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Social Success: Creating Branded Content That Converts

Dawn Raquel Jensen, EMBA

About Your Speaker

Dawn Raquel Jensen, EMBA
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- Entrepreneur & Business Marketing Speaker
- Adjunct College Professor in Social Media
- Coach & Trainer to High-Performing Business Owners & Leadership Teams
- US Navy Veteran



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EVERY STEP OF THE WAY™

In This Session



Create quality social media content. Produce solid branded content.

- Convert online leads into sales
- Harness the power of user-generated content
- Create easy, buildable content
- Choose and use the right apps and tools
- Maintain an “always on” business presence



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The Way We Think About Content & Social Media



WHY DO I REALLY HAVE TO CARE?



HOW CAN I/HOW DO YOU EXPECT ME TO MANAGE IT?



I DON'T NEED ANOTHER THING ON MY PLATE.



IT IS OVERWHELMING.



IT'S ALL GARBAGE ANYWAY.



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Top Reasons to Create Content for Social Media

Increases Exposure

Increases Traffic

Provides Market Insights

Develops Loyal Fans

Generates Leads

Improves Search Rankings

Improves Sales



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SOCIAL MEDIA CONTENT

Where Does Content Fit?

1. Take stock of current assets & content.
2. Do an audit of the content.
 - Think (Images, Video, UGC, Audio, Text)
 - Ask suppliers, employees & distributor team.
3. Check for your social media platform gaps.
 - (Content, Engagement, Social Media Platforms)
4. Look for underserved customers, industries & experiences.



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Content Is EVERYTHING



- **Invest** in it
- Make time for it
- **Create** it
- Think evergreen
- **Curate** it



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What is Buildable Content?

TAKING STOCK



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Creating Distributor Content

- Develop broad brush goals
- Create a foundational content strategy
 - **Start Small**
 - Set social media platforms
 - **Build Deliberately**
 - Select primary & secondary platforms to focus
 - Identify & develop multiple content types
 - Focus initially on evergreen and cyclical content
 - **Be Consistent**
 - Set a posting schedule based on industry, geography & customers
 - Select social media management platform



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Creating Content: Taking Stock

Immediate Content

- Overstock
- “Fire Sales”
- Behind the Velvet Rope
- Unboxing
- Customer Testimonials

Planned Content

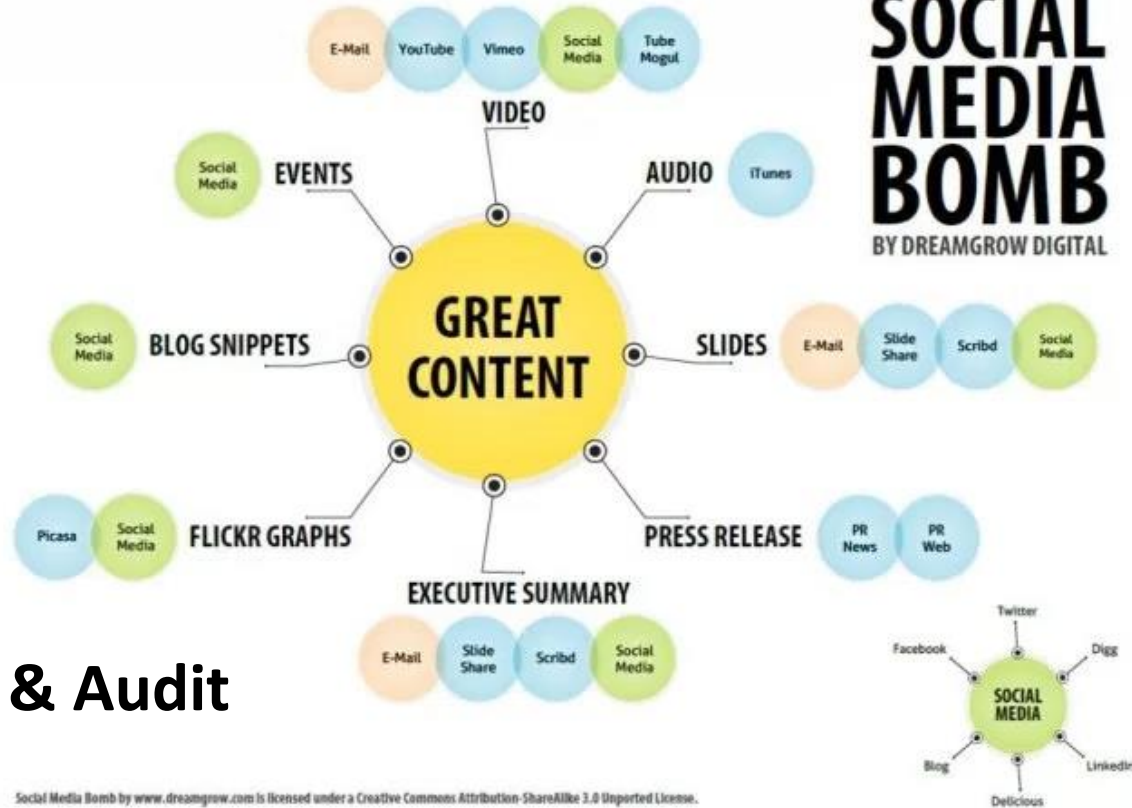
- **Educational**
 - New Products
 - How-to’s
- **Informational**
 - Explainer Videos
 - Customer Prep



