



Advertising
Specialty
Institute®

**Creative Content: Combine Planning & Spontaneity
for a Comprehensive Marketing Plan**

Jessica Gibbons-Rauch, MBA, BASI

Hi! I'm JGR!

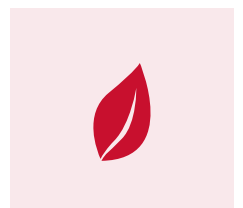
Marketing Expert in Promotional
Products



Marketing Manager, ZOOMcatalog



Writer, Trendependent



Content Specialist, Flexpoint





Our Talk Today

By the end of this session, you
will...

Understand

Plan

Post

Analyze

Refine

For balanced content

Social Media is Critical.

It's not just a marketing tool.



If we learned anything from the pandemic it is that Social Media is something that can connect us despite all else. Your audience is there, and this is how you can connect with them. After all, people buy from people they like.

A person with dark hair, seen from the back, wearing a grey and black striped sweater. They are looking at a wall covered in various sticky notes, diagrams, and sketches, suggesting a brainstorming or planning session.

Understand

Where to start?

You do not need to be on every platform or be involved at all times. Start with figuring out what you can realistically manage, where your audience is and who will be responsible for content.



Is your
BRAND
ready?

BRAND VOICE

Deciding on the tone of your brand will make a large part of the difference for consistency.

PERSONAS

Creating personas based on your target market can be really helpful in deciding where and what to post.

GOALS AND KPIS

Social Media Marketing is a long game and requires work to see results. But, having specific goals and ways to measure can make the difference between success and changes



Understand

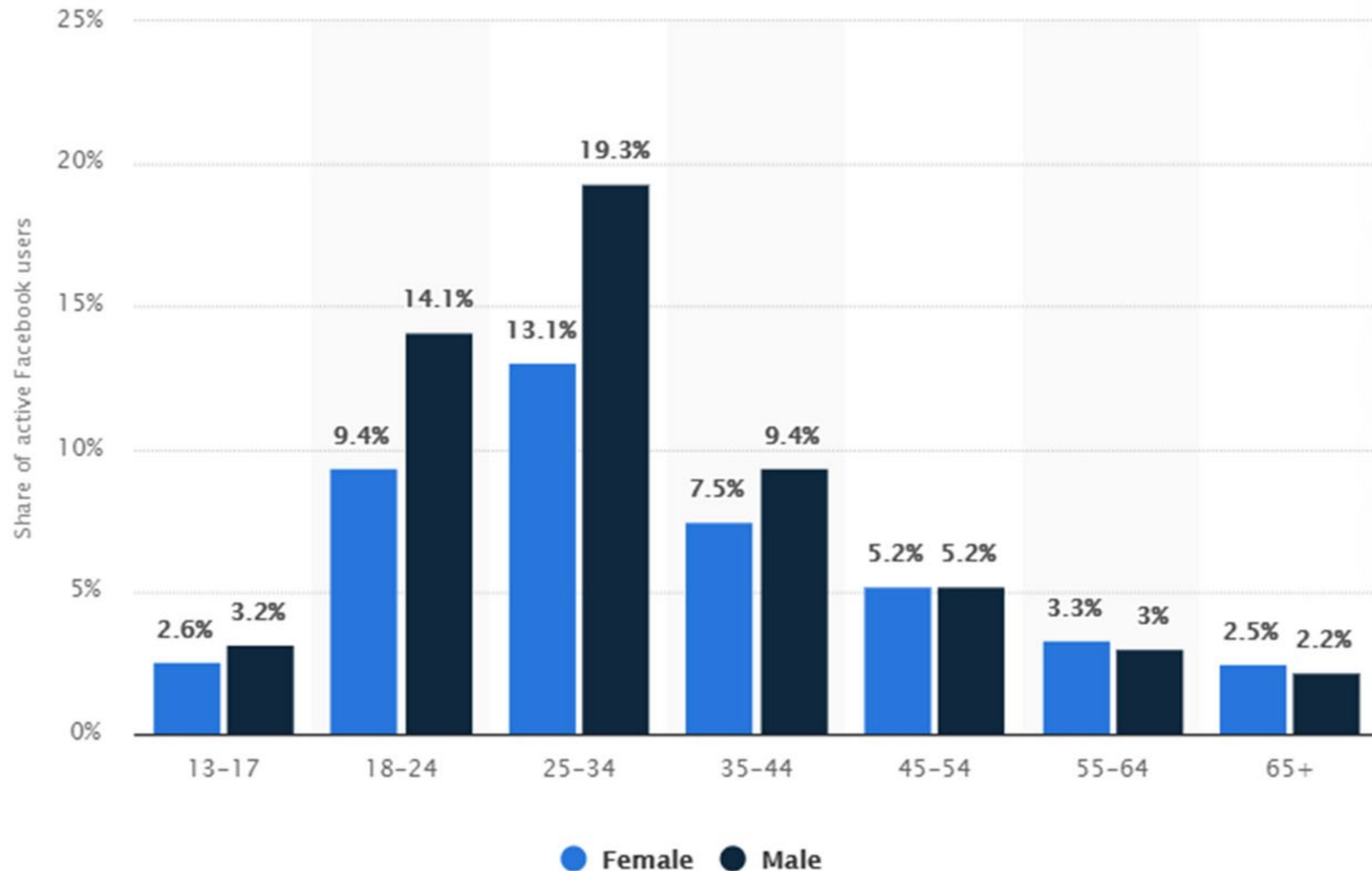
Where do you
want to focus?

Who is on Facebook?



Typically considered "home base" for many social media users. It has had a shift in demographics and are continuously changing the algorithms. This makes it harder to create unpaid ad success.

- # of monthly active users: 2.7 billion
- Largest age group: 25-34 (36.3%)
- Gender: 44% female. 56% male
- Time spent per day: 38 minutes



Who is on Instagram?

