

Digital Marketing & Advertising

Class Rules

ASK QUESTIONS



VERONICA JEANS

Ecommerce
Coach

Circle of Trust

We only share/read/buy what is of VALUE to us

Social Media criteria - WIIFTU

BASIC:

Goals (what)

Content (relevant)

Targeting (who & where)

ARTICLE



Step 1.
Create
Content



Step 4.
Use Content
in Ads

Step 2.
Distribute
Content



**All CTAs Lead To
Website/Store**



Content With CTAs
lead to website/store



Strategy

What is a social media marketing strategy?

A social media strategy is a document outlining your social media goals, the tactics you will use to achieve them and the metrics you will track to measure your progress.

- Create your goals
- Define Your Audience
- Get to know your competition
- Do a social media audit
- Set up account and improve profiles
- Find content & inspirations
- Set up social media calendar
- Create content
- Track performance & change strategy

How to create goals for 90 days and attract more customers with content writing ideas:

1. **Identify your business objectives:** These may include increasing website traffic, boosting sales, or improving brand awareness.
2. **Define your target audience:** Define your target audience by creating buyer personas based on demographics, interests, and behavior.
3. **Choose your content themes:** Based on your business objectives and target audience, choose your content themes. Your content themes should be aligned with your business objectives and appeal to your target audience's interests and needs.
4. **Create content goals:** These goals should be specific, measurable, and relevant to your business objectives. For example, if your objective is to increase website traffic, your content goal may be to publish one blog post per week that drives traffic to your site.
5. **Brainstorm content writing ideas:** For example, if your content theme is "DIY home improvement," your content writing ideas may include how-to blog posts, instructional videos, or social media posts that showcase DIY projects.
6. **Map out your content distribution channels:** Your content distribution channels may include social media, email newsletters, or paid advertising.
7. **Create a content calendar:** Use a content calendar to plan and organize your content for the next 90 days. Include your content themes, writing ideas, goals, and distribution channels in your content calendar.

Strategy

- Setting goals
- Creating a schedule for your content writing plan
- Tips for generating content ideas for blogs, social media, and email newsletters
- Using collaborations to promote
- Running promotions and sales to drive sales and engagement
- Building your email marketing list and executing effective email campaigns
- Leveraging user-generated content to promote your products
- Influencer marketing strategies
- Testing and optimizing your content writing and promotion strategies
- Staying up to date with the latest trends and best practices in content marketing

Scheduling your 90-day plan for content and distribution

1. Setting up a content calendar:

Set up a content calendar to help you plan and organize your content for the next 90 days

Create a content calendar - what to include in it & track

2. Identifying your content themes:

Identifying your content themes and how they tie into your business objectives.

Choose your content themes, use them to guide your content creation, and ensure they align with your target audience.

3. Determining content formats:

Determine the best content format for each of your themes.

Right content format, ensure it's engaging and informative, and make sure it aligns with your audience's preferences.

Scheduling your Monthly & Weekly plan for content

4. Creating monthly content sprint:

Create monthly content sprints helps you plan and organize your content for the next 30 days.

Choose your monthly content theme, set content goals for the month, and plan and schedule your content for each week.

5. Planning weekly & daily content:

Plan your weekly content for the month, based on your monthly sprint.

Choose your weekly content theme, create your content outline, and determine the best time and frequency to post your content.

Scheduling your Monthly & Weekly plan for distribution

6. Distributing content:

Distribute your content on different channels, such as social media, email newsletters, and your website.

Optimize your content for each channel for your target audience

Track and measure the result.

7. Creating a backup plan:

Create a backup plan in case something unexpected happens.

Ensure you have enough content in case you need to make changes,

Emergencies or last-minute requests

Keep your content calendar stays on track.

Strategy

- Plan, create, and schedule posts to every network (Batch)
- Track relevant keywords, topics, and accounts
- Stay on top of engagement with a universal inbox
- Get easy-to-understand performance reports and improve your strategy as needed

Social Engagement

<https://buzzsumo.com/>

Google keyword planner etc.

SemRush

Ahref

Social Manager Software:

Buffer

HelloWoofy

SmarterQueue

Facebook Publishing suite

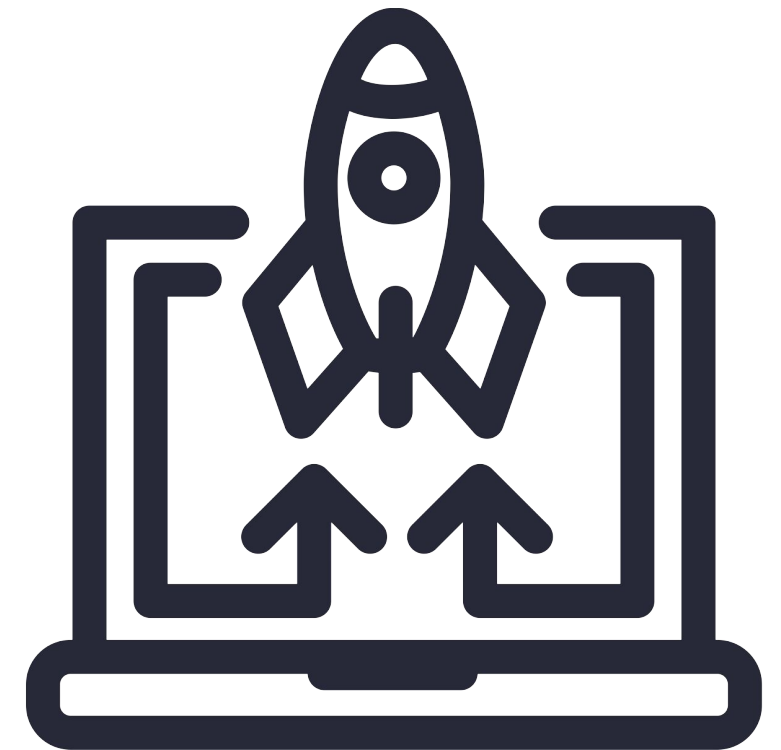
Action Steps

Start on your blogs & more on About page.

- Find images
- Custom Images + Custom graphics
- CANVA.com

LINKS

Links to other information on your website - guides, products, etc.



Action Steps

Marketing Strategy

