

# SOCIAL MEDIA STRATEGY

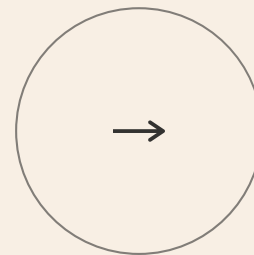
Planning for Success

MellowBrew  
MARKETING



How do you feel about your  
social media strategy?

**Let's be real, do you even  
have a strategy?**





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MellowBrew the **WORK** VACAY  
MARKETING

How we'll fill your cup today:





# How we'll fill your cup today:

1. LEARN TO DEFINE GOALS
2. UNDERSTAND YOUR AUDIENCE
3. EXPLORE CREATING CONTENT
4. TRACK YOUR SUCCESS

# Defining Your Goals





# What do you want to achieve?

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Common social media goals include:

- **Brand Awareness:** Increase visibility.
- **Engagement:** Foster interaction and connection with your audience.
- **Lead Generation:** Attract potential customers.
- **Customer Support:** Provide direct support and build trust.
- **Sales and Conversions:** Drive revenue through your social channels.



# **Know Your Audience**



# Who is your ideal customer?

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- **Define Your Audience Persona:** Research demographic information, interests, needs, and online behavior of your target audience.
- **Identify Platforms:** Determine which social media platforms are most popular among your target audience. Knowing where they spend their time will help guide your strategy.
- **Understand Audience Pain Points:** Highlight how your content will solve their problems or enhance their lives.

# Conduct a Competitor Analysis



# Who are your competitors?

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- **Identify Key Competitors:** Look at other brands in your industry that are excelling on social media.
- **Analyze Their Strategy:** Look at their content types, posting frequency, engagement, and tone of voice.
- **Identify Gaps and Opportunities:** Find areas where you can differentiate your content to stand out in the market.
- **Set Benchmark Metrics:** Use competitor data to set initial benchmarks for engagement, follower growth, etc.

# Choose Your Social Media Channels



# Where should you be online?

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- **Channel Selection Based on Goals:** Different platforms are suited for different objectives.
- **Instagram and TikTok:** Great for visual brands and products.
- **LinkedIn:** Perfect for B2B, networking, and thought leadership.
- **Facebook:** Broad reach, great for community building and ads.
- **YouTube:** For in-depth, video-based content.
- **Focus on Quality, Not Quantity:** It's better to excel on fewer platforms than to be mediocre across many.

# **Content Strategy and Planning**





# How do you begin planning?

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- **Content Pillars:** Decide on 3-5 core themes (or “pillars”) that align with your goals and will be the foundation of your content.
- **Content Formats:** Decide on the types of content that work best for your brand and goals (e.g., educational posts, user-generated content, video, stories, or polls).
- **Storytelling Elements:** Define the tone, style, and voice that will shape your content.
- **Content Calendar:** Plan when and where you’ll post each piece of content, and ensure that it aligns with seasonal trends or campaigns. Use a calendar tool like Trello, Airtable, or a simple spreadsheet.

# **Engage and Build Community**



# How can you engage your community?

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- **Two-Way Communication:** Social media isn't just about broadcasting. Encourage and respond to comments, messages, and user-generated content.
- **Leverage Influencers and Partnerships:** Collaborate with influencers who align with your brand and have an engaged audience.
- **Encourage User-Generated Content:** Run contests, challenges, or simply ask your audience to tag you in their posts.
- **Engagement Strategy:** Develop a protocol for responding to comments and direct messages within a set time.

# **Set Up Tracking and Analytics**



# What analytics should you review?

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- **Identify KPIs:** Choose key performance indicators based on your goals, like reach, engagement rate, click-through rate, and conversion rate.
- **Use Analytics Tools:** Platforms like Facebook Insights, Instagram Analytics, LinkedIn Analytics, and Google Analytics provide useful data.
- **Create a Reporting Template:** Set up a monthly reporting template to track progress over time, identify trends, and adjust as needed.

# Optimize and Adapt

The image features a dark gray background. In the center, the text "Optimize and Adapt" is written in a bold, white, sans-serif font. At the bottom of the image, there is a large, smooth, light beige wave shape that spans the width of the frame, creating a modern, minimalist aesthetic.

# What can I do to optimize my efforts?

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- **Review Performance Regularly:** Check KPIs and adjust your strategy to focus on the formats, platforms, and content types that are performing best.
- **A/B Test Content:** Experiment with different captions, visuals, hashtags, and posting times to optimize engagement.
- **Stay Current with Platform Updates:** Platforms frequently roll out new features and algorithm changes—keep learning and adjusting.
- **Evolve with Your Audience:** As audience preferences shift, adapt your strategy to remain relevant and engaging.



It's time to  
take action!



