

LSBDC AT UL LAFAYETTE PRESENTS:

Developing Content for Social Media: For Professionals & Business Owners

September 20, 2022



Louisiana Small Business Development Center - University of Louisiana at Lafayette



A partnership program with the U.S. Small Business Administration, Louisiana Economic Development, and participating universities.



Business Consulting

- * Highly experienced consultants provide no-cost confidential consulting in every area of business including marketing, finance, accounting, starting a business and accessing capital.



Workshops & Training

- * Our no-cost/low-cost workshops provide excellent training in starting a business, obtaining financing, sales and marketing, government contracting, exporting and much more.



Business Plan Assistance

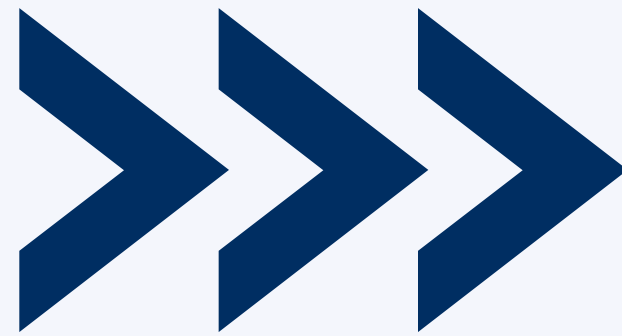
- * LSBDC offers assistance in writing business plans in order to secure funding for your business. Experienced and professional consultants analyze the market and find new customers for your business. We identify strategies to build your brand in a growing economy.



Resources

- * With our no-cost business information services, the LSBDC helps its clients gather industry or market statistics for a business plan or marketing plan.

Today's Agenda



Developing Content
Strategy

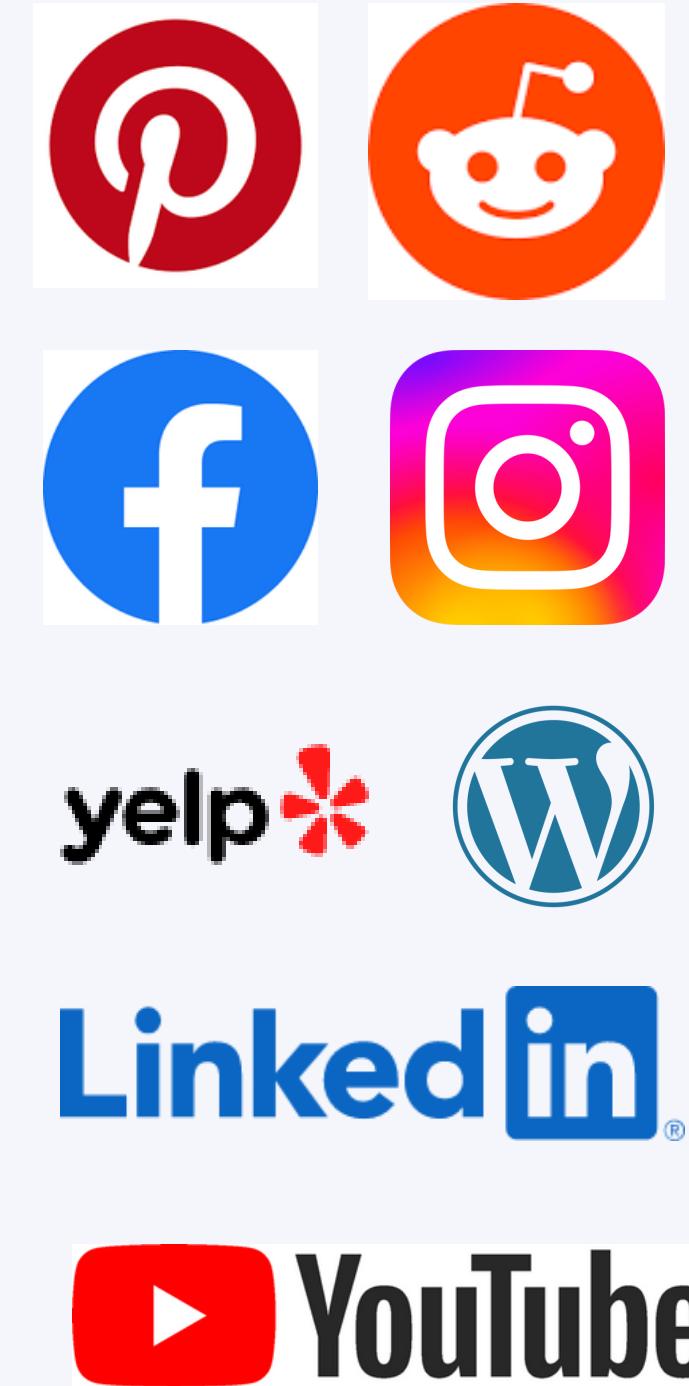
Developing Content

Basics: What is Social Media?



