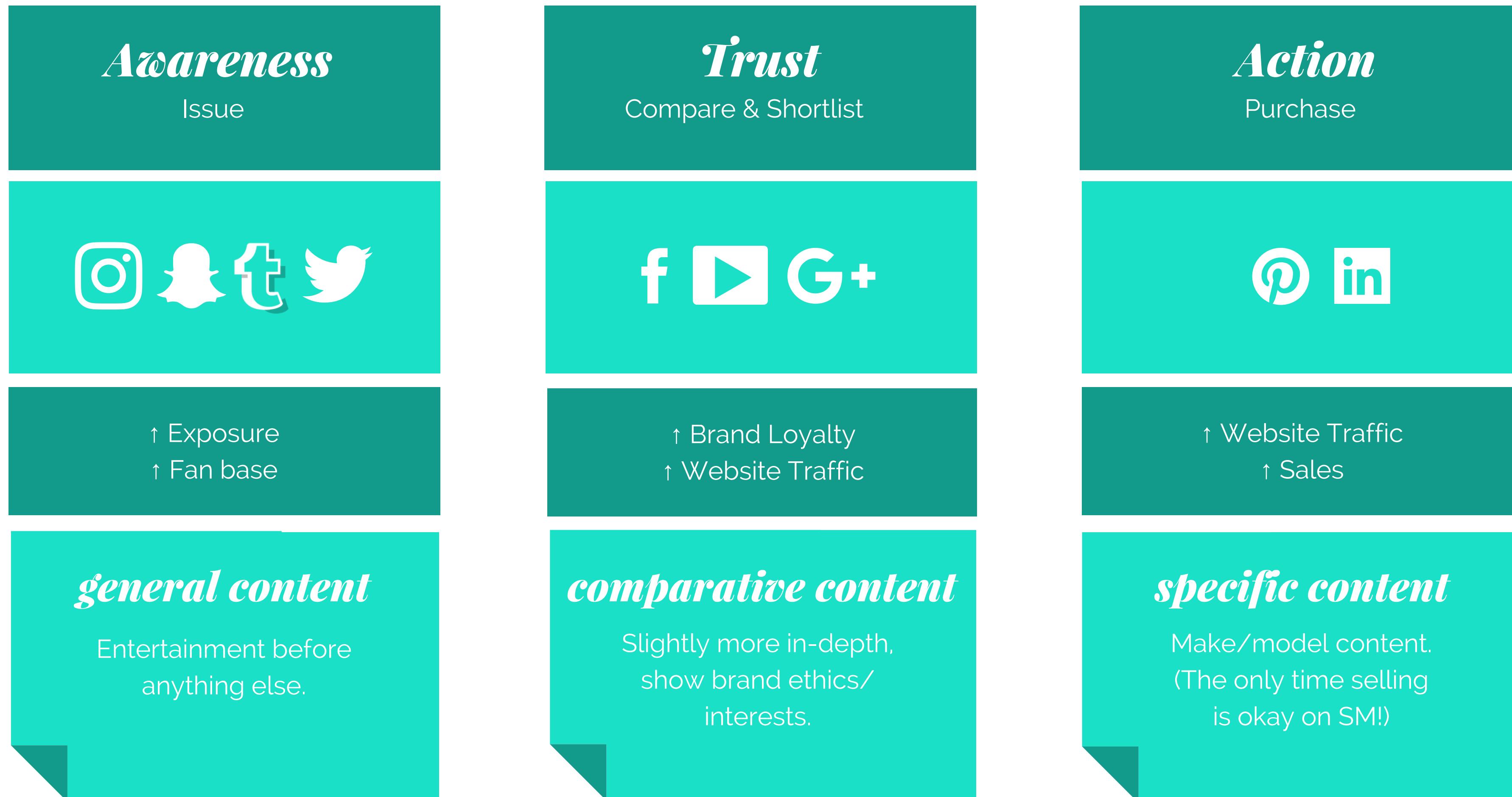
SECTION 3

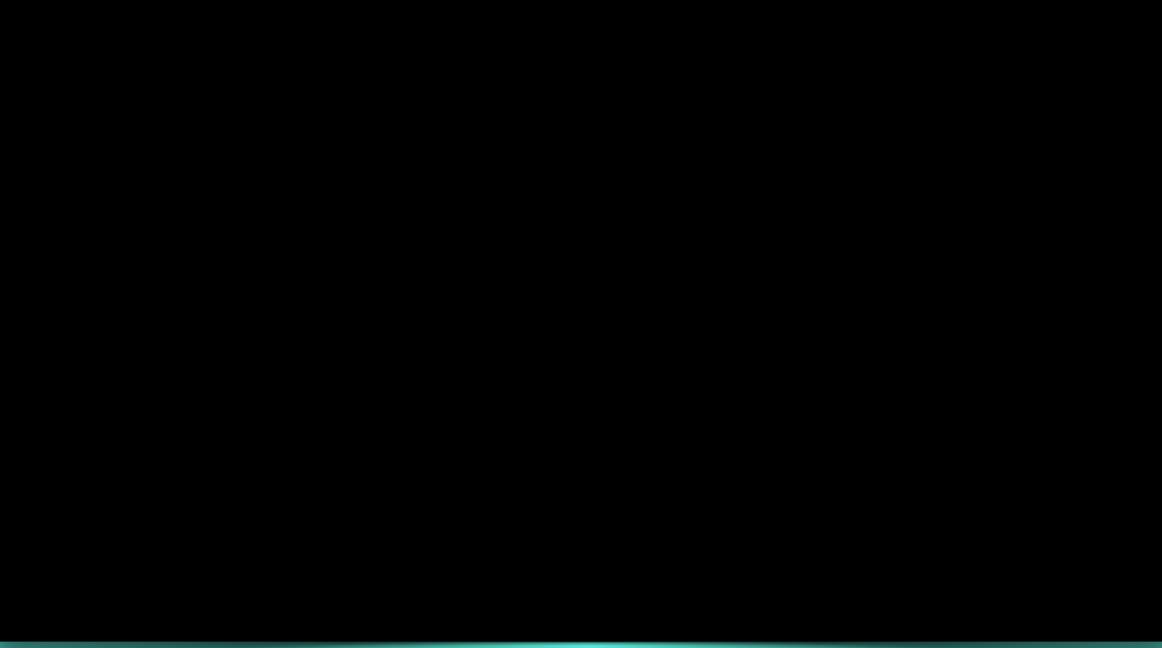


The Buying Process

AWARENESS > TRUST > ACTION

social media & *the buying process*





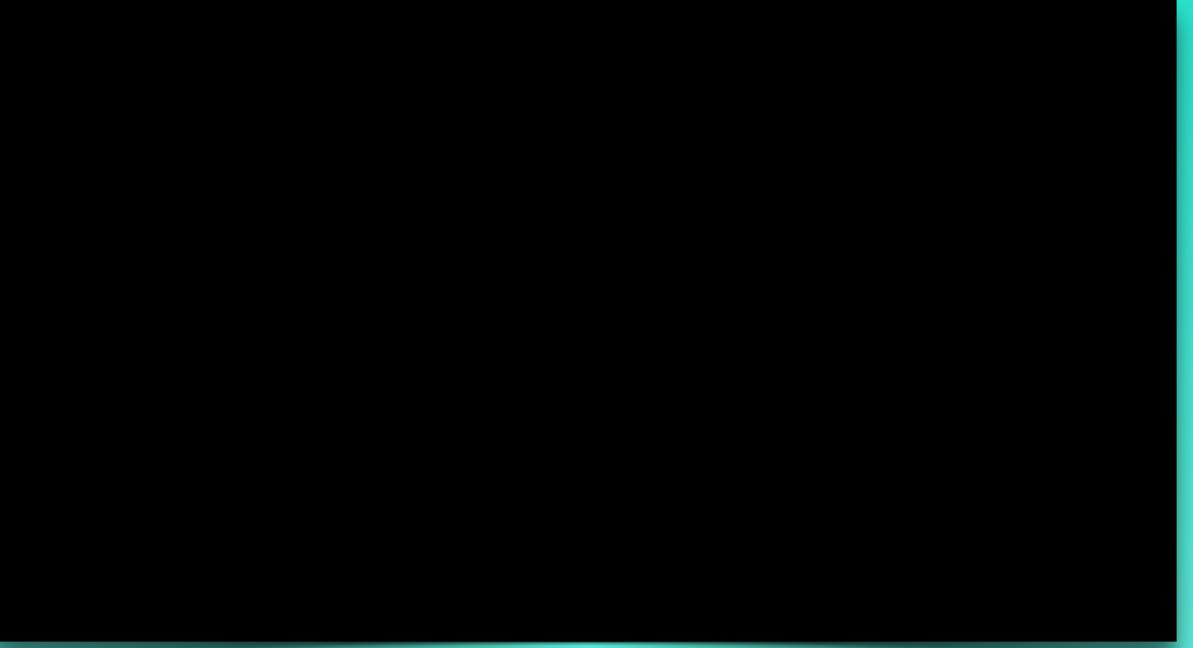
Building Awareness



Instagram

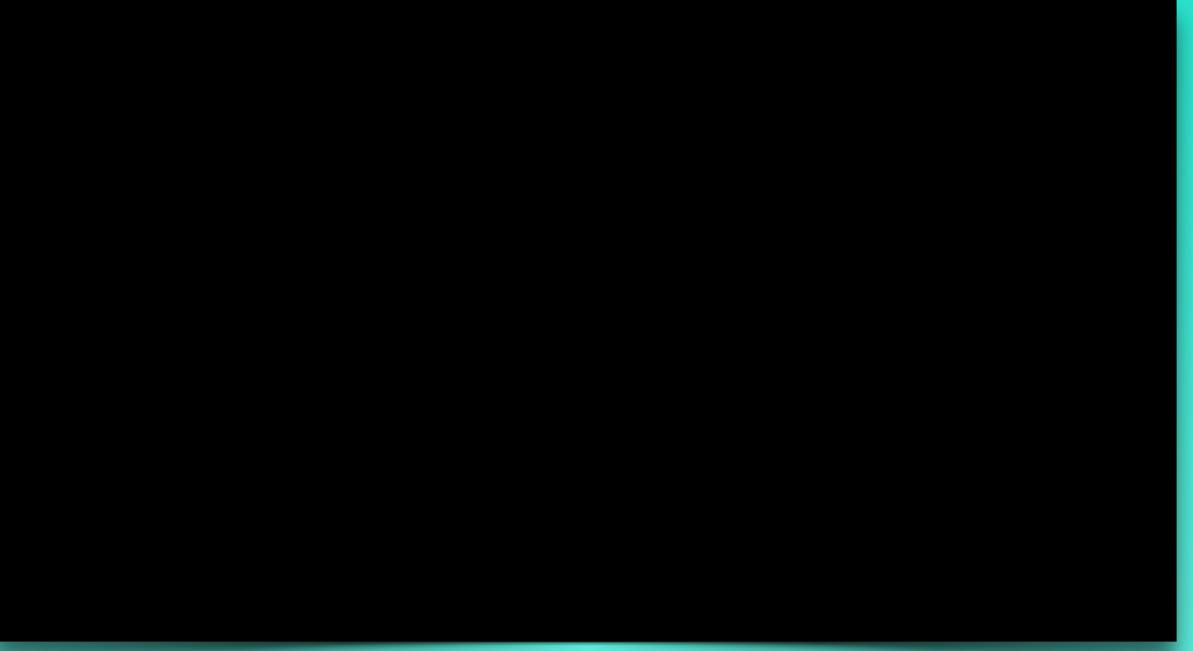
- Best for clients with really beautiful products, that can be styled and photographed well
- Great for exposure & growing a fanbase
- Bad for web traffic or sales





Snapchat

- Best for personal brands
- Great for brand loyalty
- Not great for anything else





Tumblr

- Best for clients targeting teens & twenties. And if they have beautiful products that photograph well
- Great for 'bonus' exposure
- Better than Instagram for web traffic & sales, but still not great



