

Content Marketing Strategy for Social Media

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Three types of magazines

- One-night stand
- Love Affair
- Marriage



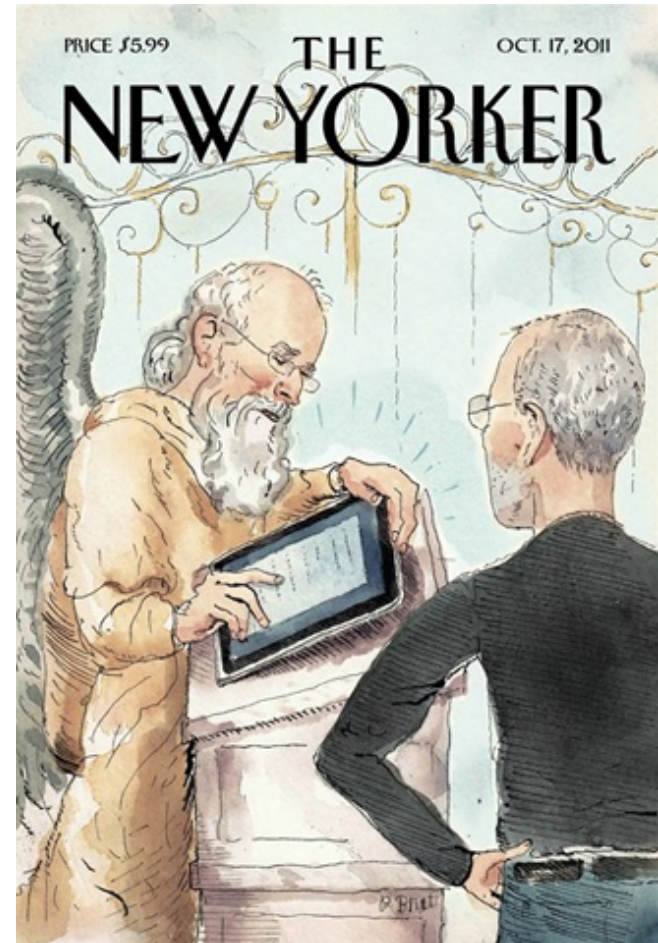
One-night stand



Love Affair



Marriage



Social Media Content

- One-night stand: Posts/content related to current news, trending
- Love Affair: Posts/content related to a specific topics or events
- Marriage: Posts/content are part of the customers' lives and usage of your products

Keep your love alive

A mix of one night stands, love affairs, and marriage.....with your customers



Social media is all about content

At a tactical level, it's about images, copy writing, formats etc.



- What do you want to accomplish?
- Who is your market?
- What do you want to communicate?
- How do you want to convey it?



- What do you want to accomplish?
→ **Objectives and measurements**
- Who is your market?
→ **Buyer personas**
- What do you want to communicate?
→ **Messaging and editorials**
- How do you want to convey it?
→ **Image, copywriting, formats etc.**

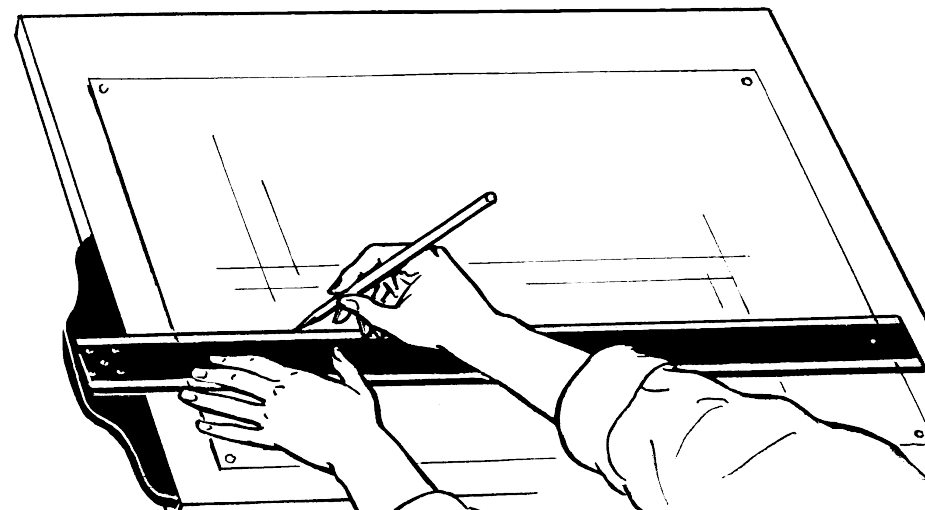


Identify and agree social media communications objectives and measurements



Objective

Build awareness and/or drive demand for [brand] or [products] through [social media channels] campaigns or outreach.