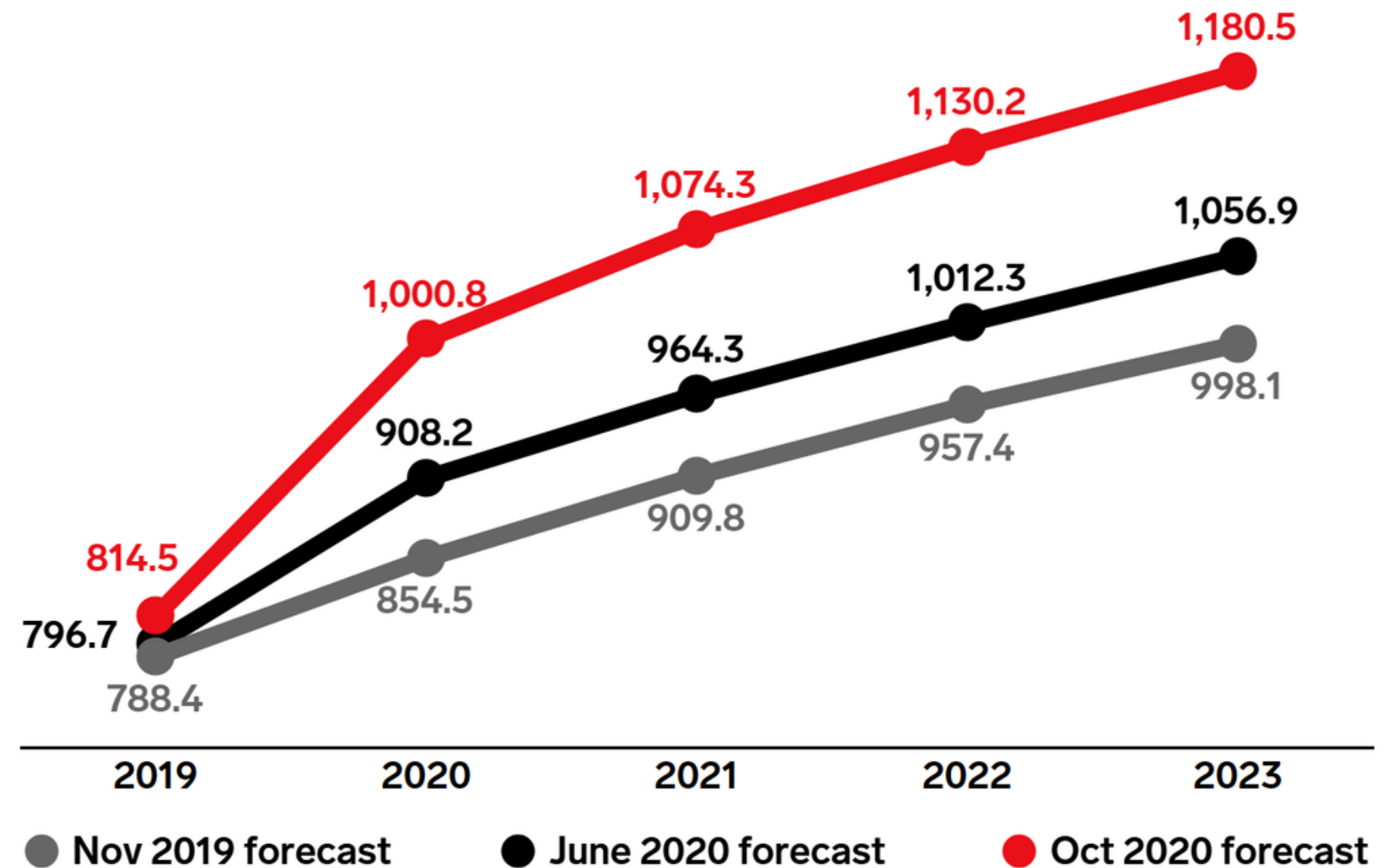


Instagram has a steady growth of users. Facebook and Instagram are connected making cross-promotion very easy. Recently shows the increase of influencers and Instagram content motivating consumers

- # of monthly active users: 1 billion
- Largest age group: 25-34 (33.1%)
- Gender: 57% female. 43% male
- Time spent per day: 29 minutes

How Our Forecast for Worldwide Instagram Users Has Changed, 2019-2023

millions



Note: internet users of any age who access their Instagram account via any device at least once per month

Source: eMarketer, October 2020

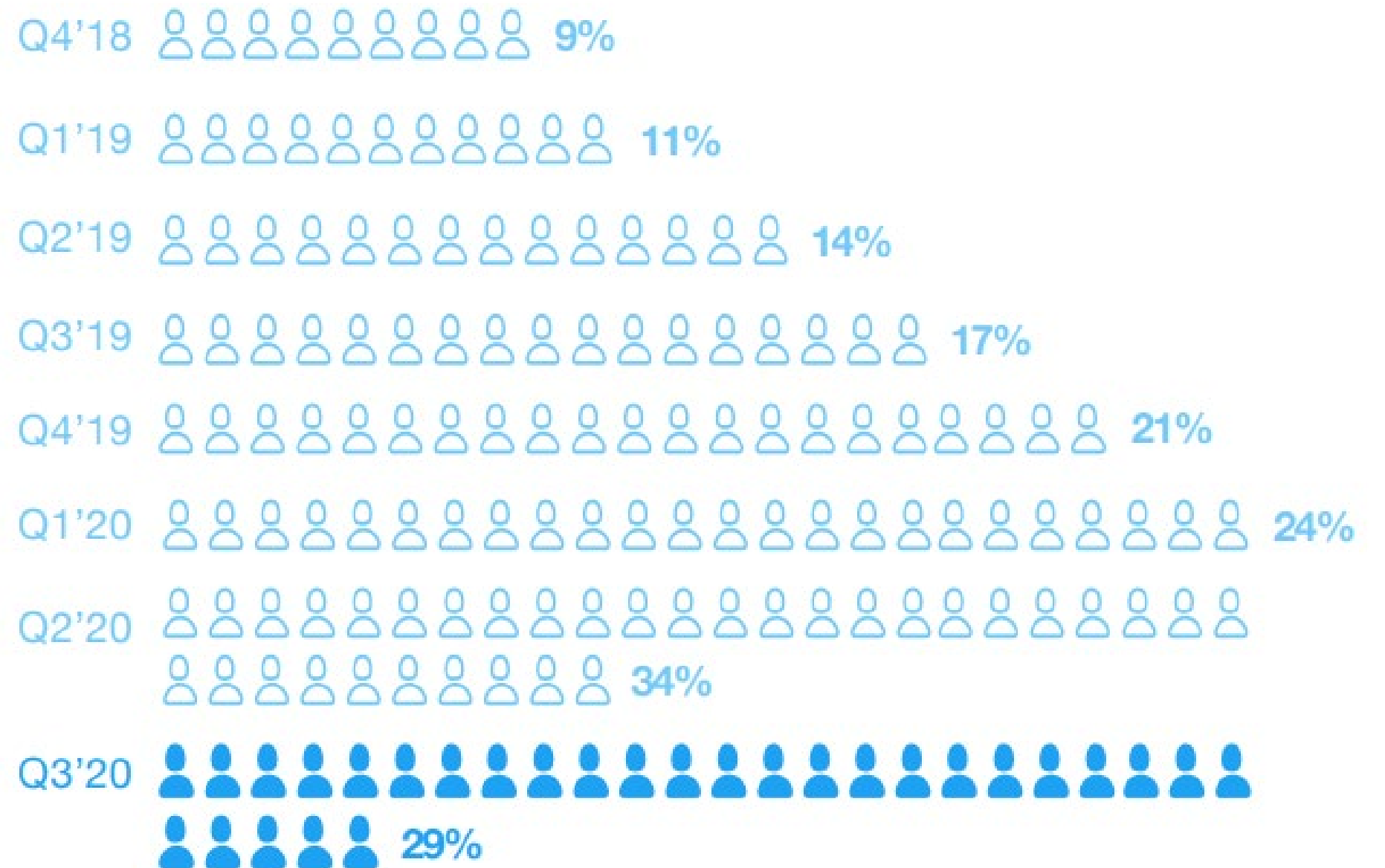
Who is on Twitter?



80% of tweets come from 10% of the platforms most active accounts. More used for quick news updates rather than finding content.