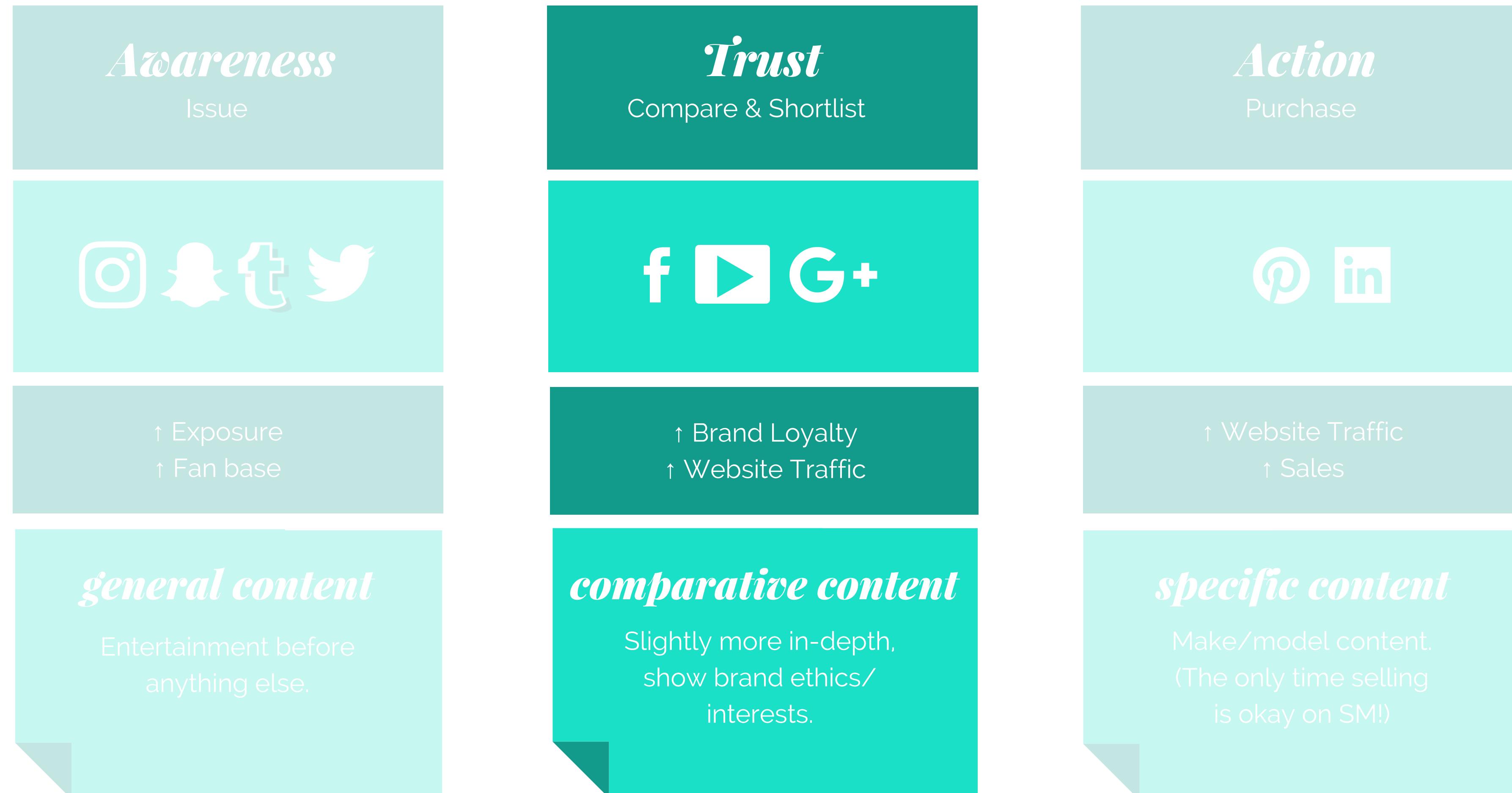
Twitter

- Second biggest platform. Best for most clients, unless targeting 50+
- Great for exposure & growing a fanbase
- Bad for website traffic or sales



Gaining Trust

social media & *the buying process*





Facebook

- The biggest network. Best for most clients, especially those targeting an older audience
- Great for branding & website traffic
- Poor for exposure & growing a fanbase



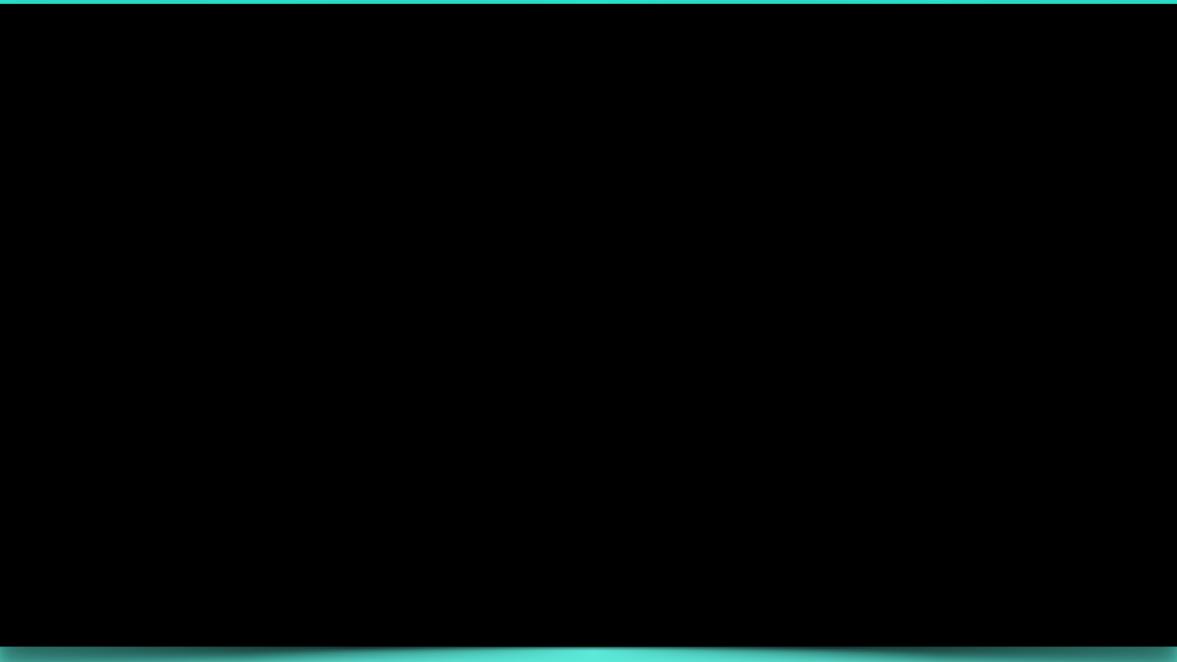
YouTube

- Second largest search engine. Suits most clients
- Good for SEO, branding and web traffic
- Poor for exposure & growing a fanbase



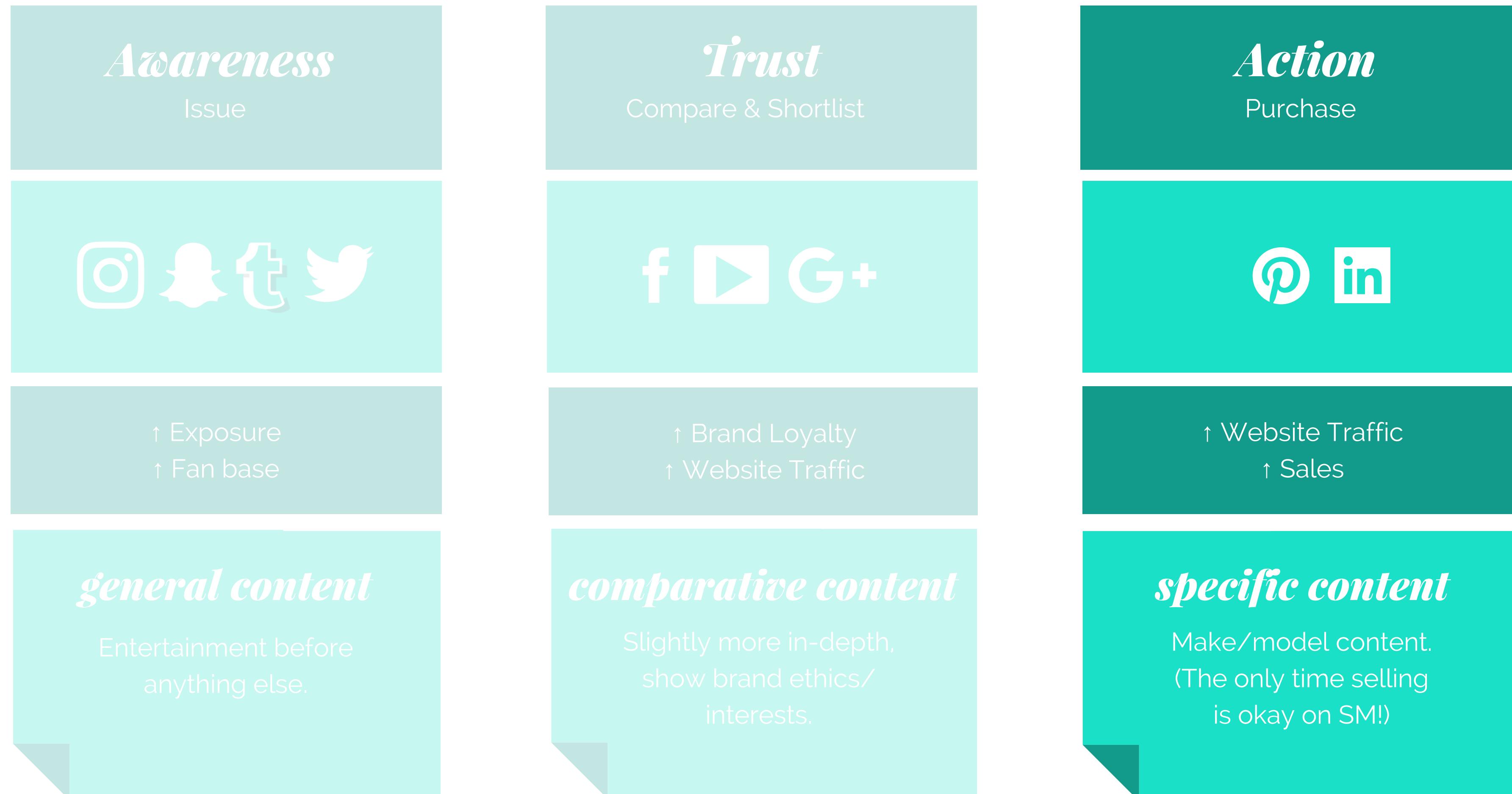
Google+

- Essential for local businesses and clients set up on YouTube
- Good for SEO and leads & sales IRL
- Very poor for exposure & growing a fanbase



*Encouraging
Action*

social media & *the buying process*





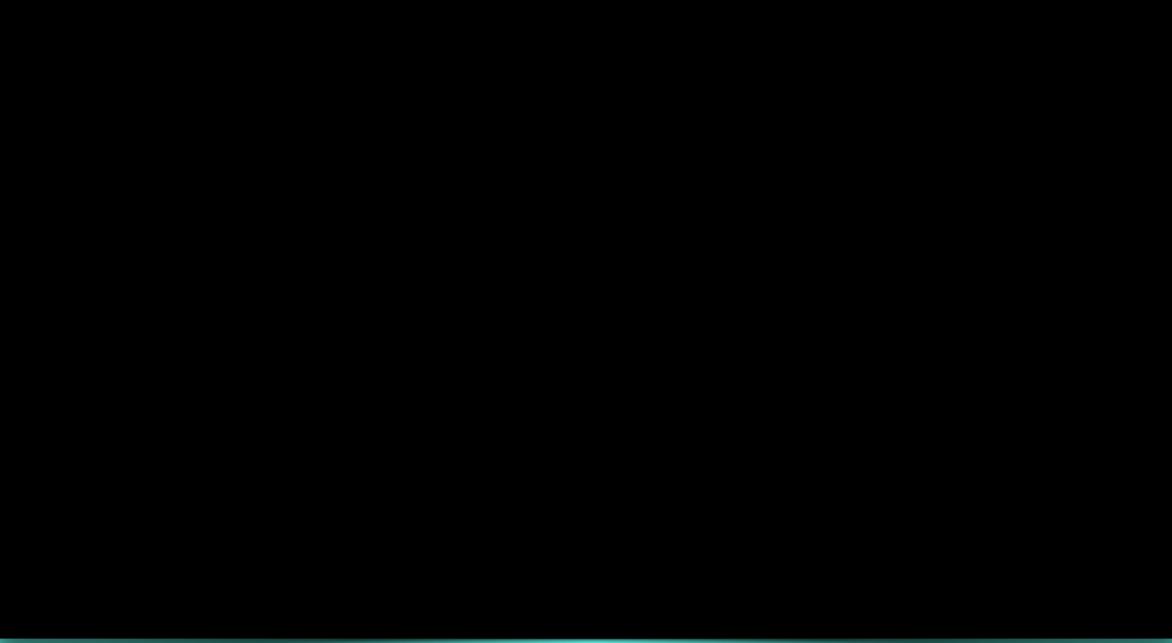
Pinterest

- Essential for clients with a products or a blog
- Best for sales & web traffic
- Poor for fan base growth or any client who doesn't have a blog or products

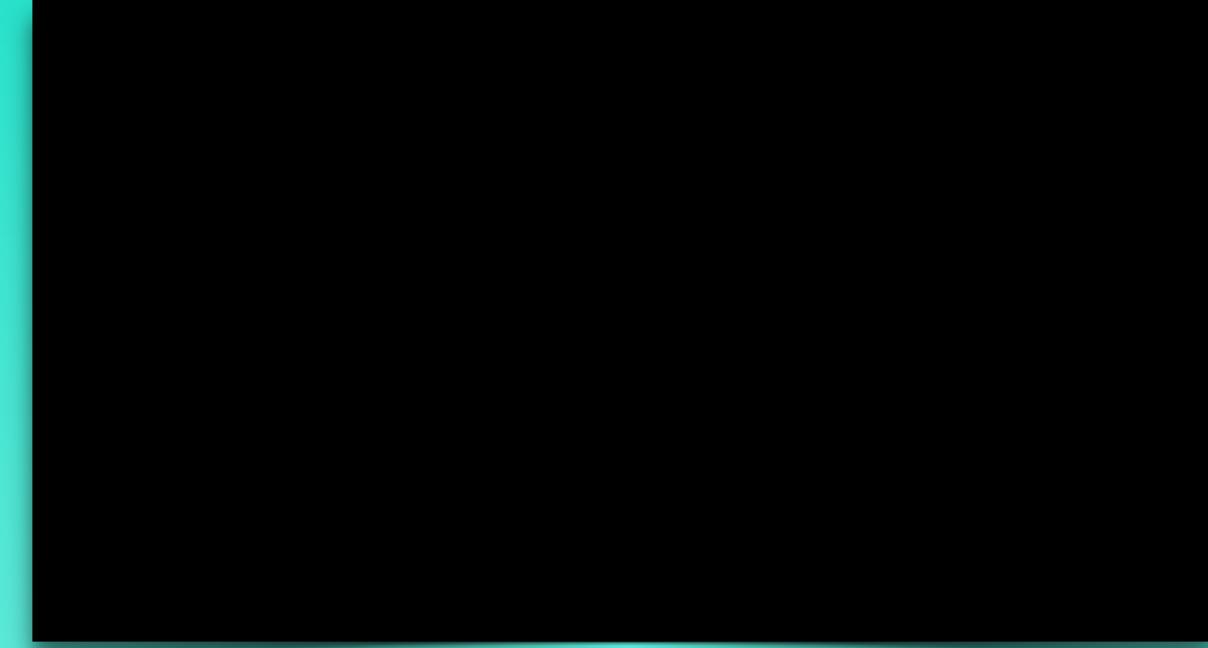


LinkedIn

- Essential for recruiters and business blogs
- Good for web traffic and branding
- Poor for fan base growth or exposure