Basics: Types of Social Media

- Social Networks – Facebook, Twitter
- Media Sharing Networks – Instagram, YouTube
- Discussion Forums – Reddit, Quora
- Bookmarking & Content Curation – Pinterest
- Consumer review Networks – Yelp, TripAdvisor
- Blogging & Publishing – WordPress, Medium
- Social Shopping Networks – Etsy, Fancy
- Interest-Based Networks – Goodreads, Houzz

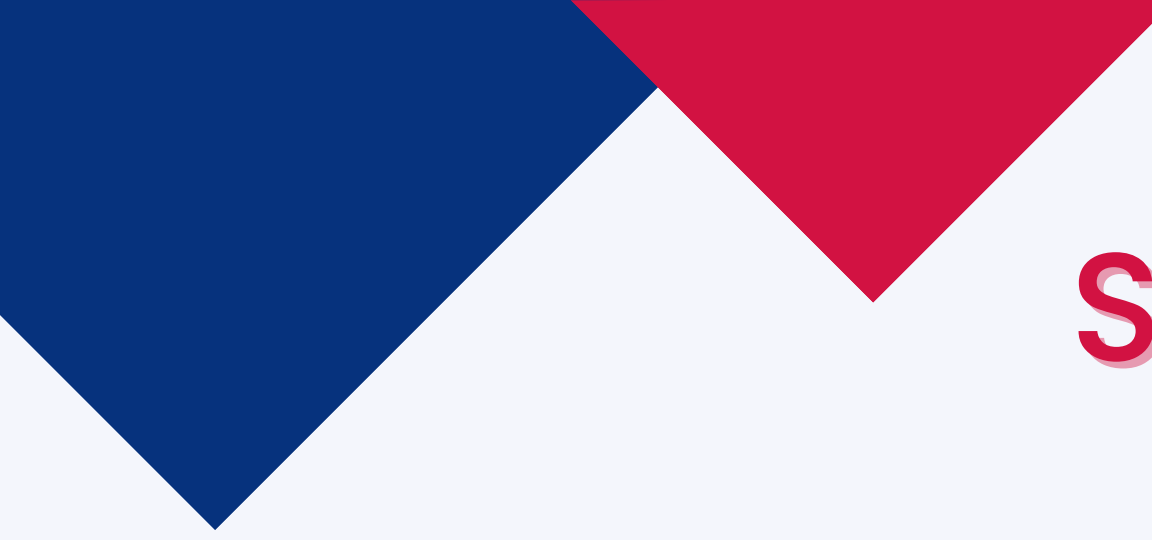


Basics: What is Social Media Content?

The information you share on social media:

- Blogs
- Links to External Content
- eBooks
- Text
- Videos
- Images
- Live Videos
- ...Limitless





Social Media Strategy: Starts Here

Questions to ask yourself:

- Why am I using social media? What's my purpose?
 - Personal or Business/Professional
 - Who am I seeking to gain attention from?
 - What do I want the the reader/follower to do?
- 

Basics: Social Media Strategy – Personal

Purpose: Personal Expression, keeping everyone up to date on your life, sharing thoughts/events/interests

Target Market: Family & Friends

You want them to be: entertained, informed of your life, validate you, etc.

****Pro Tip:** Personal = Always completely separate from business/professional



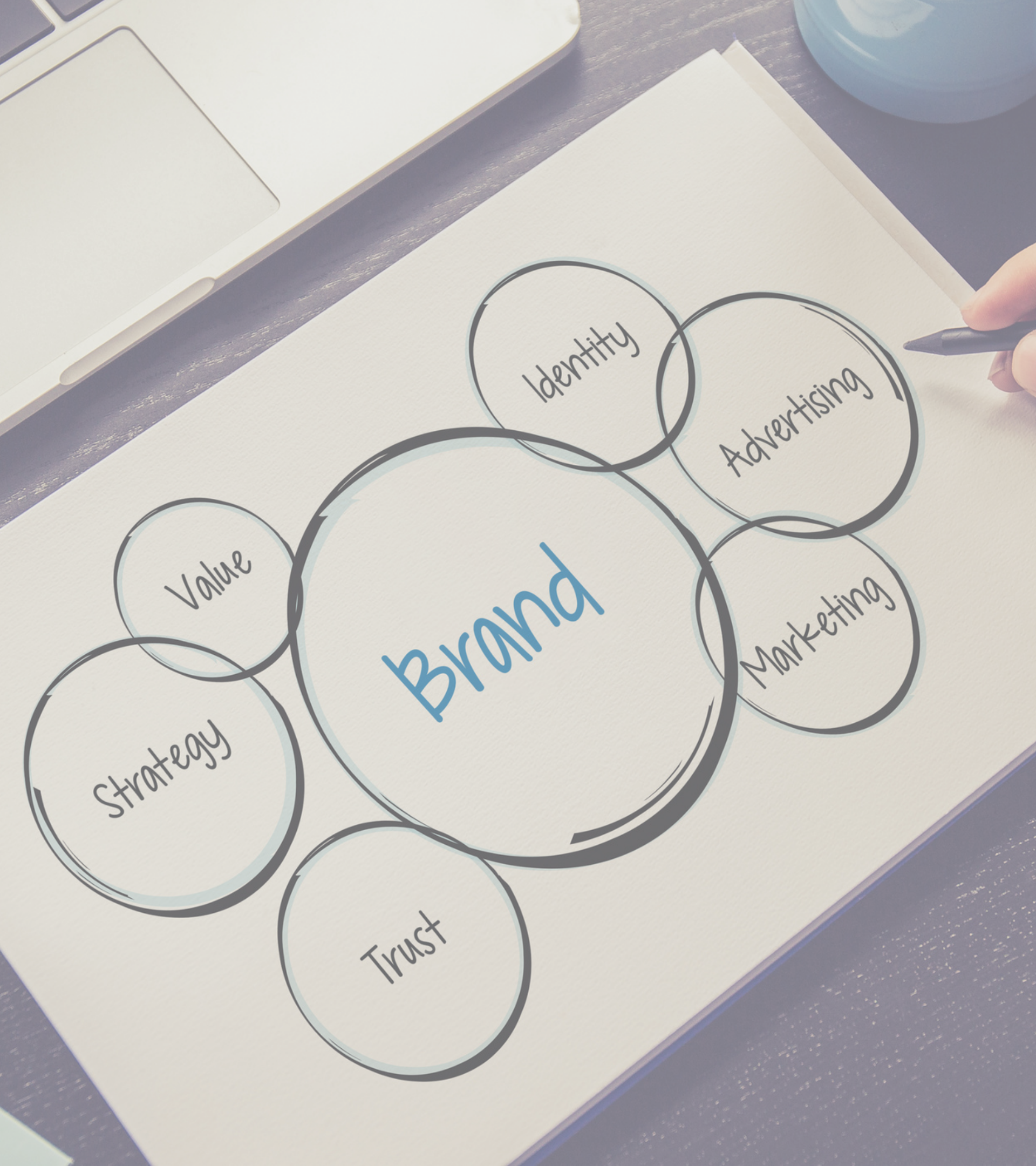
Basics: Social Media Strategy - Business/Professional