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Discover Your Content



Take Stock & Audit



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Content Examples

- Toolkits/Resource guides
- Checklists
- Handouts
- Downloads
- Worksheets
- Webinars
- Video series
- Podcast
- Video content



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Social Places & Platforms to Post



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Distributor Content by Social Platform

			
Facebook	Twitter	LinkedIn	Pinterest
Behind-the-scenes photos	Blog posts; interesting articles	Product updates	Product photos
Quotes	Quotes	Blog posts	Guides, eBooks, & white papers
Fill-in-the-blank	Industry news	Industry news	Videos
True-or-false questions	Newsletters or announcements	Recruitment videos	Infographics
Blog posts	Vine or YouTube videos	Job postings	Quotes or tips
Newsletters or announcements	Event updates	Newsletters or announcements	Blog posts
			Curated content



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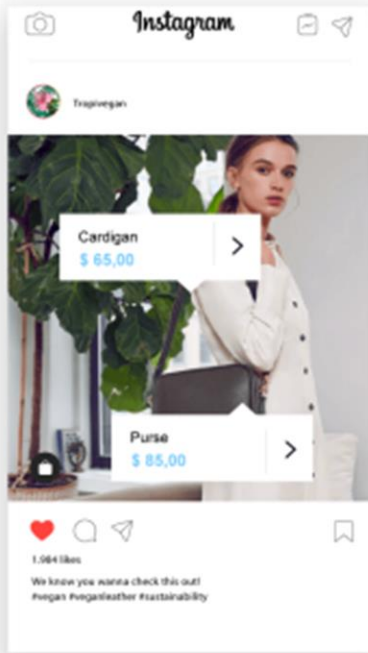
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The Power Of Facebook Live

- More than **100M** hours daily
- **700% growth** in views since launch
- People spend **3x longer** watching live video than recorded video

Ways Social Media Integrates



Facebook/Instagram IG Live Shopping



- Customer Testimonials
- Staff Features & Favs



- Sharing the Prep or Finishing work
- Real-time Q&A



- Educational Outreach

- Showcase new promo product trends
- Unique “off label” items or leave-behinds by budget/business size