- # of monthly active users: 187 million
- Largest age group: 30-49 (44%)
- Gender: 32% female. 68% male
- Time spent per day: 3.53 minutes per session

Monetizable Daily Active Usage (mDAU) Year-Over-Year Growth



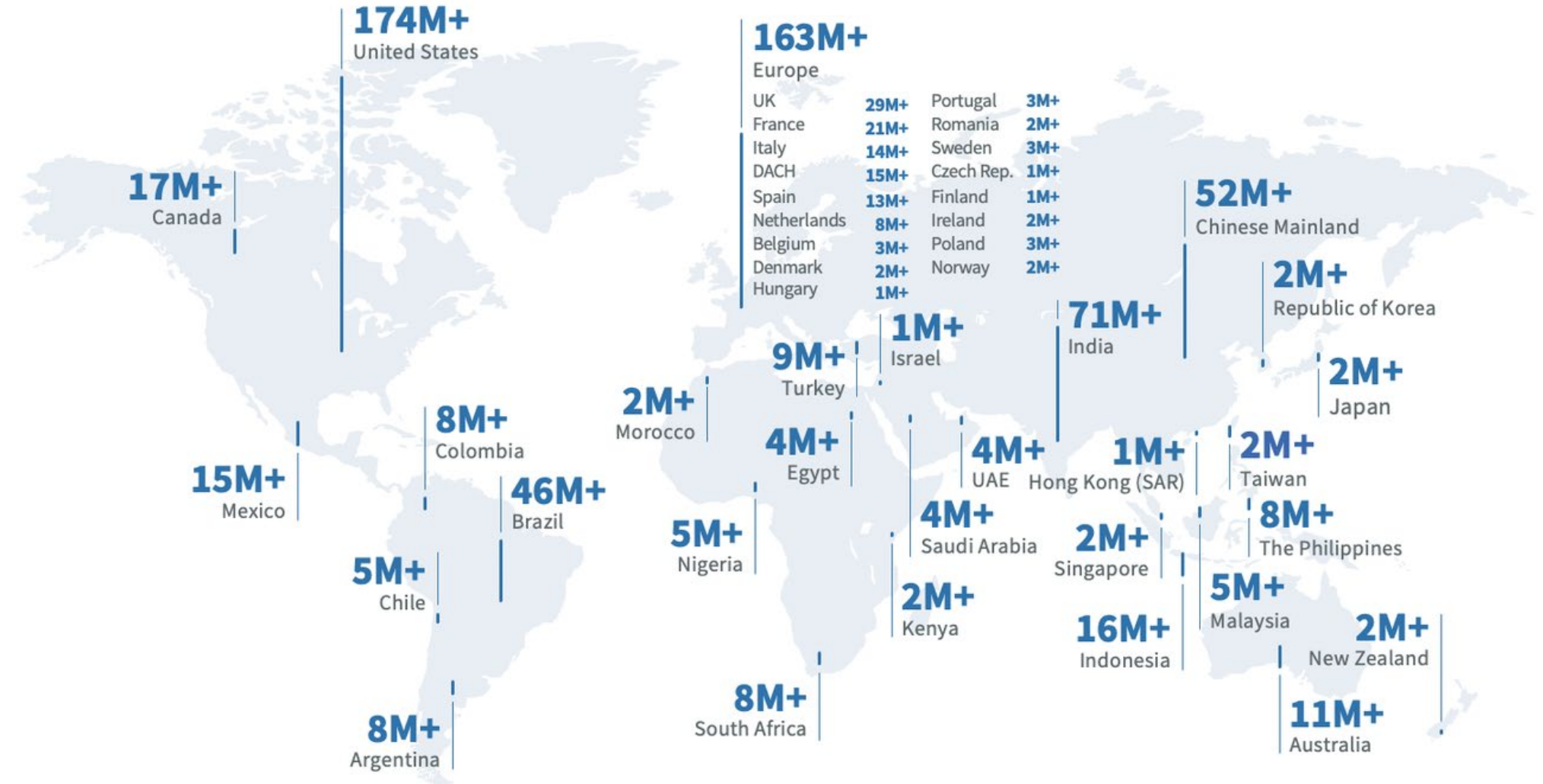
Who is on LinkedIn?



Typically a higher educated, higher-earning B2B demographic. 70% of users are based outside the US.

- # of monthly active users: 738 million
- Largest age group: 46-55
- Gender: 51% female. 49% male
- 63% access monthly, 22% weekly

722 million members in 200 countries and regions worldwide



Who is on TikTok?

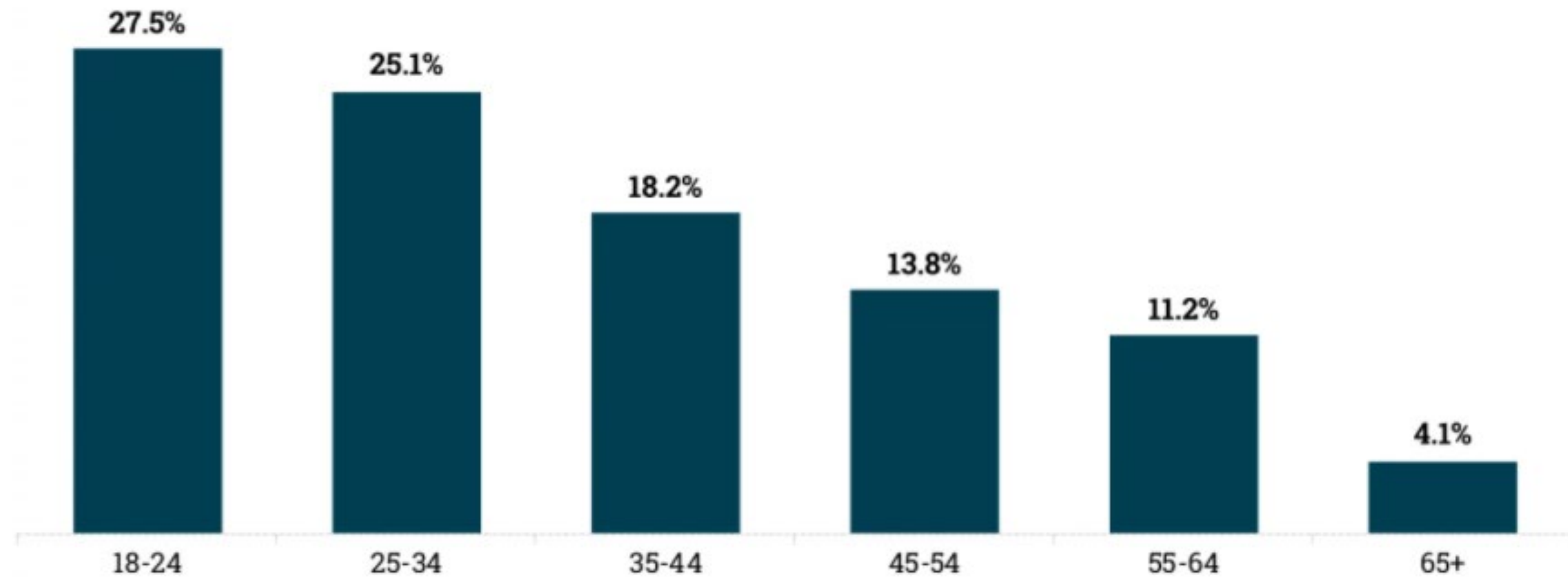


User-base is very dedicated and spends much more time on the app. Growing among adults and directly related to the trend in influencer marketing.

- # of monthly active users: 100 million
- Largest age group: 18-24
- Gender: 59% female. 41% male
- 45+ minutes per day on average

TikTok's US Adult Audience Distribution, by Age

in June 2020



Published on MarketingCharts.com in January 2021 | Data Source: Comscore

Read as: 27.5% of adult visitors to TikTok in June 2020 were ages 18-24.



Plan

How do I figure out how to execute?

It can be really hard to start the process. Creating an organized plan and workflow can keep you on track and on brand.

Assemble Your Resources

STEP 1: WHAT DO YOU KNOW?

There is something that you know that no one else does.