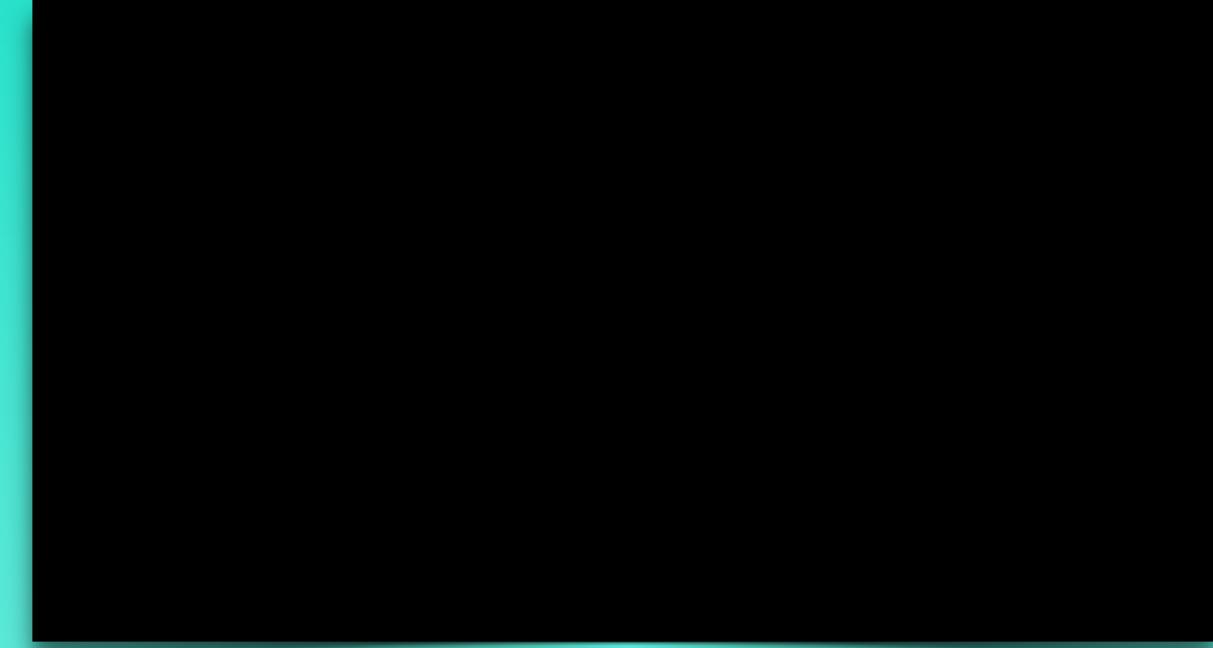


Choosing Social Media Platforms



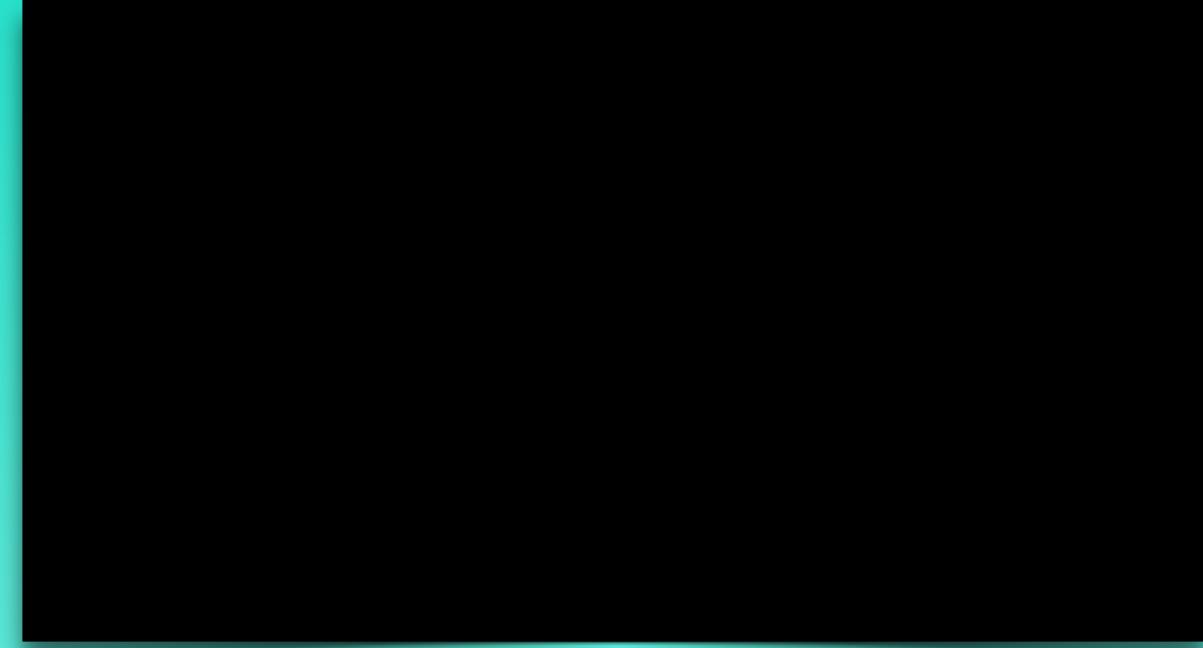
Changing Platforms

- Three platforms maximum
- 80/20 rule applies
- If reports show one is failing then switch to a better alternative
- An account needs 3 months before bringing in results



Changing Platforms

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Bonus Traffic Drivers

- StumbleUpon
- Reddit
- Flipboard



Introduction To Content

SECTION 4



*Created or
Curated?*



Created or Curated?

- Created by you
- Time consuming
- Cheap
- Funnels traffic to where you want it to go
- Created by others
- Zero time wasted
- Funnels traffic to where *they* want it to go
- Or you have to pay

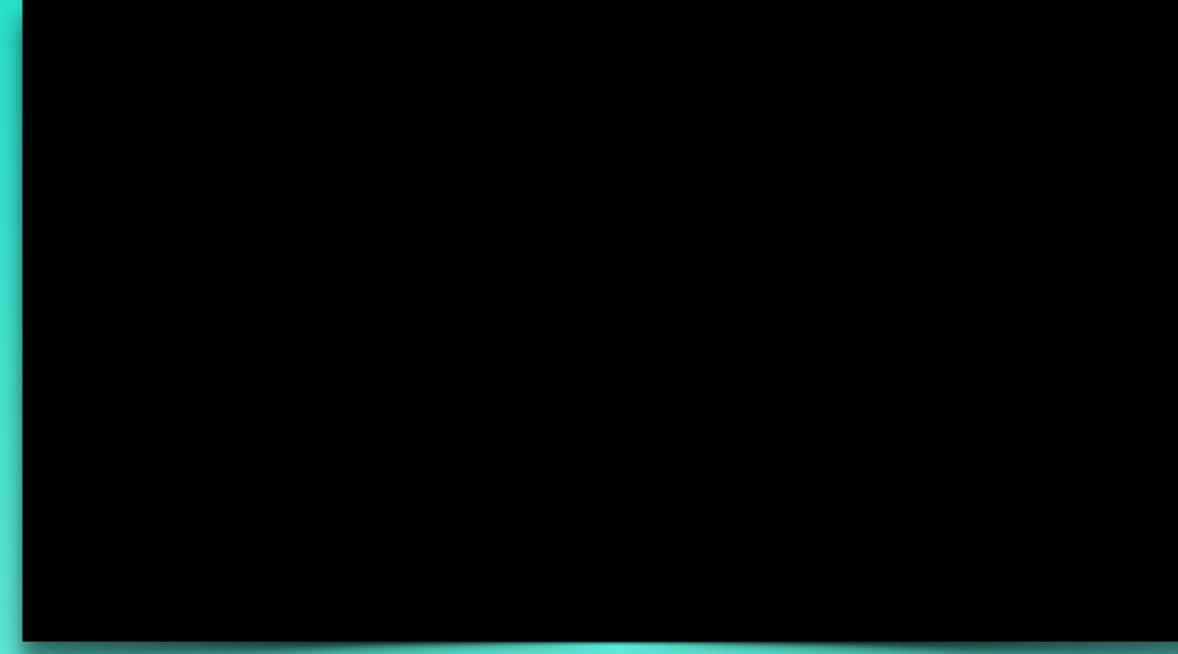


Images

- Infographic
- Quick tips
- Product images
- Quotes
- Gifs
- TGIF / ~good vibes~
- Sales/ Promotion



*Example:
Created Image*



- Pros: Completely free. Can personalise with your clients call to action.
- Cons: Bulk creating quality images takes a lot of time!



*Example:
Curated Image*



Videos

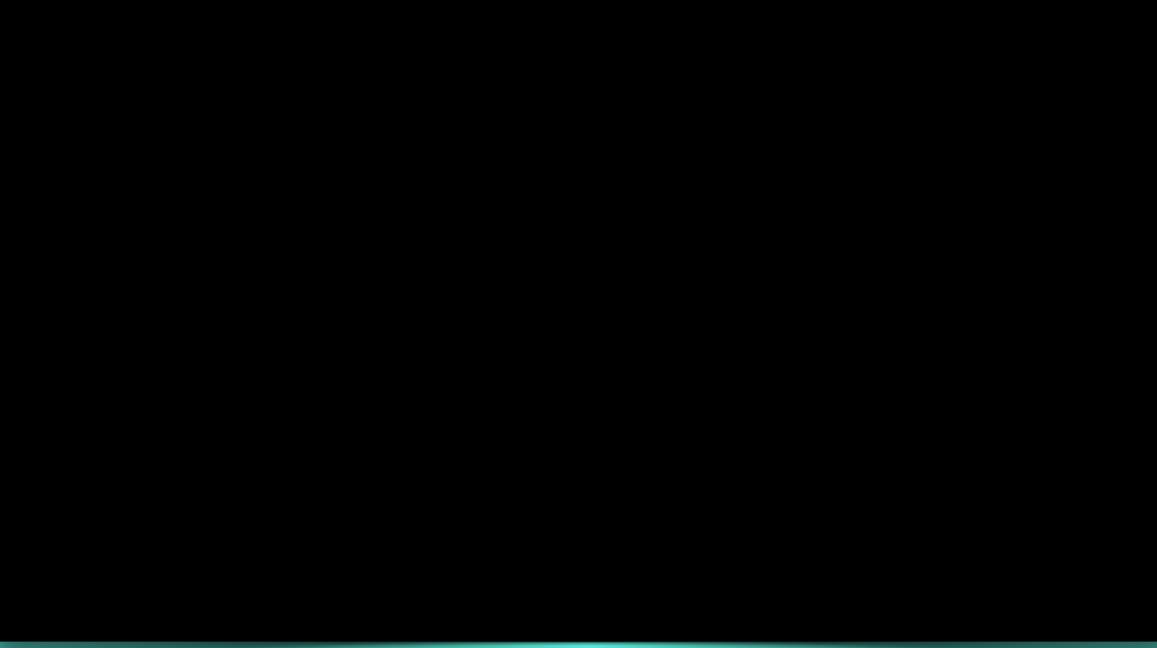
- Customer Testimonials
- Quick tips
- How to...
- FAQs
- Trends
- Industry news



Example: Created Video



Example: Curated Video



Blogs

- Listicles
- How to...
- Top 10 products/ uses/ reasons/ trends
- E.g. Top 10 Reasons You Can't Find a Job
- Quick & easy to skim read and share
- Articles
- In-depth breakdown
- Industry news
- E.g. What No One Tells You About Fashion Job Hunting In London
- Only for a specific set of people who would really be interested



