

# CAESHER GROUP

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Final Presentation  
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Spring 2020

# Agenda

- Client Process
- Project Recap
- Deliverable: Content strategy
- Timeline
- Topics covered
- Content: Social Media and Wellness
- Suggestions
- Q&A

# Client Process

## Onboarding

- **Email** (walk through process of communication, set up deadlines, methods of submitting work, frequency of updates, clarifying deliverables, setting up expectations)
- **Document creation:** so both team and client can access our work without having to email back and forth.
- **Approval:** of strategy and topics covered

## Weekly Updates

- Slow communication at first - resolved with a call
- Weekly slack updates, switch over from email for faster communication

## Handover

- Creating a system through notes, resources, and explanation on steps taken within content strategy.
  - E.g Why we chose to use carousel based content (cutting through the noise, not overwhelming their audience, increasing shares/saves for ranking).
- PDF form: for them to have a copy + for our side for future teams they may work with.
- Google Doc form: SBDC can take over easily and change up the strategy.
- PNGs of content in a shared google drive and on Hootsuite, complete with caption and hashtags.
- Articles in a shared google drive.
- Handed over a content strategy

# Project

**Client:** SBDC is a government-funded org that aims to support small businesses

**Project brief:** a content strategy + content calendar

We switched to only a content strategy because we wouldn't have been able to create, implement, and track analytics at the same time. Also reducing overwhelm.

Where could we focus on creating value?

**Deliverables:** 4 pieces of content per week (3 instagram posts + 1 article) + Content strategy

# Deliverable: Content Strategy

## Content pillars:

- Wellness
  - Tips and other useful info to thrive in a changing world
- Social Media
  - Topics covering how to pivot

