



lab

ELITE

LAUNCH A BRAND-BUILDING SOCIAL MEDIA STRATEGY

Create a social media gameplan that caters specifically to your goals, your bandwidth, and your brand.

Garrett Holmes - Director of Content, DigitalMarketer



HERE'S A TASTE
OF WHAT WE'LL
BE COVERING...

- **Why is social media important for me and my business?**
- **How do I create a diversified range of quality content with limited time and resources?**
- **How to I build an audience and turn them into paying customers?**
- **How do I create a predictable social media calendar for my business?**

HERE'S WHO WILL BENEFIT THE MOST FROM THIS WORKSHOP...

- **Anyone looking to build a bigger audience**
- **Anyone looking to engage more with that audience**
- **Anyone looking to turn more strangers into paying customers**
- **Anyone who is having a hard time justifying the time and effort to maintain their organic social media efforts**

THE GOAL

To create create and implement a predictable
brand building social media strategy for your
brand

HI, I'M GARRETT

I HAVE A CONFESSION

**I CAN'T TEACH YOU HOW TO
BE CREATIVE**

BUT...

**I CAN TEACH YOU HOW TO
ESTABLISH A FRAMEWORK
ON HOW TO GET THERE**

WORKSHOP AGENDA



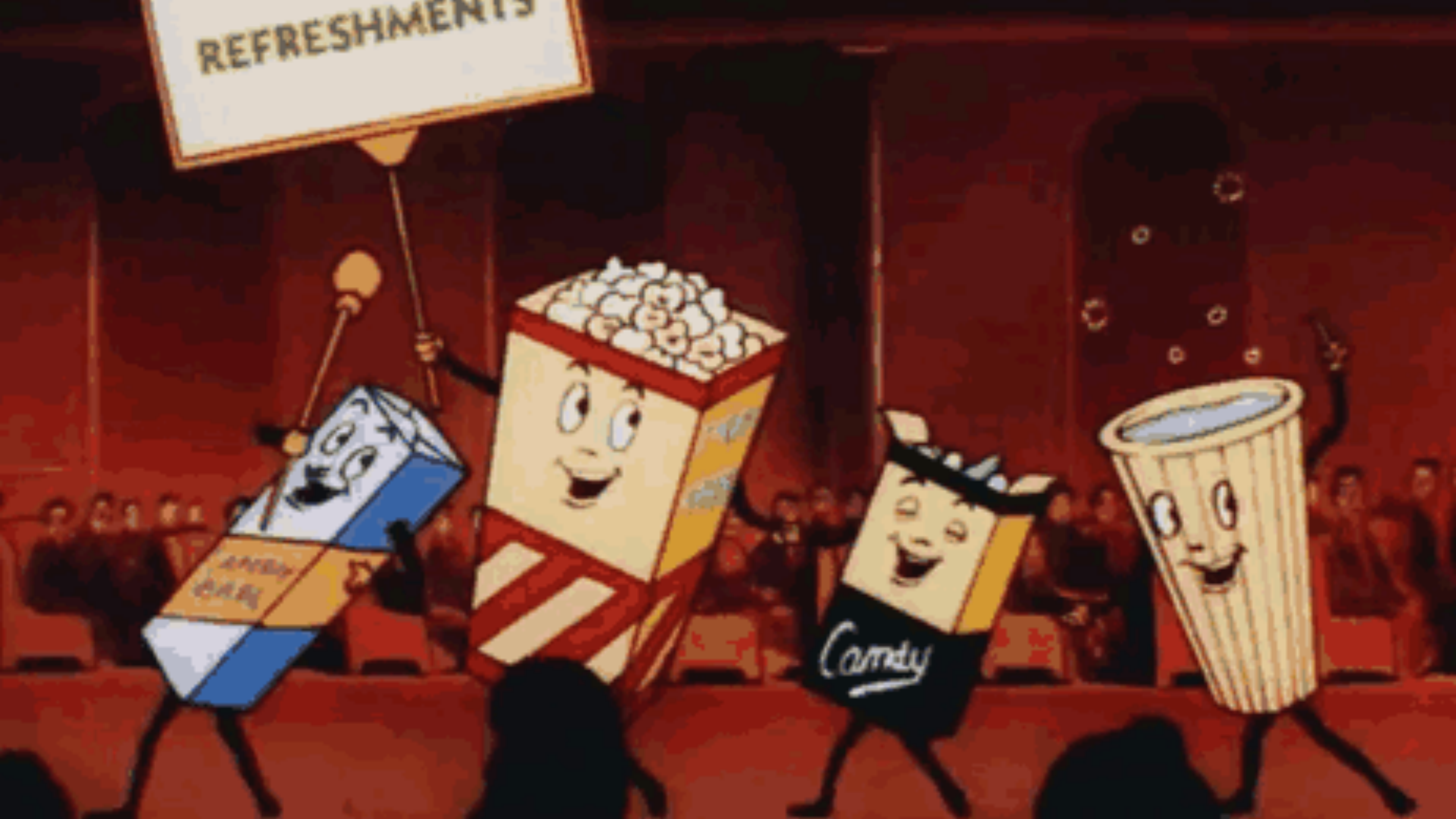
**PART 1
SOCIAL MEDIA AS
CHANNEL**

**PART 2
AUDIENCE
ANALYSIS**

**PART 3
CREATING
CONTENT**

**PART 4
BUILDING YOUR
CALENDAR**

REFRESHMENTS

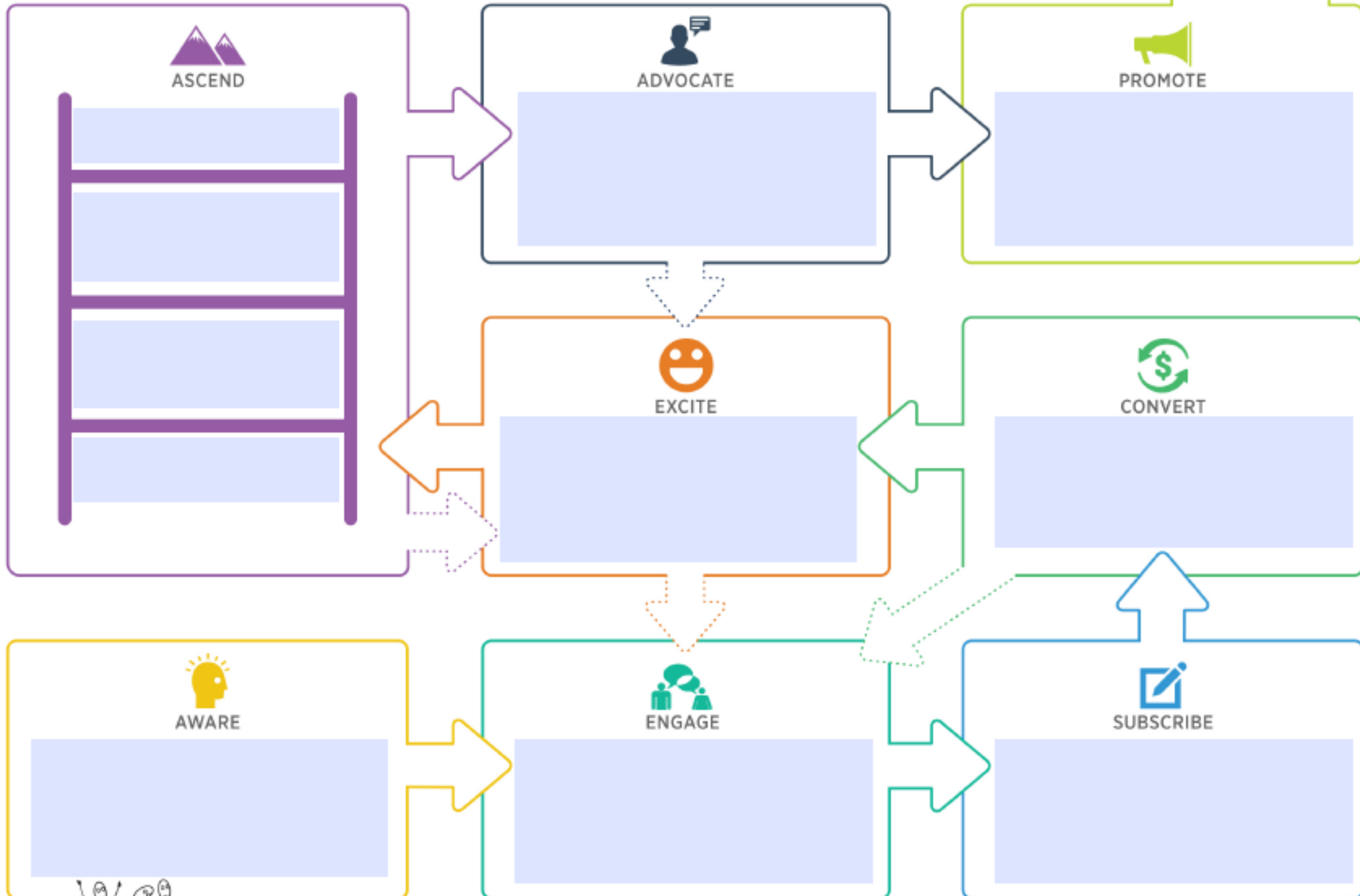


SOCIAL MEDIA AS CHANNEL

**WHERE DOES ORGANIC
SOCIAL MEDIA FIT IN THE
CUSTOMER VALUE
JOURNEY?**



VALUE JOURNEY WORKSHEET



Let's Reframe The Way You Think About Social Media



**THINK OF SOCIAL MEDIA AS
A PROVING GROUND**







TimeOut

Los Angeles

This man loves In-N-Out way too much and it's hilarious (and a little gross)

Daily Mail.com

He REALLY likes In-N-Out: Most enthusiastic diner of all time looks in heaven as he devours mammoth meal

- The smartly-dressed diner was filmed consuming a huge In-N-Out meal
- Footage shows him holding two burgers and taking bites out of each
- He then uses his strawberry milkshake as a dunking sauce for his food
- Video of the enthusiastic diner has already been seen 1.3 million times

The Daily Dot

