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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™

CliffsNotes® for this Presentation

- 1 IDENTIFY** Existing Content
- 2 SELECT** Which Social Platforms To Focus On
- 3 DECIDE** The Types of Content To Create
- 4 DETERMINE** The Best Time To Post
- 5 MANAGE** Content Using a Tool



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

Where Does Content Fit?

1 Check content you already have available

- Images, Video, UGC, Audio, Blog/Web
- Ask your suppliers, employees & distributor team

2 Check for your social media platform gaps

- Your Content, Engagement, & Social Media Platforms

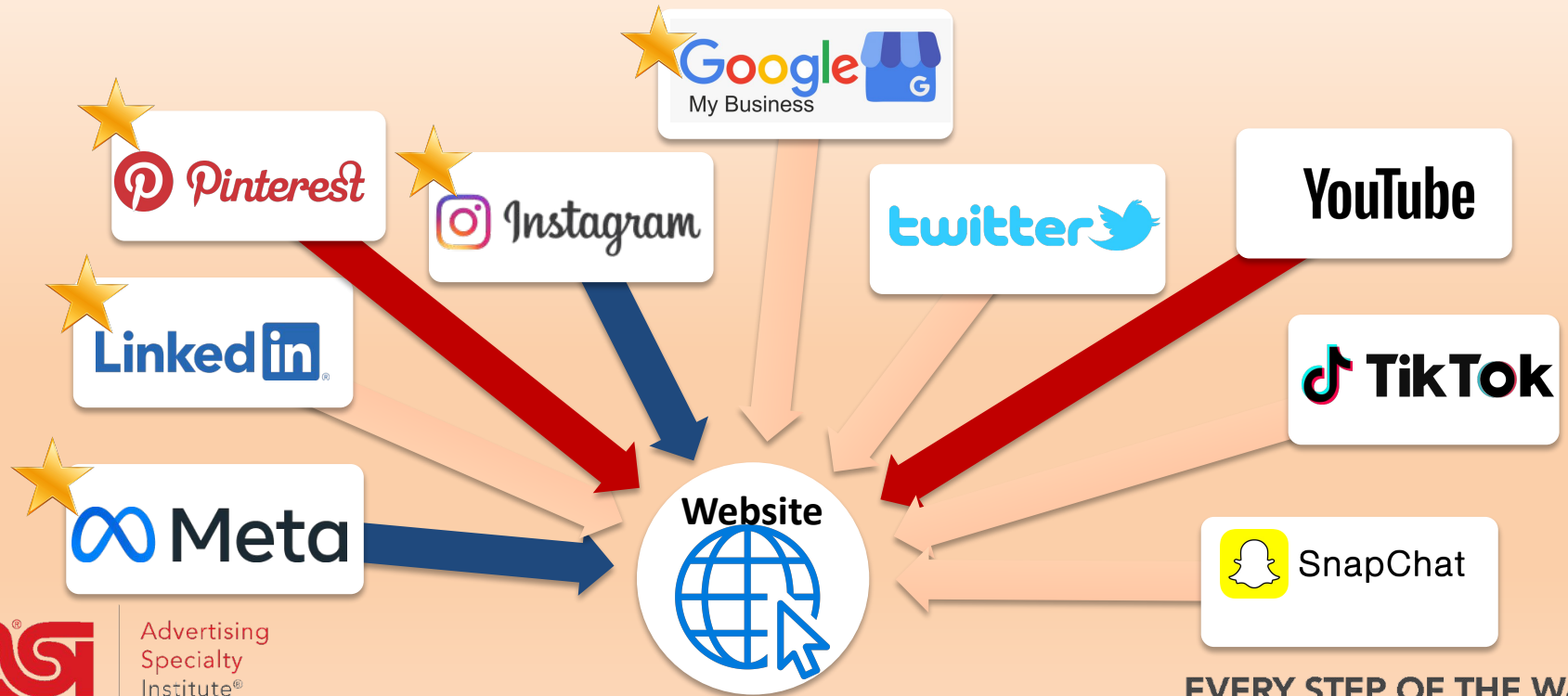
3 Look for underserved customers & industries