Purpose: To get your target market to act

Target Market: Customers, Future Employers, Peers

Purpose: brand recognition, thought leadership, audience engagement, lead generation*, find peers, image control, engagement, thought leadership, share expertise**





What is a brand?

"A brand is the way a product, company, or individual is perceived by those who experience it." - Ignyte

Five parts:

- Purpose
- Vision
- Mission
- Values
- Strategic Objectives*

*Source: <https://www.ignitebrands.com/what-is-a-brand/>

Brand: Purpose – Professional

The company's "why" - usually dependent on the market it serves.

Simon Seniek's Golden Circle Brand Strategy Model

- Why - Ultimate Purpose
- How - your tactics, goals and strategies
- What - your day-to-day activities

Professional Brand Purpose:

“I help individuals reassess their life choices to discover their true paths to success.”

“I develop sustainable business models and marketing strategies to fuel small business growth.”

Brand: Purpose – Professional

Professional Brand Purpose:

“I help individuals reassess their life choices to discover their true paths to success.”

“I develop sustainable business models and marketing strategies to fuel small business growth.”

Amazon Brand Blueprint Tagline: “Work hard. Have fun.”

Why (Purpose)

To build a place where people can come to find and discover anything they might want to buy online.

How (Mission)

Offering people the lowest possible prices, the best available selection, and the utmost convenience.

What (Positioning)

The world's leading online store.

thinkbastien

Sources:
<https://www.qualtrics.com/experience-management/brand/purpose/#:~:text=Brand%20purpose%20is%20a%20company's,niche%20it%20seeks%20to%20fill.>
<https://thinkbastien.com/brand-strategy-blog/decoding-the-brand-purpose-strategy-of-the-worlds-greatest-companies>