In-N-Out diner loses his damn mind eating 2 burgers at the same time

Chron

Grown man destroys two In-N-Out burgers like they're nothing

Guy Eats In-N-Out Like An Absolute Maniac

BY CBS 4 NEWS



**THINK OF SOCIAL MEDIA AS
AN ECOSYSTEM**





**THINK OF SOCIAL MEDIA AS
A GIANT NETWORKING
EVENT**

—



**THINK OF SOCIAL MEDIA AS
ANOTHER HOMEPAGE**





Allbirds
@weareallbirds

- Home
 - About
 - Photos
 - Videos
 - Posts
 - Locations
 - Community
 - Info and Ads
- Create a Page



Like Follow Share

Sign Up Send Message

Create Post

Write a post...

Photo/Video Tag Friends Check in

Responsive to messages

Community See All

Invite your friends to like this Page

142,194 people like this

145,166 people follow this

Samantha Monique Williams and 8 other friends like this

Photos



About See All

8889638944

Typically replies within a few hours Send Message

allbirds.com

Product/Service · Company

Suggest Edits

- Pages Liked by This Page
- The Standard, Dow... Like
 - The Standard, High ... Like
 - Harry's Like

MEN ▾

WOMEN ▾

KIDS ▾

ABOUT US ▾

allbirds

SIGN UP

ACCOUNT

HELP ▾

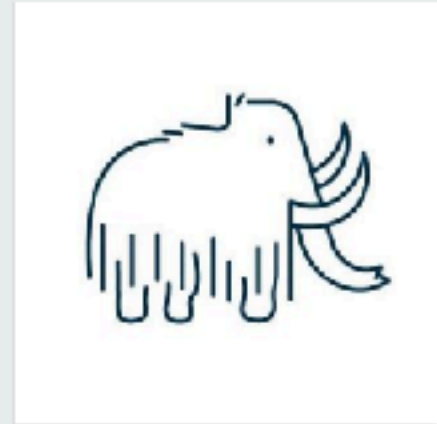


NATURAL COMFORT.
NOW THERE'S
A BRIGHT IDEA.

SHOP MEN

SHOP WOMEN

Can we help?



Harry's
@hapostrophe

- Home
- Posts
- Videos
- Photos
- About
- Reviews
- Community
- Info and Ads
- Events
- Create a Page



Like Follow Share Shop Now Send Message

Create Post

Write a post...

Photo/Video Tag Friends Check in

4.1 out of 5 · Based on the opinion of 3,374 people

Community

Invite your friends to like this Page

292,210 people like this

288,470 people follow this

Jeffrey Malott and 4 other friends like this

About

(888) 212-6855

Typically replies within a day

hrys.co/2F2ECYd

Product/Service

Suggest Edits

Posts

Harry's
September 10 at 10:02 AM · 🌐

Today is World Suicide Prevention Day and we're pleased to showcase the impact that Project 84 has had in the UK. We're proud to support Project 84, and have partnered with The CALMzone to stand against male suicide. #WorldSuicidePreventionDay

37 2 Comments 7 Shares 3K Views

Like Comment Share

- Pages Liked by This Page
- Ragged Ass Barbers
 - Ray'z Barber Shop ...
 - Tweed Barbers