Example: Created Listicle



Example: Curated Article



Content Type For Each Platform

SECTION 5

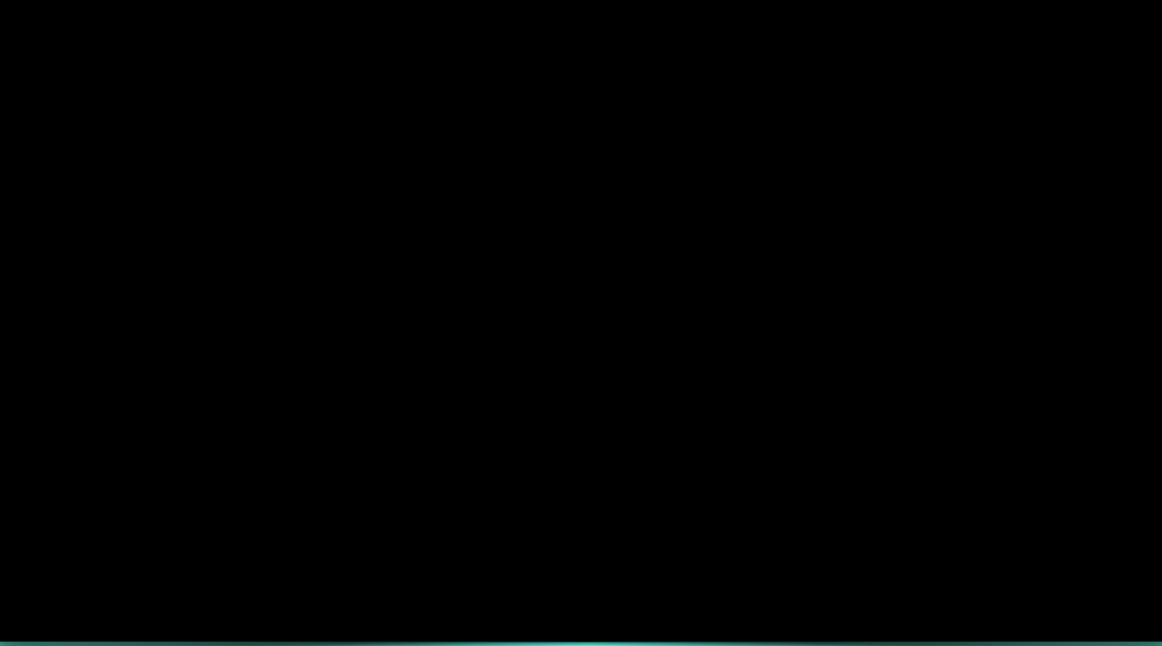
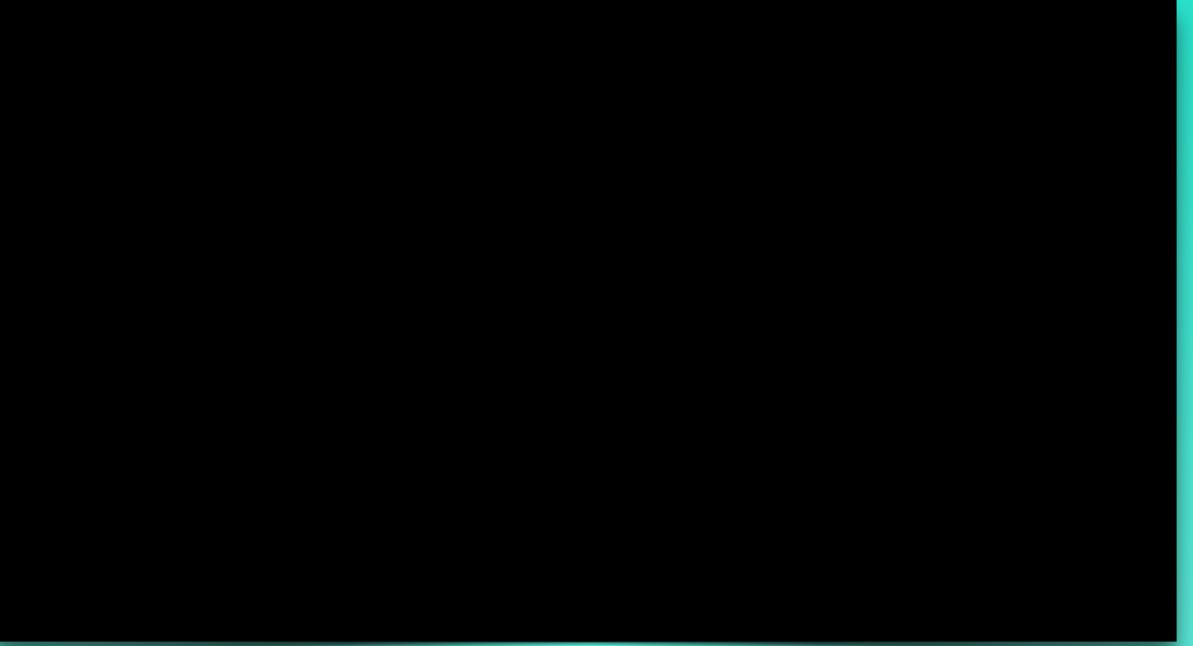


Image Platforms



Pinterest

- **Long, tall, informative & inspiring**
- Infographics
- Product photos
- Quotes
- Blog links



Instagram

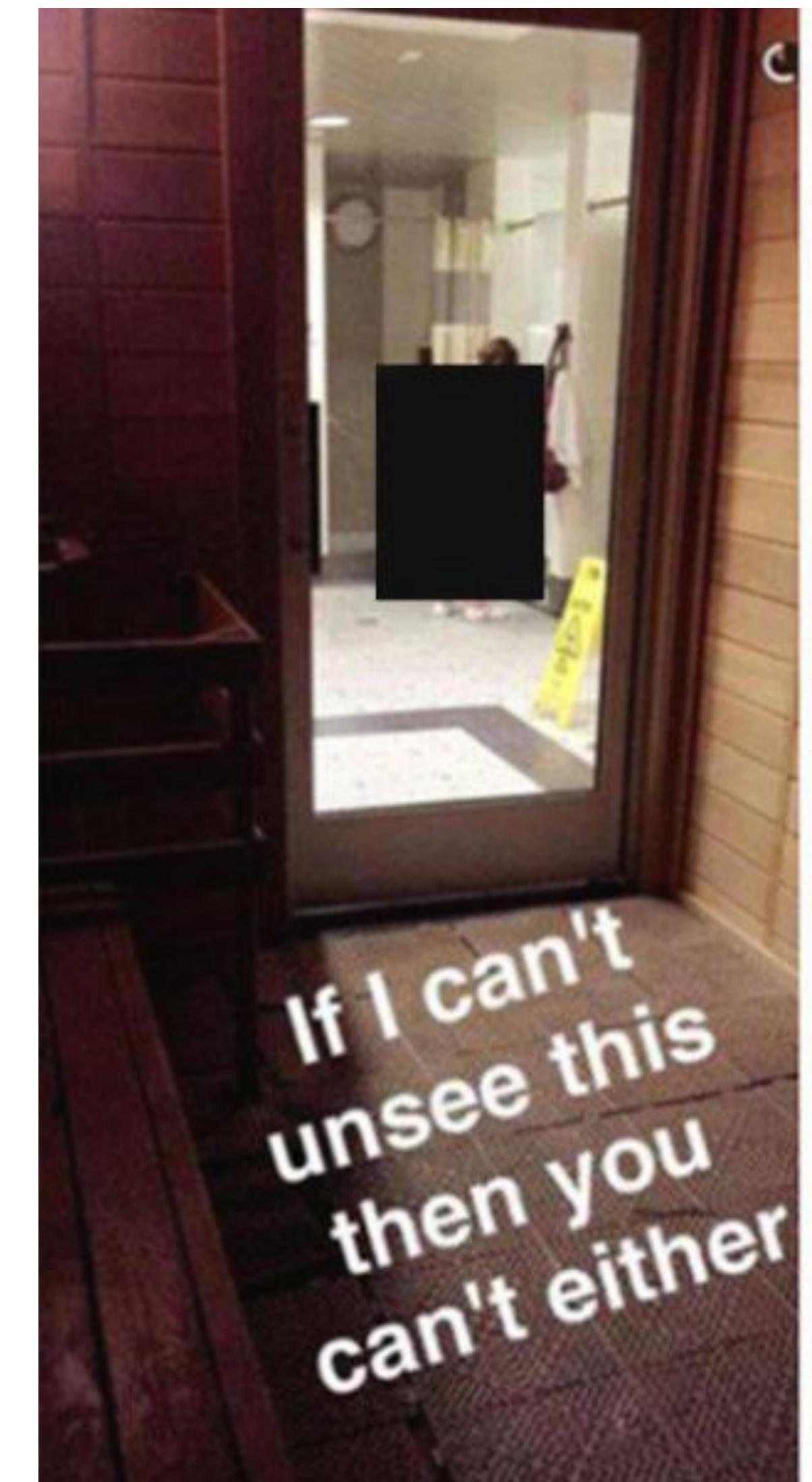
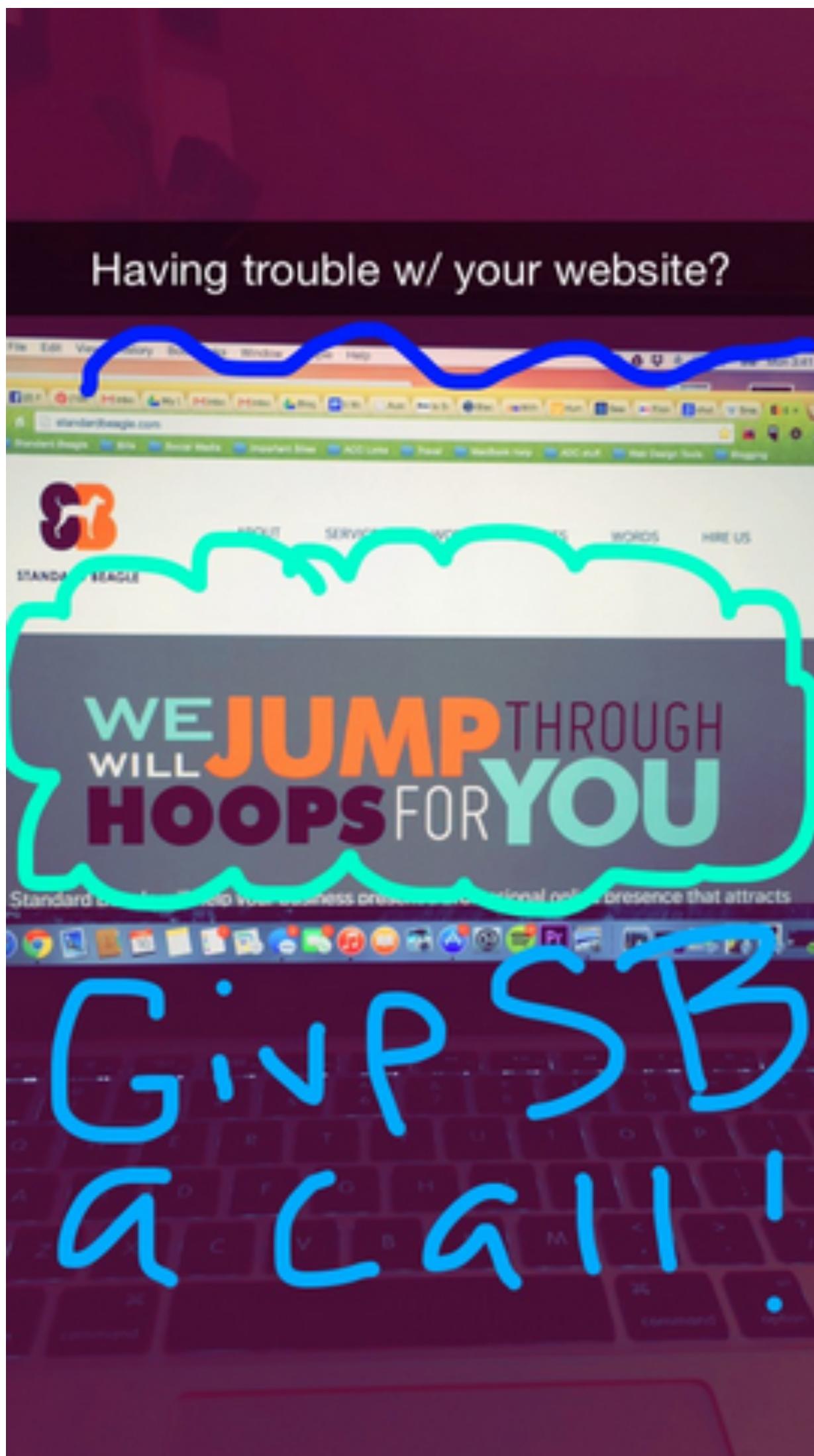
- **Square photography & short videos**
 - Photos
 - Flat lays
 - Quotes



Snapchat

- **Videos and photos with captions & emojis**
 - Selfies
 - Quick snaps
 - Behind the scenes
 - Filters & playing around