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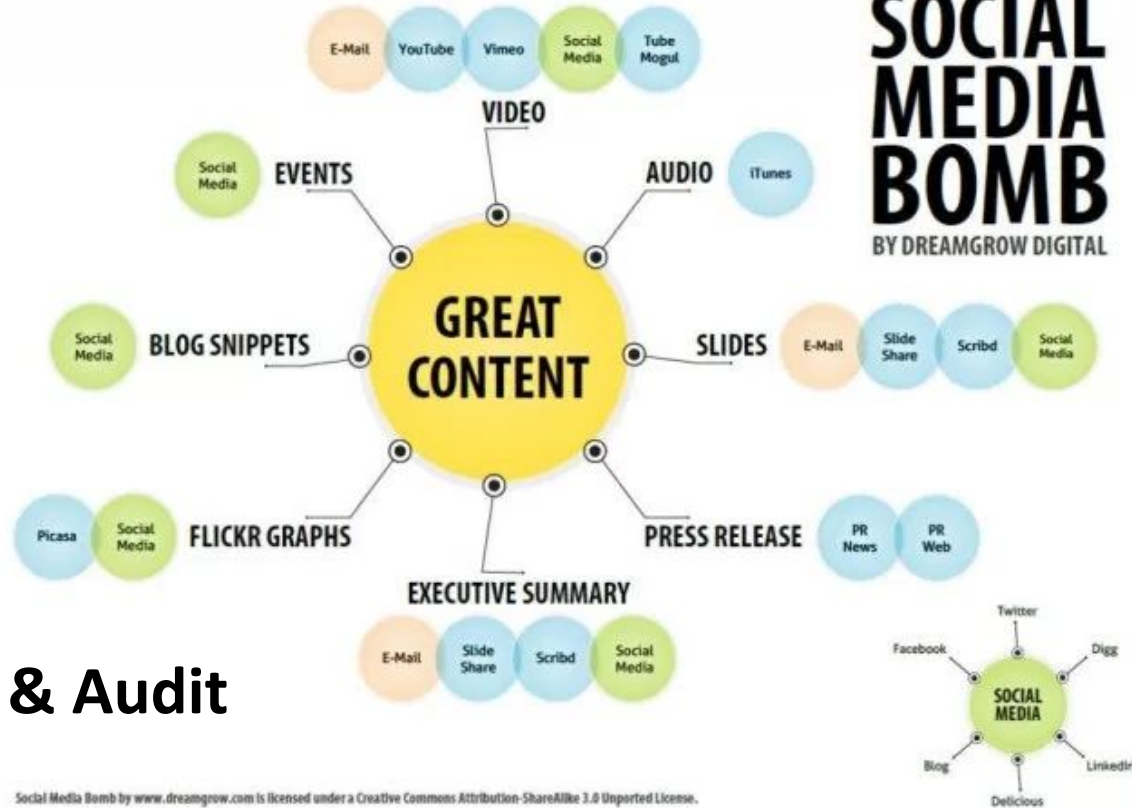
Social Media Platforms



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Discover Your Content



Take Stock & Audit



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Creating Distributor Content

- **Develop broad brush goals**
- **Create a 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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Content Examples

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







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Distributor Content by Social Platform