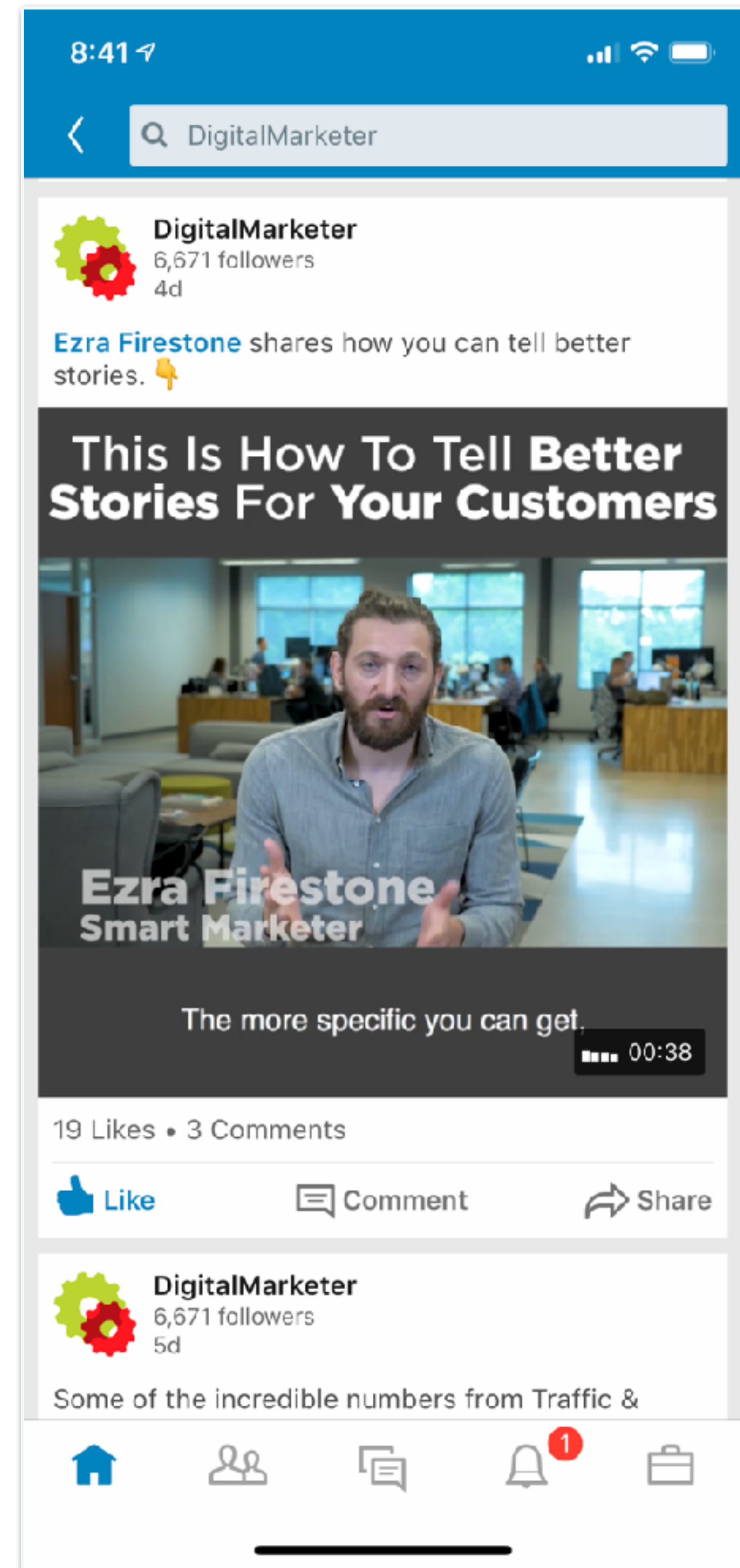
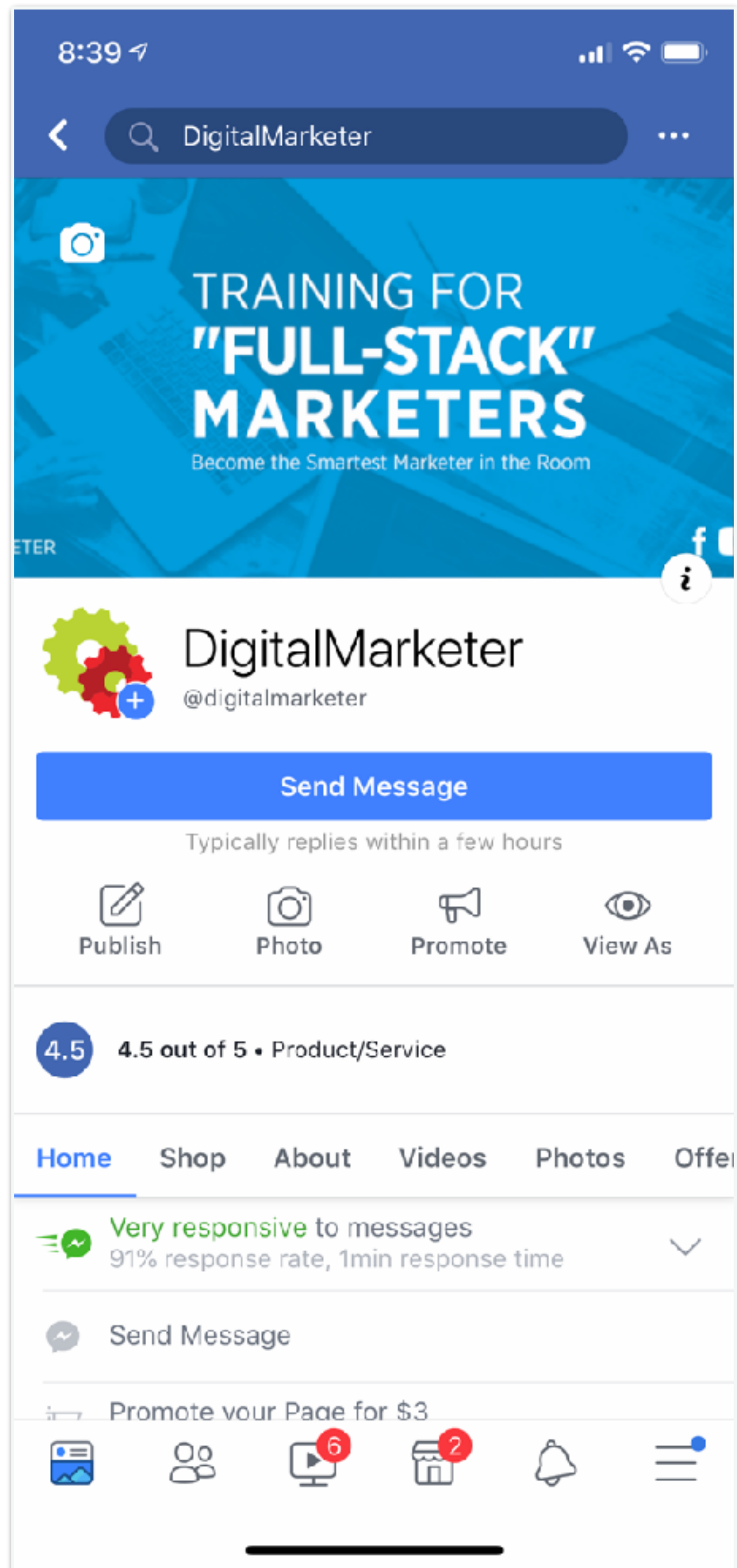


All you need for a
close, comfortable shave.

GET STARTED

THINK MOBILE FIRST!

—



STEPS 1 & 2

SET YOUR GOALS

Why Set Goals?

Goal Topics

- 1. Followers/Awareness**
- 2. Engagement**
- 3. Traffic**
- 4. Credibility**
- 5. Relationships**

STEP

1

Set Your Goals

Select any that apply to what you want to accomplish through social media.

