Creating An Effective Content Marketing Strategy

Presented by Three Girls Media, Inc.



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Who is Three Girls Media?

✓ Content Marketing ✓ Blogging For SEO ✓ Public Relations Expertise ✓ Customized Quality Marketing ✓ Website Copywriting ✓ Strategic Social Media Management ✓ And Much More...

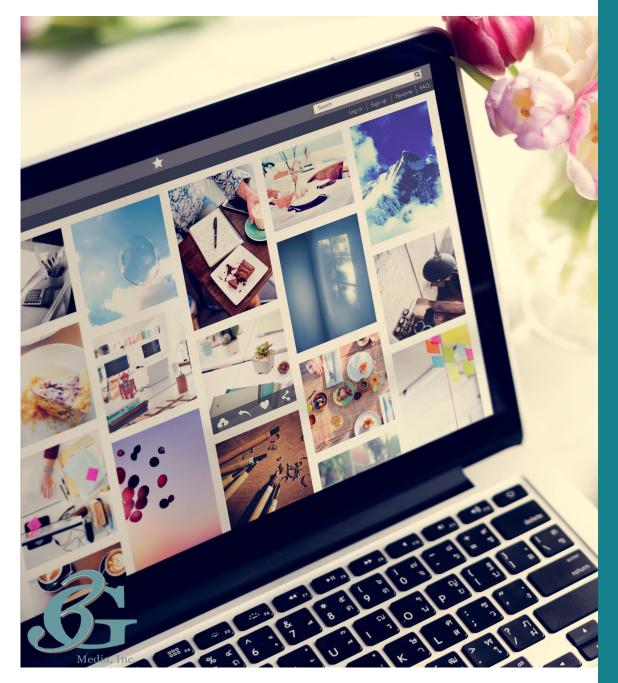






Today, we'll share:

- Marketing Tools
- How To Create A Content Strategy
- Our Monthly Content Guide
- Our Weekly Content Guide
- A Social Media Content Outline
- Popular Social Media Hashtags



Let's Talk About... Content

What is content?

- Social Media Posts
- Graphics
- Blogs
- Print Collateral (Direct Mailers, Brochures)
- E-newsletters
- Videos
- Etc....



Common Content Types Used By Non-Profits

- Organic Social Media Posts
- Blog Articles
- Videos
- Infographics
- Email Marketing Campaigns
- User-Generated Content

But how do you decide which types are best for you?



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Now, Let's Talk About...

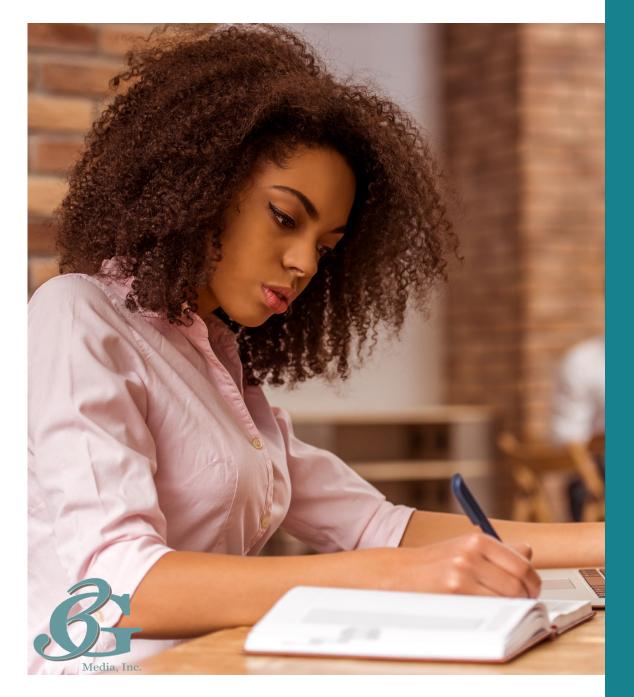
How To Get Started Creating Content



1. Create An Audience Persona

- Ask yourself who your audience is
- Determine where your audience spends time, both online and in person
- Be as detailed as possible

For example: a hiker vs. a young, middleclass man who enjoys outdoor activities and is always on the cusp of new trends