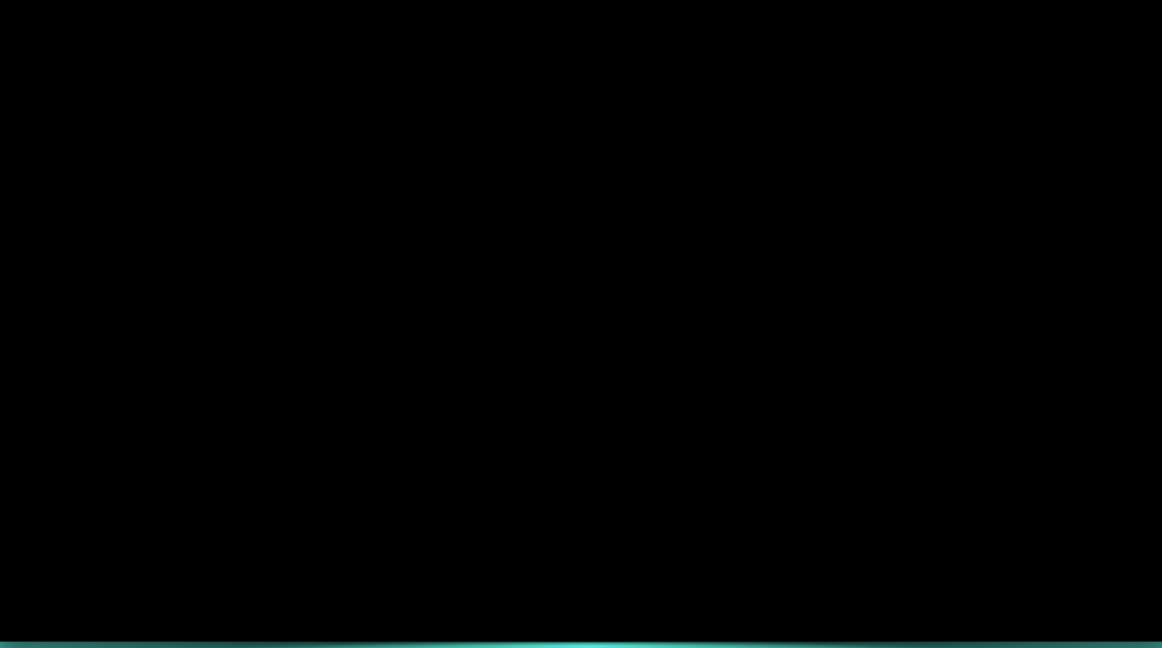


Standard Platforms



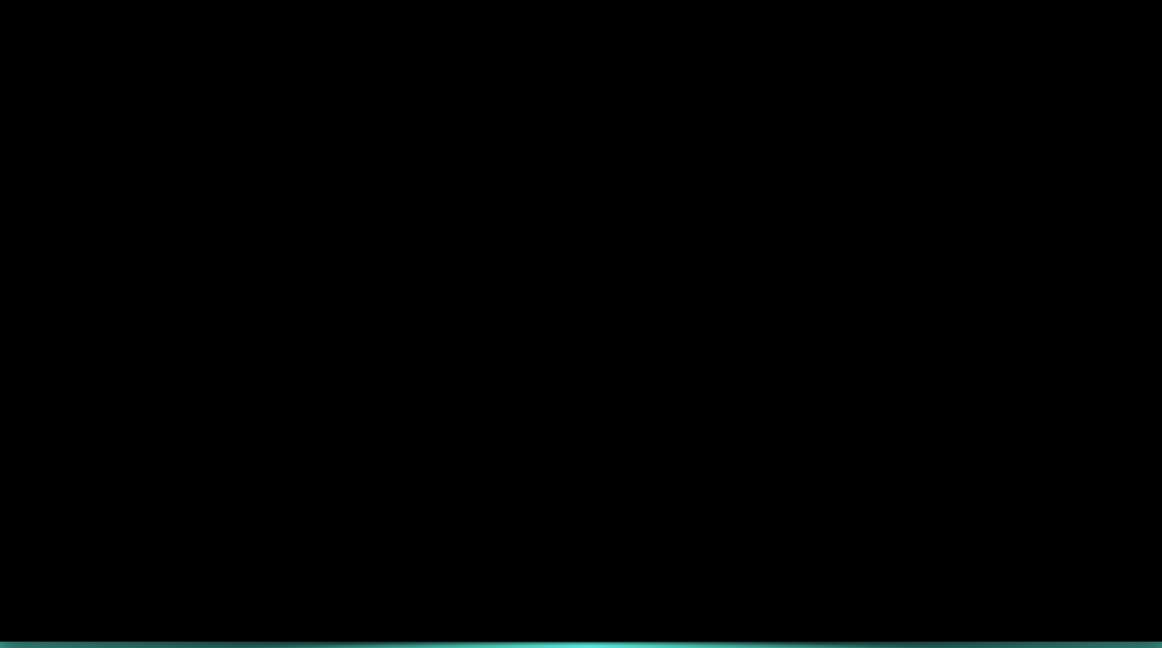
Facebook

- **Updates with a video or photo attached**
 - Videos
 - Any type of image
 - Blog posts
 - Jab, jab punch is best

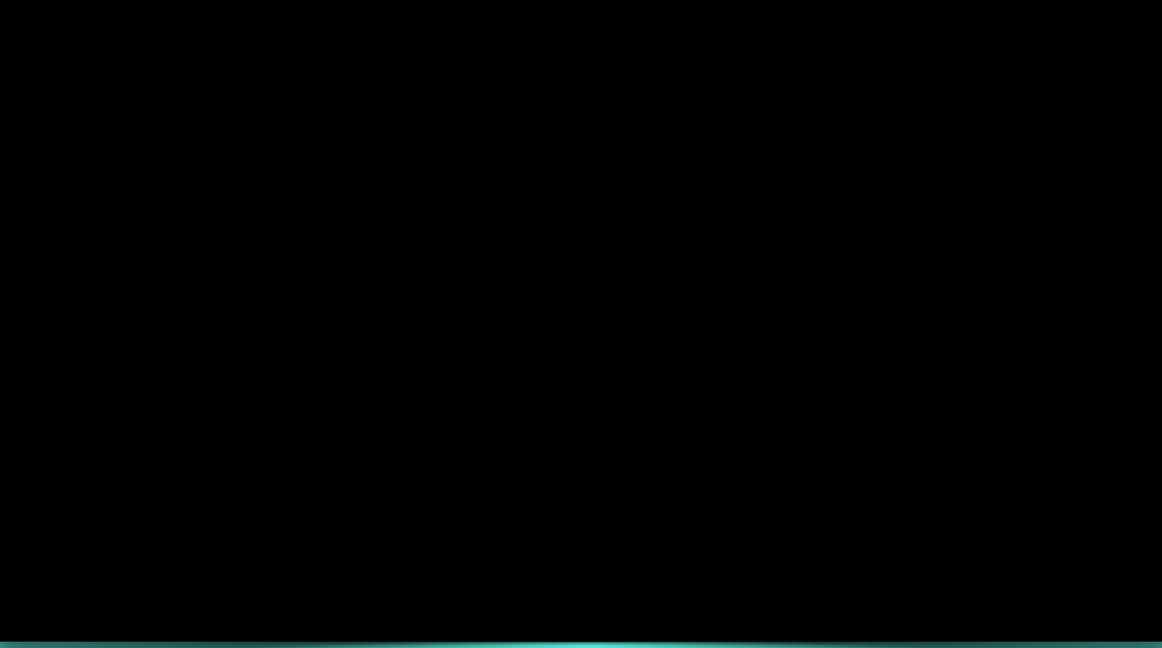


Twitter

- **Videos, GIFs & images**
 - GIFs
 - #Hashtags
 - Blog posts
- Any content type is fine
- Jab, jab punch is best



Quirky Platforms



Tumblr

- **GIFs & images**
 - Fun product images
 - Gifs
 - Blog posts
 - Quotes
 - Memes



LinkedIn

- **Blog posts & statuses with an image attached**
 - Blog posts
 - Quotes
 - Educational videos
 - Corporate update



YouTube

- Products
- Customer Testimonials
- Quick tips
- How to...
- FAQs
- Trends
- Industry news



Finding Curated Content

SECTION 6



Curating Cultures

- Snapchat & YouTube: No sharing
- Instagram: Only with permission and credit
- Pinterest: Share images
- Facebook, Twitter, Tumblr & LinkedIn: Share any content type



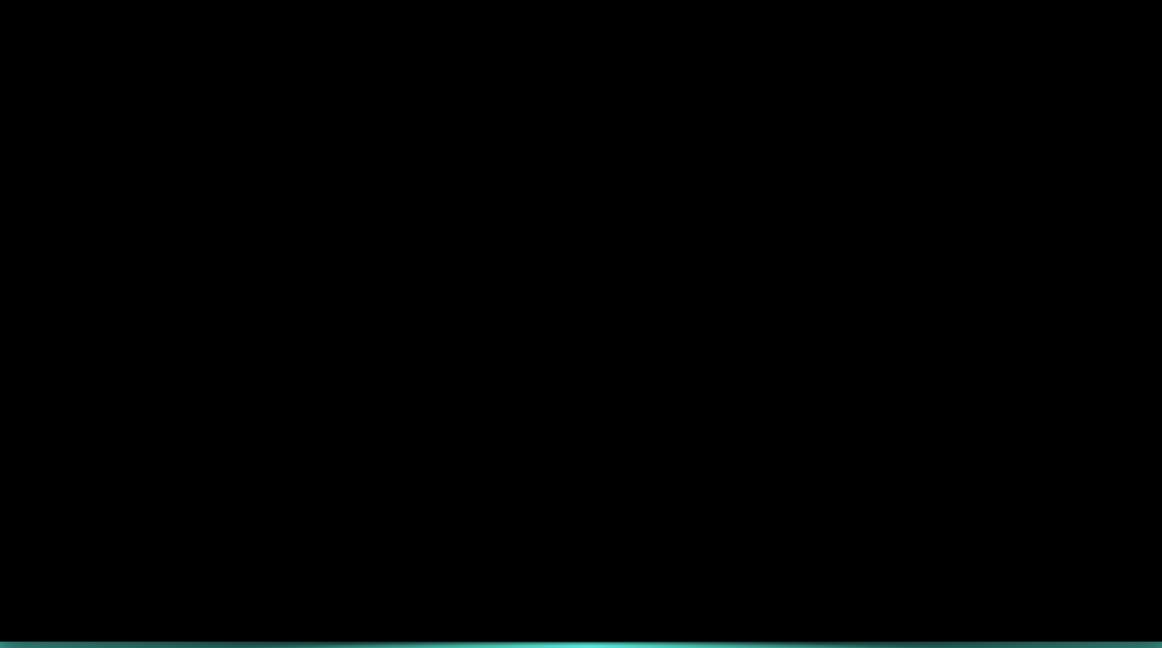
Images & Videos

- The easiest way to curate images & videos is to repost/ repin/ retweet them from other users.
- Reuploading requires OP credit, reposting doesn't.



Articles & Blog Posts

- Feedly
- Digg
- Mashable
- Content Gems
- Nuzzel
- Content Panda
- LinkedIn Pulse
- Medium
- Buzzfeed



Creating Images

SECTION 7



Canva

- Great for all types of images



Pablo

- Great for bulk creating simple text images



Creating Videos

SECTION 8



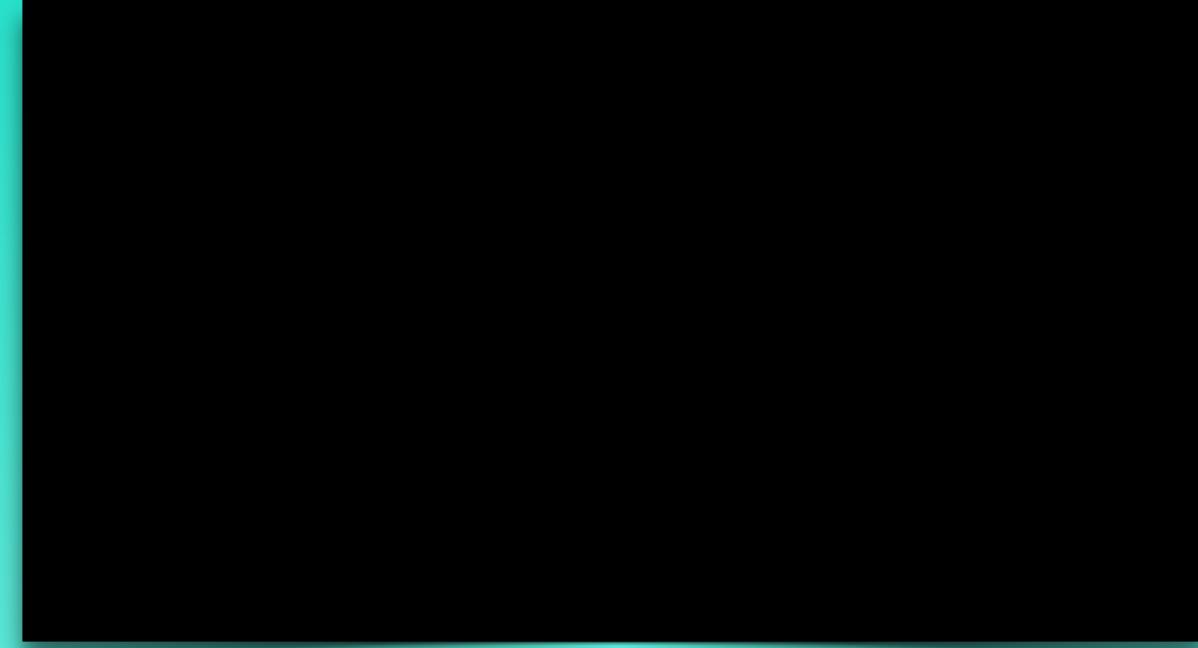
Live Streaming

- Rise in popularity
- Allows followers to really connect with the business
- How to use it as a social media manager



Recorded Videos

- Does the client already produce video that you could use on SM?
- Re-post YouTube videos onto FB
- Create videos based on images and captions or facts



Hardware & Filming

- Can get great results with a smartphone
 - Position near a window during day
 - Position under a light at night
- Screen sharing software



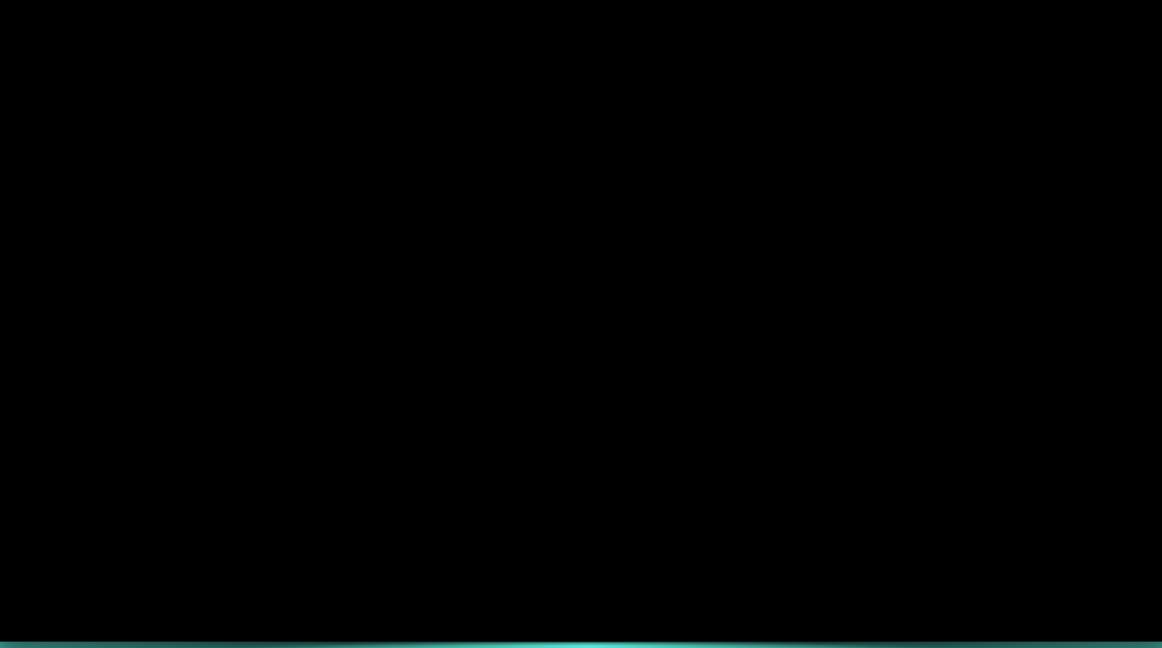
Editing & Exporting

- Popular options
 - Camtasia, FCP X, iMovie, Sony Vegas, ScreenFlow
- FPS, resolution, file formats
- MP4