Generate Awareness

Entertain

Inform

Engage With Your Audience

Conversations

Content

Drive Traffic

To your site

To your profile

Convert Your Audience

Customers

Followers

STEP
2

Create Your Goals

I want to...

1.

2.

3.

TAKE ACTION

COMPLETE STEP 1 & 2

Identify **3** goals for your
organic social media efforts



WORKSHOP AGENDA



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AUDIENCE ANALYSIS



STEP 3

IDENTIFY YOUR AUDIENCE

Answer These Questions

- 1. What's Their Age Range?**
- 2. What Are Their Job Titles?**
- 3. What Are Their Interests?**
- 4. What Do They Need To Succeed?**
- 5. What Hashtags Do They Use/
Follow?**
- 6. What Types of Content Does
Your Audience Consume?**

STEP
3

Identify Your Audience

Answer these questions about your ideal target audience:

1. What is their age range?

2. What are their job titles?

3. What are their interests?

4. What do they need to succeed?



5. What hashtags do they use/follow?



6. What type of content do they consume?



TAKE ACTION

COMPLETE STEP 3

Answer the 6 Audience Identifying Questions

STEP 4

**CHOOSE YOUR PRIMARY
PLATFORM**

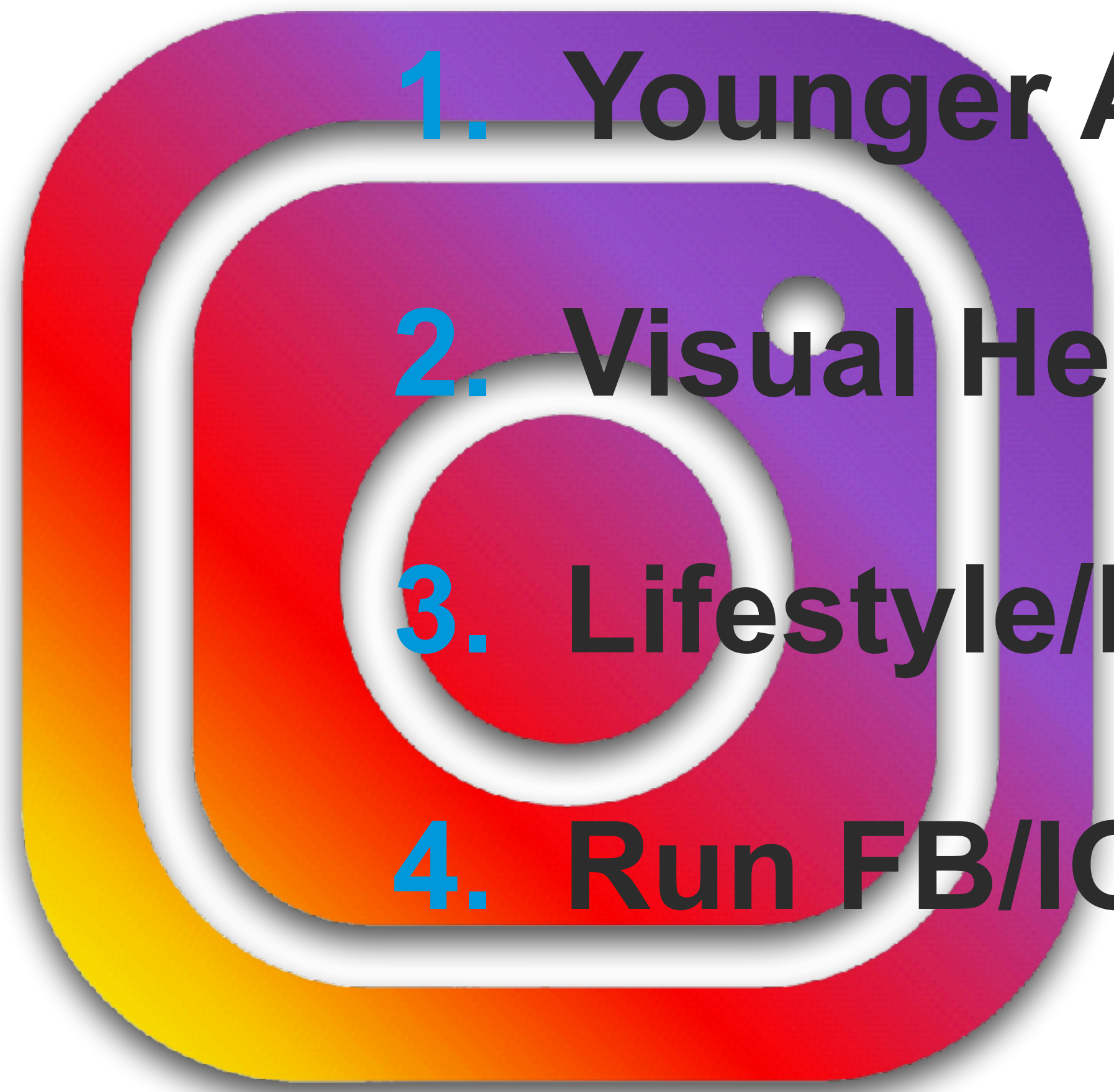
A large, semi-transparent Facebook logo is centered in the background. It consists of a white lowercase 'f' on a blue square background. The logo is slightly offset to the left, with the text of the list overlapping its right side.

1. Biggest/Most Diverse Audience

2. Older Audience

3. Drive Traffic

4. Run FB Ads



1. Younger Audience

2. Visual Heavy

3. Lifestyle/Ecomm Brands

4. Run FB/IG Ads



1. Highest Income Audience

2. Older Audience

3. Best for B2B

4. Building Personal Network

TAKE ACTION

COMPLETE STEP 4

Choose Your **Primary** Platform

STEP 5 & 6

**CONDUCT COMPETITIVE
ANALYSIS**

STEP
5

Competitive Analysis Part 1

Identify 3-5 competitors who speak to your audience.

1.

How many followers do they have?

How many times per day do they post?

What types of content are they posting?

What types of ads are they putting out? (FB Only)

STEP

6

Competitive Analysis Part 2

Identify 3-5 *non-competitors* who speak to your audience.

1.

How many followers do they have?

How many times per day do they post?

What types of content are they posting?

