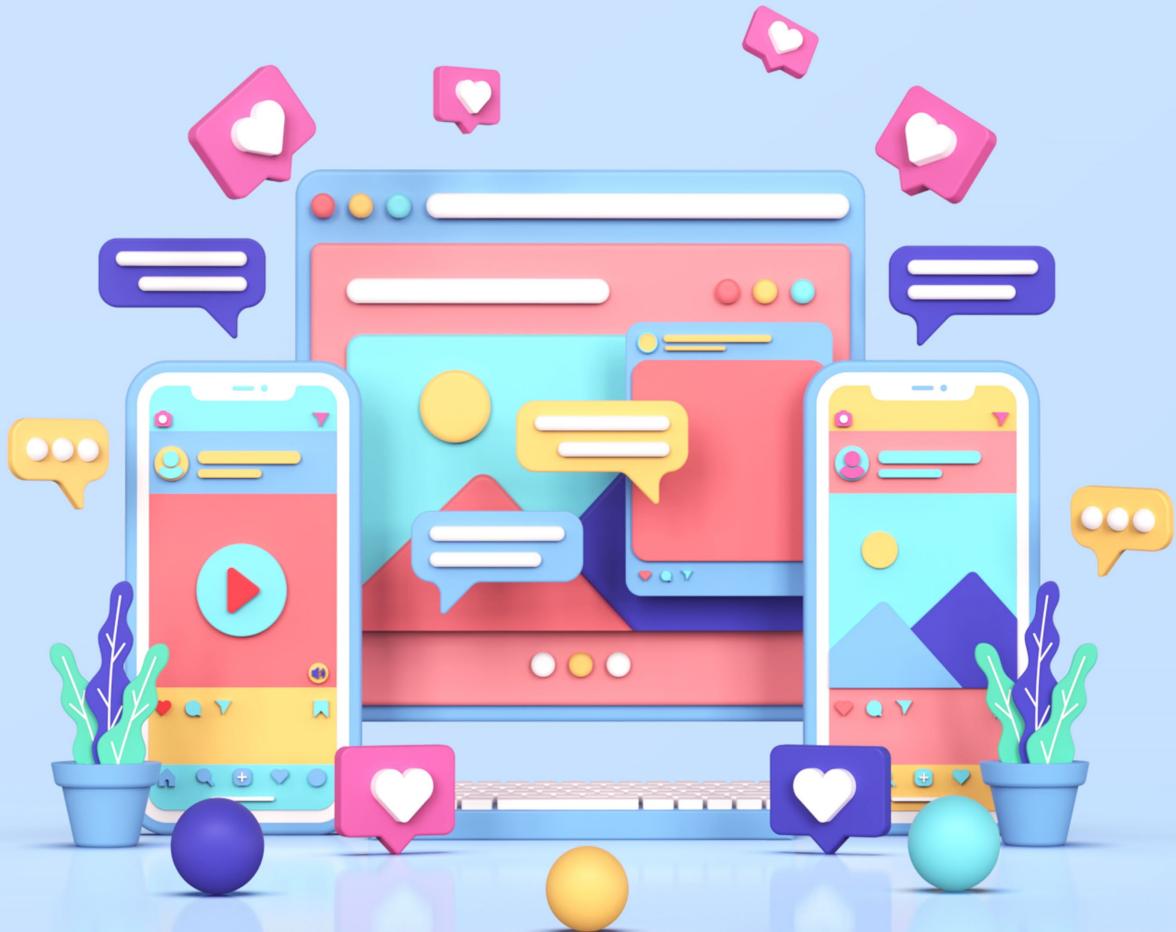


Fundamentals of Social Media Marketing Training Course



Chapter 1:

Social Media

Strategy



The social media strategy is intended to act as a guide on how social media is incorporated into a business. This guideline sets the direction of how the business will utilize these social media platforms to its advantage while making sure it is aligned with both short-term and long-term goals.

Having a solid social media strategy puts the business' goals in the forefront of any decision and actions made for and on its social media accounts. To be able to get the full benefits of a social media strategy, it is important to understand that everything you will do on the business' social media account puts it in a good light and takes it a step closer to its intended objectives.

Value of social media strategy

Social media strategy is your bible to reference the direction a business should be going, based on its short and long-term goals. This strategy uses different factors that may affect a business' presence on social media, including the way the business operates, its competitors, and industry best practices. By knowing these, it allows for the strategy to effectively dictate how to communicate with its audience through its social media efforts.

CREATING SOCIAL MEDIA STRATEGY

Creating target market personas

Understanding the types of people you want to reach is essential when creating a social media strategy. Aside from determining whether your employer wants to focus on Business-to-Business (B2B) sales or Business-to-Consumers (B2C), your social media strategy should also include a profile of who the target market is, how to converse with them, the language to use, their behavior, the things that affect them, and what their interests are, to help you determine how to craft a social media strategy that is effective to them.

