Training program "SMM: Social media marketing"
for young people with disabilities

The course of advanced level

Topic 4 – PART 3

"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

PART 3

Social media tactics in content creation, segmentation by platform

Building a Content Creation Framework

❑A content creation framework is a structure of processes for publishing content — from the beginning stages to post-publication.

❑With a framework in place, your team can foster creative ideas in an organized, scalable manner.

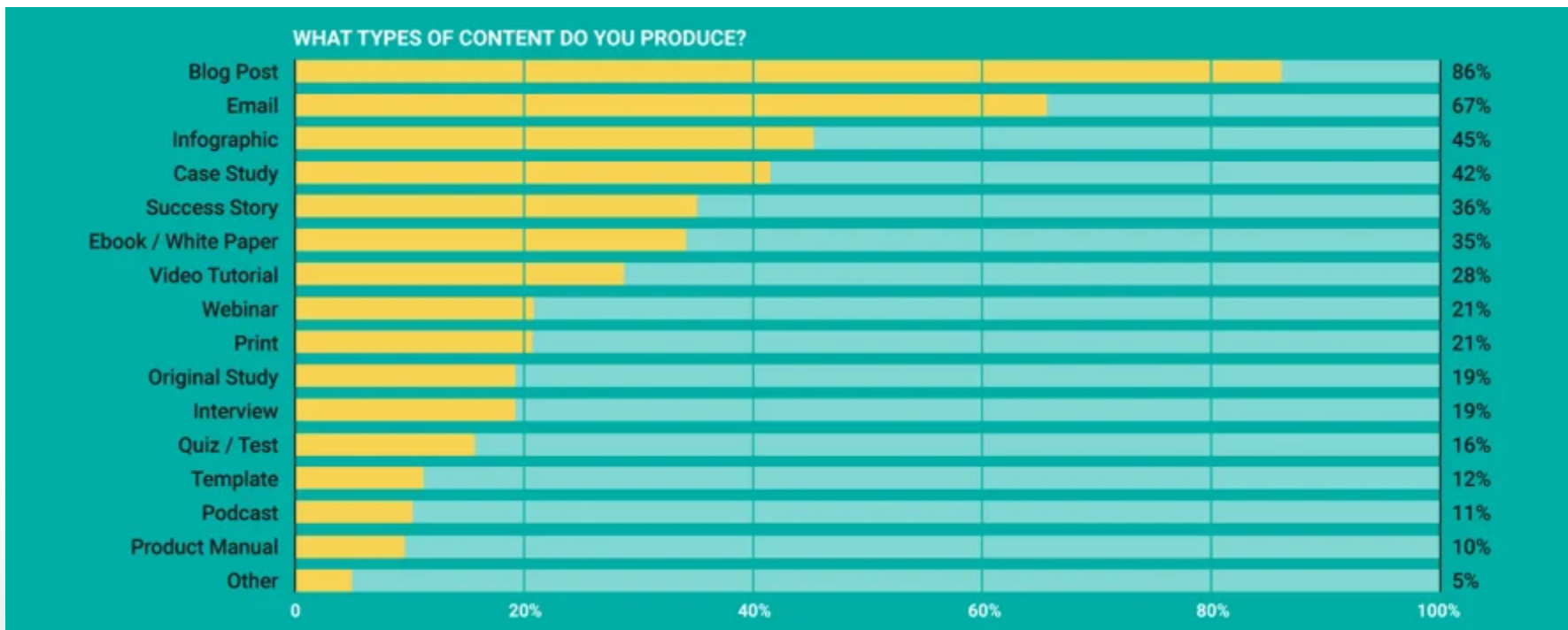❑A framework strikes that perfect balance between autonomous creativity and long-term content sustainability.

Content Creation and Distribution

❑ Only 28% of marketers produce video content, and written content remains the most common form.

❑ The prevailing content formats are blog posts (86%), emails (67%), case studies (42%), and success stories (36%).

❑ To distribute these products, marketers considered social media (94%) and emails (76%) to be the most effective channels.

WHAT TYPES OF CONTENT DO YOU PRODUCE?

Content Type	Percentage
Blog Post	86%
Email	67%
Infographic	45%
Case Study	42%
Success Story	36%
Ebook / White Paper	35%
Video Tutorial	28%
Webinar	21%
Print	21%
Original Study	19%
Interview	19%
Quiz / Test	16%
Template	12%
Podcast	11%
Product Manual	10%
Other	5%

Co-funded by the Erasmus+
Programme of the European Union

2019, www.semrush.com

Content Creation and Distribution

WHICH MARKETING CHANNELS ARE YOU USING FOR CONTENT DISTRIBUTION?