What types of ads are they putting out? (FB Only)

TAKE ACTION

COMPLETE STEP 5 & 6

Conduct A Competitive Analysis for **3-5** brands



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CREATING CONTENT

STEP 7

**CHOOSE YOUR CONTENT
MIX**

**What do social media
platforms want the
most?**

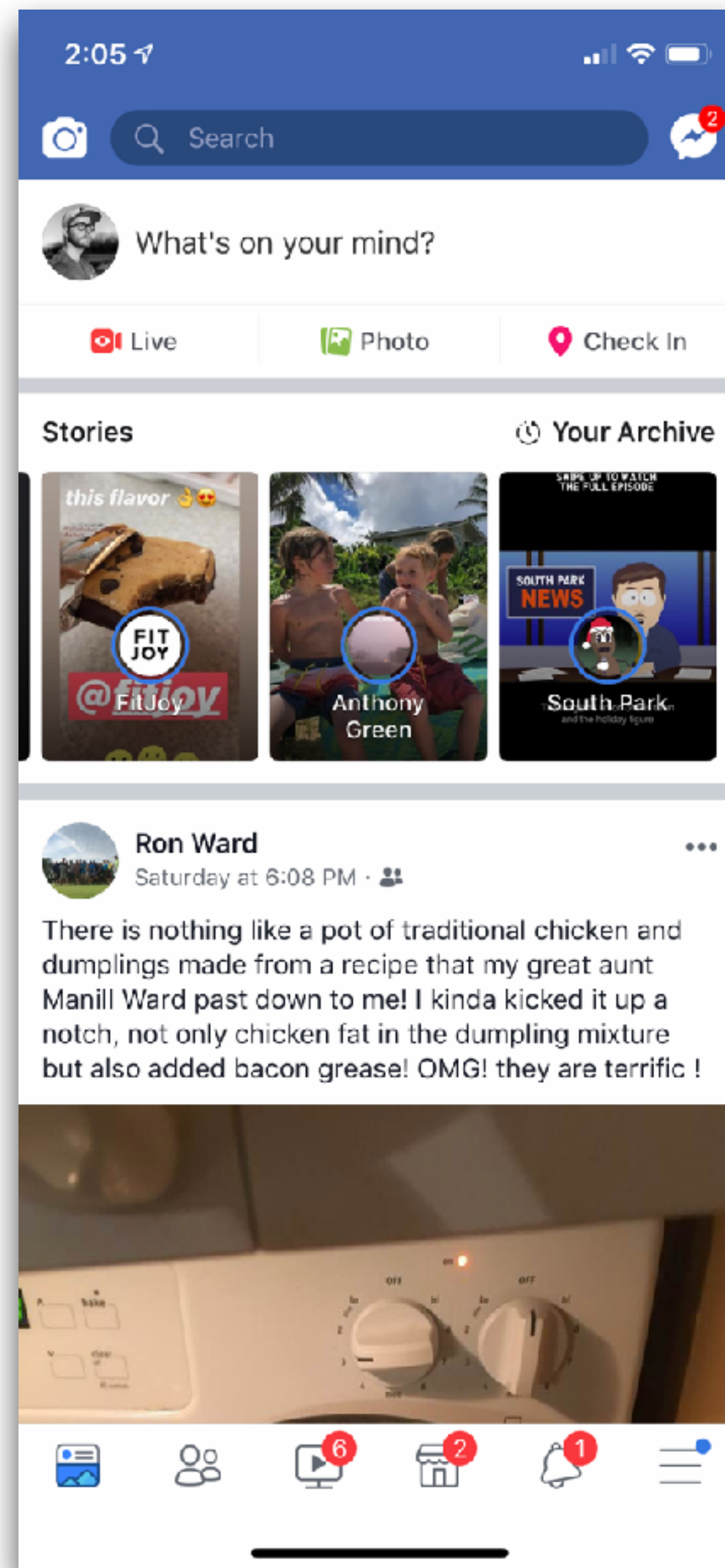
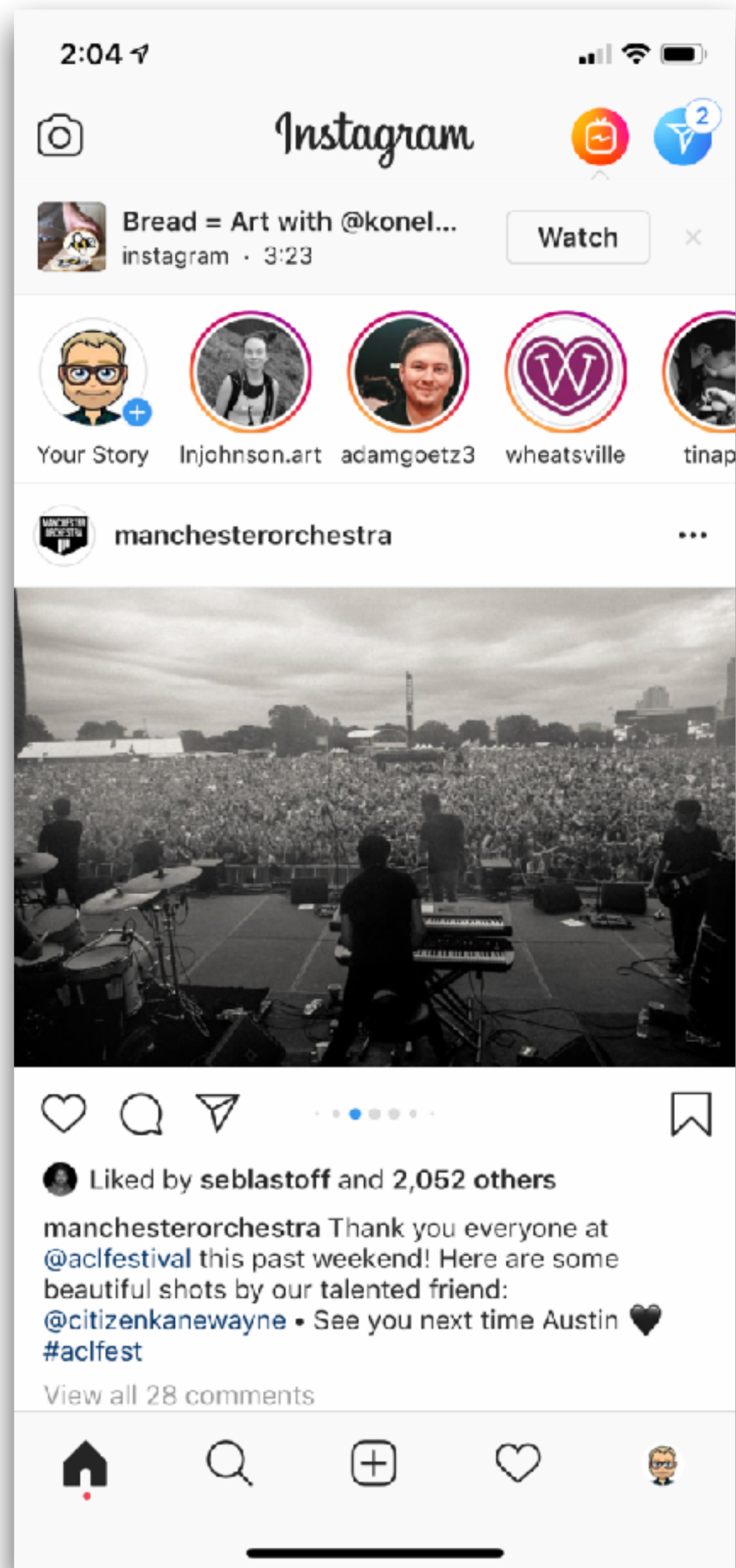
**Spend more time on
their platform**

Why?

