

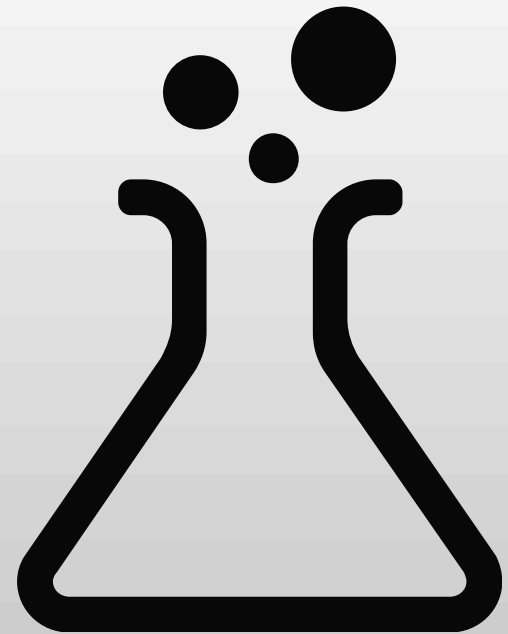


Social Content

World Travel Market November 2013

In this session

- A whirlwind tour of **content marketing through social media.**
- What content do your customers want?
- How to create compelling content.
- 5 rules for your social content.



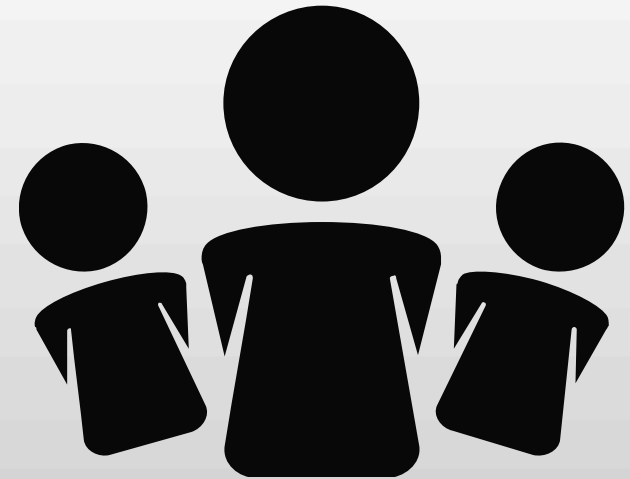
Why Social content?

- Social media has put a greater burden on content marketers than ever before.
- Before setting up ANY channel ask yourself; *'How can I create compelling content on this channel for my 'would-be' customers?'*
- Without a content strategy, it's not worth having the channel.



What do the people want?

- Social media has caused us to rethink the kind of content that should be produced & our relationship with the consumer.
- It's not about what we have to say, it's about what they want.
- Social content should be about your customers & not about you.



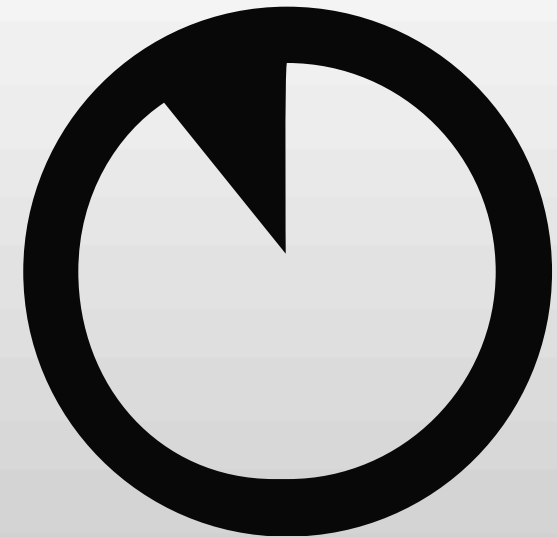
Social content marketing rules

1. 80:20 content rule.
2. Customer content should be the core of your strategy.
3. Media rich content works best.
4. Have a content strategy.
5. Track your content, use insights to analyse most clicked, most engaged posts etc... & deliver more of them!



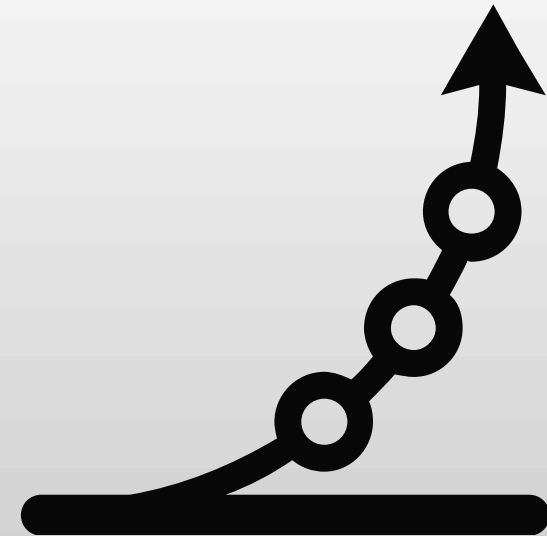
Rule 1: 80:20 content rule

- No one likes being sold to all the time.
- 80% of your content should be to interest, entertain & educate your customers – *not* to sell to them.
- ‘Talking about score’ gives some guidance on engagement of your content. Biased towards advertising spend.
- Taken over accounts for many customers.