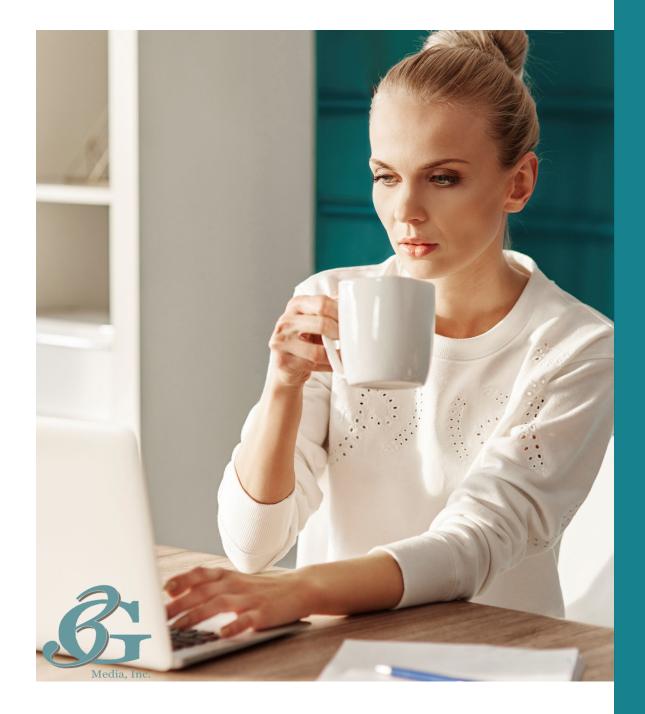


2. Analyze Your Goals

- Boost Donations
- Grow Email Lists
- Increase Site Traffic

Consider what content will help you reach your goals.

✓ Blog Articles – Site Traffic
 ✓ Social Media – Grow Email Lists
 ✓ Email Marketing – Donations



How Often Should You Produce Content? Blog Articles ✓ Weekly

E-Newsletters ✓ Monthly or Bimonthly

Social Media Posts

- At Least Daily
 Ideally Multiple
 Times Per Day
 - Times Per Day

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Now, Let's Talk About... Tools

- Content Marketing Tools
- Making The Most of Free Tools

Free Tools

Graphic Design – Canva.com Website Design – Wordpress or Wix Email Marketing – Mailchimp or Constant Contact Social Media Management – Hootsuite Keyword Research – Wordstream Hashtag Research – All-Hashtag.com Holidays – DaysOfTheYear.com and NationalDayCalendar.com

Paid Tools

Stock Photos – 123rf, Shutterstock, iStock, Getty Images Video Creation – Adobe Spark Video, Adobe Premiere Pro Social Media Advertising – Most Social Platforms



Content Strategy

We Will Go Over... Strategy

- Best Practices
- Monthly Guide
- Weekly Guide
- Weekly Social Media Outline





Let's Talk About... **Best Practices** & Popular Hashtags

Best Practices

- 1. Consistency, Consistency, Consistency
- 2. 80/20 Rule
- 3. Re-Pinning, Re-Tweeting and Re-Posting
- 4. Popular Types of Content Share
 - Feel Good Stories

 Feel Good Stories
 - Short-Videos ✓ Contests
 - Infographics Holidays

- ✓ News Stories ✓ Behind-The-Scenes Content

By The Numbers...

Post Frequency

- Facebook: 2-3/day
- Twitter: 3-5/day
- Instagram: 1-2/day
- LinkedIn: 1-2/day
- Pinterest: 2-3/day