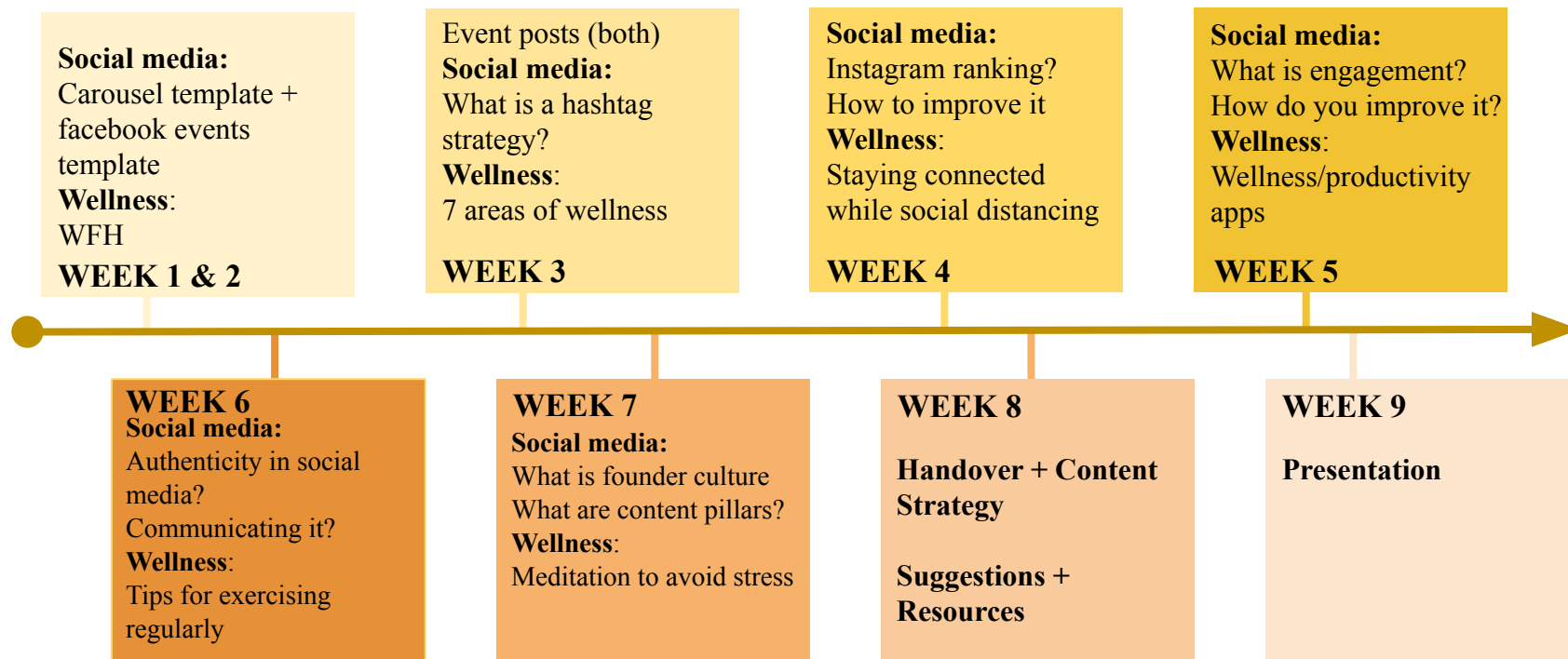


## Content delivery:

- Social media information - carousel + captions
- Longform articles on wellness
- Repurposed wellness carousel posts



# Timeline



# Topics covered

## Social Media - Carousels

- “What is Hashtag Strategy?”
- “What is Instagram Ranking + How to Improve it?”
- “What is Engagement?”
- “How to Improve Engagement?”
- “What are Content Pillars?”
- “What is Authenticity?”
- “How to apply Authenticity?”

## Wellness

- “Tips for Working From Home”
- “7 Areas of Wellness”
- “Ways to Stay Connected While Social Distancing”
- “Tips for Exercising Regularly”
- “Productivity/Wellness Apps”
- “Meditation to Avoid Stress”

# Social Media Content

## Key Points:

- Carousels
- Informative
- High value
- Increased likelihood of higher ranking
- Establishes expertise
- Accompanied by longform captions and hashtags
- Satisfies a pain point - pivoting to social media

**Improve your Instagram Ranking**

Swipe to learn more!

**WHAT SHOULD YOU POST?**

• POST CONTENT THAT IS RELEVANT TO YOU AND YOUR FOLLOWERS!

• Share genres of high quality content such as travel, food, fashion, and sports that you and your followers enjoy!

**HOW SHOULD YOU POST?**

**WHEN SHOULD YOU POST?**

FIND YOUR OPTIMAL POSTING TIMES!

• Determining your optimal posting time will help with audience engagement, prompting the Instagram algorithm to push your posts higher on your follower's feed.

**CONSISTENCY IS KEY!**

• Don't post TOO MUCH and don't post TOO LITTLE!

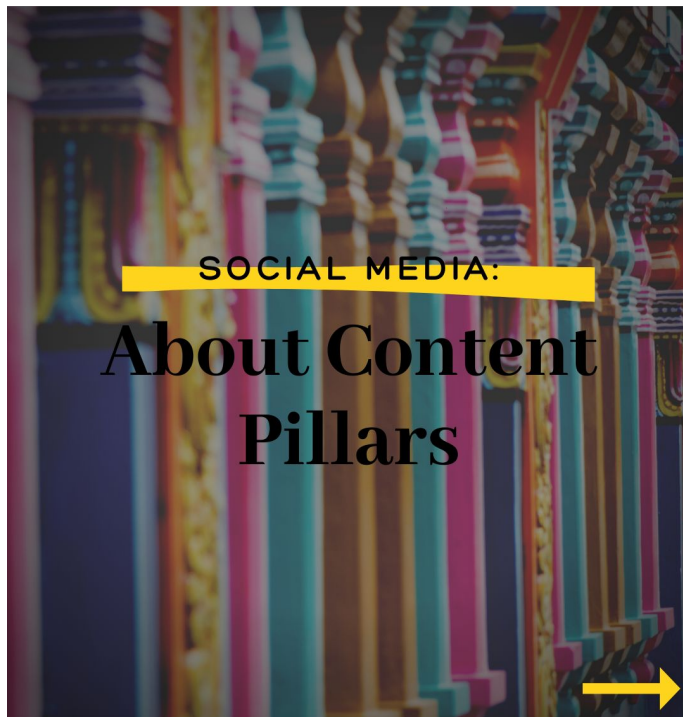
• Post on a REGULAR basis to best communicate with followers.