More Time = More Ads Served

 **video**

Stories

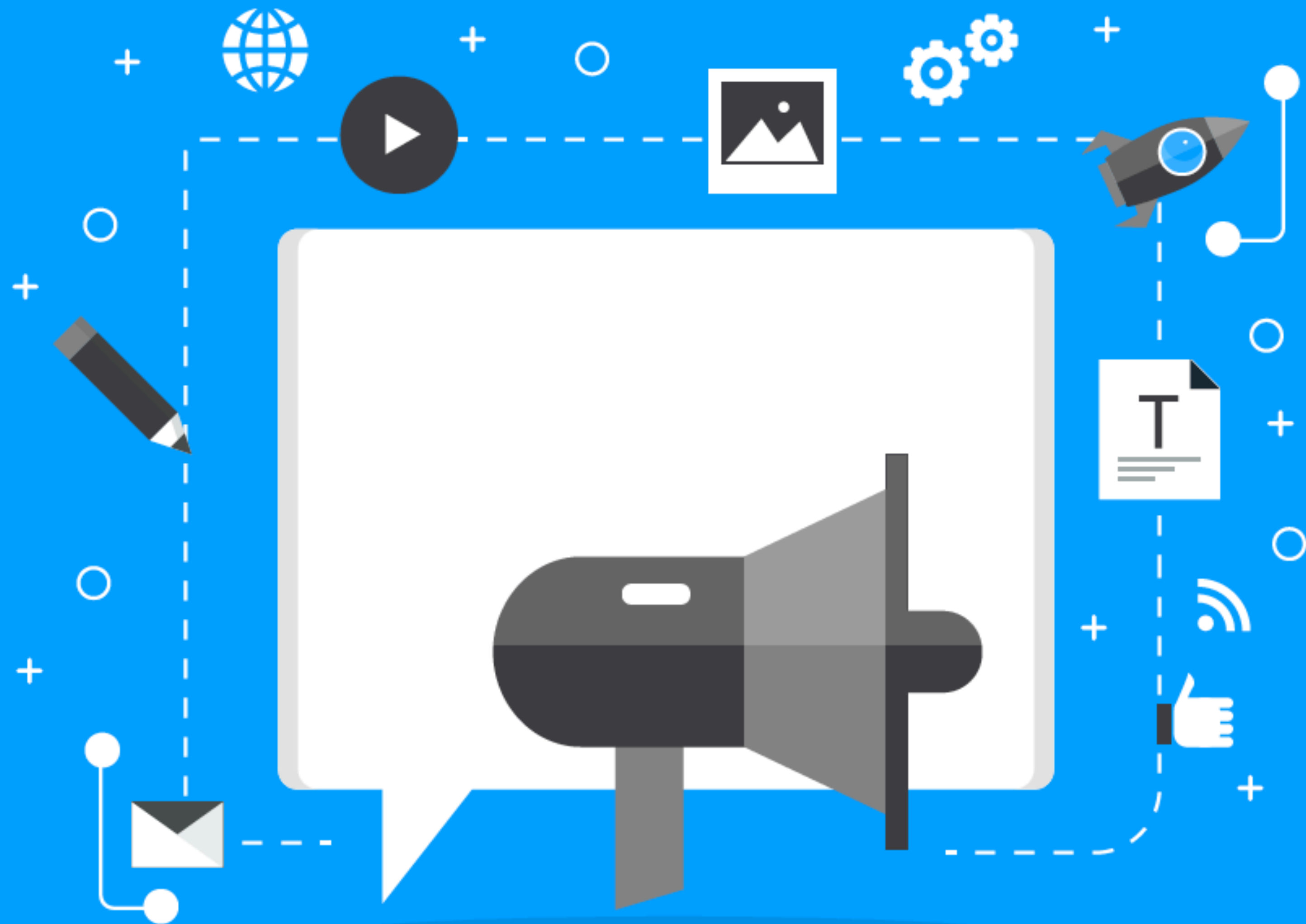


Shares

The Easiest Content You'll Ever Produce

Comments

SOCIAL MEDIA CONTENT MIND MAPS



STEP
7

Choose Your Content Mix

Put a checkmark by each of the ones you think you'll have the bandwidth and the capability to produce regularly:

Facebook

Videos

Status Updates

Shares

Photos

Links

Comments

Graphics

Stories

Other:

LinkedIn

Videos

Status Updates

Photos

Links

Comments

Graphics

Shares

Other:

Instagram

Photos

Videos (In Stream & IGTV)

Graphics

Stories

Carousels

Comments

Other:

TAKE ACTION

COMPLETE STEP 7

Choose Your Content Mix

STEP 8

IDENTIFY YOUR TOOLS

SCHEDULERS



Pros

- 1. Free**
- 2. Stay Within the Platform**
- 3. Have Access to all of the Platform's Features**

Cons

- 1. Only Available on FB**
- 2. No Calendar Visualization**



buffer

Free - \$99/mo

Pros

- 1. Low Cost**
- 2. Simple**
- 3. Built in Image Creator**
- 4. Great for Small Teams**

Cons

- 1. Limited Analytics**
- 2. Barebones/Lackluster UX**



Hootsuite™

\$29/mo - \$129/mo

Pros

- 1. Been Around a Long Time**
- 2. Advertising/Boosting Integrations**
- 3. Built in Education**

