Developing Effective Content Strategies

Social Media Conference – February 2014
Social Media Writing for Business

- Competitive and more global landscape
- Promote, build and brand your business
- Different than traditional writing
- Become and stay engaged in social conversation
- Old rules versus new rules
  - Different approach
    - It’s about thinking differently about how you present your organization, and what you can share with the wider world.
10 Ways SM Writing is Different

1. You’re writing to individuals, not to algorithms or personas.
2. Instead of laser-like focus, now it’s about variety.
3. Social media really is a conversation.
4. Social media is written to be shared.
5. We can’t just pretend bad news isn’t happening.
6. You should sometimes praise the work of your peers and competitors.
7. You ask real questions.
8. You need to turn on a dime, frequently. Don’t be afraid to collaborate.
9. Sometime you have to work odd hours.
10. Achieving the results you want can take time.

Source: http://www.webcontentcafe.com/2010/10/10-ways-in-which-social-media-writing-is-different-from-traditional-web-writing/
Types of Content – Curated or Created

- Articles
- Case studies
- Testimonials
- Reports
- Surveys
- Pictures
- Music
- Quotations

- Expert tips
- Presentations or webinars
- Interviews
- Infographics
- Charts and graphs
- Books and eBooks
- Conferences
- Top 10
Where Is It?

- Google alerts
- RSS feeds
- Blog posts
- SM platforms (Twitter feed, Facebook, Tumblr, etc.)
- News sites
- Industry sites
  - SocialMediaExaminer.com
  - Business2Community.com
  - SocialMediaToday.com
  - WebContentCafe.com
- Customer service questions or complaints
- In your head – brainstorming exercise
Brainstorming Exercise

- Commonly asked questions about your product or service? Commonly searched keywords on your website? What are common industry buzzwords?
- Which words come to mind when you think of this word?
- Circle words that show up in both word lists.
- Develop five (5) themes or article ideas. (Then, think of the opposite of these words.)
- Set up Google Alerts for these words
- Have someone who is unfamiliar with your industry do this exercise.
• Mix original content with curated content to have the most success when using content curation to drive SEO.
The Process

- Identify goals associated with your SM plan
- Develop your
  - Target persona
  - Company persona
  - Pain points
  - Tone
  - Frequency
  - Adapt and revise as you need to
- Develop an editorial calendar
- Train and distribute among staff - IMPORTANT
- Survey
- Monitor and revisit
Answer These Questions...

- Look over your traditional marketing to help define a brand and create a persona.
- Defining Your Reader/Customer
  - Who will be reading your post?
    - Demographic information
      - Professional colleagues
      - Clients, customers, or vendors
      - Potential employers or employees
      - Some combination of all the groups
    - Example:
      - 20 – 45 y/o woman
      - Shops online regularly
      - Buying for children or grandchildren
...And Write Down Your Answers

- **Who are you?** If your company was a person who would they be? What would they do? What would they talk like or about?
  - Young and trendy or stodgy and practical

- **How do you engage your audience?**
  - The game show host
  - The friendly neighborhood sales rep,
  - The beehive
  - The community builder
  - The friend
  - Or a combination

- **What are your pain points?**
  - We NEVER say this
  - We direct to this dept when this happens

- **Ask your staff what they think – EMPOWER them**
Where Are You Talking to Them?

- **Blog or website**
  - Actionable information in a blog post
    - Answers to questions, guidance for decision making, or a time-saving process to follow
    - Images or videos
- **Facebook**
  - Engaging status updates – no more than 80 characters if possible
    - Conversation starters, information sharing (with links to articles), promotional info, or self-disclosure
    - Images or videos
- **LinkedIn**
  - Professional, yet engaging.
- **Twitter**
  - Short, concise and energetic with links. (Serious when you need to be such as crisis management.)
Frequency and Timing

- **How often do you post and respond to comments?**
  - Depends, 1 -2 times per day, 3 x a week
    - Blog or website
    - Facebook
    - LinkedIn
    - Twitter – almost unlimited
  - **ALWAYS** post during a crisis

- **Keep in mind time zones and busy times of the day**
  - Teachers
  - Restaurant owners

- **Track, measure and tweak**
Tips

- Offer real insight
  - Give a “behind the scenes” view of what’s really going on at your company
- Keep it real – keep it human
  - Customers want to know that real people work for your organization.
    - Will build affection and brand loyalty
      - And maybe forgiveness if there is a quirky mistake
- Be entertaining and funny
- Want comments? Ask a question (at the end). Create a poll.
- Ask people to share, retweet, follow. Use specific calls to action. Please “like” our Facebook page.
- Competitive intelligence
Hypothetical software company launching a new product

- http://www.business2community.com/social-media/writing-for-social-media-0489198
Editorial Calendars

- By goal
- By platform
- By topic
- By month, week, day, hour
- Monitored, surveyed and updated
- Keywords, tags, hashtags
- By focus
Support

- Conference speakers
- Facebook and LinkedIn Groups
- Local FB and LI Groups
- Marketing for Business Meetup
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