

CONTENT PLANNING & PUBLISHING I



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Content Planning & Publishing

Last lesson we saw how the first steps in the planning process were:

- Working with a client to set requirements for the use of social media
- Establishing timescales and responsibilities for the use of social media
- Identifying criteria & targets for measuring success of the use of social media
- Selecting the social media websites to use

Now we know what we are looking to achieve, we can plan how we'll achieve it.

This means identifying what we're going to post and when.

This lesson we'll focus on WHAT we're going to post.

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Identifying a Target Audience

To know the best content to post, we need to know who we're posting to.

Your businesses target audience could be based on:

- Age
- Gender
- Interests
- Income

For example, a tech company may want to target:

- People in their 20-40s.
- People with an interest in computers
- People with a middle-class income

There isn't a hard & fast rule & we must be careful about stereotyping.



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Target Audience - Task

Choose three companies that are very different from each other.

What do you think each of these companies target audience might be?

Write down what you believe this would be.

Find some posts on their social media channel that target this audience.



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Target Audience - Task

Answer

Apple

- 20 – 45
- Male & Female
- Middle class background

Lush Cosmetics

- Females
- Vegan's or people interested in ethical products
- Under 30's

Ryanair

- Typically people with families or young adults
- Working class incomes
- Europeans

Type of Content

What type of content are you going to post?

- Inspirational quotes?
- Images of products?
- Cute videos of animals?

You need to choose content that is engaging for your target audience.

- E.g. children probably don't care much for inspirational quotes.

Of course you also need to consider your campaign's goals.

- If you need retweets, then perhaps a competition that requires a retweet?
- If you want to increase sales, then perhaps you'll post links to products on your website?

Engaging Content - Task

Who would find the following content engaging?



KNOWITALL NINJA

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Engaging Content - Task

Answer

Tweet 1



Teachers

Possibly young teachers?

Tweet 2



Man City supports

Football fans generally

Probably older fans

Tweet 3



Older people

KNOWITALL NINJA

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Keywords

We need to research our keywords to help users identify our content.

The best tool for this would be Google AdWords.

- However, this requires a credit card to use now.

Another useful tool is <https://www.wordtracker.com/>.

- Simply type a term related to your business and press search.
- It will then return a list of related key terms (only free for the first 12 searches).
- You can specify your country for refining results.

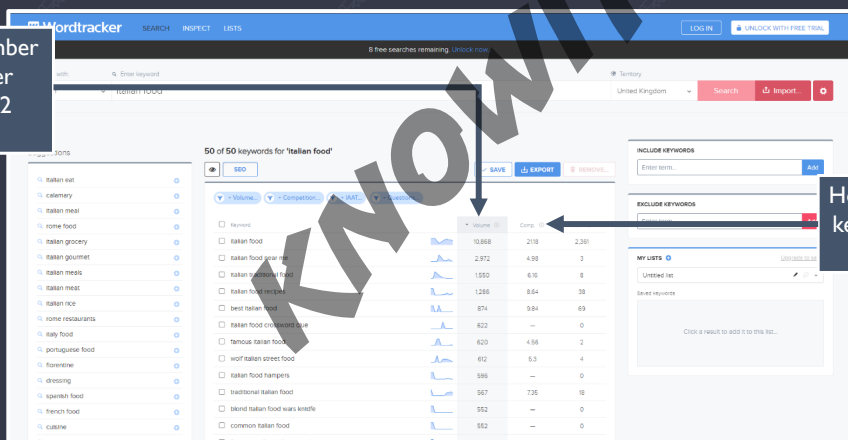
You want to find relevant terms, searched often but aren't too competitive.



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Word Tracker

The average number of searches per month over 12 months.



How competitive the keyword is (if lots of others target it).



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Content Plan

The information that we have researched can be summarised in a table.

This is called our “content plan” and would typically include the following:

Content Type	Topic	Social Copy	Link
Video	Our Baked Goods	Feeling peckish? Grab a #sausageroll for lunch!	n/a
Competition	Discount Coupon	Like and share this post to get 50% off your next purchase.	www.perciesperfectpasties.com/competition/terms.html
Image	Our Baked Goods	Only the finest ingredients go into our #sausagerolls!	n/a
Poll	Best Baked Good	Which baked good do you prefer?	n/a



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Scenario

Percy's Perfect Pasties is a bakery that sells freshly cooked baked goods (e.g. pasties, sausage rolls & pies). The owner, Percy, has one store based in Slough, Berkshire.

Percy has been told that through the use of social media he could increase the number of customers that actually visit his store and buy his goods. He does currently have a newsletter, but very few people follow it so he doesn't have any real way of communicating with customers.

Percy would like for you to launch a social media campaign for this business.



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Percy's Content - Task

What types of content should be posted for Percy's campaign.

- Come up with at least 3 ideas for possible posts.

What keywords would you use for Percy's campaign?

- Use <https://www.wordtracker.com/> to research at least 4 keywords.

Justify each of your answers for the above questions.



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Percy's Content - Task

Answer

A short video of the baked goods

- Percy wants to increase his sales and so showcasing his goods is a good move.
- Videos also have the highest engagement and so is more likely to get impressions and clicks.

A text & image post of a competition asking for likes and shares

- Percy could offer a coupon for customers who like and share his post.
- This will help achieve the goal of building his audience while also increasing sales.

A poll on most popular baked goods

- Polls encourage interaction which will help grow his community & get important feedback.
- People can get competitive about these types of things so it could encourage comments.



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Percy's Content - Task

Answer

Bakery near me

- This is a very popular search averaging 29,199 searches while still not being too competitive.

Slough Bakery

- It's very specific to Percy and though it has few searches it has no competition.

Cornish Pasty

- This gets 25,937 monthly searches which is more than other baked goods.

Sausage Roll Recipe

- This gets 17,292 monthly searches with low competition and could give lots of good posting opportunities.

