



# SOCIAL MEDIA STRATEGY

**Inca Digital 2021**

**As presented by  
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## TARGET MARKET

- Potential candidates researching our company, looking for challenging remote jobs, and generally interested in nomad lifestyle.

## GOALS

- Creating Brand Awareness
- Educating the audiences
- Create shareable branded content about the company
- Grow the current social media audience across all social media channels
- Building credibility

## KPI'S

- Reach: followers, impressions, mentions
- Engagement: likes, comments, shares, reviews, links
- Retention and loyalty: testimonials, reviews, customer satisfaction, sentiment

## SELLING POINTS:

- Open Minded Team
- Flexible hours and location
- Internal learning programs
- Accelerated Career Growth



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# PROCESS

- Create a monthly social media calendar, see an example of social media calendar below
- Publish promotional and actionable/educational content daily to increase impressions and reach of marketing messages
- **Frequency:**1-2 per day

## **For Each Channel: LinkedIn, Twitter, Instagram, Facebook**

- Copy
- Image/Post
- Hashtags

## **Formatting/Content:**

- Hashtags in comments if applicable
- Call To Action if possible

## **Create a BI-Weekly Social Media Metrics Report**



# CONTENT

- Organic Content: 60% promotional content, 40% educational content.
- Promotional content – Inca Digital updates and news, events announcements, high-quality how-to short videos, infographics, presentations, company achievements, recognitions, and accolades.
- Original content-blog posts, press releases, e-books, selling points: #WhyChooseInca
- Employee-centric content: Testimonials, reviews, interviews that include photographs, success stories, and happy experiences of employees (trust indicators) Share UGC (user-generated content). Support discussions, be interested in the opinions of clients. (Twitter chats (threads) with unique hashtags)
- Third-party articles, videos, related to the industry. Useful practices. and tips (content-curation tools)
- Live Q&A sessions with employees

Evergreen content: Frequently Asked Questions (FAQs), Motivational quotes, Glossaries of terms and Phrases, Industry resources, tutorials

- Use content discovery tools and news aggregators such as DrumUp. It is smart content curation and social media management tool, which allows sharing on Facebook, Twitter, and LinkedIn and schedule posts.

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# PAID MEDIA

**Facebook Business Manager** for target ads on Facebook and Instagram. Using current email databases for commercial business, create a Look-A-Like (customer information to find people similar to them on Facebook) audience or other targeted audience). There are a variety of paid media avenues on Facebook. Image ads are simple ads that are a great way to get started. Video ads can run in the News Feed and Stories, or they can appear as in-stream ads in longer Facebook videos. Carousel ads: these are a swipeable series of images in a single ad space, allowing advertisers to tell a better story.


**LinkedIn Campaign Manager** offers *sponsored* content in and around users' feeds across devices. The sponsored messages only deliver when the user is live on LinkedIn.

**LinkedIn: Sponsored Updates** to promote gated content. Set a budget for each campaign; target users based on interest, industry, and job title; and deliver a link to a landing page with a relevant piece of gated content.

**Promoting Tweets** that have the most engagement. Promoting tweets is a great way to boost the reach of the most engaging tweets and get them in front of a new audience.



# 30 DAYS SOCIAL MEDIA CALENDAR

							WhychooseInca
							Interview
							Thursday Terms
							Monday Motivation
							QA Session
							Third party article
							Careers Post
							FAQs
							BlogPost
							Employee Spotlight
							CuratedContent
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Monday Motivation	WhychooseInca	Employee Spotlight	FAQs	Careers Post	CuratedContent	
	BlogPost	Third party article	meet the team		We are Hiring		
	Brand Awareness	Brand Awareness	Brand Awareness	Brand Awareness	Brand Awareness	Brand Awareness	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Monday Motivation	WhychooseInca	Interview	Thursday Terms	QA Session	CuratedContent	
			sucessfull story		with one of the clients		
Brand Awareness	Brand Awareness	Brand Awareness	Brand Awareness	Brand Awareness	Brand Awareness	Brand Awareness	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Announcement post	WhychooseInca	Employee Spotlight	FAQs	Careers Post	CuratedContent	
		Third party article	meet the team		We are Hiring		
Brand Awareness	Brand Awareness	Brand Awareness	Brand Awareness	Brand Awareness	Brand Awareness	Brand Awareness	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Monday Motivation	WhychooseInca	Interview	Thursday Terms	QA Session	CuratedContent	
			successful story		with one of the employees		
Brand Awareness	Brand Awareness	Brand Awareness	Brand Awareness	Brand Awareness	Brand Awareness	Brand Awareness	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
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