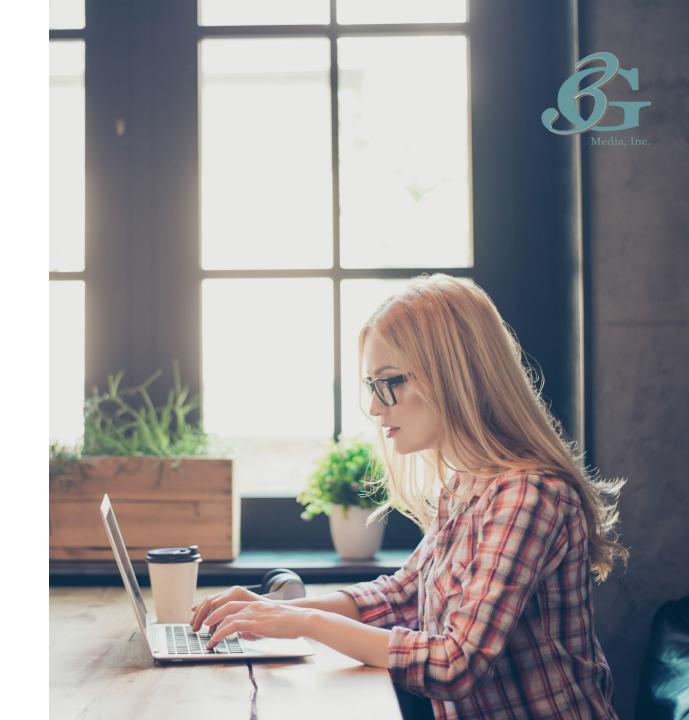
<u>Hashtags</u>

- Facebook: 2-3/post
- Twitter: 2-3/post
- Instagram: 25-30/post
- LinkedIn: 2-3/post
- Pinterest: 5-10/post



Popular Hashtags

#MotivationalMonday #TipTuesday #TranformationalTuesday #WednesdayWisdom #WisdomWednesday #ThrowbackThursday #TBT #FactFriday #FlashbackFriday #FridayFunday #HappyFriday #SundayFunday #Healthy #InspirationalQuotes #InstaCool (Instagram only) #InstaDaily (Instagram only) #InstaGood (Instagram only) #InstaQuote (Instagram only) #LifeQuotes #Love



Monthly Guide: Planning Your E-Newsletters, Blog Articles and Social Media Posts

Week 1

- **Blogging:** Brainstorm Topics for the Month, Draft and Publish Post
- E-Newsletter: Note Holidays and Events,
- Outline Content, and Create Imagery
- Social Media: Note Holidays and Events, Draft and Schedule Social Posts

Week 2

- **Blogging:** Draft and Publish Post
- E-Newsletter: Draft Content, Add New Contacts to Distribution Lists
- Social Media: Draft and Schedule Social Posts

Week 3

- **Blogging:** Draft and Publish Post
- E-Newsletter: Proofread Content, Schedule Distribution
- Social Media: Draft and Schedule Social Posts

Week 4

- **Blogging:** Draft and Publish Post
- **E-Newsletter:** Distribution
- Social Media: Draft and Schedule Social Posts
- Check Analytics for the Month



Weekly Guide

Monday

Blogging: Draft Post Outline **Social Media:** Read Industry Articles For Future Sharing

Tuesday

Blogging: Research Post Content Social Media: Create Images

Wednesday

Blogging: Draft Blog Post **Social Media:** Plan Your Post Schedule for the Week (Consider Using Theme Days)

Thursday

Blogging: Proofread Post and Add Images **Social Media:** Draft Posts

Friday

Blogging: Upload Post, Draft Promotional Social Media Posts for Blog **Social Media:** Proofread and Schedule Posts, Including Promotional Posts for Blog



Weekly Social Media Content Outline

- Includes both Promotional & Non-Promotional Posts
- Posts Laid Out Mon-Sun
- Feel Free to Adjust to Suit Your Non-Profit



Instagram 18-29 48% male, 52% female Facebook 30-49 **46% male, 56% female** Twitter 35-65 66% male, 44% female LinkedIn 30-49 57% male, 43% female **Pinterest** 18-39 **29% male**, **71% female**

Platform Demographics Best Times Of Day To Post

Instagram 9am, 12pm and 7pm

Facebook 8am, 12pm and 6pm

Twitter 9am, 11am and 2pm

LinkedIn 11am and 4pm

Pinterest 11am, 4pm and 9pm



Monday

Social Media Channel	Type of Post	Time of Day
Instagram	Non-Promotional Image	9am
Instagram	Non-Promotional Image	12pm
Facebook	Promotional Article	8am
Facebook	Non-Promotional Article	12pm
Twitter	Non-Promotional Tweet	9am
Twitter	Non-Promotional Tweet	11am
Twitter	Promotional Tweet	2pm
LinkedIn	Non-Promotional Article	11am
LinkedIn	Non-Promotional Article	4pm
Pinterest	Re-Pin Update with New Description	11am
Pinterest	Re-Pin Update with New Description	4pm
Pinterest	Pin Promotional Update	9pm Media, Inc.

