CONTENT PLANNING SUMMARY

- Talk to your existing customers to understand where they 'hang-out' online and what kind of content they love to consume.
- Choose 4 – 6 aligned content topics around which to share regular content (this will help you plan and schedule more efficiently)
- Decide how much time you have, and how many posts you can commit to.
- Look at analytics to understand best days / times to post
- Write out a monthly plan (there are some examples in our training materials)
- Source content – grab your own pics and videos, contract a creator to grab some, curate user generated content and other service providers content.
- Schedule a week in advance using Creator Studio or scheduling tool
- Target everything you post on social at your ideal customer – don't worry, it doesn't eliminate other audiences, it just helps focus your content.
- Write copy with your ideal customer and purpose in mind.
- Make it easy for people to take the action you want them to take. Include a call to action on every post (examples in our training materials)
- Check your analytics weekly initially so you can see what works and what doesn't.
- Test. Measure. Refine. Do more of what works, and tweak what doesn't. It may be that you just need to one type of post twice a week – and that's great!
- Rinse and repeat regularly!