Measurements

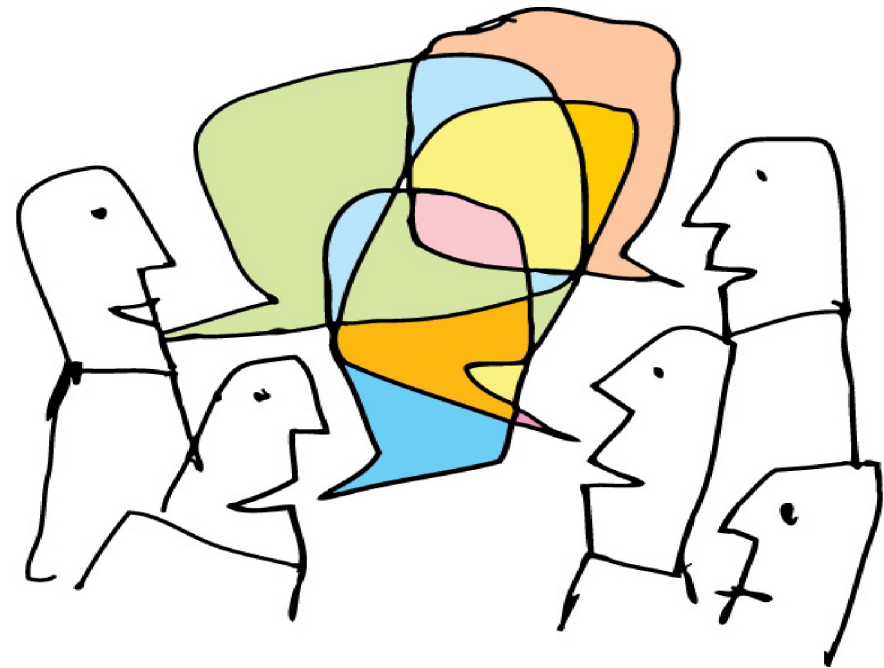
Awareness metrics: shares, likes, RT, comments, content downloads etc.

Demand metrics: purchases, web traffic, buy button clicks, promo code usage etc.



Messaging and value propositions

- 5 keywords
- 5 10-words taglines
- A 100-word short paragraph
- A 300-word long product benefit summary



Write a social media brand guide



Write a social media brand guide

- Brand personality (funny, energetic, practical, professional, personable etc.)
- Buyer personas (female, male, younger generation, retirees etc.)
- Product value propositions
- Copy writing samples
- Creative and image selection guideline
- Creative and video production guideline
- CTA examples
- Keyword list
- Do's and don'ts

Editorial Topics

- Past: Background, history
- Present:
 - Existing products, Product launches, Persona's challenges, pain points, desire
 - Adjacent topics: related to your industry and products.
 - Employees' stories: why they love the products
 - Product Promotions
- Future: New products and services, initiatives and charity efforts

A mix of over-night stands, love affairs and marriage content.....with your customers