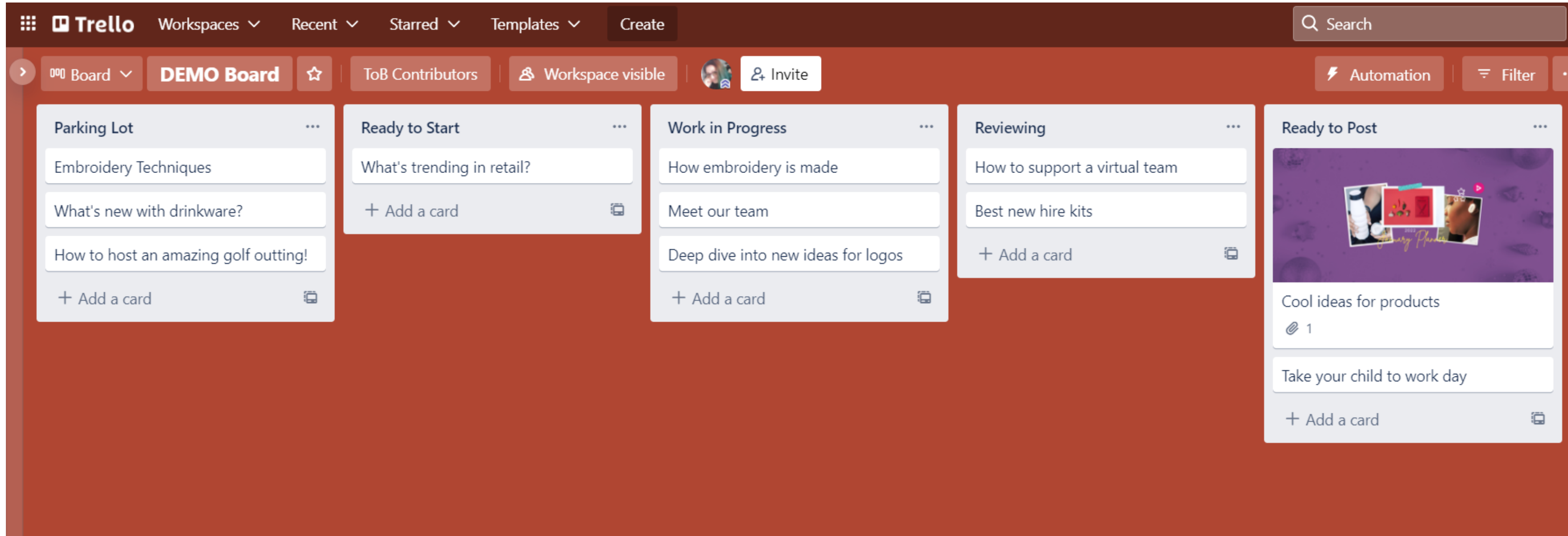
STEP 2: WHAT DOES YOUR TEAM KNOW?

Your team has interesting perspectives and ideas. Let them contribute!

STEP 3: WHAT DO YOU HAVE?

Make a list of sources of content you have. Production? Samples? What can you use?

Plan: Create a Work Flow



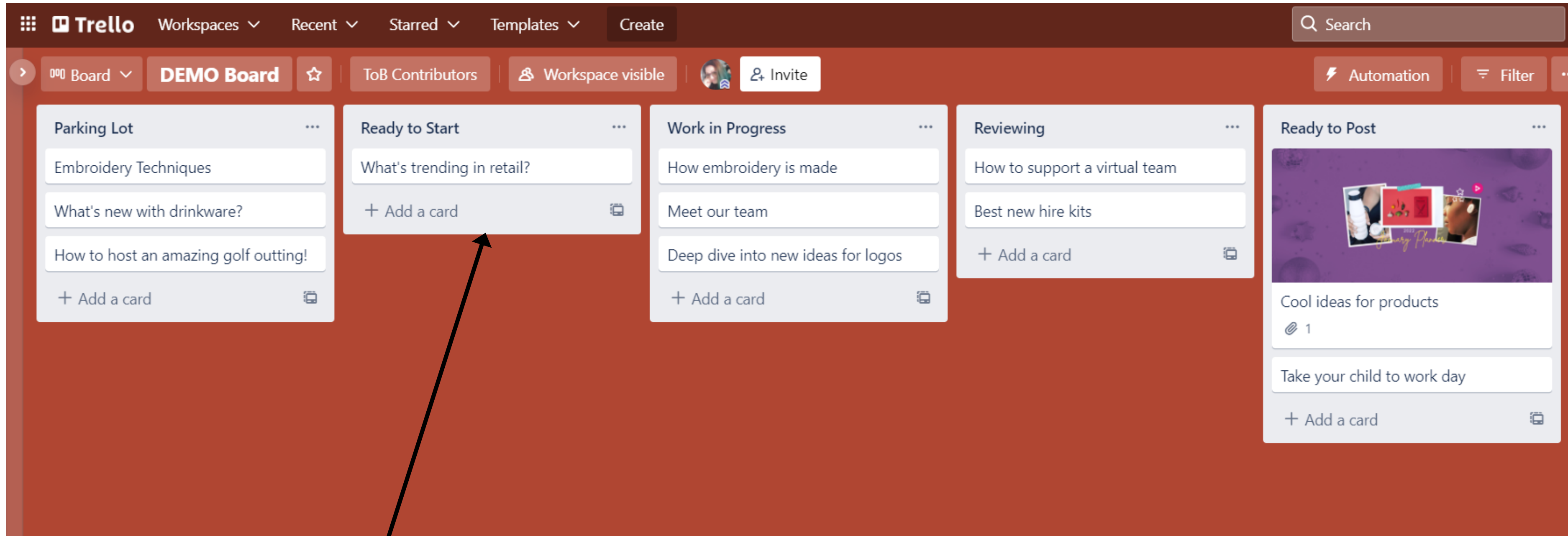
This is an example of a workflow through Trello. Other workflows are out there and can be as complex or simple as you feel comfortable with.

Plan: Your Parking Lot

The screenshot shows a Trello workspace with a board named "DEMO Board". The board is organized into five columns: "Parking Lot", "Ready to Start", "Work in Progress", "Reviewing", and "Ready to Post". The "Parking Lot" column contains three cards: "Embroidery Techniques", "What's new with drinkware?", and "How to host an amazing golf outing!". The "Ready to Start" column has one card: "What's trending in retail?". The "Work in Progress" column has two cards: "How embroidery is made" and "Meet our team". The "Reviewing" column has one card: "How to support a virtual team". The "Ready to Post" column has two cards: "Cool ideas for products" (with a thumbnail image) and "Take your child to work day". Each column has an "Add a card" button at the bottom. The top navigation bar includes "Workspaces", "Recent", "Starred", "Templates", "Create", and a search bar. The board header includes "Board", "DEMO Board", "ToB Contributors", "Workspace visible", and "Invite".

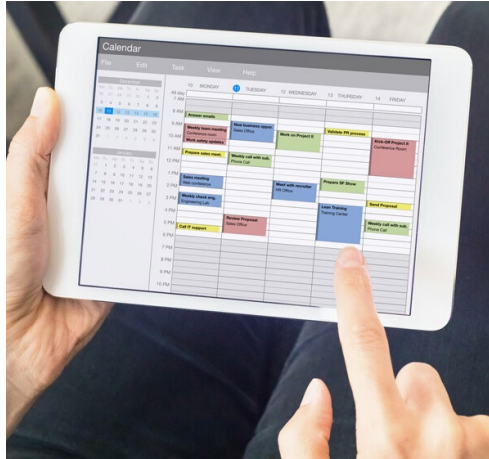
Listing all the things you can have as a subject in a "Parking lot" can help organize what topics you are able to pull from

Plan: Ready to Start



When something is ready to start you can move it through the workflow.