Cons

- 1. A Bit Clunky**
- 2. Pay To Play Analytics**



sproutsocial

\$99/mo - \$249/mo

Pros

- 1. Robust Analytics**
- 2. Mini CRM for Social**
- 3. Social Listening Tools**

Cons

- 1. Costly**
- 2. A Lot of Features To Sift Through**

ASSET DESIGN

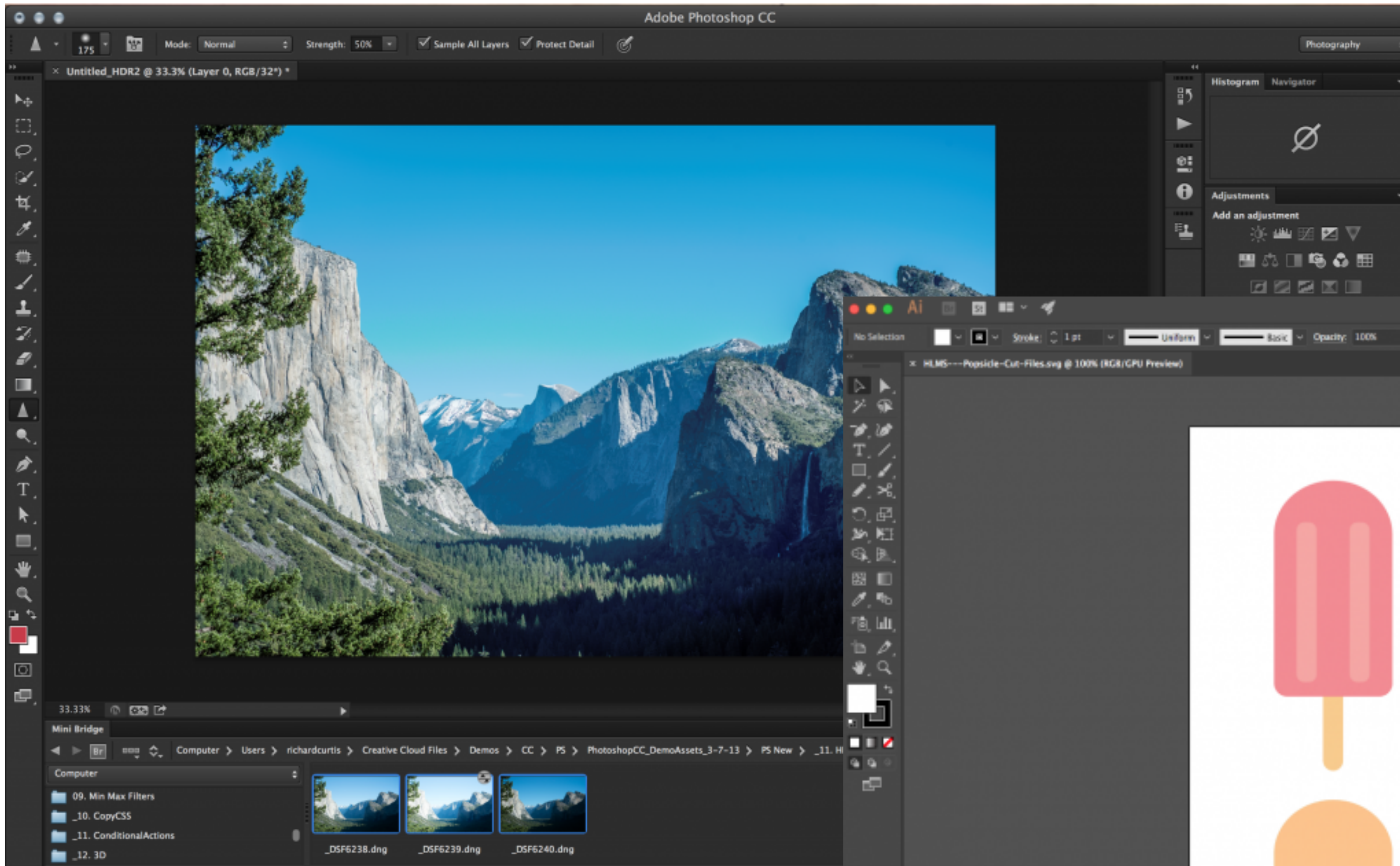


Free - \$12.95/mo



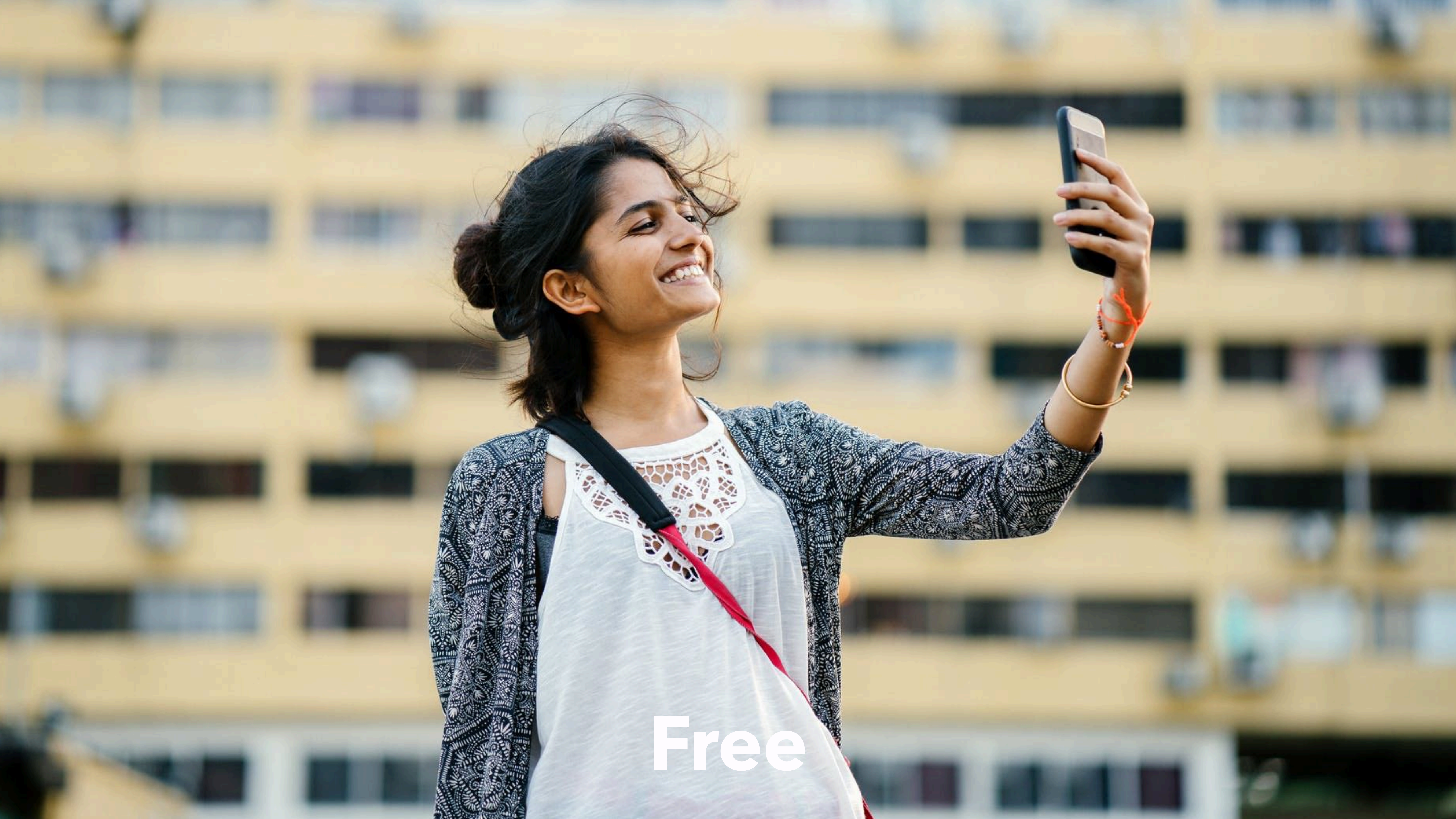
Adobe Spark

Free-\$19.99/mo



**\$10/mo -
\$80/mo**

VIDEO CREATION



Free



Adobe Spark

Free-\$19.99/mo

Social videos made easy

Transform articles into videos in minutes



[Go to dashboard](#)