94% Social Media

16% Content Syndication

30% External Publications / Guest Posting

19% Influencer Marketing

76% Email Marketing

2% Other

46% PPC / Paid Advertising

2019, www.semrush.com

The Power of Storytelling

❑ People want to feel connected to a group, to belong.

❑ Stories give people a reason to communicate and relate.

❑ Stories are stimulating and give people something to believe in.

❑ Business storytelling is similar. It's about creating alignment between your business and your prospects and customers.

❑ Telling brand's story is company value, mission, and how company communicate them consistently to their audience.

Extending the Value of Content Through Repurposing

❑ Repurposing is the use of something for a purpose other than its original intended use.

❑ It's common to repurpose marketing material and content.

❑Repurposing content allows to extend the value of content by changing it to serve a different purpose, like transforming the messaging of several blog posts to create a guide or reusing content from guide to help you create an educational video series.

❑The messaging is the same, but the channel or format is different.

www.hubspot.com

Creating Topic Clusters and Pillar Pages

❏ To convert visitors into leads and eventually customers, you need to create a helpful, positive user experience that solves for both the searcher and the search engine, not just one or the other.

❏ Example: Create targeted clusters of relevant content that each covers a specific topic in depth. These targeted clusters then need to lead to a centralized hub, known as a pillar page.
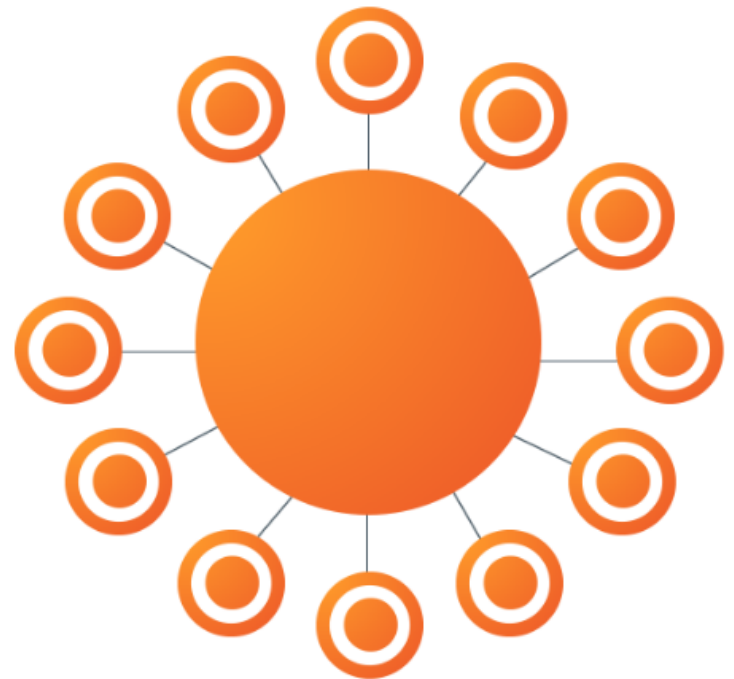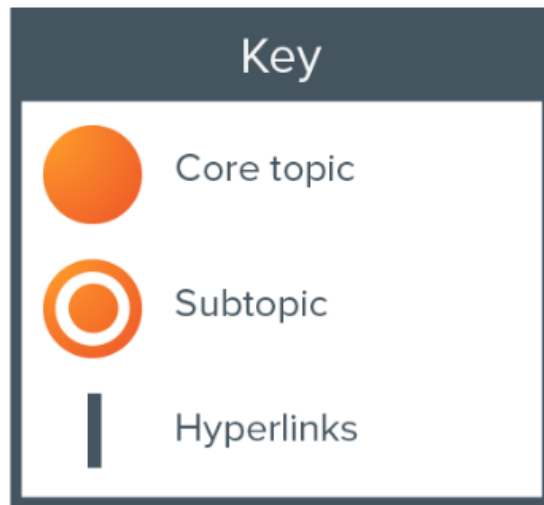
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Creating Topic Clusters and Pillar Pages

❑ A pillar page (content pillar or power page) is a website page that covers a specific topic in depth and is linked to a cluster of related content.