Using a workflow you can create task lists and assignments to keep organized and information flowing



CALENDAR

Topics or graphics related to things happening like holidays, seasons or common sales times



CULTURE

Posts that show who you are, who your team is and what you believe in.



COMMUNICATE

Specifically designed to spark a conversation.

THREE TYPES
OF CONTENT



Calendar

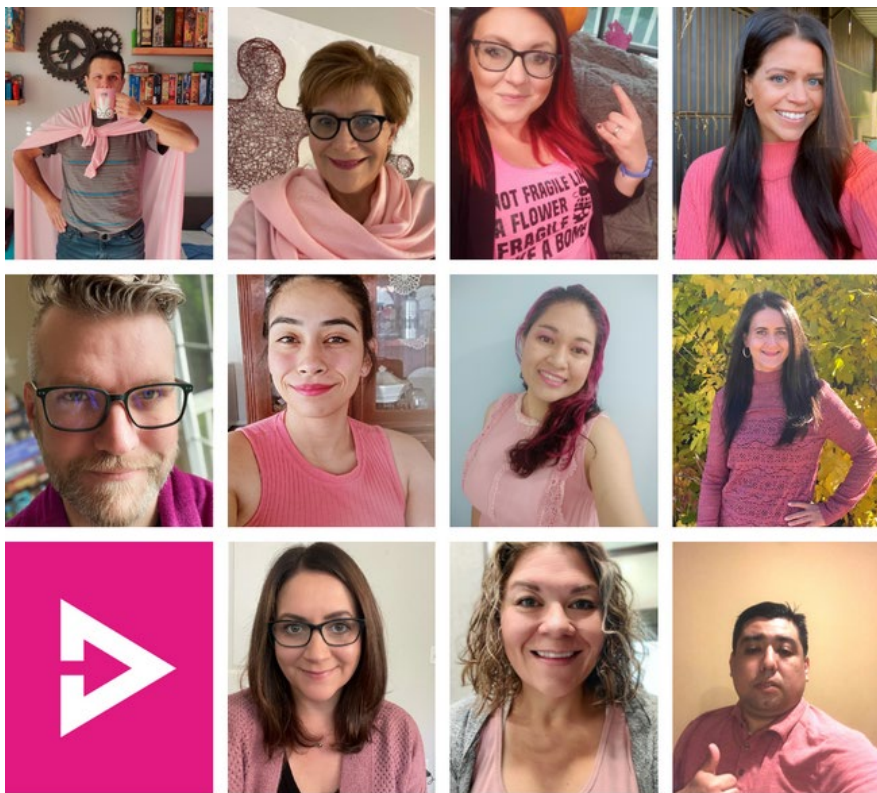
Earth Day is April 22, 2021

IT'S GONNA TAKE MORE
THAN A REUSABLE CUP TO
PROTECT OUR PLANET
BUT IT IS SOMEWHERE TO START.