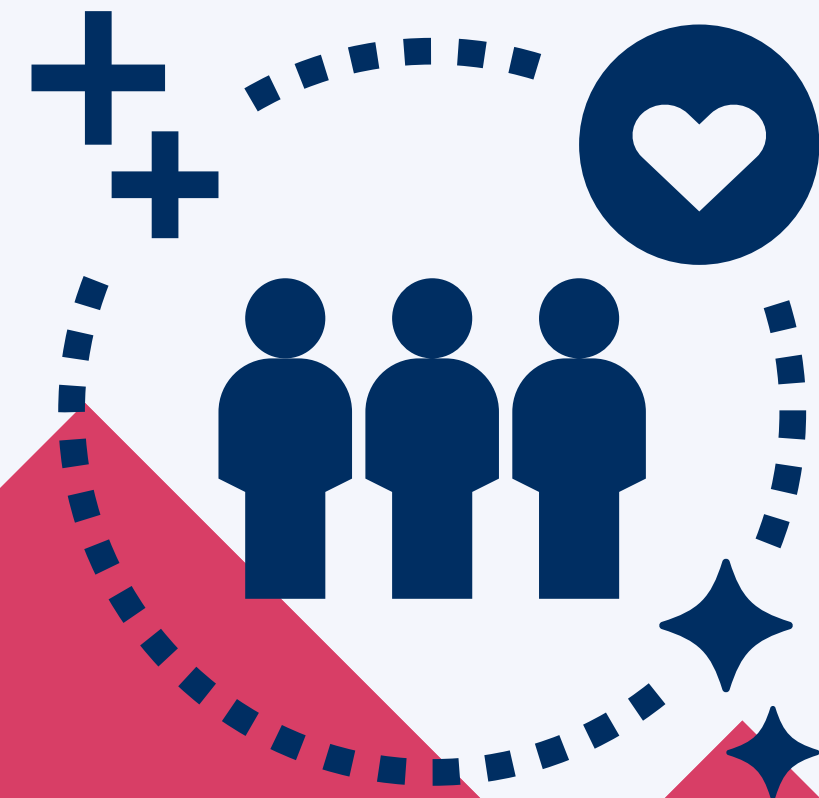
Brand: Values



Your brand values include how you behave and act as a business during day-to-day interactions. This includes interactions with employees, customers, and the general public.

Examples of brand values:

Innovation, Accountability, Respectful, Integrity, Teamwork, Honesty, Fairness, Loyalty, Respect, Value-centricity, etc.



Brand: Strategic Objectives

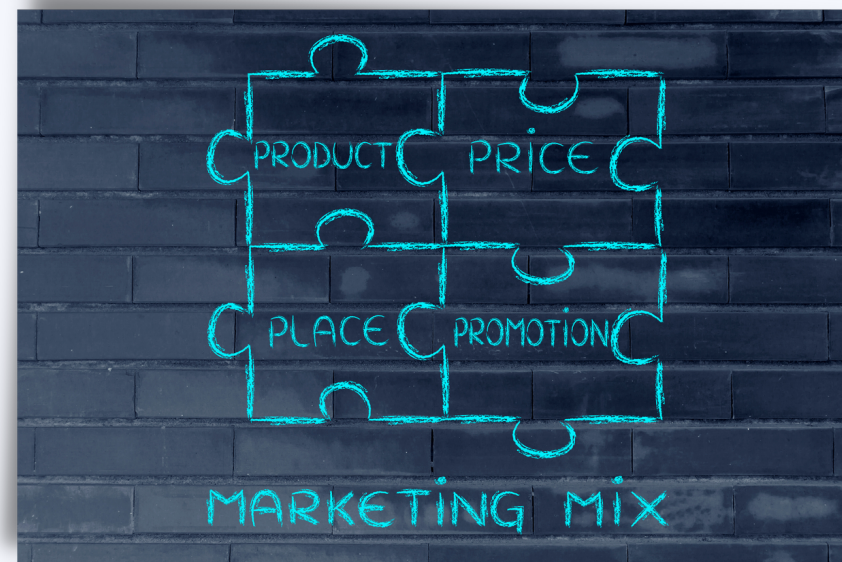
- Create Brand Identity
 - Includes brand name, taglines, tone of voice, logo design, color palette, fonts, and image styles
- Brand Positioning
 - Clarify your brand uniqueness within your industry
- Share Brand Story
 - Sharing brand values and resonates with target market
- Develop Customer Loyalty
 - Plan to retain customers

- Create Brand Identity
 - Includes brand name, taglines, tone of voice, color palette, fonts, and image styles
- Brand Positioning
 - Clarify your professional uniqueness within your industry
- Share Professional Story
 - Sharing brand values and resonates with future employers, peers, partnerships
- Create consistency

Marketing Strategy

"The development of a marketing strategy involves the isolation of a target market segment, a set of clear-cut goals, a fair amount of consumer research, and the implementation of initiatives aimed at getting the word out." - Chron*

Taking all of the above in mind, we apply it to our product, price, place, and promotion.



*Source: <https://smallbusiness.chron.com/marketing-strategy-development-58521.html>

Marketing Strategy

Target Market

Business:

- Who do we serve?
- Are they customers or businesses?
- If a customer, what are their characteristics (HH income, age, purchasing habits, etc.)?
- If a business, what are their characteristics (industry, sales, number of employee, purchasing habits, etc.)?

Professional:

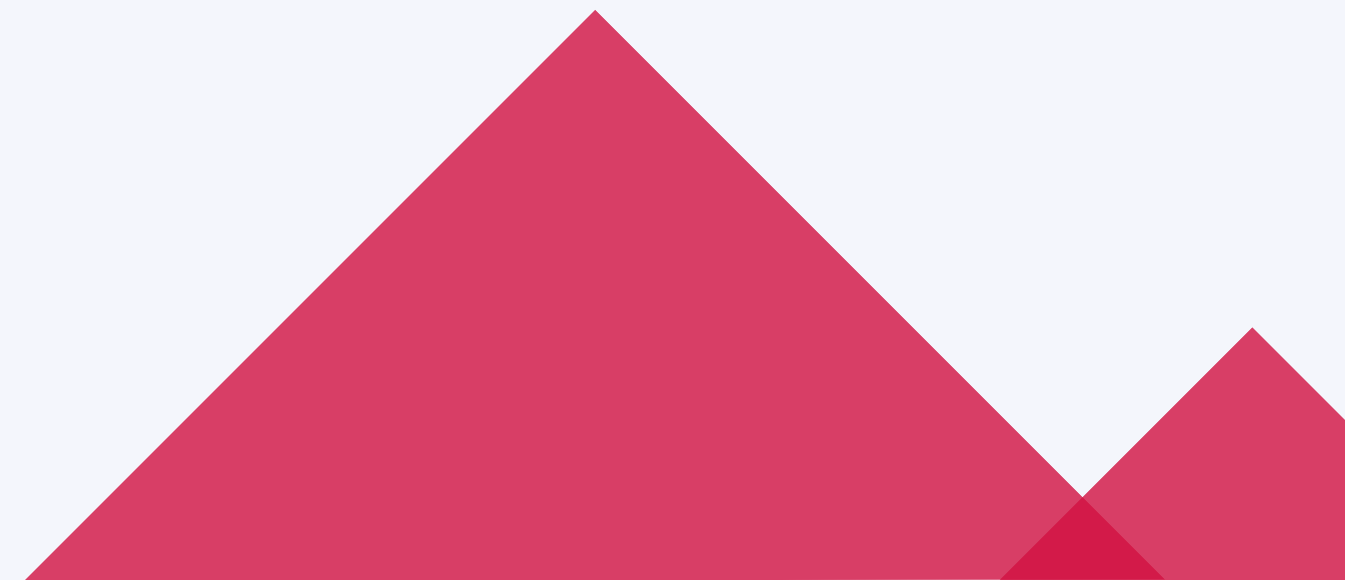
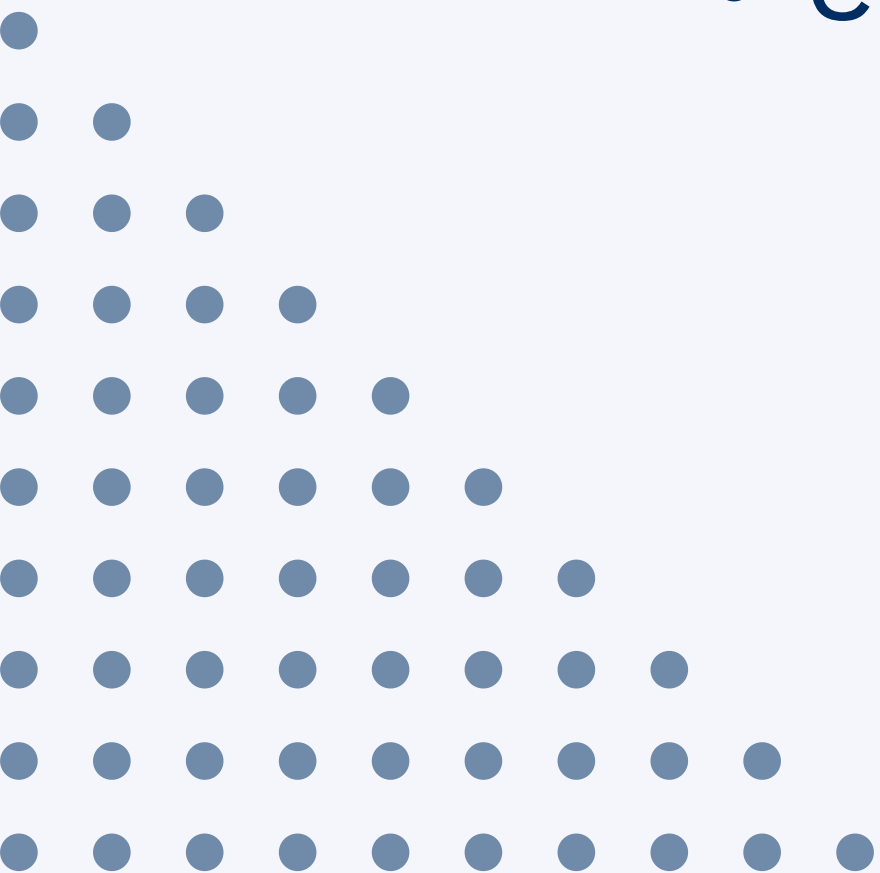
- Who am I seeking the attention of?
- Which industry?
- What are the characteristics of this industry? Of these peers?
- What are their interests? Where do they engage the most?
- What are their pain points? What do they value most?