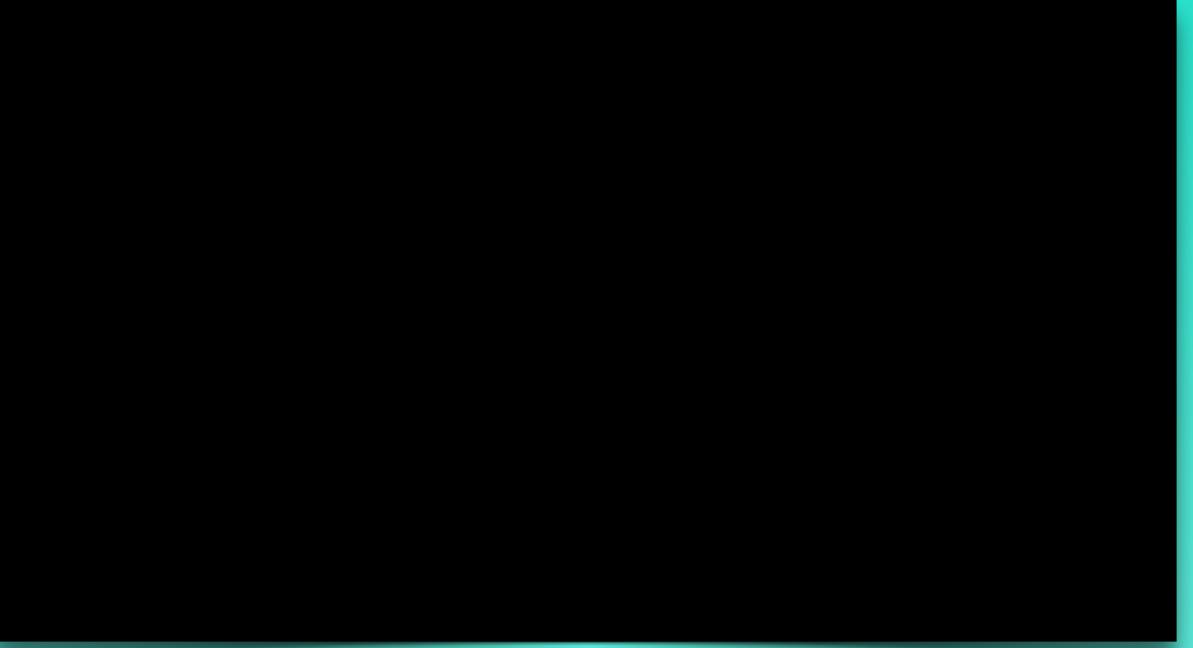
Product Videos

- Get a white background, focus on good lighting.



Scheduling & Publishing

- On FB, upload and schedule natively
- Buffer supports video



Creating Blog Posts

SECTION 9



Creating Blogs

- Depends on which website host your client is using.
- Good way to drive traffic to website
- Keep it short for social media, and image rich



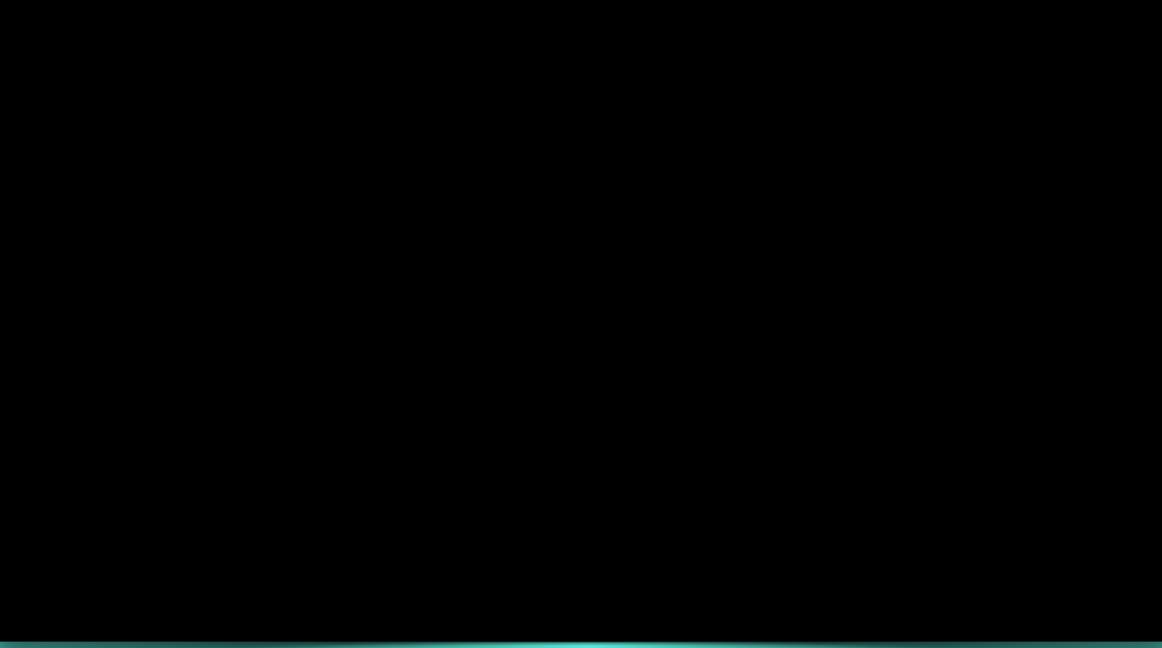
How To's

- Step-by-step breakdown of a specific task
- Consider every single step, provide plenty of images or screen-shots
- Give example



Aggregation

- 'Best Of' posts
- Embed videos or images
- Give example



Listicles

- '10 Ways'
- '10 Mistakes'
- Combine with aggregation, '10 of the Best X'
- Give example



Behind the Scenes

- Company news (new employees, parties, births etc)
- Stories about employees, owners or customers
- Give example



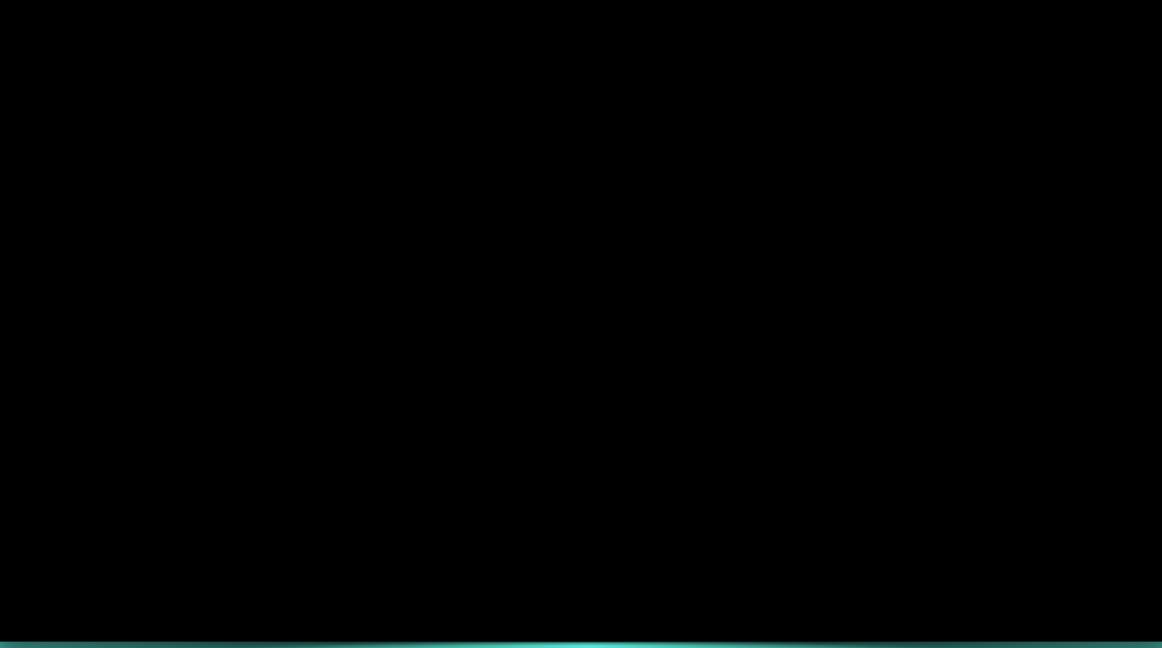
Interviews

- Interview with employees, owners or customers
- Interviews with relevant industry experts or interesting figures
- Give example



Campaigns

- Competitions
- Limited offers
- Themed campaigns e.g. Easter Promotion
- Give example



Product Use Cases

- E.g. Fashion - how to wear, what to combine with
- Reviews - in-depth reviews of products from other people
- Give example
 - sE Electronics for review
 - Fashion for product use



Naming Blogs

- Co Schedule Headline Analyser



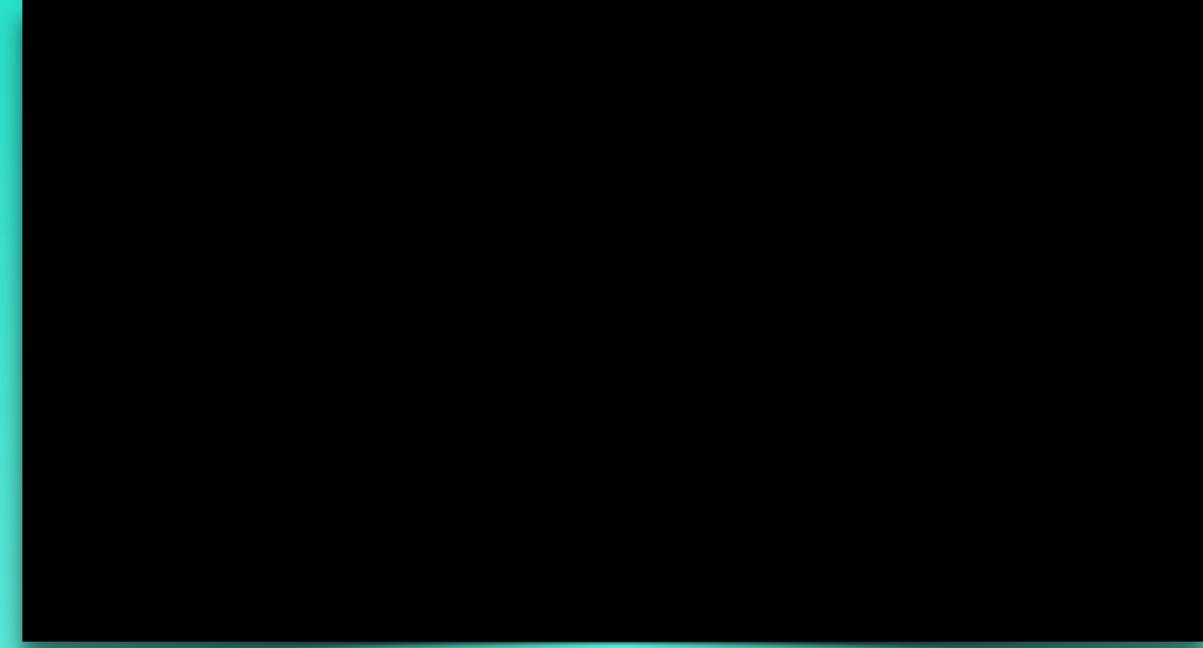
Call to Action

- What is the aim of the article? Sale, subscriber, share?
- Clear CTA e.g. large button, signup form, add to cart, share buttons (with CTA in text) or obvious link



Scheduling

SECTION 10



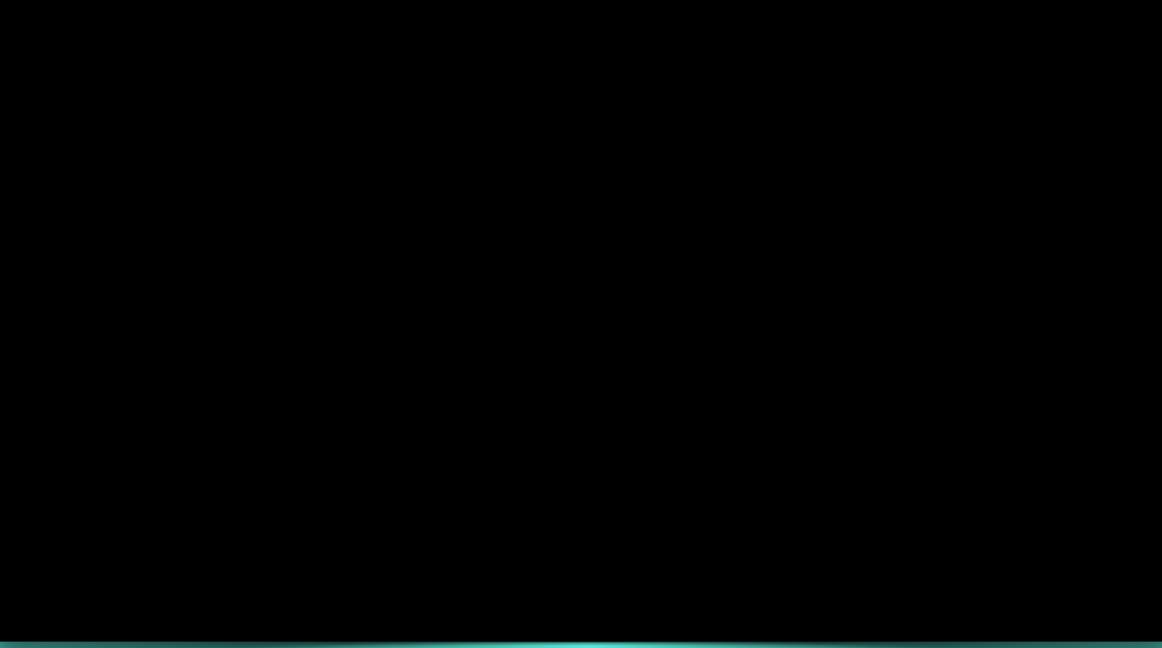
When Is The Best Time To Publish?

