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SMM4WIN Project: “Social media marketing skills for fostering the inclusion and employability of young people with disabilities”, n° 2019-2-PL01-KA205-066133

**Training program “SMM: Social media marketing”
for young people with disabilities**

The course of advanced level

Topic 4 – PART 1

“Content Creation for Social Media”

Topic 4 Structure

Part 1. The role of content in SMM

Part 2. Strategy and planning

Part 3. Social media tactics in content, segmentation by platform



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PART 1

The role of content in SMM



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The role of Social marketing content

“Social marketing eliminates the middlemen, providing brands the unique opportunity to have a direct relationship with their customers.”



Bryan Weiner
CEO, Digital Agency 360i.



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What is social media marketing?

- Social media marketing is the action of **CREATING CONTENT** to promote your business and products on various social media platforms such as Facebook, Instagram, and Twitter.
- Your **UNIQUE CONTENT** should be tailored to the specific platform it's being shared on to help you boost conversions and increase brand awareness.
- Social media marketing is all about meeting your target audience and customers where they are and as they socially interact with each other and your brand.



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Content equals business growth!

- ❑ Content marketing brings in 3X as many leads as traditional marketing and costs 62% less.
- ❑ Small and middle-size businesses that use content marketing get 126% more leads.
- ❑ 61% of online purchases are the direct result of a customer reading a blog.
- ❑ Companies that publish 16+ blog posts per month get 3.5X more traffic than those that post four or fewer posts per month.



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Generating Content Ideas

- ❑ Your content ideas fuel your work.
- ❑ Run out of gas, and your content initiatives will stall.
- ❑ A content marketer doesn't have the leisure to have an "off day."



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When you create content ...

- ❑ you're providing free and useful information to your audience
- ❑ attracting potential customers to your website
- ❑ retaining existing customers through quality engagement
- ❑ generating some major ROI for your company



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Understanding your audience

❑ It determines:

a) which social media platforms you should be using,

b) what type of content they value.

❑ Create an ideal customer profile for your business. Try and create two to three profiles for the type of customers your business is marketing to.



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Your ideal customer profile

Customer profile should cover:

- ❑ age, gender, education level,
- ❑ profession, relationship status,
- ❑ where they live, lifestyle
- ❑ annual income, hobbies

❑ **Be as specific as possible** to get the best grasp on who your ideal customers are. This tactic helps you create content that aligns with their needs and values. Give them names and keep these profiles on hand.

Sample Sally

BACKGROUND:


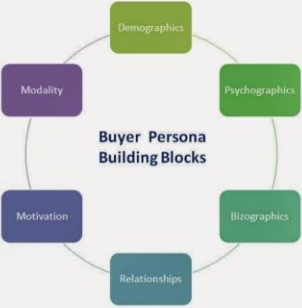
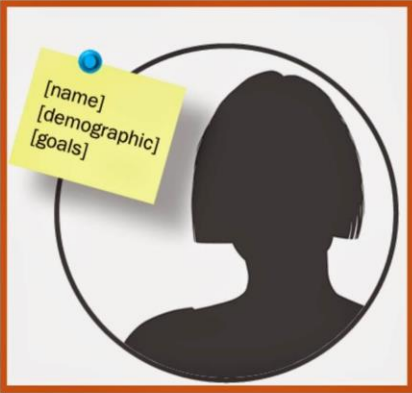
- Head of Human Resources
- Worked at the same company for 10 years; worked her way up from HR Associate
- Married with 2 children (10 and 8)

DEMOGRAPHICS:

- Skews female
- Age 30-45
- Dual HH Income: \$140,000
- Suburban

IDENTIFIERS:

- Calm demeanor
- Probably has an assistant screening calls
- Asks to receive collateral mailed/printed



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How Do They Engage With Social Media Content?

- ❑ Your ideal customer profiles will help determine the type of content they value most and how they engage with it.
- ❑ If they're looking for coaching, try video posts
- ❑ If they want content they can easily share with their own followers, use beautiful visuals or quotes
- ❑ If they want to be up to date on your latest product line, show them product shots with a product tag that takes them right to your shop



Content requirements

- ❑ **Relevance.** The best content is highly relevant to a targeted audience. It addresses their pain, their opportunity, or their need. It is about them, not about the author.
- ❑ **Insightful.** Value comes from newness. Content should add a new insight or perspective. With the help of research, data, case studies, shared experiences, or other proof points, any form of content can add value.
- ❑ **Actionable.** When people read, see, or experience something of value, they often want to act on it. Sometimes they share it with others on their team. Sometimes they change their entire business model. Either way, it should be clear what people can do when they consume content.



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Six principles of message development: posts, articles and interviews

- 1. All communications efforts contain messages** – whether intended or not. Even silence is a message.
- 2. Don't communicate accidental messages;** have a core set of messages and bridge over to them.
- 3. Messages are not limited to words** and can actually be cancelled out by nonverbal communications and tone or attitude.
- 4. Not all messages have equal impact.** Emotional messages cancel out rational messages.
- 5. Make messages memorable** through visuals, simplicity and relevance.
- 6. The goal of every interview is to use the interview questions as a way to get your messages across.** If the interview questions help you do that, great. If they do not, you just have to work harder.



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Best practices for using regardless of the social media channel

- ❑ **Never Once.** It is a mistake to post a piece of content just once and think all the people you want to see it will see it. Instead, pick apart your content and find a few interesting ways to get people's attention with it.
- ❑ **Sometimes with an Image.** Don't miss the opportunity to include an image when you can.
- ❑ **Usually with a Mention.** Other people matter. They help you with your business, they give you good ideas, they connect you with even more people, they have people that follow them. When possible, @mention them or their companies in posts.
- ❑ **Always with a Link and Hashtag.** Every post on every platform should include a link and at least one hashtag. Hashtags help people find posts on topics that interest them.



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Designing your social media content style

- ❑ To maintain a strong brand identity, strive for consistency in the type of imagery you feature, the colour palette you use and the tone of voice behind your captions.
- ❑ A grid layout design alternating dark & light content
- ❑ When determining what creative approach you should take for your content, keep your audience and your business goals in mind. Maybe your content is mainly product shots, maybe it's people, places, statistics, quotes or videos.
- ❑ Always be asking yourself, will my audience find value in this?



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ennyhendersonstudio.medium.com

How to design your social media content?

- ❑ **Do It Yourself.** Source images by using free stock photography from websites like unsplash.com or [RawPixel.com](https://rawpixel.com) and create visuals with design platforms like Canva.
- ❑ **Hire a Photographer.** Depending on your content strategy, you may want to hire a photographer to do a photoshoot with you or take product shots.
- ❑ **Hire a Graphic Designer.** To create original content with your own photos or stock photos. If it suits your content strategy, you may consider hiring a graphic designer to create custom templates for your social media posts that you can plug and play with your own content.
- ❑ **Photo Mock Ups. Image for post.** Create custom content for your social media feed using product mock ups.



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Top 10 Required Skills for a Content Marketer

Top 10 Skills Required in the Content Marketing Industry



We analyzed the employers' requirements mentioned in the job offers. The percentage shows the mentions of a particular skill in the total number of Content Marketing job offers.



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2019, www.semrush.com

Top 3 Soft Skills in the Content Marketing

Top 3 Soft Skills in the Content Marketing Industry



We compared the number of mentions of a particular soft skill against the total number of Content Marketing job offers.



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2019, www.semrush.com

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