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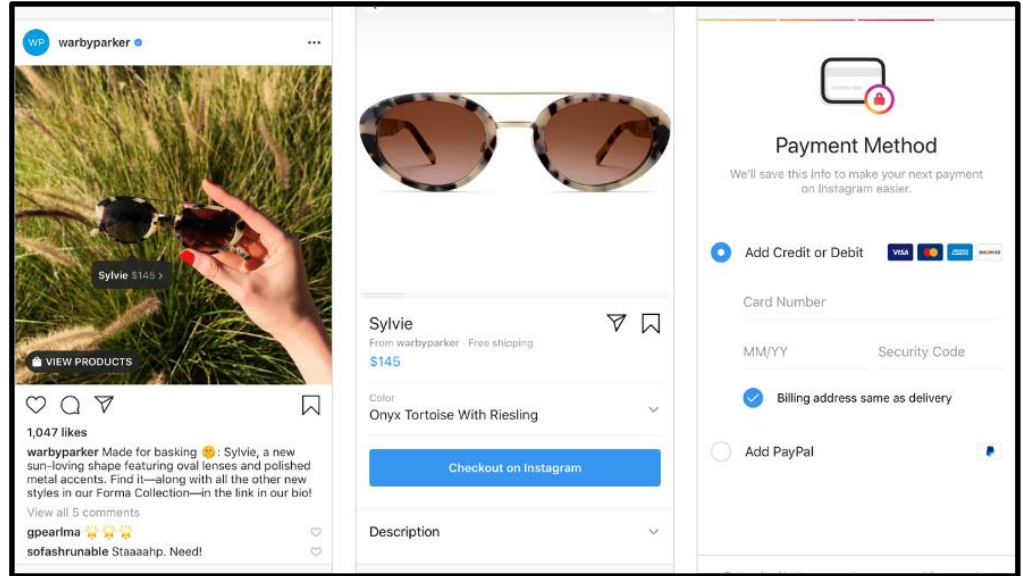
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Omnichannel Content Marketing

Reimagine customer engagement

Repurpose your promo product content across digital platforms

Include multiple touchpoints & ways to sell



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Meet Customers Where They Reside Online

Use Messaging Apps

Let Tech Do the Heavy Lifting



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SOCIAL CONTENT PLANNING



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Most Effective Marketing Channels for Promo Product Pros



TO BUILD BRAND AWARENESS

Blog Posts/Short Articles
(31%)

Social Media Content
(e.g., tweets, stories) (25%)

In-Person Events (8%)

TO SECURE LEADS

In-Person Events (19%)

Webinars/Online Events
(16%)

Ebooks/Guides (13%)

TO NURTURE LEADS

Email Newsletters (31%)

Blog Posts/Short Articles
(13%)

In-Person Events &
Case Studies (tied at 9%)

TO CONVERT LEADS

In-Person Events (25%)

Case Studies (23%)

Webinars/Online Events
(11%)

Social Content Planning

- Input your events, special dates, book releases, testing periods, holidays, themes, etc.
- **Use Editorial or Social Media calendar**
- Use social media management tools to post out for recurring events



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2022 Social Media Holidays: January