Competitive analysis

It is likely that any type of business has a competitor who can be a substitute or alternative to what is being offered by your employer. And it's also possible that your current customers switch to a rival company in an instant. You want to keep track of their activities so you can level or top it off with a better strategy for your employer.

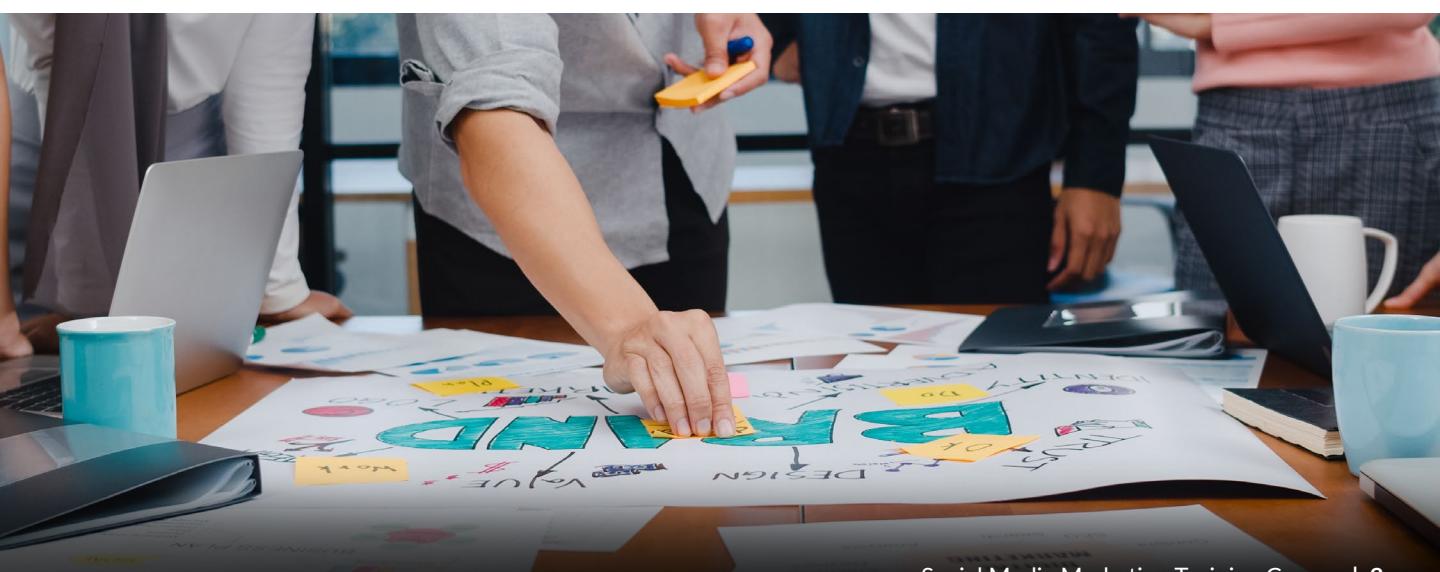
Channel strategy

Once you determine what is the best social media direction for the business. The next question is what the role of each platform will be. A business may choose to only have a Facebook account, but in other instances, it's important to also have an Instagram, a Twitter, or a Youtube, or maybe all of them. What the channel strategy aims to dictate is for you to have a clear role depending on the platform's features and the community's behavior. Even with the same audience, your followers on Facebook may react differently to your content from your followers on Instagram.

Benchmarking

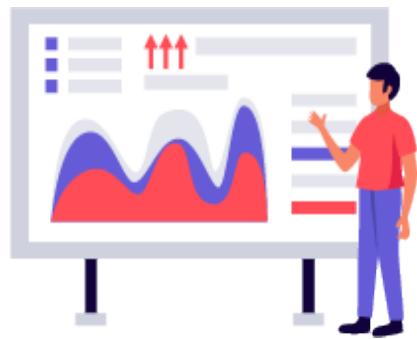
Once you develop a social media strategy, it's important for a business to know what worked and what didn't. That's when benchmarking comes in. The ability to objectively determine and assess performance is key to improving and optimizing a business' activities for the next period.

Therefore, before any social media strategy is finalized, it must be clear what goals should be met, at what period, and what kinds of metrics to use to find out what is the bare minimum performance, and what exceeds expectations.



Chapter 2:

Creating your content strategy



Content strategy is the foundation of all things related to the content that the business will develop and post. Like social media strategy, it acts as your game plan and plots out guidelines to follow while considering the overall objectives of the business and how it will enforce its social media efforts through what is published.

Value of content strategy

Having a content strategy in place provides a clear direction on how to implement your social media strategy. Without it, your content may become inconsistent in objectives, quality, quantity, measurement metrics, and posting cadence.

The content strategy is your game plan to create and distribute your organization's content in a way that it tells a consistent and cohesive story for a business. Your role as a VA is ensuring that a content strategy is developed and enforced throughout all of the business' social media efforts.

The most basic form of a content strategy is developing a plan on how to use content to push social media marketing efforts of the business. This is done through the creation of content buckets.