CHRISTINA PERRICONE

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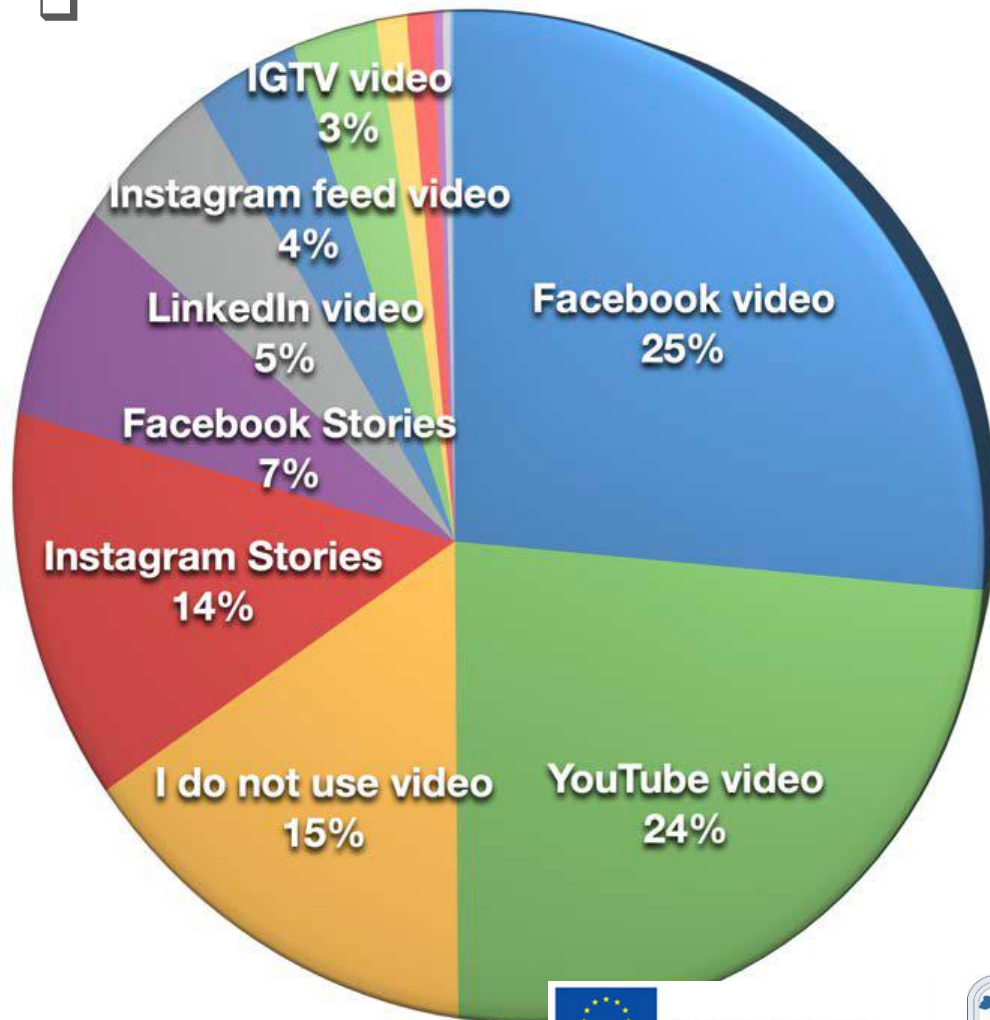# Creating Topic Clusters and Pillar Pages

Create a Successful Video

❑ Video is used more widely as a business strategy across marketing, sales, and service teams.

❑ A video marketing strategy is an effective way to attract, engage, and delight your audience in a human and helpful way.

❑ You need to create memorable videos that engage your audience.

The most important video channel for marketers in 2020 is...

IGTV video 3%
Instagram feed video 4%
LinkedIn video 5%
Facebook Stories 7%
Instagram Stories 14%
I do not use video 15%
Facebook video 25%
YouTube video 24%

Most marketers (51%) chose either Facebook or YouTube as their most important platform. Facebook is still an important video platform for marketers.

2020 Social Media Industry Report

Segmentation the strategy by social media platform

❑ While social media marketing as a whole is incredibly valuable and beneficial to your business growth, your content strategy will differ based on which social networks your audience spends their time on.

Segmentation: Facebook

❏Users: 1.79 billion daily active users worldwide

❏Audience: Generation X and millennials

❏Industry impact: B2C

❏Best for: Brand awareness; advertising.