1. Saturday, New Year's Day
#NewYears

Saturday

17. Monday, Martin Luther King, Jr. Day
#MLKDay

Monday

24. Monday, National Compliment Day
#NationalComplimentDay

Monday

Friday

7. Friday, I'm Not Going To Take It Anymore Day
#ImNotGoingToTakeItAnymoreDay

Thursday

20. Thursday, Get to Know Your Customers Day
#GetToKnowYourCustomersDay

Friday

28. Friday, Data Privacy Day
#PrivacyAware

2022 Social Media Holidays: February

1. Tuesday,
Chinese New
Year
#YearOfTheTiger

Tuesday

6. Sunday,
Super Bowl
LVI #SBLVI

Sunday

14. Monday,
Valentine's
Day #ValentinesDay

Monday

21. Monday,
Presidents'
Day #PresidentsDay

Monday

Wednesday

2. Wednesday,
Groundhog
Day
#GroundhogDay

Wednesday

9. Wednesday,
National Pizza
Day
#NationalPizzaDay

Sunday

20. Sunday,
Love Your Pet
Day
#LoveYourPetDay

Sunday

27. Sunday,
National Retro
Day #RetroDay

2022 Social Media Holidays: March

4. Friday, National Employee Appreciation Day
#EmployeeAppreciationDay

Friday

8. Tuesday, International Women's Day
#BeBoldForChange

Tuesday

15. Tuesday, World Consumer Rights Day
#WCRD2022

Tuesday

20. Sunday, First Day of Spring
#FirstDayofSpring

Sunday

Monday

7. Monday, National Be Heard Day
#NationalBeHeardDay

Sunday

13. Sunday, Daylight Saving Time begins
#DaylightSaving

Thursday

17. Thursday, St. Patrick's Day
#StPatricksDay

2022 Social Media Holidays: April

1. Friday, April
Fools Day
#AprilFools

Friday

11. Monday,
National Pet
Day #NationalPetDay

Monday

17. Sunday,
Easter
#HappyEaster

Sunday

22. Friday,
Earth Day
#EarthDay2022

Friday

10. Sunday,
National
Siblings Day
#NationalSiblingsDay

Sunday

16. Saturday,
National Wear
Your Pajamas to
Work Day
#PJDay

Saturday

21. Thursday, Get
to Know Your
Customers Day
#GetToKnowYourCustomers
Day

Thursday

28. Thursday,
National
Superhero Day
#NationalSuperHeroDay

Thursday

Social Content Planning

Yearly Content Calendar - Think cyclical

What can be created & shared on rotation with minimal effort?

- Consider Seasonal Promo Products Push
 - Add cyclical Winter, Spring, Summer, & Fall Promos
- Create a social media holiday strategy
- Identify industry-specific themes
 - Healthcare
 - Education
 - Sports
 - Sales



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Use Brand Awareness & Showcase Promo Product Content

- **Take Photos & Video** in action at participating industry events
 - Swag Bags Stand out
- **Get Testimonials & Feedback** of strategic partners and customer-facing expos & tradeshows
 - Make-and-Take experience: Invite clients, friends & prospects to to create and print their own T-shirts or promo items.
- **Capture & Showcase Knowledge** through Networking & Chambers
 - Quid Pro Quo Giveaway for photo or video testimonial, feedback, or social likes & shares



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Build Content Around Promo Product Collections

Upsell & Show Customers How a Collection Works Together

- **(Year-Round)** Employee incentives & rank promotions, raises & retirements
- VIP, C-Suite collection of high-end leave-behinds

Showcase Product Collections by Situations

- **(Year-Round)** Caregiver/patient/expecting parents
 - “Go” bags
 - New parent survival kit/tips
- **(Seasonal: Fall)** New student/college team
 - First day of school/semester
 - Homecoming **(Year-Round)**
- **(Seasonal: Summer)** Travel & refresh kits
- **(Year-Round)** Reunions, girls’ trips
- **(Year-Round)** Specialty & subscriptions



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Showcase Company & Organizational Culture

Employee, Student, Teams & Staff

Remote Work Sets

Welcome Aboard for New Hire

Milestone Celebrations

Back to School

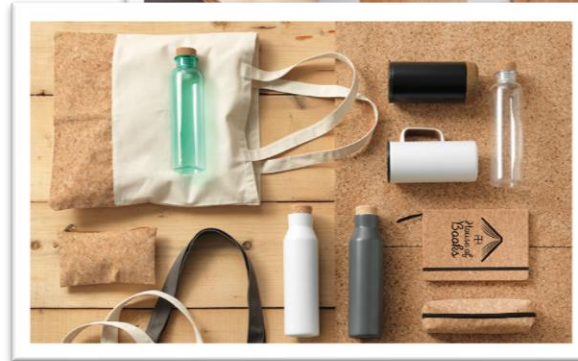
Product Collections by Industry

Caregiver/Patient/RN

New Student/College Teams

Yoga & Fitness Studios

Auto Repair & Dealerships



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BEST TIMES TO POST BY SOCIAL MEDIA PLATFORM



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Social Media Management Tools



