

# The Foundation of Social Media Marketing -- Content Marketing

## Resources

- <https://www.quora.com/>
- <https://neilpatel.com/ubersuggest/>
- <http://buzzsumo.com/>
- <https://www.smartbugmedia.com/inbound-marketing-personas>
- <https://blog.hubspot.com/insiders/repurpose-content>
- <https://www.relevance.com/content-promotion-distribution-cheat-sheet/>
- <https://ga-dev-tools.appspot.com/campaign-url-builder/>
- <https://offers.hubspot.com/monthly-marketing-reporting-template>

## Main topic

### Now That You're Crushing The Competition With Your Social Media Magic, In What Other Areas Of Your Business Can You Also Dominate?

- Market Dominating Position
- Strategy
- Trust, Expertise, Education
- Policies & Procedures
- Leads
- Alliances & Joint Ventures
- Referral Systems
- Internet Marketing
- Publicity & PR
- Direct Mail
- Advertising
- Compelling Offer
- Scripts
- Sales Team
- Initial Close Rate
- Follow-up Close Rate
- More Appointments
- Down-sell
- Back end
- Reactivate Former Customers
- Increase Frequency of Purchases
- Increase Price
- Up-sell and Cross-sell
- Increase Longevity of the Buying Relationship
- Drip Campaign
- Bundling Products and Services
- Cut Costs

### How To Measure The Performance Of Your Social Media

- Ask Yourself:**
- Do you have a plan to analyze and measure the performance of your content?
  - What metrics are you tracking? (Areas you can track and measure are brand awareness, engagement, lead generation, conversion and sales, customer loyalty and retention, website performance.)
  - What is the ROI of your total content marketing efforts? (Include employee costs, technical costs, and advertising costs.)
  - How does this compare to paid marketing/advertising initiatives?
- Keys to Effective Implementation:**
- Decide on the metrics you want to track. A few of the many options are:
    - Number, Source, and Location of leads
    - Time on pages
    - Bounce rates
    - Mobile vs desktop
    - Email open rates
    - CTR (Click Through Rate)
    - Sales (Overall, Per Channel, Per Content Piece)
    - Popularity of content (blog posts, videos, shares, comments, CTR, etc.)
  - Establish SMART goals for your metrics.
  - Create tracking URLs with UTM parameters using Google's URL builder found at <https://ga-dev-tools.appspot.com/campaign-url-builder/>.
  - Keep your Monthly Marketing Report updated. Consider templates for reporting such as those found in our Resource section.
  - Draw conclusions from the reports and update goals as appropriate.
  - Draw conclusions from the reports and update goals as appropriate.

### How to Get Your Social Media Posts In Front of Your Ideal Clients

- Ask Yourself:**
- Do you have an effective content promotion strategy?
  - If so, explain it.
- Keys to Effective Implementation:**
- Understand your available options detailing how you can effectively promote content. Use our suggested template in our Resource section.
  - Decide how you will promote each piece of content (paid vs native) and to what extent you will promote it.
  - Schedule a promotion plan using a calendar.
  - Continue to monitor and analyze results.

### How You Can Turn One Email Into Multiple Social Media Posts

- Ask Yourself:**
- Do you have an effective plan to repurpose content across multiple platforms?
  - To what extent is your plan to repurpose content effective?
- Keys to Effective Implementation:**
- Understand your available options for repurposing content. Check out our Resource section for ideas:
  - Access the list of content that you developed in your Content Development Strategy.
  - For each piece of content, write out 2-5 ideas as to how it can be repurposed.
  - Document your plan to publish the repurposed content. When you do so, consider best practices:
    - Wait at least 2 weeks,
    - Change the headline,
    - Include a call to action,
    - Publish only the top performers,
    - Link back to your website,
    - Use canonical tags for repurposed content,
    - "NoIndex" the repurposed content.

## 8 Benefits

- Helps to build your expert status, authority, recognition, and credibility,
- Is more appealing than simple ads because it gives the consumers something valuable,
- Increases the market's trust in your business,
- Brings a greater volume of traffic to your site,
- Is appropriate at any stage of the Buyer's Journey,
- Is more readily shared throughout social media channels,
- Grows your brand, and
- Ultimately increases your sales revenue and loyalty to your business.

## 7 Critical Questions

- Do you have a content marketing strategy that is clearly documented?
- Do you have different content for each stage of the Buyer's Journey?
- To what extent does your content target the hot button issues of your prospects?
- Can you describe your sales cycle? What's the usual Buyer's Journey?
- What are your goals for your content, besides making sales?
- What are the hot button issues in your target market?
- What's your Market Dominating Position?