❑ **Segmentation: Twitter**

❑ Users: 186 million daily active users worldwide

❑ Audience: Primarily millennials

❑ Industry impact: B2B and B2C

❑Best for: Public relations; customer service

❑ **Segmentation: Instagram**

❑Users: 1 billion monthly active users

❑Audience: Primarily millennials

❑Industry impact: B2C

❑Best for: Natural-looking media, behind-the-scenes, and user-generated content; advertising

❑ **Segmentation: LinkedIn**

❑Users: 675 million monthly active users worldwide

❑Audience: Baby boomers, Generation X, and millennials

❑Industry impact: B2B

❑Best for: B2B relationships, business development, and employment marketing

❑ **Segmentation: YouTube**

❑Users: Over 2 billion logged-in monthly users worldwide

❑Audience: Millennials, closely followed by Generation Z

❑Industry impact: B2C

❑Best for: Brand awareness; entertainment, and how-to videos

❑ **Segmentation: Snapchat**

❑Users: 249 million daily active users worldwide

❑Audience: Primarily Generation Z

❑Industry impact: B2C

❑Best for: Brand awareness; advertising

❑ **Segmentation: Pinterest**

❑Users: 416 million monthly active users worldwide

❑Audience: Primarily older millennials and younger baby boomers

❑Industry impact: B2C

❑Best for: Visual advertising; inspiration

Major channels for content 2020: Facebook declining

❑ Marketers are diversifying away from Facebook. For the last 2 years, Facebook lost share as the most important platform for marketers.

❑ When asked to select their single most important platform, Facebook dropped from 67% in 2018 to 59% in 2020.

❑ One in ten marketers indicated they'll be decreasing their organic marketing on Facebook. Only 50% of marketers plan on increasing their Facebook organic activities, down from 62% 2 years ago.

Major channels for content 2020: Facebook dominance still strong

❑ A very significant 94% of marketers use Facebook (followed by Instagram at 76%). 59 5 of marketers claim Facebook is their most important social platform.

❑ Facebook Live is the leading live video platform used by 38% of marketers.

❑ Facebook ads are used by 70% of marketers and 58% plan on increasing their use of Facebook ads over the next 12 months.

2020 Social Media Industry Report

Major channels for content 2020: Instagram is hot

❑76 % of marketers are using Instagram.

❑It's the second most important social platform for marketing (behind Facebook).

❑A significant 67% of marketers plan on increasing their Instagram organic activities over the next 12 months.

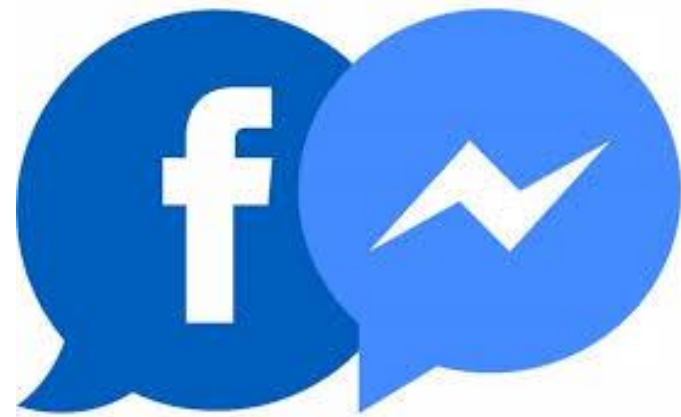❑Instagram is the number-one platform marketers want to learn more about.

2020 Social Media Industry Report

Major channels for content 2020: Interest in Messenger bots is declining

❑Messenger bots haven't caught on with marketers. Only 13% of marketers are using bots (down from 14% in 2019).

❑Most marketers have no plans to use Messenger bots and only 25% of marketers plan on increasing their bot activities, down from 32% in 2019.

❑Interest in learning more about Messenger bots dropped to 39% from 70% in 2018.

2020 Social Media Industry Report

Major channels for content 2020: TikTok is ignored by most marketers

❑ Only 5% of marketers are using TikTok.

❑ A significant 74% do not plan on using the platform in the next year; however,

❑ 30% are interested in learning more about TikTok.

2020 Social Media Industry Report

Major channels for content 2020: YouTube interest is high

❑ A significant 69% of marketers plan on increasing their use of YouTube video and 73% want to learn more about marketing on the platform.