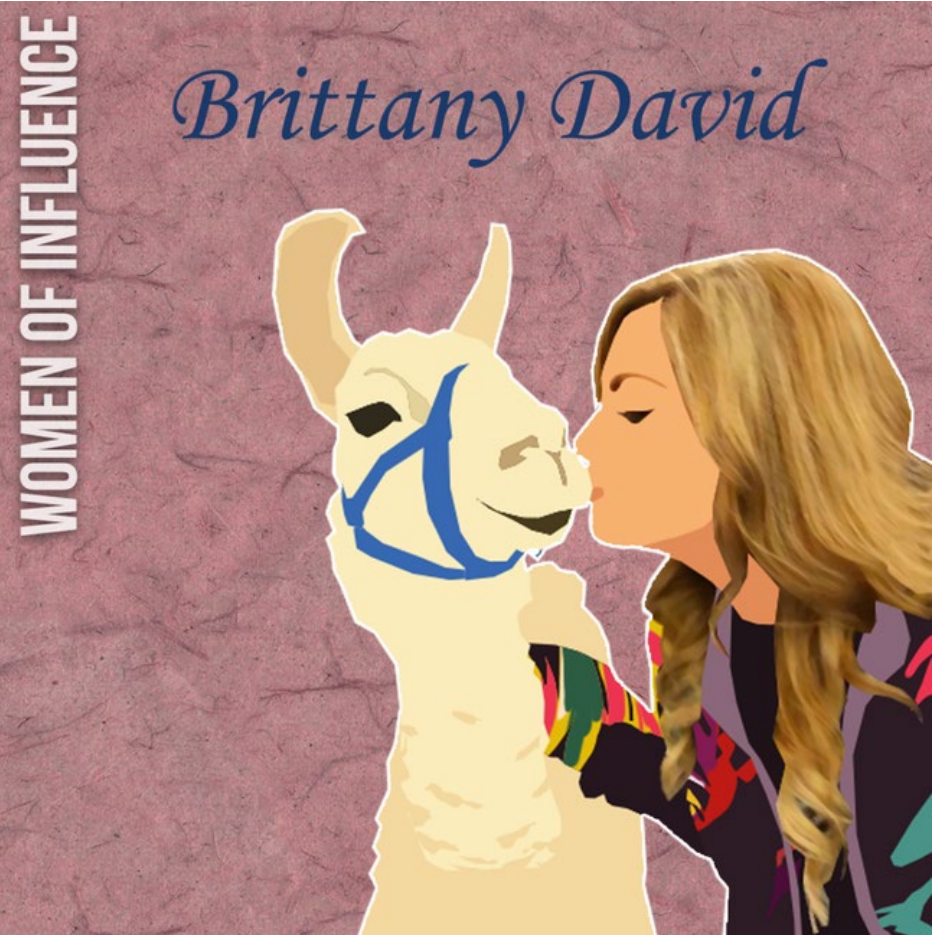




Culture



#WearPinkWithPeerless



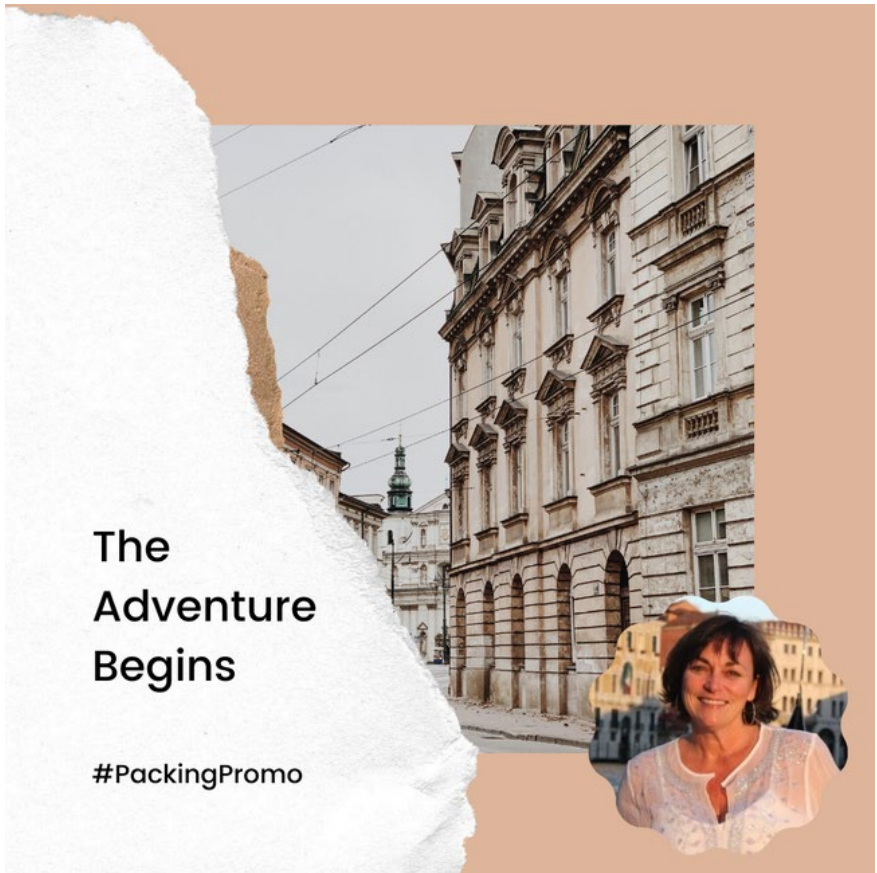
Plan Ahead

Q1 and Q2 are behind us. Think Holiday Gifting. It is never too early to plan the perfect gift program for employees and clients!





Conversation



What should the mix look like?

Scheduled Content

Scheduled content is themed content that you have planned and scheduled using either scheduling software or planned posts directly in the platform. These are typically posted not stories.

- Scheduling ahead of time can reduce pressure of in the moment creativity
- Sometimes schedule needs to be adjusted based on the state of the market
- Typically 60%-80% of content mix

Spontaneous Content

It's a great day and you are wearing your favorite hoodie and everyone should! These are posts that just feel good in the moment. They are timely events and can be shared as stories or posts.

- This humanizes the brand in a way scheduled posts can't
- Often overlooked
- 40%-20% of content mix



What's next for Scheduled posts?

SHARE AND COMMENT

Share your posts into groups and personal pages. When someone comments, comment back.

CHECK ANALYTICS

How are things performing? Check analytics through scheduling software or your social channel.

ADJUST AS NEEDED

Social media is a long game but adjustments may be needed.

Spontaneous Posts

Posts that aren't planned but show case the human side of the brand.

- Great for stories or videos
- They do NOT have to be perfect, in fact better with some imperfection





How do I know if I am successful?

ROMI can be hard to measure. Use what tools you have to see your best exposure and make adjustments as needed.

What do we measure?

Meaningful Metrics



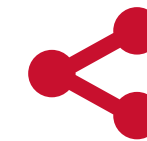
Views



Clicks



Comments



Shares



Reach

81
engagements

↗ **81** from 0

f Engagement by Type

| | |
|-----------|-----------|
| Reactions | 61 |
| Shares | 13 |
| Comments | 7 |

f Traffic

259
engagements

↗ **259** from 0

@ Engagement by Type

| | |
|----------------|------------|
| Photo | 215 |
| Carousel album | 44 |

f Traffic by Page

117
engagements








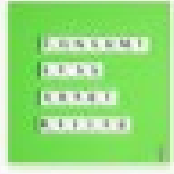










↗ **117** from 0

in Engagement by Type

| | |
|-----------|-----------|
| Reactions | 94 |
| Comments | 15 |
| Shares | 8 |

tw Traffic by Account

Analytic Examples

| Posts Table | | | LIKES | COMMENTS |
|--|---|--|-------|----------|
| DATE | MESSAGE | | | |
|  trenddependent Aug 11, 03:11 |  <p>Here is a simple ask... FIRST ... You take 2 to 4 minutes to vote for me on the SXSW site. NEXT ... I win a spot to speak at the SXSW Conference! I'm doing this as a Futurist, and as a trend advisor to the promotional products industry. 1) Go to http://lnkd.in/gnxFA5mw 2) Hit the Search Button and type in the search term "Everything New". My topic will be at the top ...</p> | | 40 | 3 |
|  trenddependent Jul 01, 19:10 |  <p>Are you telling your brand story the way you intended to? The products you use matter.</p> | | 15 | 0 |
|  trenddependent Jun 30, 19:05 |  <p>Offering a product with a cause is great. But if you don't inform your customer of the "WHY" you may miss an amazing opportunity. What are they looking for in a sustainable purchase? #WhyWeBuy #Sustainability #ChooseBetter</p> | | 11 | 1 |
|  trenddependent Jun 28, 20:20 |  <p>Sustainability is at the core of Trenddependent. It doesn't mean don't buy. It means BUY BETTER. #Sustainable #BuyBetter #Trending</p> | | 11 | 0 |
|  trenddependent Jun 19, 13:17 |  <p>Lift Every Voice and Sing President Joseph Biden signed legislation Thursday afternoon confirming June 19th as Juneteenth - a National holiday. Ashe.* The House of Representatives and the Senate were crucial in fast-tracking the bill to the POTUS for signature. The bill commemorates the actual date (June 19, 1865) that the Union soldiers (The Civil Wa...</p> | | 18 | 1 |
|  trenddependent Jun 15, 17:05 |  <p>Yet another fabulous woman to influence in our Women of Influence series. Brittany David brings not only a positive sunshine attitude but an amazing unconventional approach to business. Read more on our website about Brittany and the PPAI Llamas, her team and who she admires. Thank you to our Sponsor: Bad Ass Women of Promo Podcast #BAWOP...</p> | | 28 | 5 |
|  trenddependent Jun 11, 20:10 |  <p>Proud to be LGBTQ+ owned. #Pride #LGBTQ+ #LOVE</p> | | 37 | 3 |
|  trenddependent Jun 11, 19:10 |  <p>As promised our next installment from B. Terry, I Have Something to Say: The Birth of Jacob Lawrence. In this article B. Terry takes us through the journey of Jacob Lawrence, his youth and artistic influence, experiences and inspiration. #JacobLawrence #SeattleArtMuseum #Inspriation</p> | | 13 | 2 |
|  trenddependent |  <p>Coming Friday will be another installment of B Terry's series I Have Something to Say. In collaboration with the</p> | | 19 | 3 |



REFINE

Build your Audience

"Build it and they will come" is not as effective as consciously building your audience through interaction and segmentation



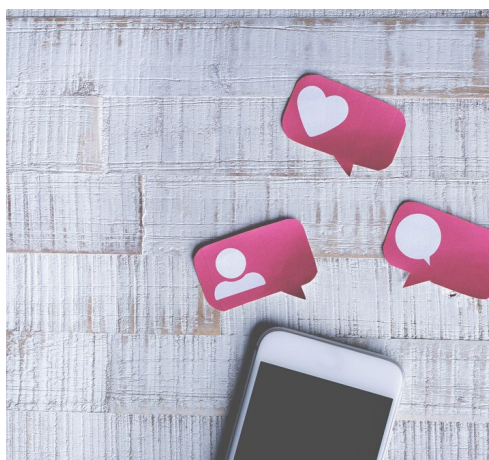
ASK

Ask your top clients, suppliers and friends to follow you.



TAG

When you post if you tag other people in your audience you have a better chance of views



COMMENT

Not only on your own posts but on other people's. Not only on your content but on theirs.



JGR's Highlight Reel

Working It Examples



Working It Examples



Jessica Gibbons-Rauch, MBA, CAS, BASI



I help distributors and businesses create epic digital experiences and stay up ...

