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## **Build Your Social Media Marketing Foundation**

Melissa Newman, M.S.



***“It’s an amazing way  
to communicate.”***

- Dana Zezzo, VP of Vendor Relations, Marketing & Events  
at American Solutions for Business

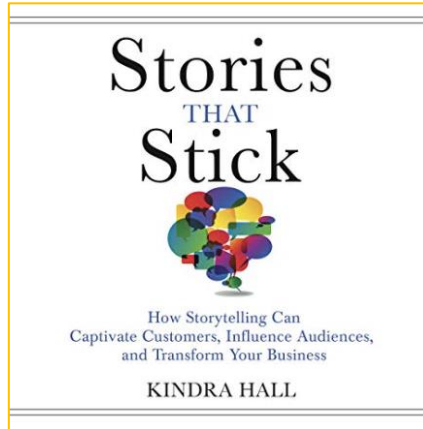


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# Find + Craft + Tell

- Value Story: what this product or service will do for you
- Founder Story: reinforces differentiator



- Purpose Story: rallies your team around a common goal/mission
- Customer Story: exemplifies the value that your products/services have delivered



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# Define Your Audience

Current  
Customers

Analyze Your  
Competition

Hire a Market  
Research Firm

Stalk Social  
Media

Mine  
Analytics

Audience  
Intelligence  
Tools

Secondary  
Research



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# Create a User Persona

## Erica Jackson

35, Founder of Pop! Creative based in Atlanta Georgia



### ABOUT

After 7 years in corporate communications, Erica decides to open her own marketing agency. She primarily works with clients in finance, healthcare and manufacturing. Her company experienced rapid growth in 2020 and she's always looking for ways to diversify her business. When she's not working, you can find her spending time with her fiancé Angelo and pug, Carlton. She manages stress by baking and is an avid Pinterest user.

### MOTIVATIONS

One of Erica's goals for Q4 is to have a strong social media marketing strategy for Pop! Creative. She values social media, but needs to delegate tasks.

"I just want my time back. I work hard and want to be able to enjoy my success."

### CORE NEEDS

- A freelancer that can manage Pop! Creative's social media channels
- A like-minded individual that works well with current team members
- Calculate her baseline costs for hiring

### PAIN POINTS

- Battling burnout
- Packed schedule
- Inconsistent social media strategy



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# Content Pillars

## What are they?

A subset of topics that create a foundation for your social media strategy.



**Social Media**



**Influencer  
Marketing Tips**



**Copywriting  
Hacks**



**New Features**



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# 10 Popular Post Ideas You Can “Steal”



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Client Testimonial or Review

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Behind-The-Scenes

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User-Generated Content (UGC)

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Infographics

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Gifs, Memes

---

Video: Reels, Stories, Live-Stream

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Contests/Giveaways

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New Products/Services

---

Quotes

---

Holidays

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# LinkedIn



## Promo Pro: Jay Busselle

Pro Tip: Optimize your profile

Competitive Advantage: B2B goldmine

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### Key Features:

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Stories

---

Long-form posts

---

Groups

---

Featured Section

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Polls

---

Infographics

---

Open to Services

---

Advertising

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# Instagram



## **Promo Pro: Quianne Perrin Savoy**

Pro tip: Experiment with Instagram Reels

Competitive Advantage: Lifestyle  
curation/content

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### **Key Features:**

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Instagram Reels

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Instagram Live

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Hashtags

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Stories/Highlights

---

IGTV

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Guides

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Post (Single image/Carousel/Video)



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# TikTok



## Promo Pro: Taylor Borst

Pro Tip: Lean into pop culture/discover

Competitive Advantage: Organic reach

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### Key features:

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Social Sharing

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Duet

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Advertising

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Video (15-60 seconds, Templates)

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Discover

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Following/For You

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Sounds

---

Direct Message

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# Clubhouse



## Clubhouse

**Promo Pros: Javier Melendez, Mandy Clay,  
Charity Gibson**

Pro Tip: Continue the conversation off  
Clubhouse

Competitive Advantage: Lead generation

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### Key features:

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Explore

---

Payments

---

Rooms

---

Clubs

---

Calendar

---

Invites

---

IG/TW Integration



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# Facebook



## Promo Pro: Charity Gibson

Pro Tip: Join a Facebook Group

Competitive Advantage: 2.85 billion  
monthly active users

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### Key Features:

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Groups

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Messenger

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Livestreaming

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Business Pages

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Video

---

Polls

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Rooms

---

Q&A

---



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# #PromoInTheWild

Help ASI spread the power of promo through our “Promo in the Wild” campaign.



1. **Spot** a promo product “in the wild.”
2. **Create** a fun post for social media.
3. **Use** hashtag #PromoInTheWild in the caption.
4. **Tag** ASI on one of the following:



@adspecialtyinstitute



@asicentral



@advertisingspecialtyinstitute



@asicentral



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# Thank you!



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