- There is no set answer!
- Experiment with times, and check each platforms analytics to see which are working the best for you.



How Many Times Should I Post a Day?

- Facebook >10k: twice a day, <10k: 1-5 a month
- Twitter max engagement each tweet: 1-5 per day, max engagement over all: unlimited
- Pinterest: unlimited



How Many Times Should I Post a Day?

- LinkedIn: 20 per month or 1 per day
- Snapchat: 1-5 a day
- Google+: up to 5 a day



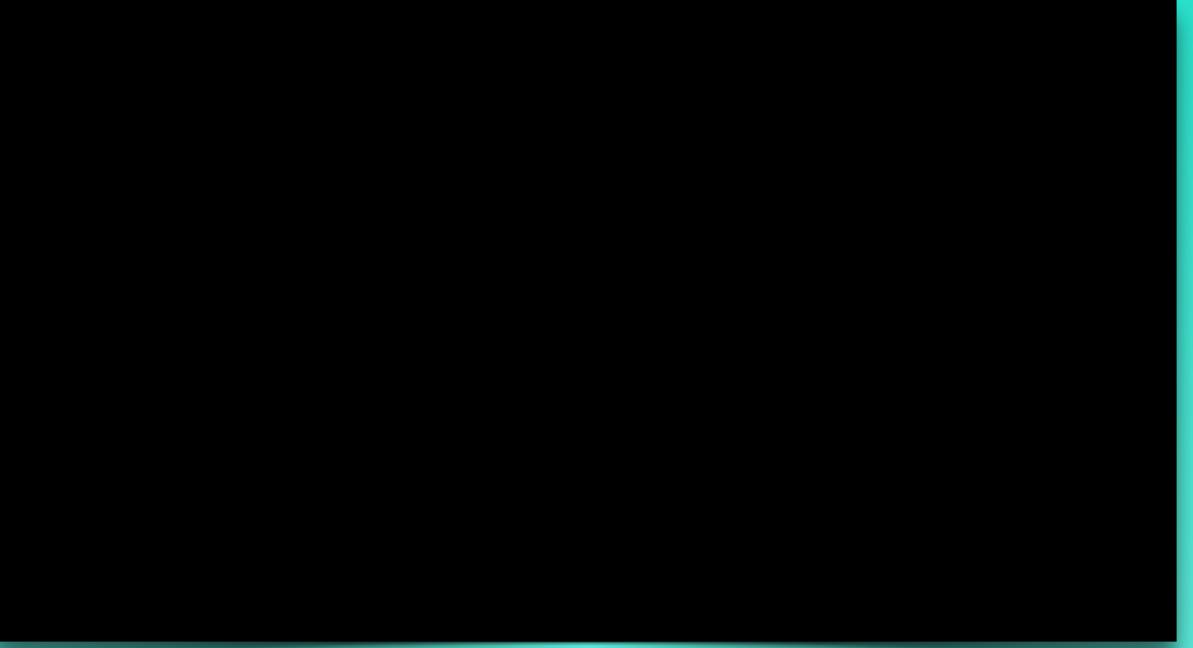
How Many Times Should I Post a Day?

- Tumblr: 1-3 a day
- Instagram: consistency more important than frequency
- YouTube: consistency more important than frequency



Buffer vs. Hootsuite

- Buffer - easiest to use. But very limited free account.
 - Best if you want to throw in loads of content, shuffle it, then forget about it.
- Hootsuite - harder to learn, but provides more features.
 - Best all rounder: respond to followers, track competitors, follow industry news and curate content.



Alternative Scheduling Options

- Co-Schedule
- IFTTT



Pinterest

- Manual
- BoardBooster
- Tailwind
- PinPinterest



Tailwind Referral

- <https://www.tailwindapp.com/i/sweetmarketing>



BoardBooster Referral

- <https://BoardBooster.com/invite/TVHN3>



Social Listening

SECTION 11



Community Management

- Good customer service & higher repeat buys
- Best way to do it is to ENGAGE with your audience.
 - Reply to comments
 - Ask q's
 - Polls



Competitor Monitoring

- While you are monitoring your community it also makes great sense to monitor your competitors.
 - What does and doesn't work for them
 - Up to date with industry news
 - If people are complaining about them you can use it to your advantage



Hootesuite

- Walk through community management



Facebook Groups

- Best platform for community management
 - Polls
 - Ask questions
 - 5 day challenges



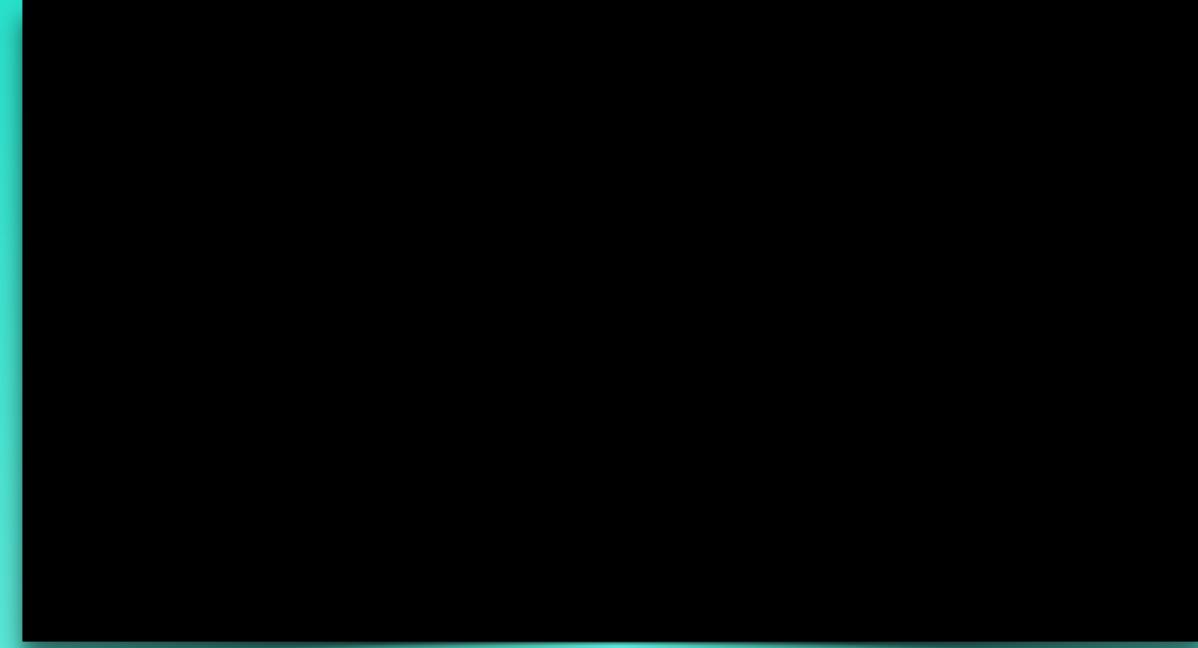
Twitter Lists

- Best for competitor monitoring (alongside Hootsuite)



Measuring Success

SECTION 12



Why?

- So you can show clients how social media is achieving their goals.
- It's also really important for you to see how effective your work is, so you can gain insights from the data and base your decisions on it.



Report Example 1

- Home Studio Centre
 - Main Aim ↑ Web Traffic
 - Google Analytics
 - YouTube Analytics
 - Facebook Analytics
 - Twitter Analytics
 - Mail Analytics
 - Buffer Analytics



Report Example 2

- The Wild Heart Travels
 - Main Aim ↑ Branding
 - Pinterest Analytics
 - Facebook Analytics
 - Instagram Analytics
 - Google Analytics
 - Hootsuite Analytics



Marketing 101

SECTION 13



Report Example

- The Wild Heart Travels
 - Main Aim ↑ Branding



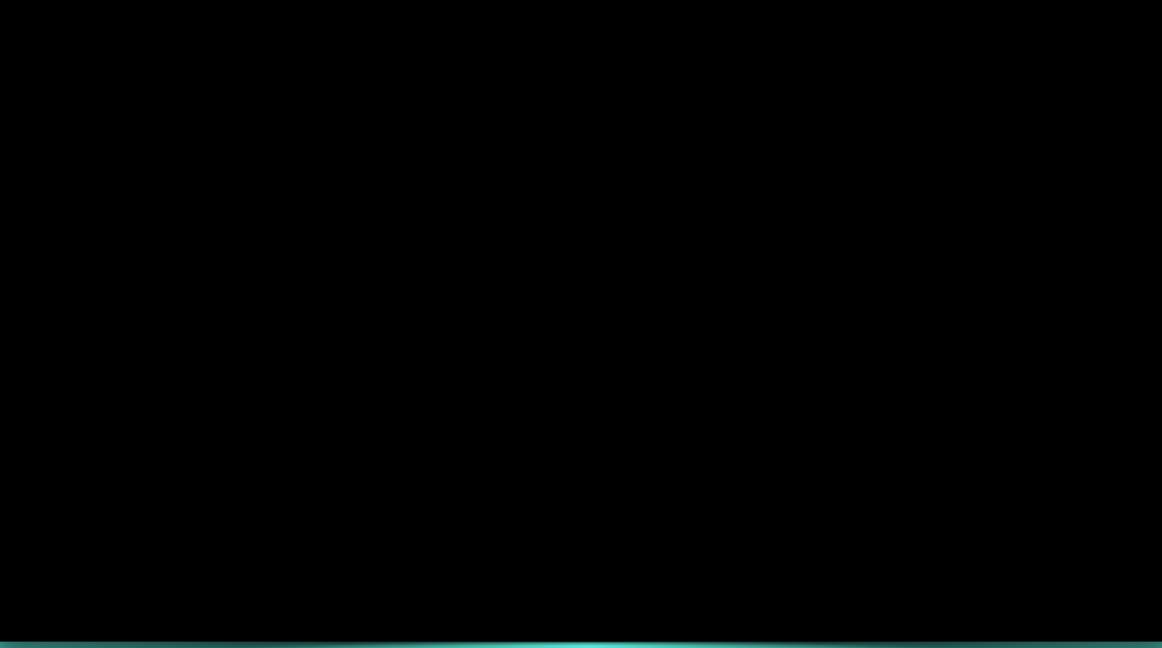
Growing an Audience

- Consistent content
- Sharing similar content
- Jumping onto platforms early
- Slow burn



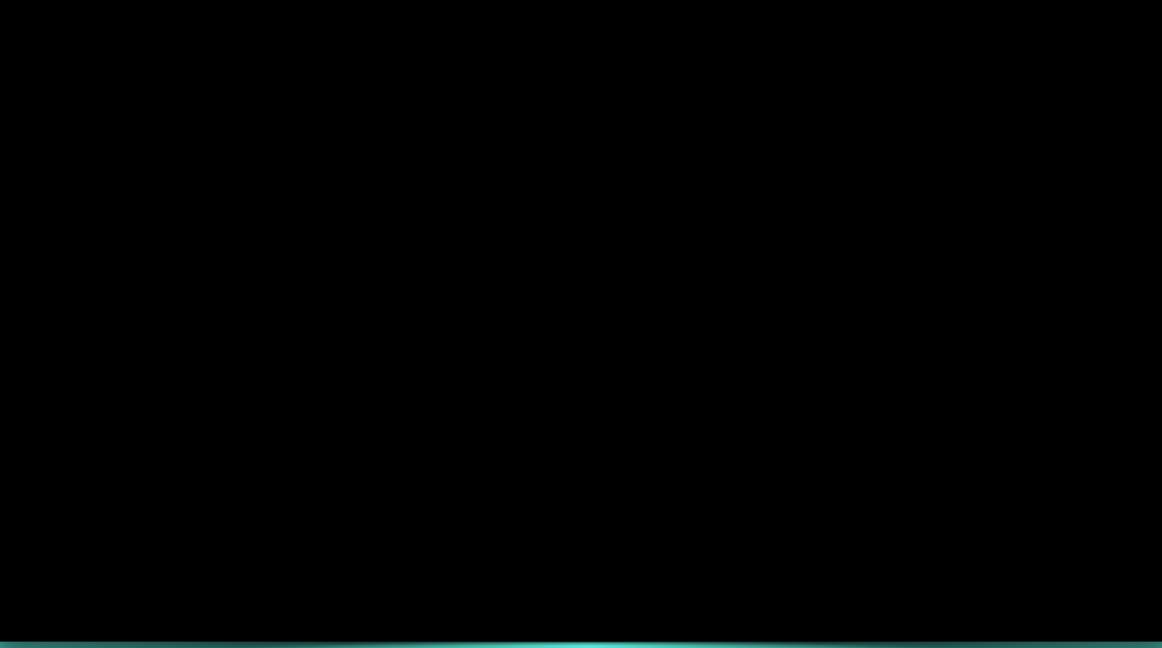
Branding & Messaging

- Etiquette & how to speak to followers.
- Branding and creating customer avatars.