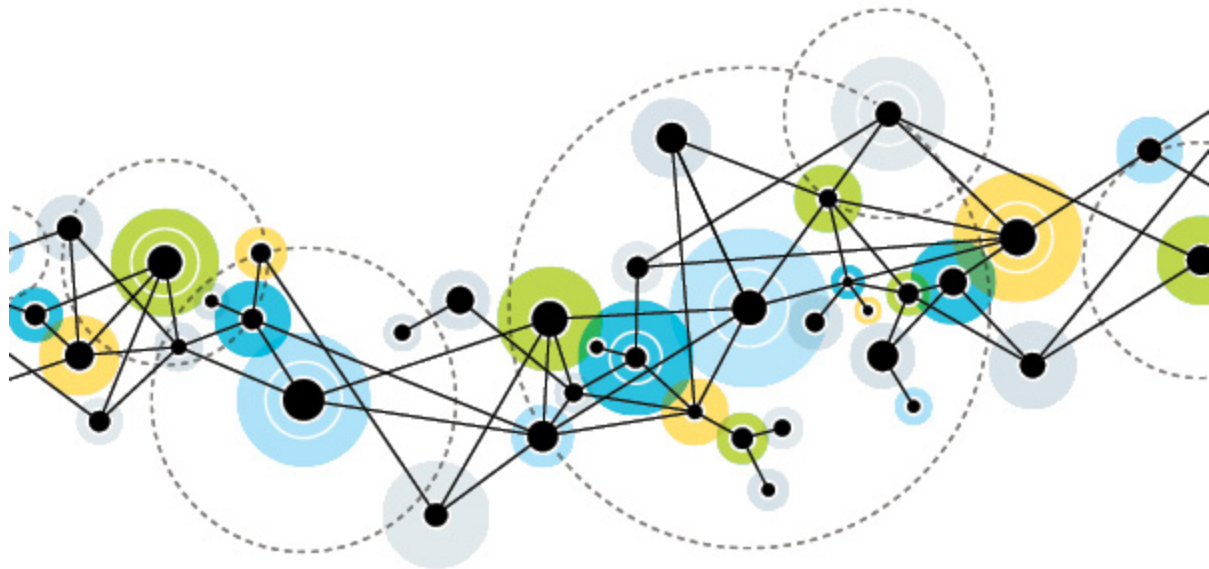
Editorial Topics:

- Past: Background, history
- Present:
 - Existing products, Product launches, Persona's challenges, pain points, desire
 - Adjacent topics: related to your industry and products.
 - Employees' stories: why they love the products
 - Product Promotions
 - Fun days and months, humor, current events, trending, holidays, milestones
- Future: New products and services, initiatives and charity efforts

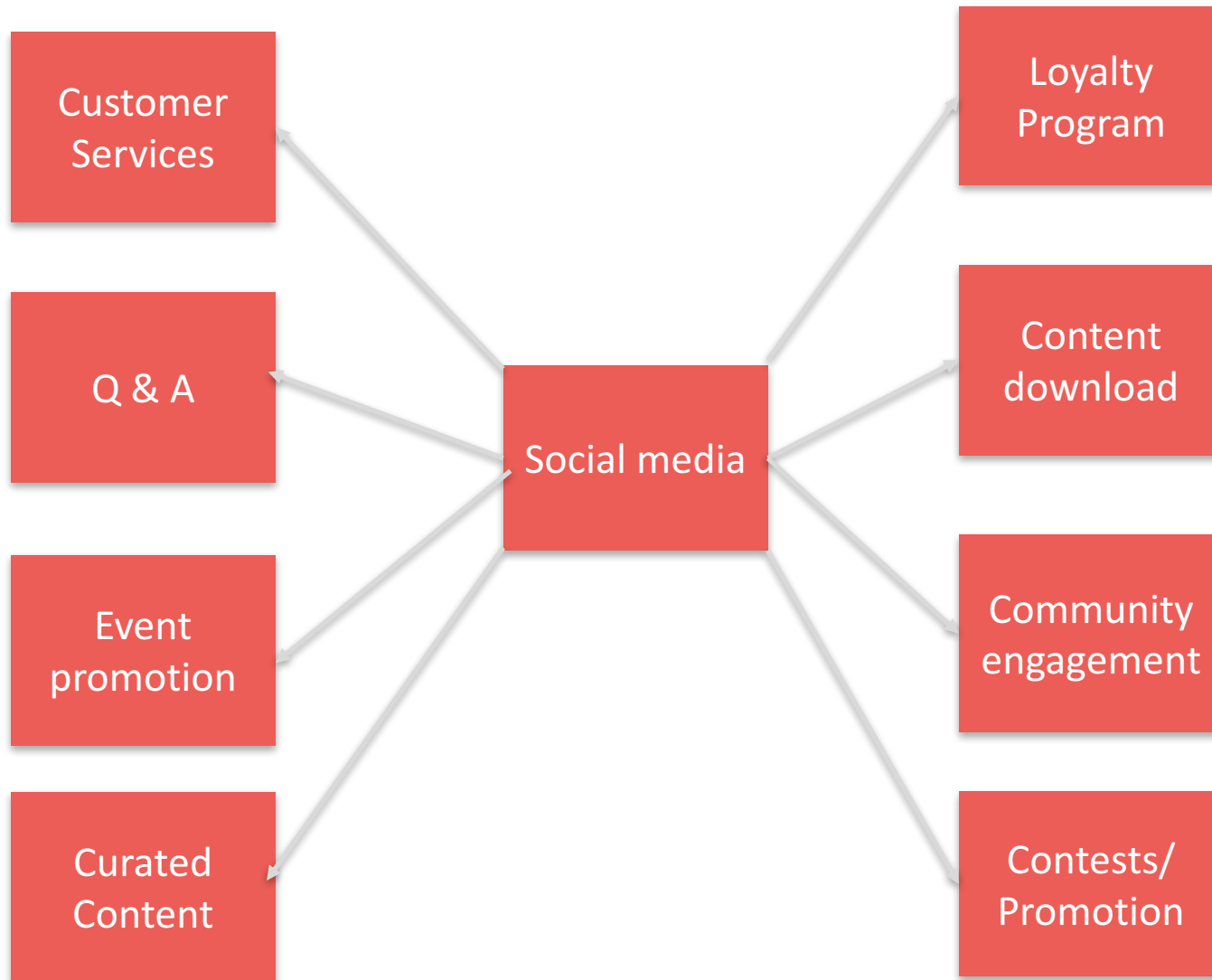
Editorial Planning:

- By month – general topics, holidays, launches
- By week – by channels
- By day – by channels

Integrate awareness and demand through a sense of community, gamification, contests, loyalty programs.



Social media works the best....



Dave's Killer Bread





15 years in prison — for our namesake, Dave Dahl, that was a tough way to find himself. **But he did.** Dave changed his attitude (and then his life) after big brother Glenn welcomed him back to the family bakery. He set out to **make a loaf like no other** — the most nutritious, organic whole grain bread in the universe. Fueled by a loved one's faith and empowered by accountability, Dave created a legacy that lives on in our commitment to giving people with criminal backgrounds **a second chance.**

DAVE
CO-FOUNDER
READ MORE AT SECONDCHANCEPROJECT.COM



Dave's Killer Bread

Like This Page · March 13 ·

The original Good Seed. Read more: <http://www.secondchanceproject.com/dave>

Like Comment Share

21K

Top Comments

5,685 shares

1.2K Comments



Sydney Thayer Sorry, its just not as good since they sold it, what a shame. Its really soft and mushy now after sitting in the fridge for a day or 2, worse if we leave it in the bread box. 😞

Like · Reply · 3 · March 13 at 3:19pm

View previous replies



Dave's Killer Bread Sydney Thayer Hi Sydney. Please MESSAGE us on FB. Our bread has not intentionally changed-we'd love to make this right with you. Team DKB

Like · Reply · 1 · March 20 at 5:16pm

View more replies



Priscilla McDonald He's my next door neighbor... and a VERY kind man.... don't judge other people's battles for you don't know what path they were asked to walk...

Like · Reply · 169 · March 14 at 2:14am · Edited

5 Replies



Estrada Omar The guy doesnt own Daves Bread anymore. A couple of years ago he relapsed and the company itself made him call all his shares



Write a comment...





