

# 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?





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, middle-class 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





# *Tools*

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



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# 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
  - ✓ Short-Videos
  - ✓ Infographics
  - ✓ News Stories
  - ✓ Testimonials
  - ✓ Contests
  - ✓ Holidays
  - ✓ 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

## Hashtags

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

# Popular Hashtags

#MotivationalMonday  
#TipTuesday  
#TransformationalTuesday  
#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

# Platform Demographics

## 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

# 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



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# 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



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# 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



# 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



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# 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





# 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!*



# Questions?