# Persona Exercise: Crafting Your Target Audience Profile



# Exercise 1:

## Basic Information

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- **Persona Name:** Give your persona a name to make them relatable and human.
- **Age:** Define an approximate age range (e.g., 25–34).
- **Gender:** Specify gender if relevant or note if the product/service appeals to all genders.
- **Location:** General location, such as city, region, or country.
- **Job Title/Profession:** What is their profession or typical job role? Include industry if relevant.

## Exercise 2:

# Demographics and Background

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- **Education Level:** High school, college, post-graduate, or vocational training?
- **Income Level:** Estimate a range (e.g., \$50,000–\$75,000) based on typical customers.
- **Marital Status and Family Life:** Are they single, married, parents, etc.?
- **Hobbies and Interests:** What are their common interests, activities, and lifestyle preferences?

# Exercise 3:

# Goals and Aspirations

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- **Professional Goals:** What does this persona want to achieve in their career or professional life?
- **Personal Goals:** Consider life goals, personal growth, or aspirations (e.g., “wants to travel more,” “build a stable family life”).
- **Values and Beliefs:** Describe core values or beliefs that shape their decisions (e.g., environmentalism, financial security).



# Exercise 4:

# Challenges and Pain Points

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- **Primary Challenges:** What are their main frustrations or problems in life? (e.g., “struggles with work-life balance,” “finds it hard to stay organized”)
- **Pain Points Related to Your Product/Service:** What specific issues does this persona face that your product/service can solve? (e.g., “needs tools to manage team projects effectively”)

# Exercise 5:

# Online Behavior and Social Media Preferences

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- **Preferred Social Media Platforms:** Which platforms do they spend the most time on? (e.g., Instagram, LinkedIn, TikTok)
- **Content Consumption Habits:** What types of content do they engage with (e.g., videos, blog articles, podcasts)?
- **Favorite Influencers or Brands:** List influencers, brands, or thought leaders they follow.



# Exercise 6:

# Buying Behavior

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- **Shopping Preferences:** Where do they usually make purchases (e.g., online, in-store, or both)?
- **Decision-Making Process:** Are they impulsive or do they research extensively before buying?
- **Purchase Motivators:** Identify factors that drive their purchasing decisions (e.g., price, quality, brand reputation).
- **Concerns or Objections:** Potential objections they might have when considering your product (e.g., price, sustainability concerns).

# Exercise 7:

# Messaging Insights

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- **Tone and Style:** What tone of communication resonates with them? (e.g., professional, friendly, humorous)
- **Effective Messaging Themes:** Key topics or themes that would catch their interest (e.g., productivity hacks, health tips, personal finance).
- **Keywords or Phrases:** Words or phrases they might use when discussing their needs or challenges.

# Exercise 8:

# Day in the Life of Your Persona

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- **Typical Daily Routine:** Describe their typical day from morning to evening. This helps to visualize where your product/service fits into their life.
- **Key Moments:** Identify moments when they may seek a solution or feel a need related to your product/service.

# Content Calendar Exercise: Quick Planning for Social Media Content



## Step 1

# Set Your Weekly Goal:

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- Begin by defining one primary goal for your week of content. Ask yourself:
- What do you want to achieve this week? (e.g., “increase engagement,” “promote a new product,” “build community interaction”)

## Step 2

# Choose Your Content Themes:

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- Choose 1–2 themes that align with your weekly goal. Themes help create consistency and make content planning easier. Some examples include:
- “Behind the Scenes,” “Educational Tips,” “Customer Spotlights,” “Product Benefits”

## Step 3

# Identify Your Platforms

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- Decide which social media platforms you'll use this week (e.g., Instagram, Facebook, LinkedIn, TikTok).



## Step 4

# Map Out Your Content Types

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- Select content types to match each day's theme, based on what suits each platform and your brand style:
- Post Types: Choose from options like photos, videos, carousels, stories, quotes, or Q&As.

## Step 5

# Plan Each Day's Content

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Use the template on the next slide to quickly outline your content for each day of the week. Fill in each section briefly.

Day	Platform(s)	Theme	Content Type	Key Message/Caption	Call to Action (CTA)
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					

## Step 6

# Create One Key Message

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For each day, write one sentence that summarizes your message for that day's post. Keep it clear and direct. This will help you draft captions and ensure every post ties back to your weekly goal.

## Step 7

# Add a Call to Action (CTA)

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Decide what you want the audience to do for each post. Examples of CTAs include:

- “Comment your thoughts below,” “Visit our website,” “Share this post with a friend,” or “Tag someone who would love this!”

## Step 8

# Review and Reflect

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After filling in the table, review your week of planned content:

- Consistency Check: Does each post align with your weekly goal and themes?
- Platform Fit: Are the content types suited to each platform you've chosen?
- Engagement Potential: Do the CTAs encourage engagement or interaction?

Takeaway: You now have a basic content plan for the week! Adjust based on any insights and keep refining for future content planning.



**Thanks for joining me!**

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