**DEVELOP RELATIONSHIPS WITH YOUR FOLLOWER'S BY:**

1. Add value to your posts! Adding value will foster relationships and improve engagement with followers
2. A great way to sustain these relations is through posing questions/hosting contents to keep your audience engaged
3. curating user generated content to encourage users to engage with and share content



# Social Media Content - example



**WHAT ARE CONTENT PILLARS?**

- a subset of topics or themes which create the foundation for your overall content strategy.
- represent relevant topics for your target audience



**WHY CONTENT PILLARS?**


- **Organization:** help you create a calendar that covers the necessary topics for your brand
- **Targeting:** serve as a guide for developing particular content tailored towards specific people
- **Ideation:** automatically determines relevant topics for you



**HOW TO DEFINE CONTENT PILLARS?**

**STEP 1: PIN DOWN YOUR AUDIENCE PERSONAS**

- Define your customers' personas and profiles
- Helps determine how to interact and communicate with your audience



**STEP 2: REPURPOSE AND RETARGET BRAND'S CONTENT**

- Consider how different formats capture audiences' attention
- Repurposing + retargeting squeezes more from a piece of content, while simultaneously maintaining best practices of social network



**STEP 3: ORGANIZE AUDIENCE VIA HASHTAGS**

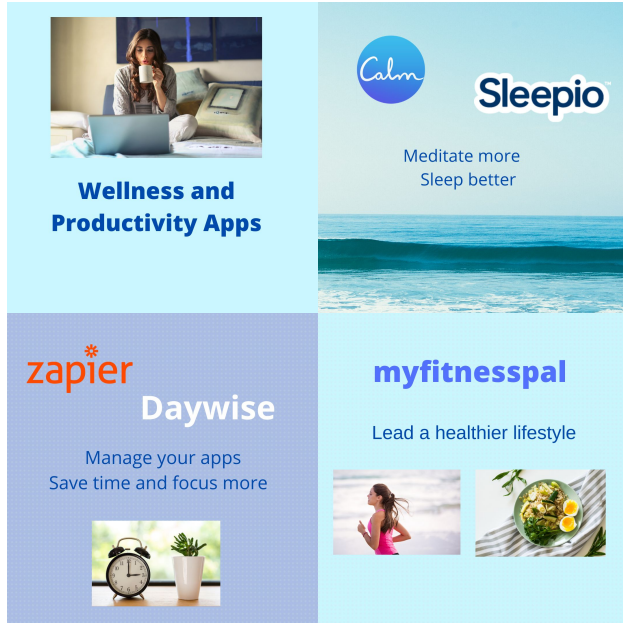
- While implementing hashtag strategy, consider how particular tags can communicate with your followers while strengthening your relationships with them
- Ensures interactivity with your various audience members



**STEP 4: COME UP WITH A CONTENT CALENDAR**

- Serves as a sort of week-to-week outline of:
  - What content you're posting?
  - Which audiences you're targeting?
  - Which social channels you're hitting?
- Ensures that your content and frequency are both optimized at a certain time

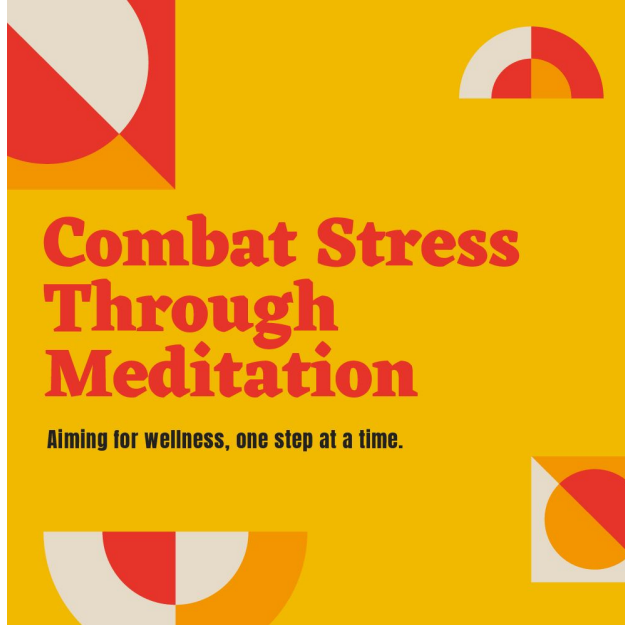
# Wellness Content



## Key Points:

- Creating a wellness resource
- Longform content in the form of articles
- Repurposed to social media content

# Wellness Content - example



# Suggestions

Content strategy completed with suggestions on future implementation

- Data analysis - create a baseline to measure after posting and for tracking metrics
  - Noted that user engagement seemed low.
- Community building via instagram + getting in touch with small businesses they have worked with.
- Working with other orgs to share each others pages:
  - Businesses can get higher exposure either through paid ads to a target audience or by sharing one another's content
- Brand aligned CTA, and language + tone throughout content that reflects brand identity - a little more laid back

# Q&A