Target Strategy

Target Market Research

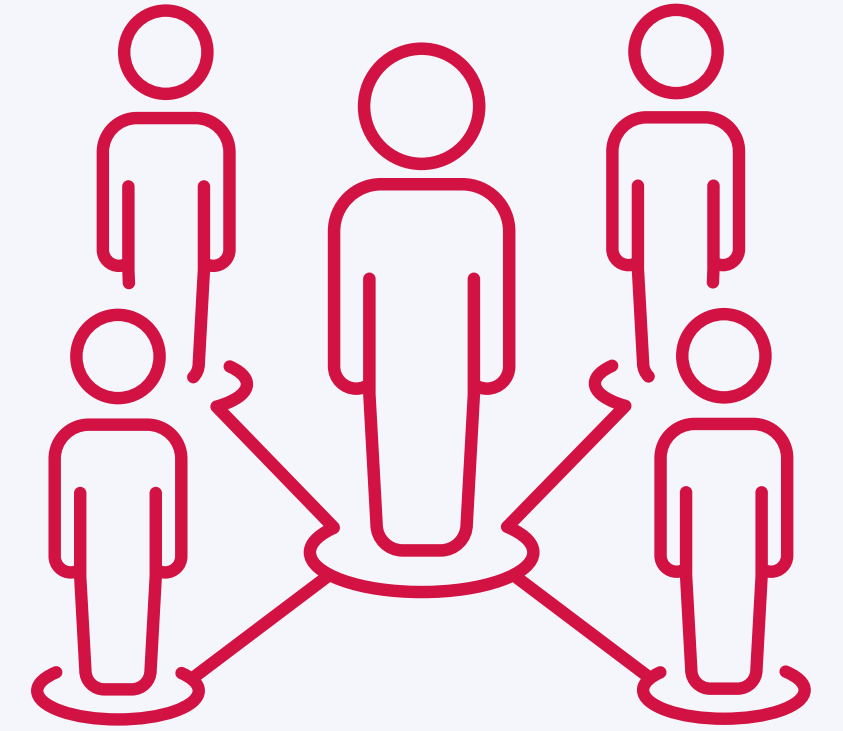
Sources of Consumer Research:

- Census Bureau (Demographics)
- Competitors' Social Media
- Gain feedback from current clients
- Conduct Surveys



Marketing Strategy

Target Market Research



Sources of Research:

- Discover thought leaders in your industry
- Research Future employers
- Analyze the social media that you engage in to see if your peers also use this social media
- Research LinkedIn and other social media groups to gauge the engagement

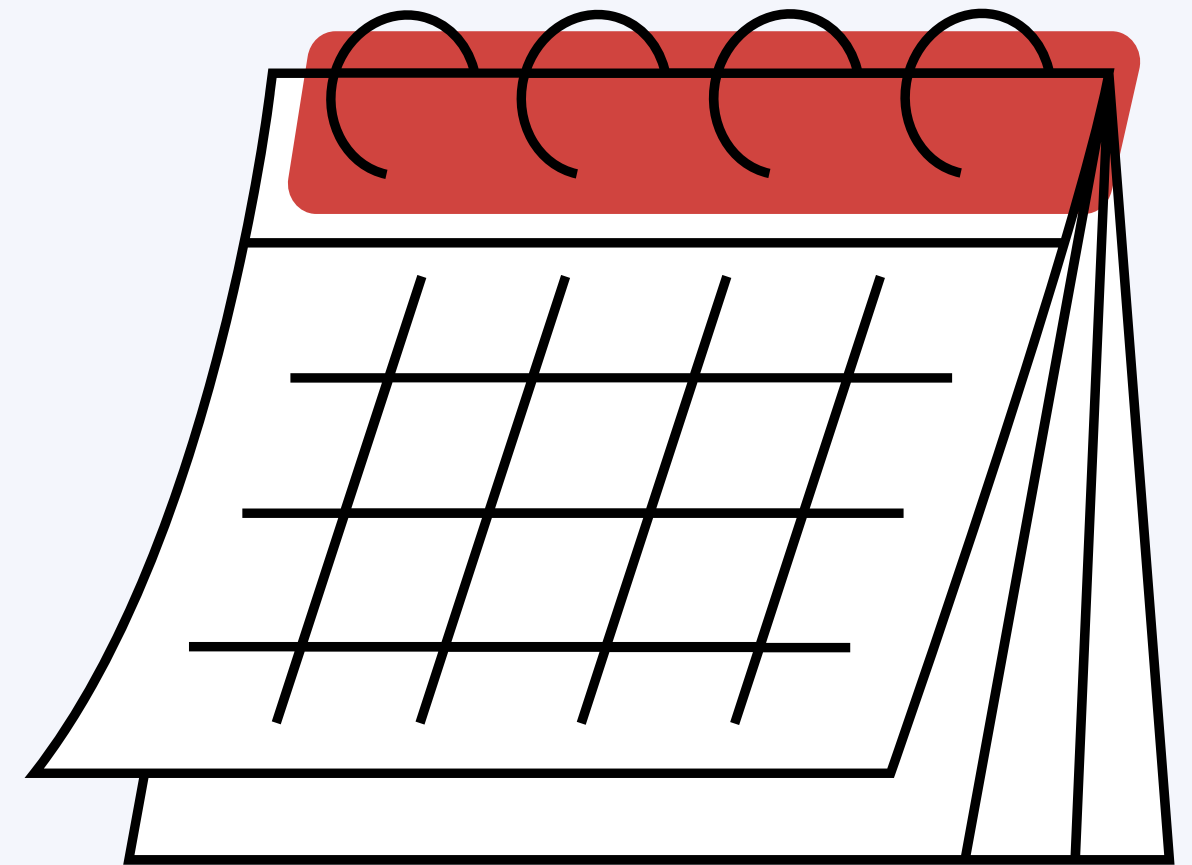
Content Creation: How to Choose the "Right" Social Media & Content

- Choose the social media that your target market uses the most
- Prioritize the content that you have an affinity for
- Build your skills for the content that you need to create to best serve your target market