The content bucket is the categorization of the types of messaging or angle in which the business will optimize its content. Having clear content buckets solidifies your overall strategy on how to meet the objectives that were initially set. It gives you a defined direction to which you'll operate.

In the creation of a content bucket, you can then identify key things about the business that can become selling points of the company. Some common content buckets harp on the following categories to drive a specific action from a user:



Educational

The educational bucket aims to provide information for public consumption. This can be in the form of educating users about the business' product or service, or a general informational content about a topic (eg. industry-related, benefits, etc.)

Entertainment

Providing entertainment is also considered as one of the buckets if the intention is to become a channel for things that can be interesting for consumers. However, it helps to keep the form of entertainment relevant and on-brand to create a good association with the business.

Inspiration

Producing content that inspires users can also be a content bucket to tackle the strategy a different way. Imagine handling a clothing business. Instead of simply posting each item from the product line, inspiration may be in the form of posting flat lay outfit photos and OOTDs to give people an idea on how to wear the products of a business.

Emotional

This bucket is all about building a connection with your consumers. This means you create content that tugs their hearts. A good example of this is the Jollibee Philippines' Valentine's Day Serye where they post content in the form of videos targeted to Singles instead.

Engagement

The engagement strategy intends to drive conversations through the use of its posts. Some ways to do this can be done by asking questions, adding thought starters, or creating gamified posts with the objective of having consumers interact or immerse in a content.



Chapter 3:

Community Management



Communicating with your consumers is the key to any social media marketing efforts. It doesn't end with just your content, but also as you interact with them when they hit that Message button or drop a word or two in the comments. Remember that the consumer journey does not stop with users looking at your post and inquiring, it doesn't end because there are always opportunities.

Value of community engagement

Responding to people who engage with your page, be it in the form of a comment or a message is valuable to the brand because of two key reasons- a business' customers give the best value-adding insight regarding a business, and you get the opportunity to push them towards a purchase.

With a simple comment on a seemingly normal post, you can identify trends that can guide future business plans that you can raise to your employer. For example, when people suggest a new flavor of a dish, or a new location to open in, etc.

With a fast reply to an inquiry, you can cut through the customer lifecycle for the users who just need a little bit of nudge. Imagine being able to quickly answer a customer's deal-breaking question such as if the branch near his place is open today or not, before he decides not to risk checking by simply going to a competitor instead.

With rectifying complaints forwarded to a page's account, it exudes great customer support and aftersales. If you were the consumer, who would you prefer to buy from, someone you can go to when you encounter a problem that needs their help, or someone who leaves you hanging because they already made the sale?

Creating a community engagement strategy

There is strategy with everything, even with responding to consumers. This generally dictates how someone should be moderating, replying, and escalating engagements received on a business' social media accounts, while taking into account the business values and objectives for any implementation.

Determining conversation themes and sentiment and what to do with them

Each customer interaction with a business has specific themes and sentiment that accompany them. The key to great customer service is understanding each type of interaction and knowing what to do next. Your next steps towards each theme and sentiment is crucial with community engagement as it makes or breaks an opportunity. The general theme and sentiment types are highlighted below:

🏆 Appreciation

Any form of appreciation towards the business or its products are always positive Action step: Acknowledge and amplify by exerting the same amount of effort as them. Consumers who voluntarily post how much they appreciate a brand is a valuable advocate since they do it willingly. If they don't receive the proper acknowledgement (which is the minimum effort for a brand), then why would they bother telling people how amazing the products are? You can also build a momentum by prolonging the conversation to engage the community. Instead of simply thanking them for the support, you may opt to ask them tasteful questions that can give you first-hand insights that can help the business, such as asking them what they want next.

❓ Engagement

Generally, inquiries are of neutral sentiment as they can't imply any form of emotion as a question. However, this may become negative if the user becomes irate simply because you didn't reply or was not satisfied with your answer. Action step: Answer directly with a positive tone. The objective is to be accommodating to pull the consumers into a great customer service experience. If you need to check with your employer for the answer, make sure you acknowledge their inquiry and send them a holding response that tells them that you'll get back to them as soon as you confirm an answer. And of course, ensure you follow through!

⚠️ Irrelevant/ Spam

Engagements that don't affect your brand in a good or bad way. However, they risk becoming clutter to your page and it gives a negative impact if not moderated. Action step: Hide spam from the page if public and ignore if private. Since this type of content does not give value to your business, irrelevant content may look like clutter on the page. It may come off as no one is moderating the page which can mean that the business doesn't care. On the other hand, ignoring spammy messages would be better for the brand to not encourage their behavior.

💬 Negative/ Complaints

Any form of bad feedback or complaint regarding a business or its product is considered as negative sentiment Action step: Any complaints found publicly on the page (timeline, comments, reviews) should be acknowledged publicly BUT driven privately for resolution with a simple remark that you'll send them a message. Acknowledging a complaint publicly shows other users that you care, and taking the discussion privately minimizes exposure to others and may trigger unnecessary commentary from people who are not involved. Whenever you receive negative feedback, make it a habit to follow through!