- Social Bee
- AgoraPulse
- Post Planner
- Sendible
- CrowdFire
- Iconosquare
- Hootsuite
- Buffer



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Best Times to Post on Facebook

Best Time to Post Content: 9 am

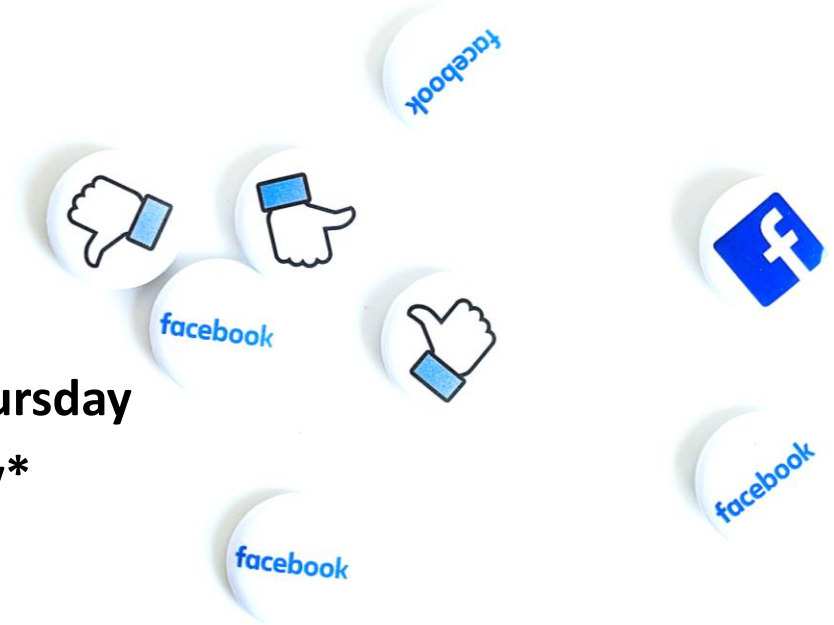
Best Days: Thursdays & Sundays

Click-through rate surge: 11 am-12 pm

B2Bs: 9 am, 2 pm **Tuesday, Wednesday, Thursday**

B2Cs: 12 pm **Monday, Tuesday, Wednesday***

** Highest interaction & engagement*



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Best Times to Post on LinkedIn

Tuesdays: 8 am-10 am, 5 pm-6 pm

Wednesdays: 8 am-10 am, **12 pm**, 5 pm-6 pm

Thursdays: 9 am, 3pm, 5 pm-6 pm

Fridays: 9 am, 11 am-12 pm

Best Time to Post Content:

Wednesdays 12 pm

Higher Education and Healthcare:

Weekdays (10 am-2 pm)

B2Bs: Typically weekdays: early mornings, during lunch, & commuting times.

B2Cs: Weekdays during lunchtime or outside of traditional business hours



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Best Times to Post on Instagram

Monday: 6 am, 10 am, 10 pm

Tuesday: 2 am, 4 am, 9 am

Wednesday: 7 am, 8 am, 11 pm

Thursday: 9 am, 12 pm, 7 pm

Friday: 5 am, 1 pm, 3 pm

Saturday: 11 am, 7 pm, 8 pm

Sunday: 7am, 8am, 4pm



B2B: 12 pm-1 pm, 5 pm-6 pm, 8 pm-9 pm

B2C: 8 am, 1pm, 9pm



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Best Times to Post on YouTube

Monday: 2 pm-4 pm

Tuesday: 2 pm-4 pm

Wednesday: 2 pm-4 pm

Thursday : 12 pm-3 pm

Friday: 12 pm-3 pm

Weekends: 10 am–11am

Highest Traffic: 7 pm-10 pm



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Best Times to Post on Pinterest

Generally:

Friday, Saturday: 8 am-11 am,
2 pm-4 pm

Overwhelmingly female for targeted
& engaged audience

Early morning may be useful for
global reach, non-North American



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Best Times to Post on Twitter