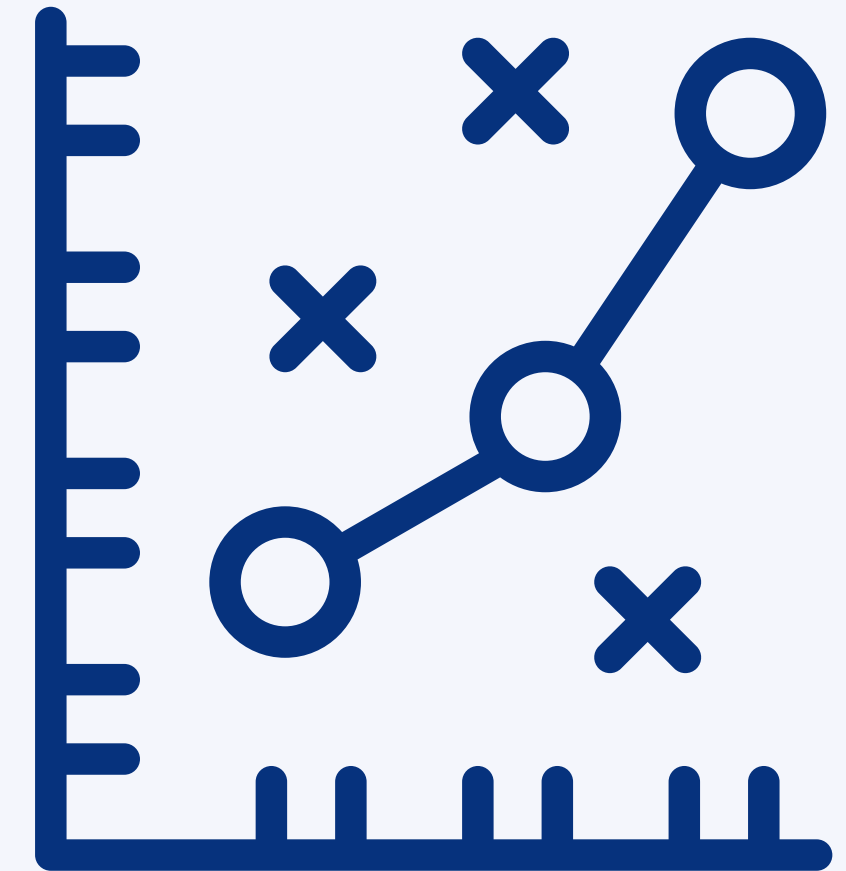
Content Creation: Pro Tips

- Do your research first.
- Stick with your chosen social media and content type for a specific period of time and then reevaluate
- Choose a realistic, consistent timeframe - Example: One video a month, a post every week, etc.
- Create a content calendar to help identify holidays, events, and seasonal activities that will lend itself to content
- Use quality photos
- Continue to keep an eye on your competitors and trends of your target market



Content Creation: Topics

- Should be focused on your purpose and meets the needs of your target market
- Should be a mix of educational, entertainment, emotional
- Can include what's happening, events, item information, interests



Content Creation: Ideal Post

Research the best tips for your chosen social media and content type.

FaceBook

- 1 - 80 characters (Organic)
- 5 - 19 (Paid Posts)
- 30 - 60 seconds (Video Length)

Twitter

- 71 - 100 characters
- 6 characters of Hashtags

TikTok

7 - 15 seconds (Organic)

LinkedIn

- 25 words (Organic & Paid Post)
- 1900 - 2000 words (Article)
- 30 Seconds (Videos)

Marketing Strategy

Clear Cut Goals

Types of marketing goals for a business:

- Introducing new products/services
- Increase website/social media traffic
- Increase organic reach
- Lead Generation
- Increase SEO
- Increase organic reach

Types of professional marketing goals

- Highlight Skills
- Increase website/social media traffic
- Increase engagement with peers/potential employers
- Gain recognition of intellectual achievements
- Increase opportunities to be involved in professional activities