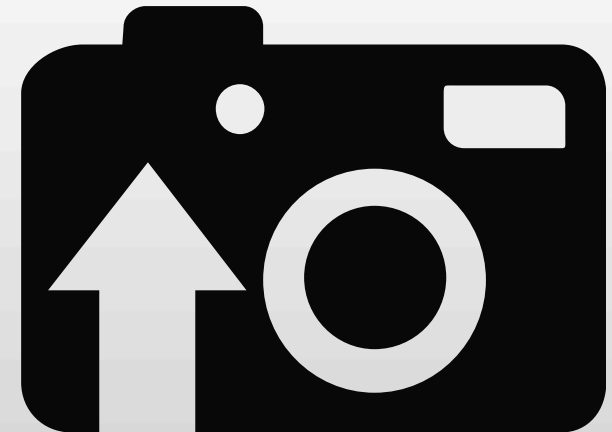
Rule 1: 80:20 content rule

- Our customers see an increase in traffic to their website of 290% average.
- 145% increase in revenue from Facebook.
- Increase in daily page reach of 50%.
- Achieved by delivering the correct content ratio.



Rule 2: Customer content

- 95% of businesses are missing a trick with social media.
- Reduce content creation costs by **33%**.
- More cost effective & simply more engaging content comes from your customers.
- Ask them to contribute photos & videos – not just in a campaign.
- Make it a core part of your social strategy to gather customers content.



Rule 2: Customer content

- Our clients use **Social Experiences** – an App that plugs into your Facebook page.
- Enables you to capture photos, videos from fans / customers.
- They can then share this with their own Facebook profiles / Pinterest page etc...
- All photos & videos uploaded can be used in other online marketing.
- You should post through your Facebook page once every 2-3 days.



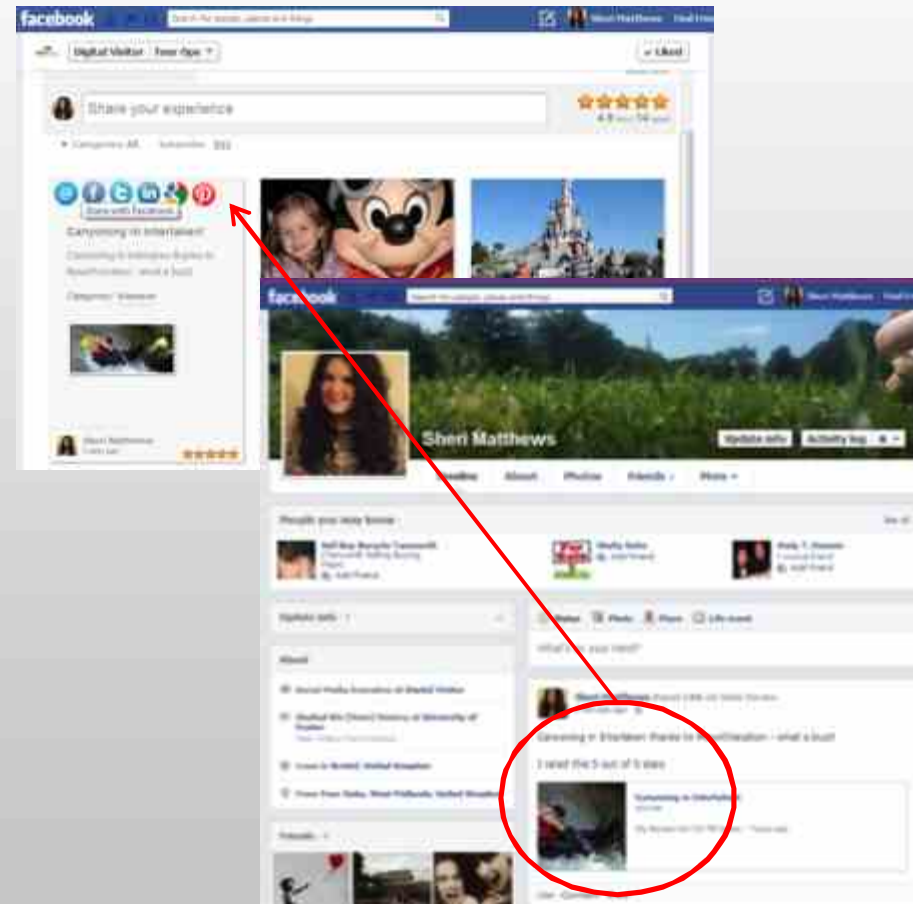
Rule 2: Customer content

Install App within a Facebook tab



How does it work – Share

- Encourage your customers / fans to upload content.
- Encourage them to share this content with their profiles.



Rule 3: Media content

- Each major social network has developed towards better delivery of media content.
- In our industry we are privileged – we have the most compelling content. Countries, cultures, events, experiences, wildlife, landscape, architecture and much much more.



Rule 3: Media content

- Different types of posts deliver different results.
- Image only – highest interaction.
- Image & short link – highest CTR.



Rule 3: Media content

- Video & Animated Gifs –
increase browsing time &
deliver good interactions



Rule 4: Have a content strategy

- Starting from now, write a content plan for your social channels. Breakdown by channel.
- Must align with other marketing activities.
- Month by month & channel by channel.



Rule 4: Have a content strategy

	Facebook	Google +	Pinterest
November	Article: Top 10 Winter Sun Destinations, hosted on web page, posted via image & shortlink.	Article: Winter Sun article repurposed to include keywords.	Photo board: Top 10 Winter Sun Destinations.
	Poll: Top Winter Sun Destination.	Article: Christmas by the beach.	'Christmas in the Sun' photo boards.
	Campaign launch: Win Winter Sun trip.	Images of interesting 'Christmas in the Sun' photos.	
	List: Ten reasons why you need Winter Sun.		



Rule 5: Analyse and optimise

- Ensure that you review the content you post at least every 3 months.
- What content gets the highest interactions, clicks etc...?
- What content gets the least?
- Make more of the content that works.



Summary

1. 80:20 content rule.
2. Use your customers content.
3. Photos & videos are what social **media** is all about!
4. Create a content plan / strategy.
5. Review & optimise your content.



Thanks for listening!



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