

## **PUNCH!MEDIA BASIC CONTENT STRATEGY & TIPS FOR SOCIAL MEDIA**

Social Media is undoubtedly changing the way we consume media.

Gone are the days when businesses would push one message out to many people.

Consumers now have more power to share what they like and don't like about a business.

You no longer have control. You can however, choose how you respond to it.

Before you dig in, you must set a clear strategy for your objectives.

### **STRATEGY:**

To use Social Media effectively to increase sales, you have to create a strategy first.

Ensure your plan is clear:

- Who is your audience?
- What does your audience want to hear
  - (this is different than simply publishing content about what you think your business can do for them).
- What do you want to achieve (increase awareness, convert more business into sales, improve customer service?)
- What is your call-to-action for each message?
- What benchmarks do you hope to achieve?
- Where is your audience? On Facebook? Twitter? LinkedIn?
- How can you get your customers to respond?

### **HOW TO WRITE COPY THAT ENGAGES:**

People are more likely to engage when they are being entertained and/or educated.

Customers buy from those they love and trust. Earn their trust by providing valuable information without asking for anything in return. Give more than you receive.

Be casual and have a natural, fun tone-of-voice in your writing.

Copy needs to be clear, concise, persuasive, and informative all at the same time.

Keep status updates simple (under 140 characters for Twitter).

Welcome participation, feedback and co-creation.

A good rule-of-thumb is 70/20/10:

- 70% useful information
- 20% repurposed information (ie. already published information that you share with your audience. Be sure to cite sources!)
- 10% is traditional "sales" copy.

Showcase yourself/your business as the expert:

- Think about your product/service sales cycle: Can you share trends that will be coming for the season?
- Can you provide relevant information at every point of the buying process?
- Is there any current trend that fits within your area of expertise?

## **TOP TIPS:**

- What FAQs can you answer?
- Provide "how- to" tips with the call-to-action to see more on your blog/website.
- Use numbers: ie. The top 5 tips
- Share practical, actionable tips.
- Use keywords that your prospects are looking to get information on?
- Share "secrets" of your industry: behind-the-scenes information no one else knows about.
- Tell a story. "Once upon a time"
- Add visual elements when possible.
- Add a video
- Ask questions/feedback.
- Take a poll
- Share testimonials/real quotes from your customers.
- Publish up-to-date case studies

## **The 5 top WORST things you can do in Social Media:**

1. Not listen/engage/respond.
2. Try to sell or be too pushy.
3. Be fake or not authentic.
4. Argue or act defensively to critical feedback.
5. Not have a plan of action to handle a PR crisis.

Ensure you measure your results regularly to ensure you are on track with your strategy.