Marketing Strategy

Clear Cut Goals

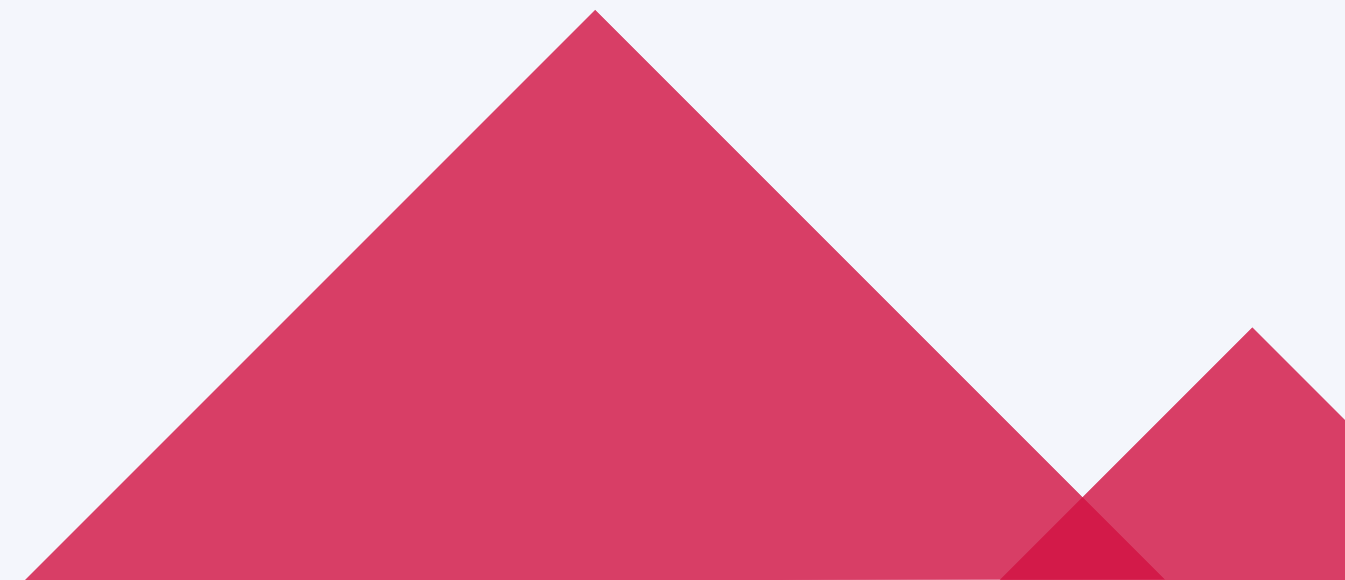
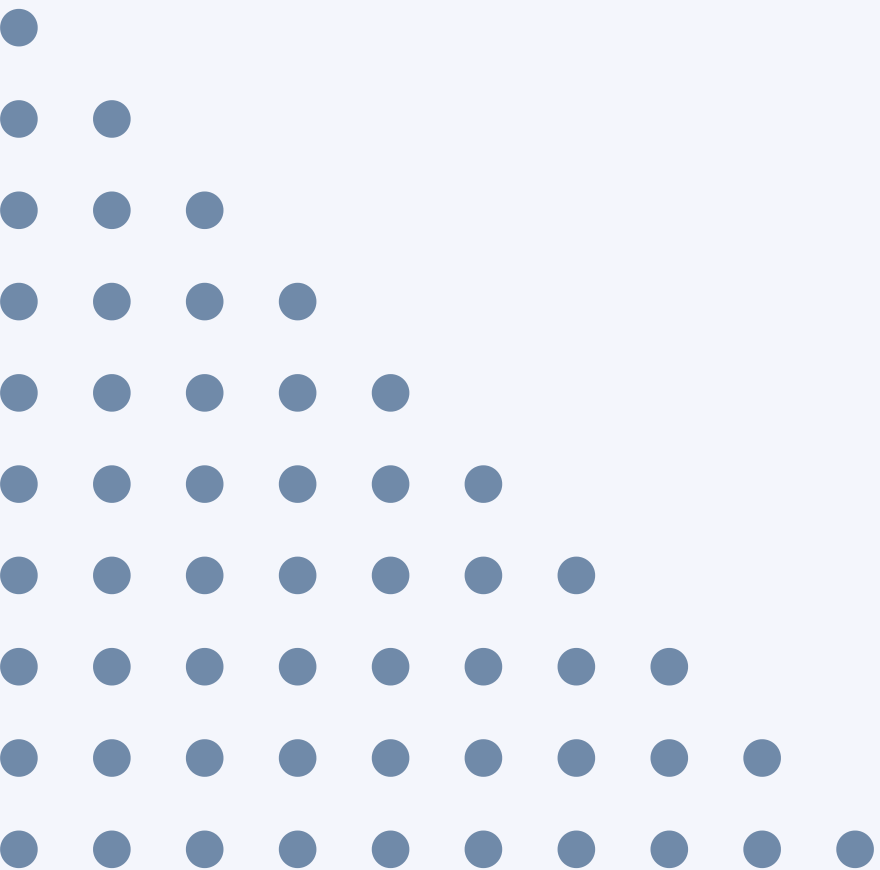
Once you've started, review your analytics to create goals:

- Increase web traffic by 20% by end of month.
- Increase organic reach by 10% by month end using Google Ad campaign
- Start Labor Day coupon campaign on August 29 to increase sales 15% from Labor Day 2021

Marketing Strategy Implementation

Review your goals and stick with them!

If you have a team, make sure you hold everyone accountable, even yourself, to enact all that you've planned.



Increase Your Content Creation Skills

Identify the Best Way that You Learn



- Visually?
- Audibly?
- Hands-on?
- Mentorship?
- Classroom or Self-taught?

Business Skills Resources

- Google - "Best content strategy for _____ 2022"
- Research "Best Book List" for the skillset you are interested in. You can gain access to books, e-books, and audible books for free through the library.
- Use your local LSBDC, SBA, LED, and economic developer courses.
- Follow industry leaders on social media, blogs, and podcasts.
- Access your industry professional organization.

Business Skills Resources



LinkedIn Learning
YouTube

Google "Best Free Classes for _ _ _ _"



Thank you for attending!

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