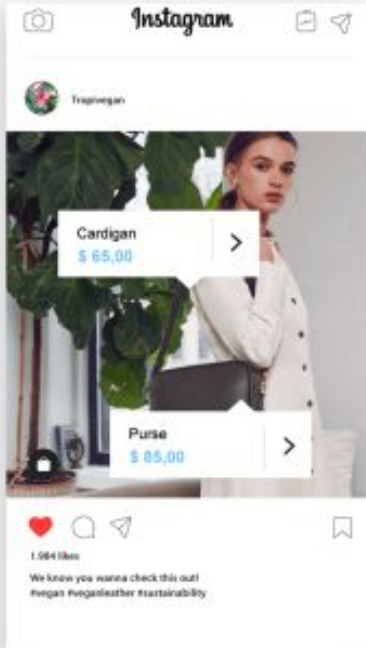
|  |  |  |  |
|--|--|--|--|
| Facebook | Twitter | LinkedIn | Pinterest |
| Behind-the-scenes photos | Blog posts; interesting articles | Product updates | Product photos |
| Quotes | Quotes | Blog posts | Guides, eBooks, & white papers |
| Fill-in-the-blank | Industry news | Industry news | Videos |
| 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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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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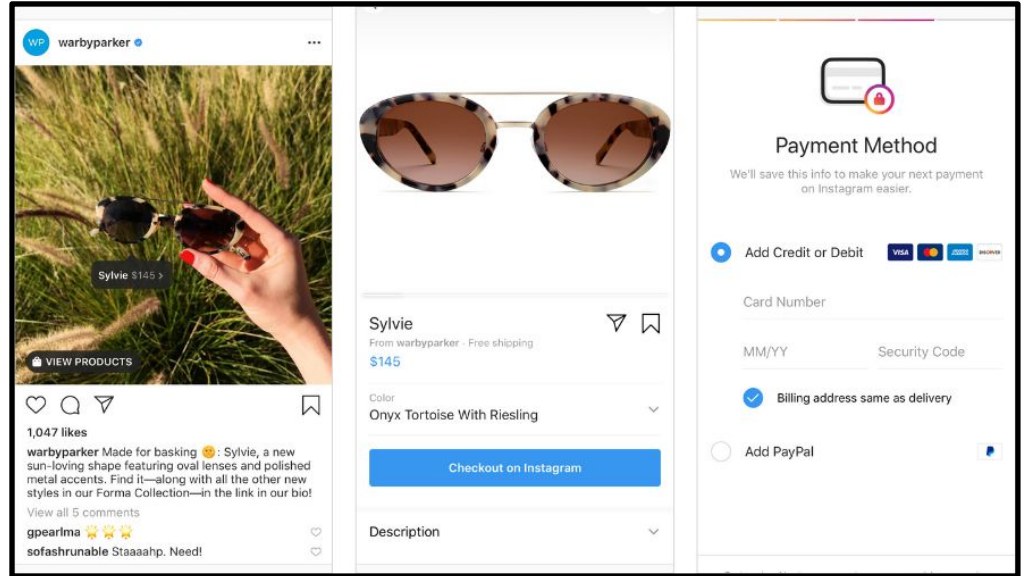
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Omnichannel Content Marketing

Reimagine customer engagement

Repurpose your promo product content across digital platforms

Include multiple touchpoints & ways to sell



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EVERY STEP OF THE WAY™

Meet Customers Where They Reside Online

Use Messaging Apps



Let Tech Do the Heavy Lifting



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Social Media Content

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



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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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Social Content Planning & Examples