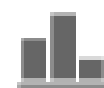
5mo •

Just got off a virtual board meeting for the [NIU Digital Marketing Programs](#) and I am so excited for what the university is offering to Graduate and Undergraduate students. If you are looking for [#TheNextGeneration](#) of experts in digital I highly recommend recruiting a Huskie!

[...see more](#)

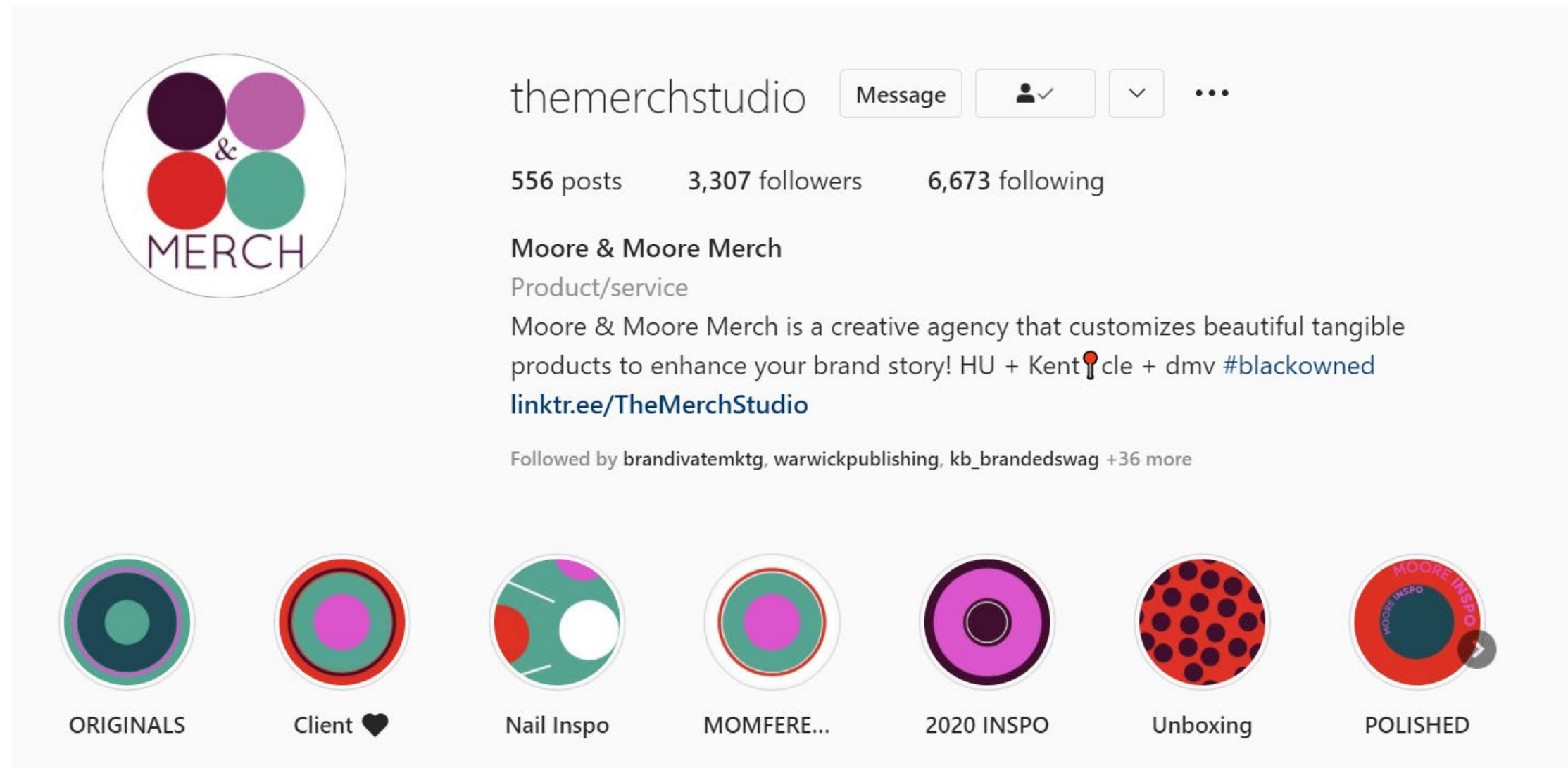


19 comments



8,862 views of your post in the feed


Working It Examples




themerchstudio Message Profile Dropdown More

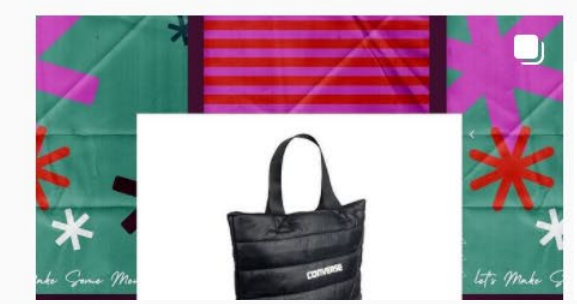
556 posts 3,307 followers 6,673 following

Moore & Moore Merch
Product/service

Moore & Moore Merch is a creative agency that customizes beautiful tangible products to enhance your brand story! HU + Kent  cle + dmV #blackowned linktr.ee/TheMerchStudio

Followed by brandivatemktg, warwickpublishing, kb_brandedswag +36 more

- ORIGINALS
- Client 
- Nail Inspo
- MOMFERE...
- 2020 INSPO
- Unboxing
- POLISHED