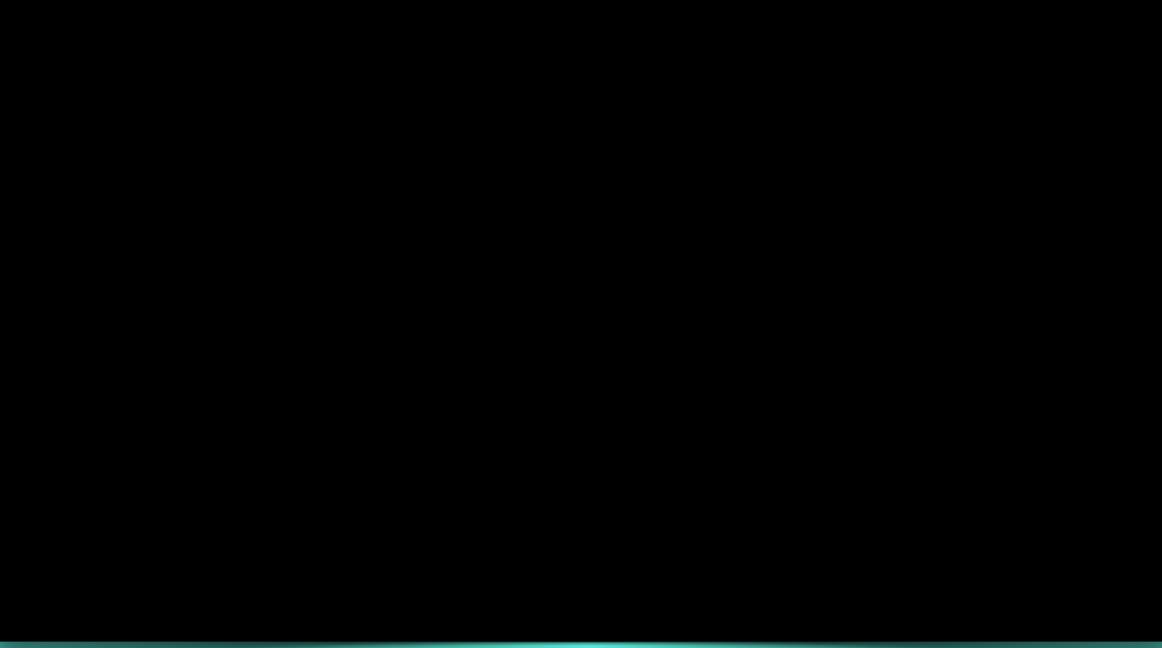
Facebook Ads

- Fast way to increase fans, but also a viable way to convert for clients.



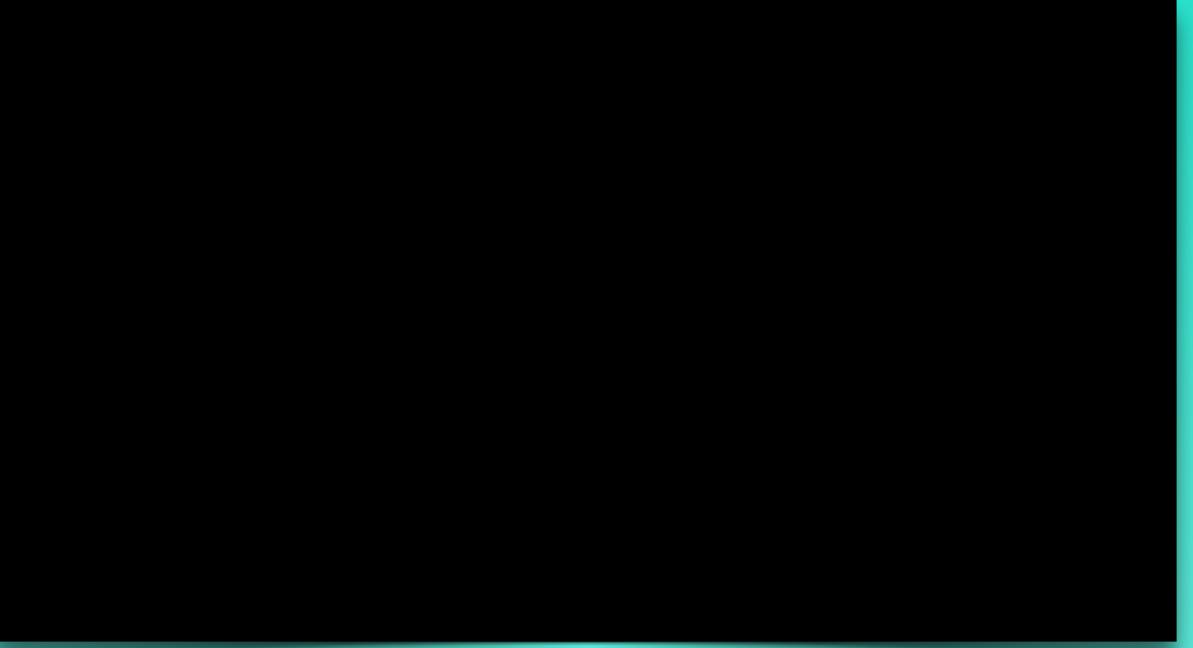
SEO

- Yoast SEO for clients using WordPress, backlinks from high authority websites.



Email Marketing

- Overview and emphasize importance. Screenshots and statistics from own businesses.



Part 2
Building Your
Business



Setting Up Your Business

SECTION 1



Building a Brand

- Name, logo, theme fonts & colours



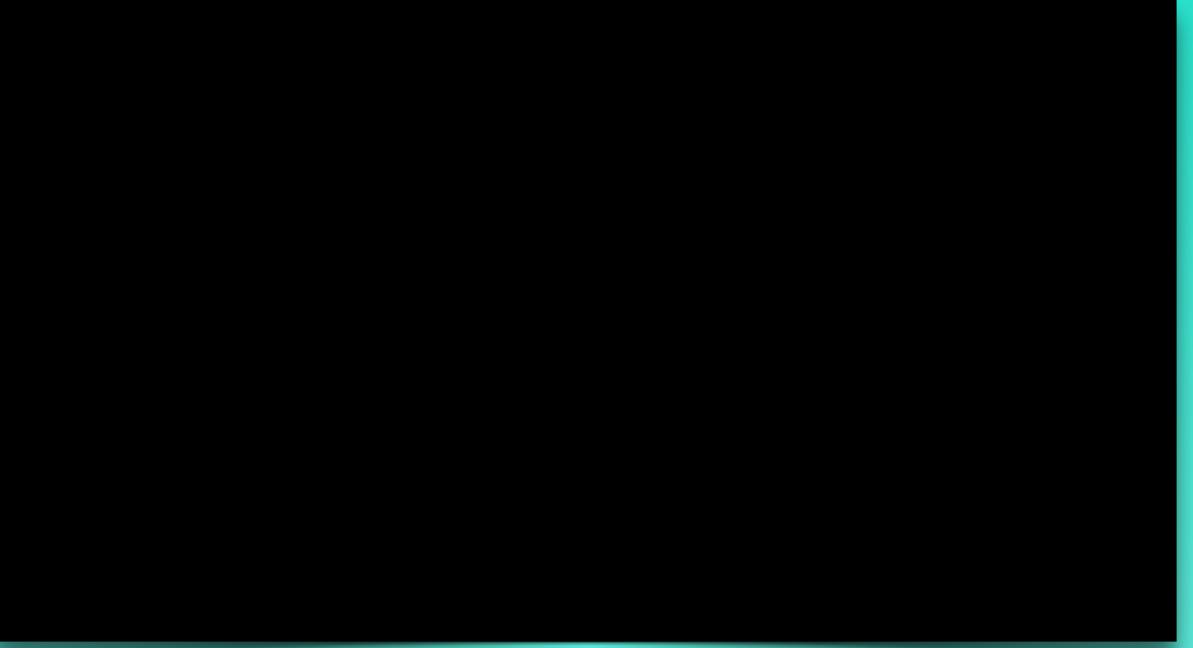
Setting Up Clients

SECTION 3



The First Meeting

- What is their social media goal?
- What platforms are they on?
- What are they expecting from you?



Writing up the Contract

- Service expectations
- Social media goal
- Payment terms



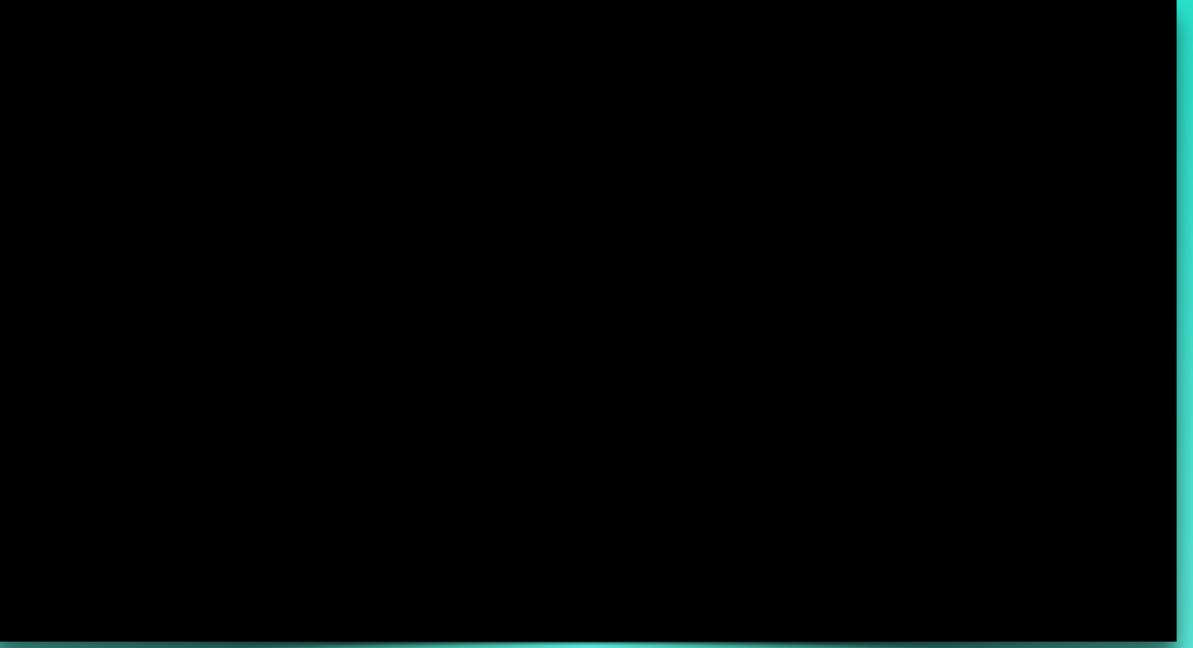
Social Media Strategy

- **Rewatch sections 2, 3 & 5 with your new client in mind**
- Create a strategy & note your reasoning
- Adjust it with them in the first meeting



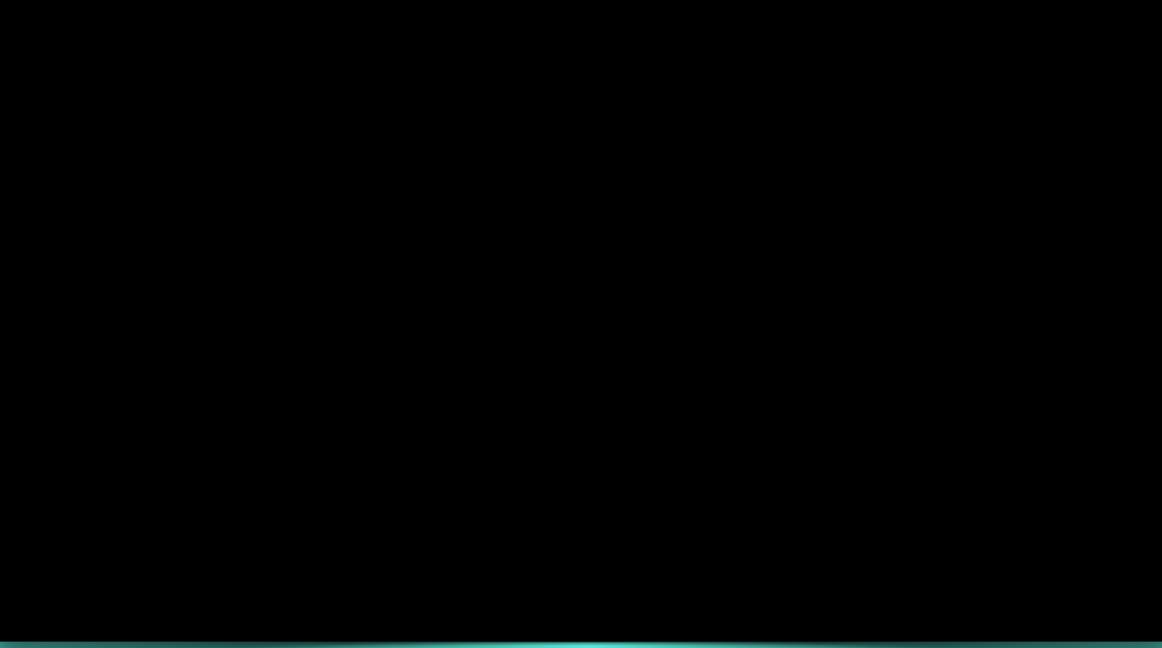
Outsourcing

SECTION 4



Why?

- You can take on more clients
- It frees up your time
- It helps you prioritise



What?

- Blog posts & articles
- Logos
- Videos
- Images
- Curating articles
- Scheduling posts
- Invoicing
- Monthly reports



Where?

- Upwork
- Fiverr
- Google Search
- Gumtree
- Craigslist
- Friends & family



How?

- **Tactics to avoid contractor disasters:**
- Collect contractors
- Hire multiple contractors for the same work



Monthly Cycle

SECTION 5



Hot for 2018

- **Keep up to date with each platform's algorithm**
- Practice creating viral videos
- Be the first on the scene