## How to Create Your Company Story on Social Media Platforms

- Ask Yourself:**
- What's your company story?
  - What's your mission?
  - What do you stand for?
  - What do you stand against?
  - To what extent does your story make you stand out?
  - Do your stories elicit an emotional response from your prospects?
  - Do your stories involve conflict and resolution?
  - Do you have (or need) different stories that match each phase of the Buyer's Journey?
- Keys to Effective Implementation:**
- Write down your company story.
  - Ensure that your mission is clearly seen in the story.
  - Examine the story to determine if there's a way to make it elicit a stronger emotional response from the readers.
  - Review the story again to see if you can increase the conflict which will make the resolution even more satisfying.
  - If you have or need different stories that match each phase of the Buyer's Journey, write the title of subject of each of these areas.

## Your Fantastic Ideas to Post on Social Media Platforms

- Ask Yourself:**
- What's your process to consistently produce high-quality content ideas?
  - Around which elements of your buyer persona could you develop content?
  - What are the major changes that are upcoming in your company in the next 12 months?
  - Have you done a competitive analysis to see which of their content gets the most attention (that you could learn from and possibly replicate)?
  - Which of your content that performed well in the recent past could you use to produce similar or complementary content?
  - What questions do your prospects ask that you could create content around?
  - What ideas could you come up with using suggested keyword tools?
- Keys to Effective Implementation:**
- Brainstorm new ideas. (Write out ideas that come to you or brainstorm in a small group of people, preferably at a regularly scheduled time.)
  - Document your idea creation process.
  - Are there significant upcoming changes in your company that will require additional content to be created?
  - Write down a selection of topics that you could create content around.
  - With that list, compare it to the hot buttons for your prospects and see which of your ideas should be the most popular.
  - Take time to examine the performance of past content to see what performed well. Use Google Analytics or your own dashboards for this insight. If you don't have analytics set up, make it part of the agenda.
  - Write down your final plan.

## Creating Your Social Media Roadmap

- Ask Yourself:**
- What's your strategy for developing and deploying long-term content?
  - Do you have a written plan?
  - To what extent is the written plan followed?
  - Have you developed your buyer personas?
  - Are you satisfied with the buyer personas that you have developed?
  - Have you created a specific and realistic journey for your ideal buyers to follow?
- Keys to Effective Implementation:**
- Create a written plan if you don't have one.
    - Set marketing goals. Make sure they are SMART goals -- Specific, Measureable, Attainable, Relevant, Timely.
    - Identify buyer personas in detail.
    - Determine how you will develop and distribute content.
      - Organize the content so you can easily find it-- Stage of the Buyer's Journey, Type of content, Topic, Title, File location.
      - Create a Spreadsheet of these so they are easily located. You can then organize the content by campaigns or special events so you know which content goes into which campaign.
    - Identify the Buyer's Journey for your ideal customers and buyer personas.
    - Continue to develop your own plan. See the Sample Content Planning Worksheet that comes with this program as an example of how you might organize your plan. (For help building out buyer personas, check out our Resource Section.)
  - Make a list of your company's content assets and initiatives.
    - Organize the content so you can easily find it-- Stage of the Buyer's Journey, Type of content, Topic, Title, File location.
    - Create a Spreadsheet of these so they are easily located. You can then organize the content by campaigns or special events so you know which content goes into which campaign.
  - Identify the Buyer's Journey for your ideal customers and buyer personas.
  - Continue to develop your own plan. See the Sample Content Planning Worksheet that comes with this program as an example of how you might organize your plan. (For help building out buyer personas, check out our Resource Section.)

## Your Process for Developing Market-Dominating, Competition-Crushing Content

- Ask Yourself:**
- Do you have a specific and written process in your company for creating content? (Timelines, editing procedures, publishing procedures)
  - How effective is your process?
  - How might it be improved?
- Keys to Effective Implementation:**
- Content ideas must be generated, then they have to be written, then edited, then designed, then published, and every step of the process must be managed. Assign team members to each role (some team members may fill multiple roles, but will likely not do every role very well.)
  - According to your budget and level of aggressiveness, plan a minimum of 2-3 content offers per quarter, organized by the stages of your prospect's Buyer's Journey.
  - Create a process to ensure that the content is SEO optimized, delivered on time, and with no mistakes. Focus on quality over quantity.
  - Identify the channels where you will publish your content.
  - Identify how you will drive traffic to your new content.
  - Analyze results (Google Analytics).
- Consider researching free tools. Use our Resource section for suggestions.