Dave's Killer Bread

Yesterday at 11:52am · 🌐

No high fructose corn syrup. No artificial preservatives or ingredients. No fillers or additives. Now that's breakfast done right! 🍞



👍 Like 💬 Comment ➦ Share

internal



Dave's Killer Bread

May 1 at 3:26pm · 🌐

Fuel Monday the AWESOME way with our new plain bagels. Learn more and get a coupon here: <http://www.daveskillerbread.com/slaytheday>



👍 Like 💬 Comment ➦ Share



Dave's Killer Bread
April 19 at 2:42pm · 🌐

Lean, mean whole-grains-and-seeds-in-green machine.
📷 via @igotitatcostco



Strong CTA (call-to-action)



Dave's Killer Bread

May 3 at 2:50pm · 🌐

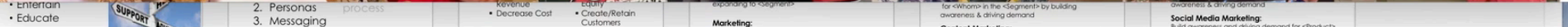
BreadHead of the Month alert! [Bonnie Taub-Dix, MA, RD, CDN](#) is a rock star registered dietitian in New York who's passionate about food. In addition to being an awesome mom with killer style, she loves DKB – especially 21 Whole Grains and Seeds. 🍞

Learn more about BreadHead Nation and how YOU can be BreadHead of the month: daveskillerbread.com/bhn

BREADHEAD OF THE MONTH



WHAT'S HAPPENING IN BREADHEAD NATION?
[DAVESKILLERBREAD.COM/BHN](https://daveskillerbread.com/bhn)



[OUR PRODUCTS](#)[WHERE TO BUY](#)[ABOUT US](#)[SECOND CHANCES](#)[DKB MERCHANDISE](#)

JOIN BREADHEAD NATION

SOCIAL LINKS

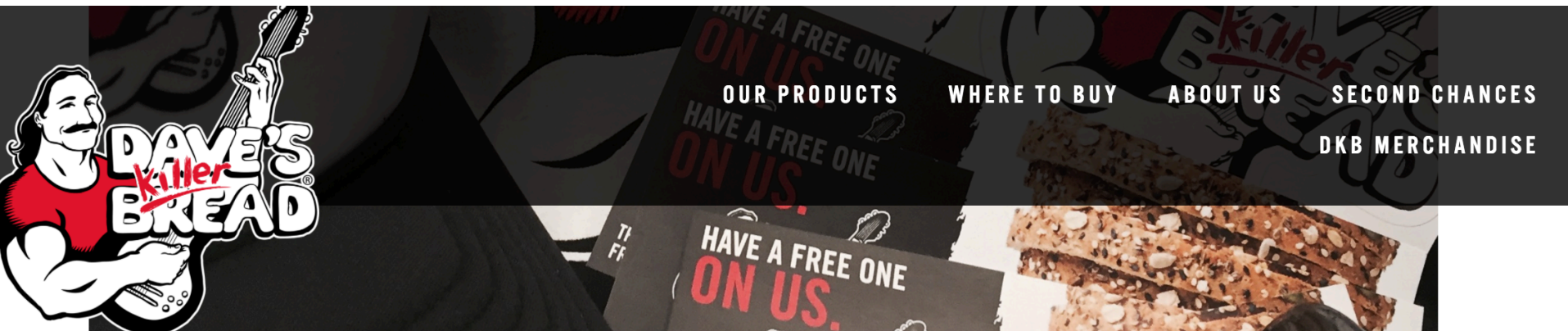
Stay up to date on all things DKB, and share your Killer creations!



SUBSCRIBE TO THE DKB NEWSLETTER

Get first dibs on DKB news, new products, and cool stuff!

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HOW DO I BECOME BREADHEAD OF THE MONTH, YOU ASK?

- Want to be BreadHead of the month and win a FREE DKB Gift Pack (T-shirt, hat, sticker, tote bag and free bread)!?!? *Share your love for DKB via photo and comment on Facebook or Instagram!*
- The first week of each month we'll select a BreadHead of the Month from the previous month's posts on Facebook or Instagram. You will be notified by *Facebook or Instagram* comment and asked to submit a photo and answers to our 5 fun questions. By submitting your photo, you authorize Dave's Killer Bread to use your likeness on BreadHead of the Month features on our website, in social media and in our newsletter.
- You will receive your prize shortly after you are featured.

Image selection: Understand the essence of your brand and buyer personas



Not “On-Brand”



“On-Brand”



Social media agency: set up video, photo shooting studio in-house



- Help
- Challenge
- Entertain
- Educate
- Buy



Simply to address their questions
as part of customer services



Do good for your
customers and
good will come to
you.



Ask me questions!



Pam Didner



Pamdidner.com



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@Pamdidner