Working It Examples





0:56

Bobby Lehew

Storymaker, Creator, & Producer

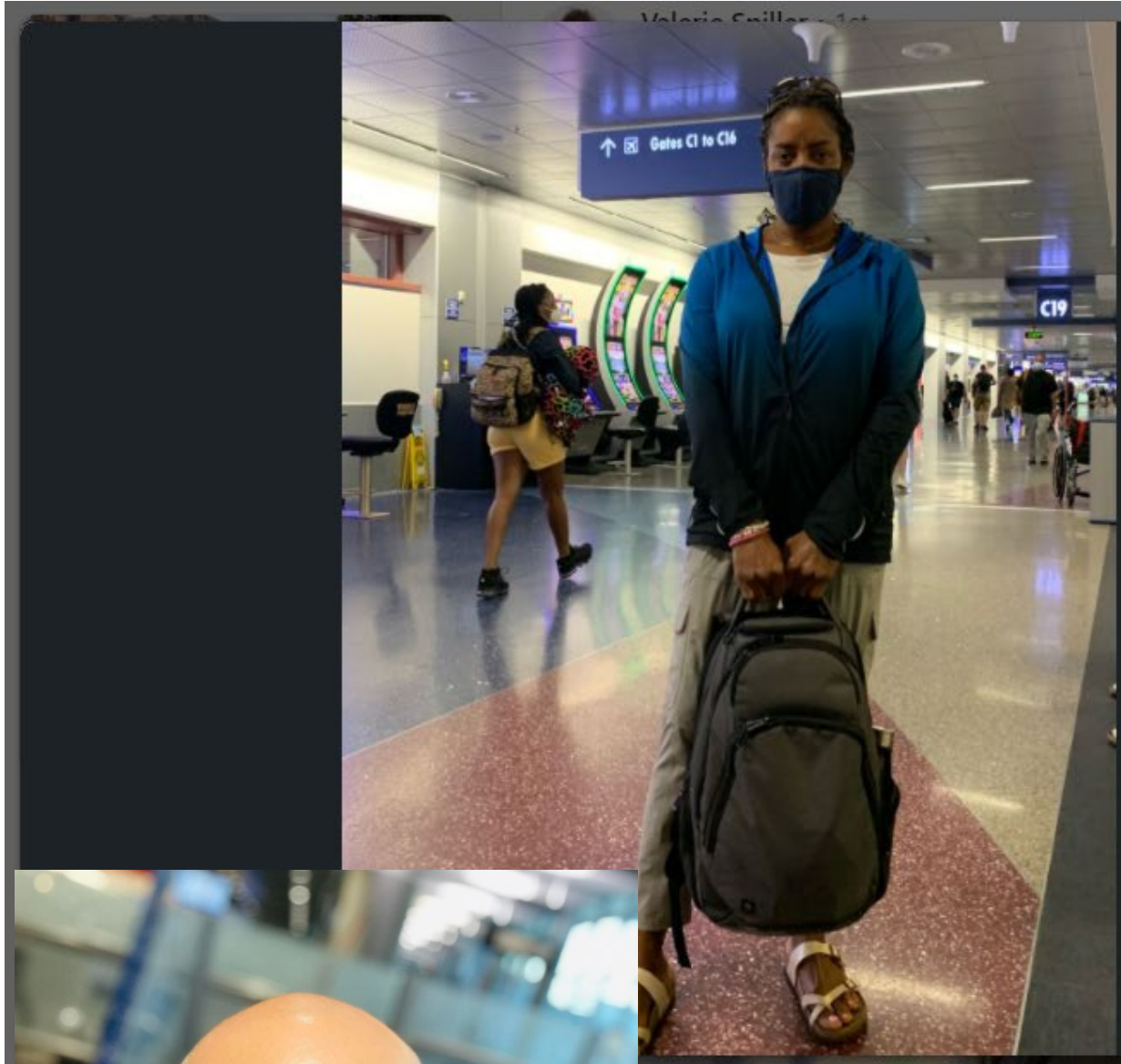
I am a storyteller, writer, content strategist, and podcast producer. I love to feature real-world insights from entrepreneurs who thrive at art + commerce. I am the Chief Content Officer at [commonsku](#) and I also speak and teach on topics related to creativity, branding, content, and story.

I'm obsessed with how words possess a power to enchant and transform. My *toolbox* consists of language tools, shards of syntax that result in interviews, essays, poems, stories, workshops, presentations.

I believe everyone has a story worth telling: every person, every business, every organization. It is my life's work to help them tell it.

This site is my virtual home. Part anvil, part [scrapbook](#), part incubator. It's a place where abstractions simmer. An atelier, where *being* is discovered through expression. Forgive the half-squeezed tubes of paint, wadded papers scattershot on the floor, half-read [books](#) stacked akimbo, colored pencils strewn across tables, crumpled [polaroids](#), scarred [dictionaries](#), and the smell of smoldering coffee. This is a working lab with beakers boiling.

Working It Examples

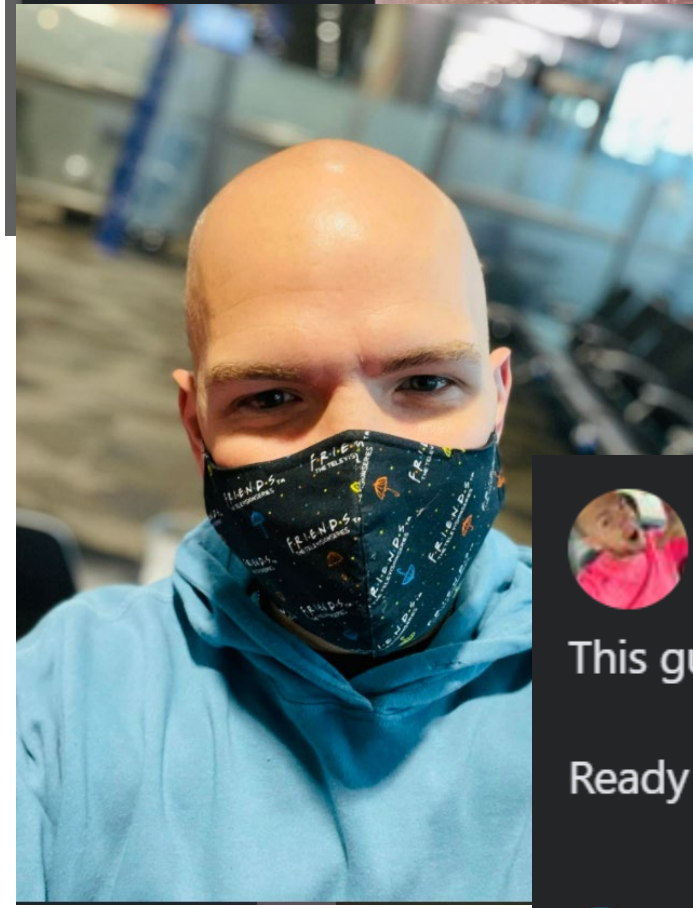


Valerie Spiller • 1st
I'm in the business of making YOU, my B2B custo...
5mo • 🌐

Stormtech makes travel safe and comfortable. Love my TG-1W tee and GPH-1W lightweight Meta hoodie. The BPX-5 Madison backpack stores much and the CMK-4 premium mask with charcoal filter makes me feel extra protected. Let's GO!
[#traveladdict](#)
[#stormtech](#)

👍❤️🗨️ 38 1 comment

👍 Like 🗨️ Comment ➦ Share ➦ Send



Joshua Pospisil
12h • 🌐

This guy is headed to ASI Orlando today 🎧🎧
Ready to represent Hirsch Gift to the fullest 💚💚

👍 27 10 Comments





Jessica Gibbons-Rauch, MBA, CAS, BASI



I help distributors and businesses create epic digital experiences and stay up ...

12h •

Social Experiment to tie into my presentation for the [Advertising Specialty Institute #ASIOrlando2022](#) on the show floor tomorrow. Who will be headed to the show? Other than my fellow presenters [Jay Busselle](#) and [Cliff Quicksell, MAS](#)? Comment if you are here!

Charity Gibson and 5 others

10 comments

Reactions



Like



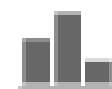
Comment



Share



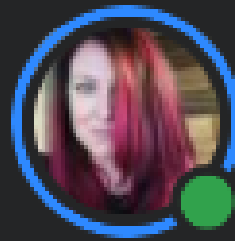
Send



403 views of your post in the feed



Promotional Products Professionals



Jessica L. Gibbons Rauch

12h · 🌐



Here is a little social experiment to tie into my presentation on the show floor of [#ASIOrlando2022](#) where we will be talking about content.

Who is planning on coming to the show? Other than my fellow presenters [Jay Busselle](#) and [Cliff Quicksell](#)? Comment below!



Charity Gibson and 3 others

14 Comments



Like



Comment



Review

UNDERSTAND

Is your brand ready? What are you going to focus on?

PLAN

Who is contributing? What is the work flow?

POST

What types of content and what mix

ANALYZE

What is working? What isn't? What needs to be adjusted

REFINE

Build your audience and grow your reach

Q&A



The image features a light blue background with several 3D-style blue thumbs-up icons scattered across it. A solid red rectangular box is positioned horizontally across the middle of the image, containing the text "LET'S GET SOCIAL" in white, uppercase, sans-serif font.

LET'S GET SOCIAL