Free-\$399/mo

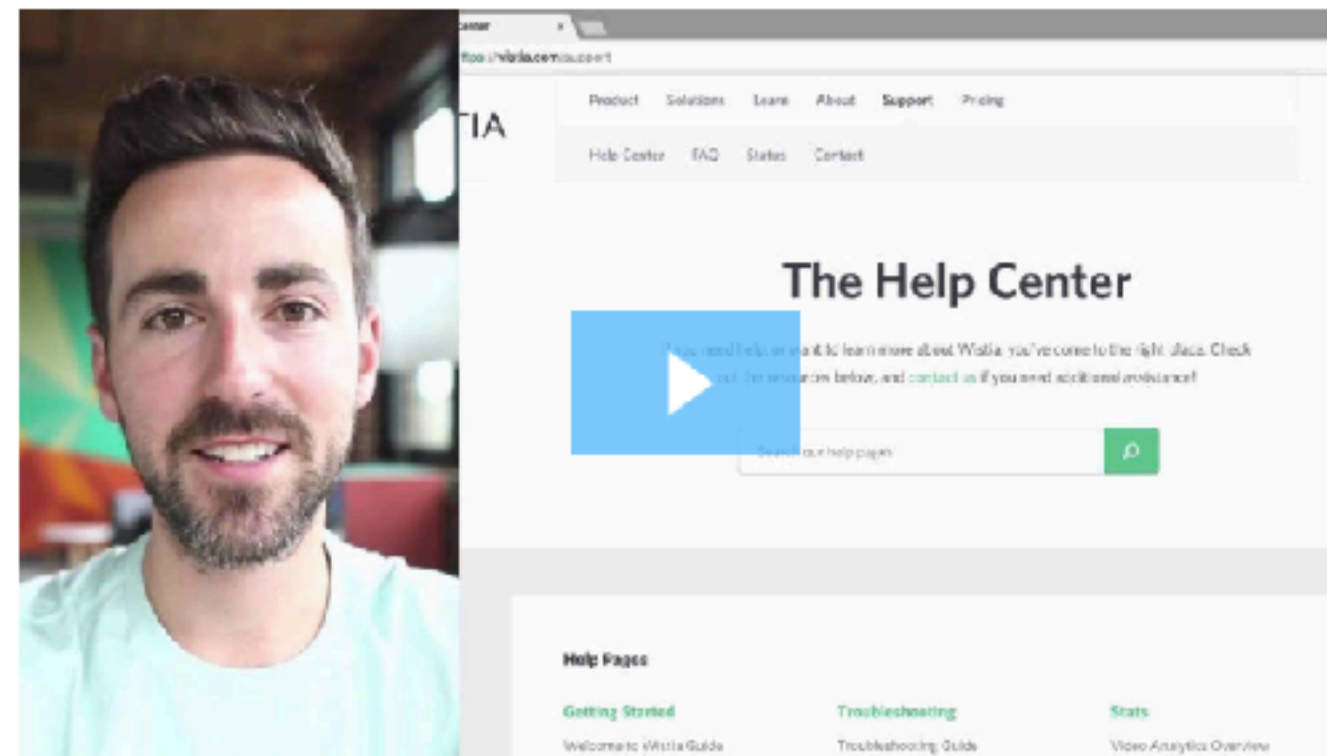
Join **70,000+** brands creating videos with Lumen5



We're glad you're here! Now here's how this works.

You won't see your face as you record, but Soapbox captures your friendly smile 📷 and your desktop 🖥️ and combines them into a single video 📹.

Watch this quick how-to video to get acquainted with recording, editing, and sharing in Soapbox.



Click the 📷 in the upper right corner of your browser and try it out!

Free-\$25/mo



STEP
8

Select Your Tools

Select the tools that best suit you:

Scheduler

Native Platform

Hootsuite

Buffer

Sprout Social

Other:

Photo & Thumbnail Design

Sparkpost

Adobe Suite

Canva

Design Team

Other:

Video

Sparkpost

Soapbox

Video Team

Lumen5

Cell Phone

Other:

TAKE ACTION

COMPLETE STEP 8

Select Your Social Media **Tools**



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BUILDING YOUR CALENDAR

STEP 9

MAP YOUR CAPABILITIES

STEP
9

Map Your Capabilities

Assess your *bandwidth*:

1. How many people do you have to contribute to social media?

2. How much time do you think you can reasonably commit to your social media per week?

3. How much money are you willing to budget for your social media management?

Verify your content mix:

Now, look back at your content mix checklist from step 7. Is this doable?

TAKE ACTION

COMPLETE STEP 9

Map Your Capabilities

STEP 10

CREATE YOUR CALENDAR

STEP
10

Create Your Calendar

Make sure to add reminders in your personal calendar.

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
| | | | | | | |

TAKE ACTION

COMPLETE STEP 10

Create Your Calendar



DIAGNOSTIC TOOL:

4-POINT BRAND-BUILDING SOCIAL MEDIA STRATEGY AUDIT

| Grading Element | Exceptional (4 points) | Competent (3 points) | Needs Improvement (2 points) | Unsatisfactory (1 point) | Score |
|-------------------------|--|---|---|--|-------|
| Relevance | The published weekly content addresses all of the 3 goals established in Step 1 of your worksheet. All content published speaks to the target audience. | The published weekly content addresses 2 of your 3 goals. Most of the content published speaks to the target audience. | The published weekly content addresses 1 of your 3 goals established during the workshop. Some of the content published speaks to the target audience. | The published weekly content addresses 0 of your 3 goals. Most of the content published does not speak to the target audience. | 4 |
| Cadence | The amount of content published meets or exceeds the number of weekly posts committed to in your content calendar. The content mix matches the established content mix in the calendar portion of the workshop. | The amount of content published meets the number of weekly posts committed to in your content calendar. The content mix closely matches the established content mix in the calendar portion of the workshop. | The amount of content published falls short of the number of weekly posts committed to in your content calendar. The content mix barely matches the established content mix in the calendar portion of the workshop. | The amount of content published falls extremely short of the number of weekly posts committed to in your content calendar. The content does not follow the established content mix in the calendar portion of the workshop. | 4 |
| Engagement | The amount of engagement on your posts is rising based on your averages. You're always responding to your audience and starting conversations. Your follower base is increasing at a higher rate than the weekly average that you've been experiencing in the previous month. | The amount of engagement on your posts is healthy based on your averages. You're sometimes responding to your audience and starting conversations. Your follower base is increasing at a rate equal to the weekly average that you've been experiencing in the previous month. | The amount of engagement on your posts is declining based on your averages. You're rarely responding to your audience and starting conversations. Your follower base is decreasing. | The amount of engagement on your posts is poor based on your averages. You're never responding to your audience and starting conversations. Your follower base is decreasing. | 4 |
| Creative Quality | You are creating new types of content then you previously published on social media. Your content ideas are consistent with your goals while creatively informing, entertaining, or engaging your audience. Your content feels consistent from post to post, and the design of your assets is well done. | You are creating new types of content then you previously published on social media. Your content ideas are somewhat consistent with your goals while creatively informing, entertaining, or engaging your audience. Your content feels mostly consistent from post to post, and the design of your assets is acceptable. | You are not creating new types of content then you previously published on social media. Your content ideas are barely consistent with your goals while falling short of creatively informing, entertaining, or engaging your audience. Your content does not feel very consistent from post to post, and the design of your assets is below average. | You are not creating new types of content then you previously published on social media. Your content ideas are not consistent with your goals while creatively informing, entertaining, or engaging your audience. Your content is not consistent from post to post, and the design of your assets is poor. | 4 |

| Action Items |
|--------------|
| |

| Final Score | 100 |
|-------------|-----|
|-------------|-----|

Your Name:

Some final tips...

- **Don't overthink your content**
- **Remember to produce content that speaks to your goals**
- **Don't take yourself too seriously**
- **Test, Test, Test**