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 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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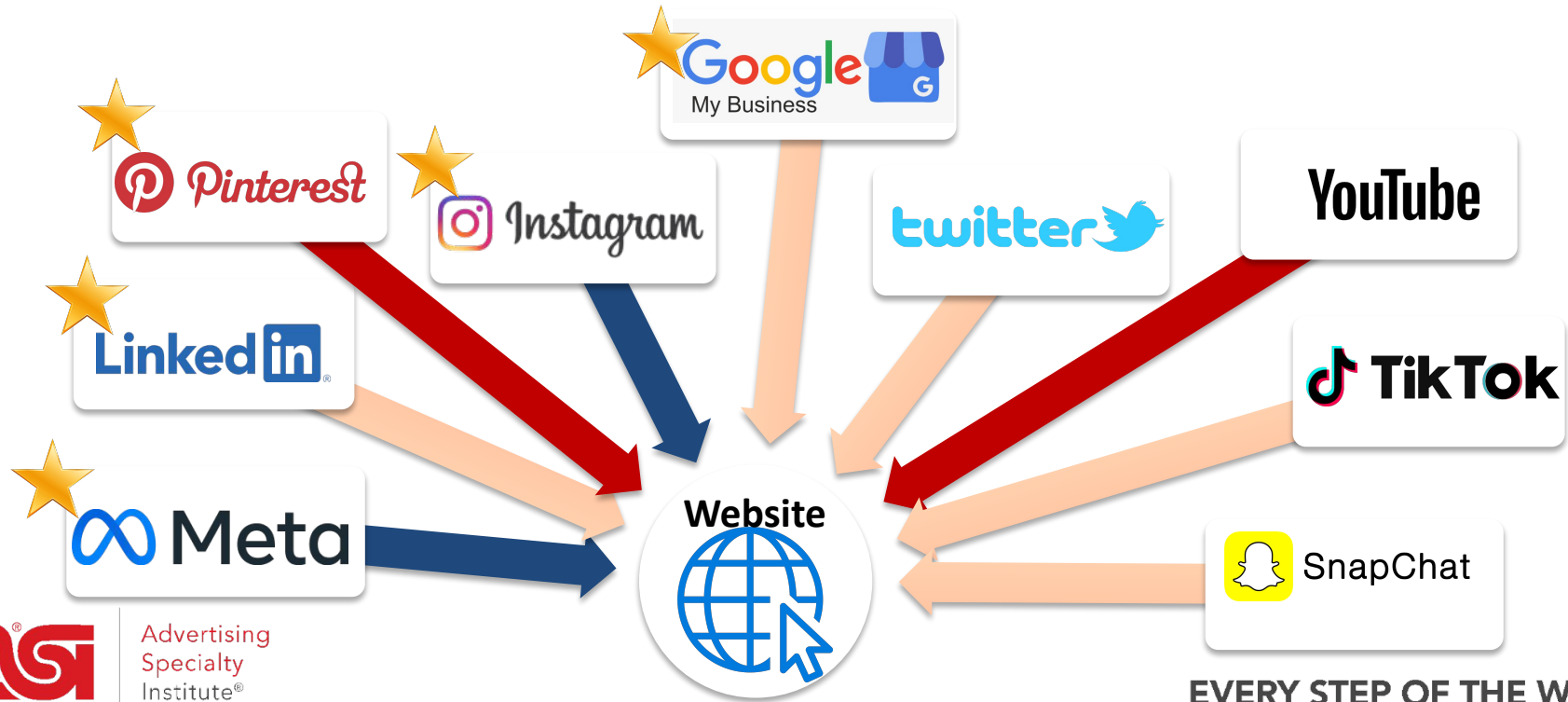
Social Media Platforms



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Social Media Platforms: Digital Embassies & Outposts



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Best Times to Post Content



Facebook

Best Time: **9 am**

Best Day: **Wednesday**



LinkedIn

Best Time: **12 pm**

Best Day: **Wednesday**



Instagram

Best Time: B2C **8 am** | B2B **12-1 pm**

Best Day: **Tuesday**



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Best Times to Post Content



YouTube

Best Time: 12-3 pm

Best Days: Thursday, Friday



Pinterest

Best Time: 8-11 am

Best Days: Friday, Saturday



Twitter

Best Time: 12pm, 5-6pm

Best Days: Monday, Thursday



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Best Times to Post Content



TikTok

Best Time: **10 am**

Best Days: **Monday**



1 Identify Your Primary Social Media Platforms

2 Select the Social Media Management Tool

3 Connect Your Social Media Platforms to Tool



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Social Media Management Tools

Manages your social media posts by sending your content out to your social media platforms on preset or designated schedule.

SMM Tools

- AgoraPulse
- Post Planner
- Sendible
- Hootsuite
- Buffer
- Sprout Social
- Hubspot



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30 DAYS OF POSTING IDEAS
FOR DISTRIBUTORS

SAMPLE CONTENT IDEAS



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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 LEARNT |
| 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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Questions.. Did You?

IDENTIFY Existing Content

SELECT The Social Platforms To Focus On

DECIDE The Content To Create

DETERMINE The Best Time To Post

MANAGE Content Using a Tool

THANK YOU FOR ATTENDING!



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