Average tweet lifespan: 18 minutes

Generally: 12 pm, 3 pm, 5 pm-6 pm

Commuter: 8 am-10 am, 6-9 pm

B2B: Monday, Thursday, 9 am, 4 pm

B2C: Monday-Wednesday, 12 pm-1 pm



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Best Times to Post on TikTok

- Monday:** 6 am, 10 am, 10 pm
- Tuesday:** 2 am, 4 am, 9 am
- Wednesday:** 7 am, 8 am, 11 pm
- Thursday:** 9 am, 12 am, 7 pm
- Friday:** 5 am, 1 pm, 3 pm
- Saturday:** 11 am, 7 pm, 8 pm
- Sunday:** 7am, 8am, 4pm



- B2B:** 12 pm-1 pm, 5 pm-6 pm, 8 pm-9 pm
- B2C:** 8 am, 1 pm, 9 pm



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30 DAYS OF POSTING IDEAS
FOR DISTRIBUTORS

SAMPLE CONTENT



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Example: 30 Days of Social Media Content

SUN	MON	TUE	WED	THU	FRI	SAT
30 DAYS OF SOCIAL MEDIA CONTENT CALENDAR			01 INSPIRATIONAL QUOTE	02 SHARE A TESTIMONIAL	03 SHORT VIDEO	04 ANSWER A FAQ
05 VALUABLE TIP	06 FREE DOWNLOADABLE	07 LINK TO RECENT BLOG POST	08 ASK A QUESTION	09 INFOGRAPHIC	10 FREE RESOURCE	11 DISCOUNT OR SPECIAL PROMO
12 JUST FOR LAUGHS	13 PRODUCT / SERVICE SPOTLIGHT	14 INDUSTRY NEWS	15 MOTIVATIONAL POST	16 FAVOURITE TOOL	17 STATISTIC	18 FUN FACT
19 FILL IN THE BLANK	20 TUTORIAL	21 SHOUT OUT	22 CLIENT SPOTLIGHT	23 ICYMI (IN CASE YOU MISSED IT) POST	24 GET TO KNOW ME	25 LESSON LEARN'T
26 ONE THING YOU CAN'T LIVE WITHOUT	27 BEHIND THE SCENES	28 ROUND UP OF INTERESTING ARTICLES	29 EXPLAIN INDUSTRY TERM	30 BEHIND THE SCENES		



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30 Days of Content: 1-15

Day 1: Introduce yourself

Day 2: Post a quote

Day 3: Share a helpful tip

Day 4: Go Live

Day 5: User Generated Content

Day 6: Call for customer feedback

Day 7: Ask a question

Day 8: Go behind the scenes

Day 9: Offer a flash sale or discount

Day 10: Promo product review

Day 11: Showcase themed products

Day 12: Promote email sign-up

Day 13: Introduce an employee

Day 14: Do a giveaway

Day 15: Send followers to your website



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30 Days of Content: 16-30

Day 16: Say thank you

Day 17: Open Q&A

Day 18: Share a testimonial

Day 19: Share a fan photo

Day 20: Recommend a strategic partner business

Day 21: Share an old photo

Day 22: Share a news/blog article

Day 23: Caption a photo

Day 24: Spotlight a customer / Customer Case Study

Day 25: Post a quote from an expert

Day 26: Sneak Peek

Day 27: Share a blog post

Day 28: Post a funny meme or picture

Day 29: Promote a distributor event

Day 30: Host a Q&A



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Most Effective Marketing Channels for Promo Product Pros



TO BUILD BRAND AWARENESS

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TO SECURE LEADS

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FLAGLER



COLLEGE

girl scouts of citrus



Walt Disney World

SCORE Counselors to America's Small Business

University of Central Florida



INA International Nanny Association



National Association of Entrepreneurs



UNIVERSITY OF CENTRAL FLORIDA BUSINESS INCUBATION PROGRAM



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