Tuesday

Social Media Channel	Type of Post	Time of Day
Instagram	Non-Promotional Image	9am
Instagram	Promotional Image	12pm
Facebook	Non-Promotional Article	8am
Facebook	Non-Promotional Article	12pm
Twitter	Non-Promotional Tweet	9am
Twitter	Non-Promotional Tweet	11am
Twitter	Non-Promotional Tweet	2pm
LinkedIn	Non-Promotional Article	11am
LinkedIn	Promotional Article	4pm
Pinterest	Re-Pin Update with New Description	11am
Pinterest	Re-Pin Update with New Description	4pm
Pinterest	Re-Pin Update with New Description	9pm Media, Inc.

Wednesday

Social Media Channel	Type of Post	Time of Day
Instagram	Non-Promotional Image	9am
Instagram	Non-Promotional Image	12pm
Facebook	Promotional Article	8am
Facebook	Non-Promotional Article	12pm
Twitter	Promotional Tweet	9am
Twitter	Non-Promotional Tweet	11am
Twitter	Non-Promotional Tweet	2pm
LinkedIn	Non-Promotional Article	11am
LinkedIn	Non-Promotional Article	4pm
Pinterest	Re-Pin Update with New Description	11am
Pinterest	Pin Promotional Update	4pm
Pinterest	Re-Pin Update with New Description	9pm Media, Inc.

Thursday

Social Media Channel	Type of Post	Time of Day
Instagram	Promotional Image	9am
Instagram	Non-Promotional Image	12pm
Facebook	Non-Promotional Article	8am
Facebook	Promotional Article	12pm
Twitter	Non-Promotional Tweet	9am
Twitter	Promotional Tweet	11am
Twitter	Non-Promotional Tweet	2pm
LinkedIn	Promotional Article	11am
LinkedIn	Non-Promotional Article	4pm
Pinterest	Re-Pin Update with New Description	11am
Pinterest	Re-Pin Update with New Description	4pm
Pinterest	Re-Pin Update with New Description	9pm Media, Inc.

Friday

Social Media Channel	Type of Post	Time of Day
Instagram	Non-Promotional Image	9am
Instagram	Non-Promotional Image	12pm
Facebook	Non-Promotional Article	8am
Facebook	Non-Promotional Article	12pm
Twitter	Non-Promotional Tweet	9am
Twitter	Non-Promotional Tweet	11am
Twitter	Non-Promotional Tweet	2pm
LinkedIn	Non-Promotional Article	11am
LinkedIn	Non-Promotional Article	4pm
Pinterest	Re-Pin Update with New Description	11am
Pinterest	Re-Pin Update with New Description	4pm
Pinterest	Pin Promotional Update	9pm Media, Inc.

Saturday

Social Media Channel	Type of Post	Time of Day
Instagram	Promotional Image	9am
Facebook	Promotional Article	8am
Facebook	Non-Promotional Article	12pm
Twitter	Non-Promotional Tweet	9am
Twitter	Promotional Tweet	11am
Pinterest	Re-Pin Update with New Description	11am
Pinterest	Re-Pin Update with New Description	4pm
Pinterest	Re-Pin Update with New Description	9pm



Sunday

Social Media Channel	Type of Post	Time of Day
Instagram	Non-Promotional Image	9am
Facebook	Non-Promotional Article	8am
Facebook	Non-Promotional Article	12pm
Twitter	Non-Promotional Tweet	9am
Twitter	Non-Promotional Tweet	11am
Pinterest	Pin Promotional Update	11am
Pinterest	Re-Pin Update with New Description	4pm
Pinterest	Re-Pin Update with New Description	9pm



Contact Us!

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We offer a complimentary marketing consultation with Erika. Email her to schedule yours today!



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Questions?