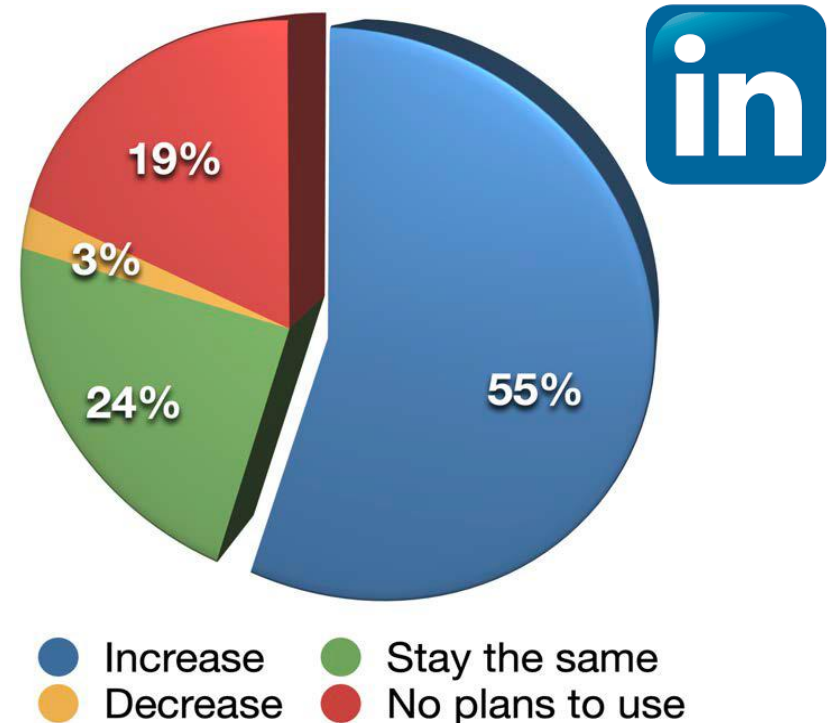❑ YouTube is the number-one video channel, used by 55% of marketers.

2020 Social Media Industry Report

Major channels for content 2020: Future LinkedIn plans

❑More than half of marketers (55%) plan on increasing their LinkedIn organic activities over the next 12 months, up 3% from 2019.

❑Seventy-three percent of B2B plan on increasing LinkedIn organic activities, compared to 46% of B2C.

19%

3%

24%

55%

Increase Stay the same
Decrease No plans to use

2020 Social Media Industry Report

Effectively Promote Content

❑ One of the biggest challenges marketers face when creating content is visibility.

❑ Creating great content simply isn't enough.

❑ A successful content strategy should include a promotional plan that strategically shares content with the people who will benefit most from it.

Content Marketing Goals

❑ In 2019 Marketers' goals were to generate more quality leads(75%), attract more traffic to their website (71%), improve brand reputation (56%), and improve customer engagement and loyalty (45%).

Content Marketing Goals and Budget — semrush

WHAT ARE THE PRIORITY GOALS YOU PLAN TO ACHIEVE THROUGH CONTENT MARKETING BY 2020?

Goal	Percentage
Generate more quality leads	75%
Attract more traffic to our website	71%
Improve brand reputation	56%
Improve customer engagement and loyalty	45%
Empower new products positioning	19%
Increase the number of payments	17%
Other	2%

Stop Publishing Content for Publishing

❑ Content for the sake of traffic is counterproductive.

❑ Content that's driving traffic doesn't make it purposeful.

❑ The chance of converting those visitors into customers are highly unlikely.

❑ To positively impact audience, content must be tied to your business.

❑ The framework will keep you on track to creating high-performing content that adds business value:

Identify topics that align with your business, industry, and/or product

Determine which of those topics are relevant to your audience

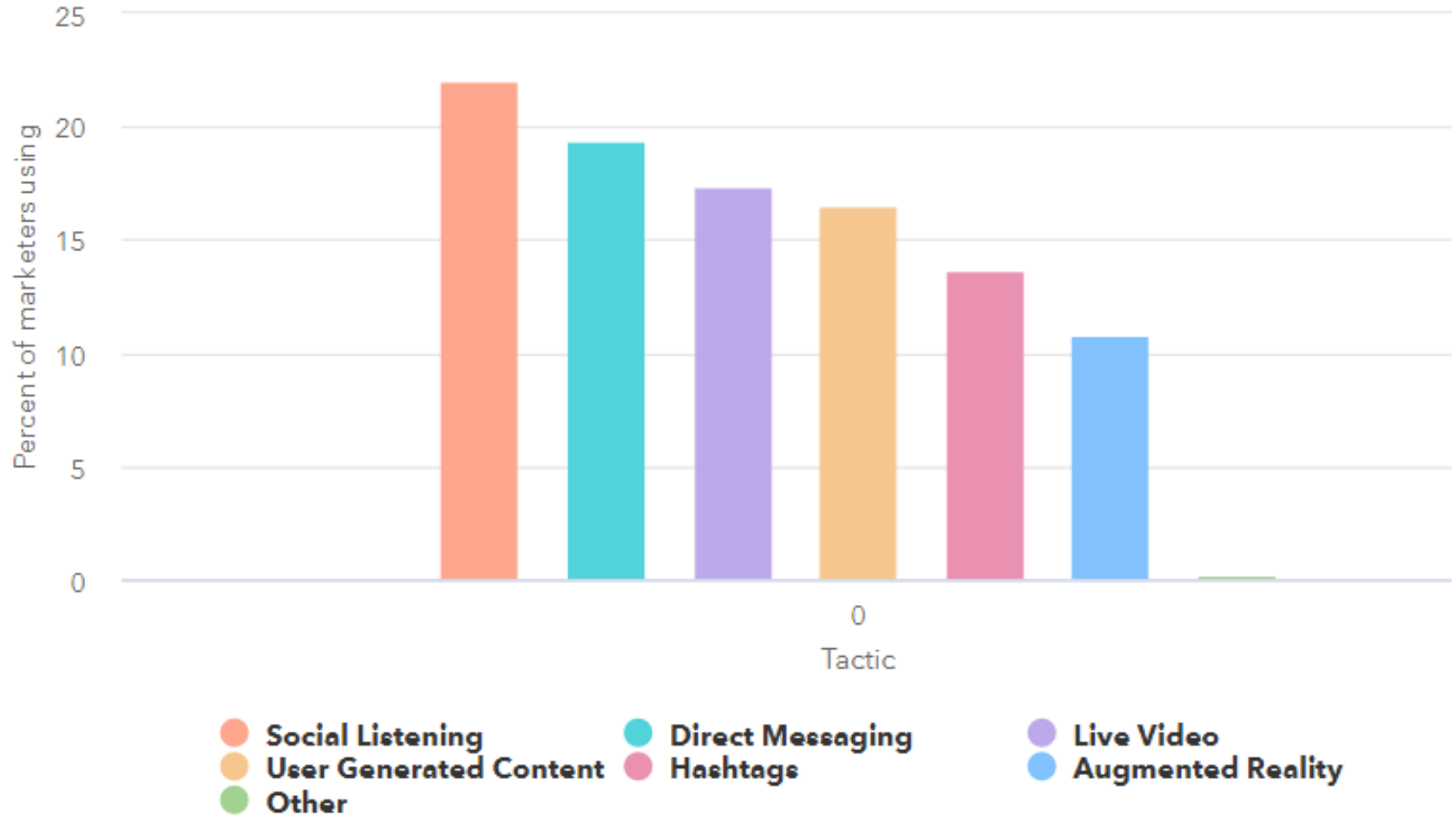*Filter the topics that have the greatest traffic potential.*

Social media tactics in content

Social listening as their #1 tactic in their social media strategy.

Social Media Marketing Strategy in 2020

www.hubspot.com/

Social media tactics in content

❑ **Social listening**. By listening to your audience, before creating anything, you foster community and learn what resonates.

❑ **User-generated content** not only ties into your brand, but also it provides a fresh voice. If you see that fans of your brand are doing things that are inspiring, keep encouraging fans to share, because their brand affinity grows when they see other people posting about you.

❑ **Building communities for our audience.** According to HubSpot research, 80% of brands say their community building efforts have resulted in increased traffic.

❑ **Identifying niche influencers** who you can work with to promote your brand. There is predict there will "be a revolution of how marketers manage their influencer campaigns. Micro & nano influencers (500 to 10,000 followers) will help mitigate potential risks and have built smaller, more enthusiastic audiences."

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Recommended non-search related tactics

❑ Publish first-hand knowledge like surveys, research reports, or focus group results.

❑ Think about creative ways to share emerging industry trends that matter to your audience (an infographic)

❑ Prioritize building backlinks to boost authority and establish yourself as an industry thought leader.

Recommended non-search related tactics

❑ Identify poor-performing posts and share them via other distribution channels to see if they're more successful among audience members there.

❑ Focus on the historical optimization of your content (keep your content fresh by updating all topics, statistics).

❑ Tailor your content to your audience members' interests, needs, and challenges.

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