

Welcome to

CONTENT PLANNING WORKSHOP

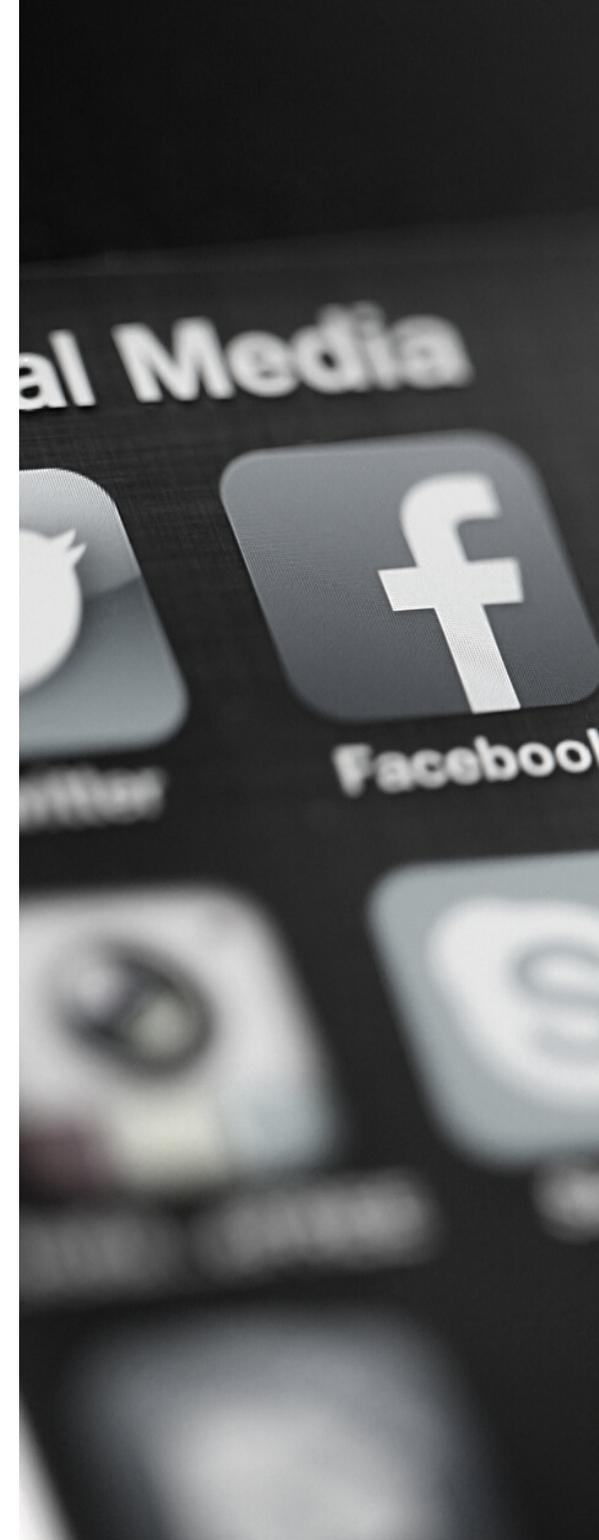
PRESENTATION MATERIALS



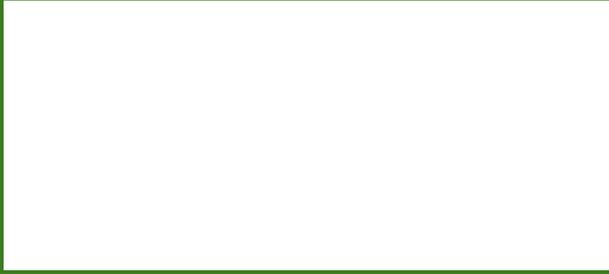
**SPARTAN
BUSINESS
SERVICES**

AGENDA

- **Introductions**
- **Why is content planning so important?**
- **What do you want to achieve with your social media?**
- **Who are you creating content for?**
- **What tools are available for creating content?**
- **Where do I find inspiration?**
- **How do I start a 30 day content plan?**
- **What is the ideal platform for my business?**
- **What does successful social media planning look like for my business?**
- **What's next?**



HELLO
MY NAME IS



1 Name

2 Company

3 Current social media marketing strategy:

- **what is going well**
- **your biggest challenge**

SECTION 1:

**Why is planning
important to your social
media marketing?**



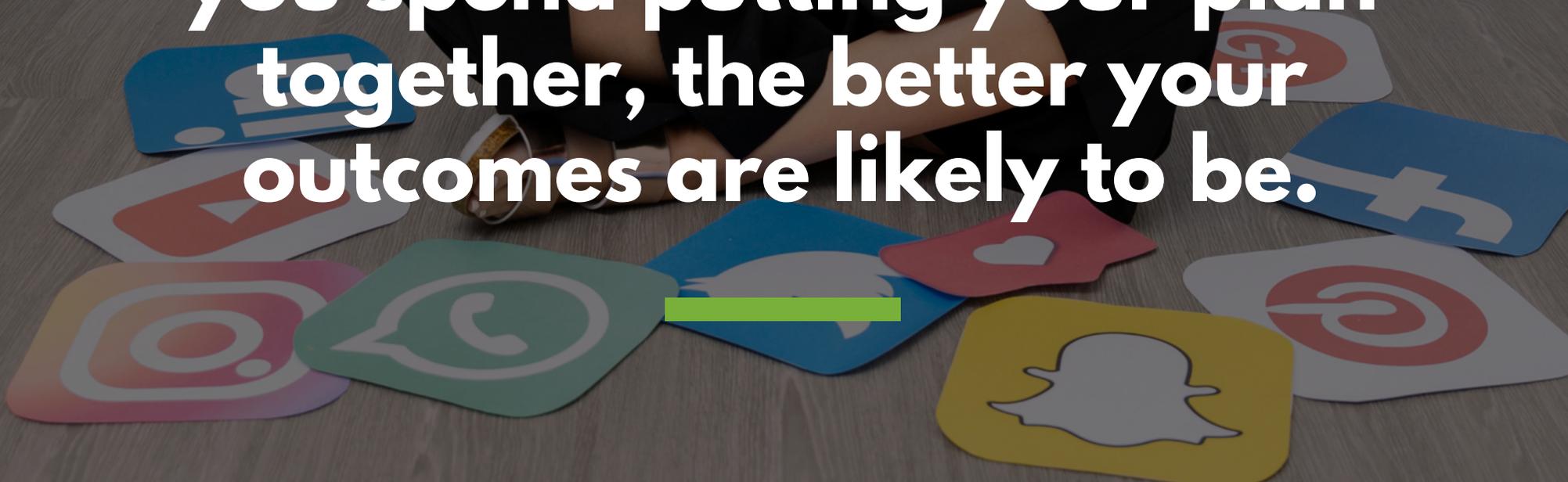
ONE DOES NOT SIMPLY

HAVE NO PLAN



The answer is

A well-built plan is half the battle won. The more time you spend putting your plan together, the better your outcomes are likely to be.



HELPFUL TIPS

According to CampaignMonitor.com, customers spend upwards of 40% more with brands that respond to and engage with them on social media. ..40%!!

The Process

Having a structured content strategy in place is essential. A content strategy involves:



ACTIVITY - WHAT I WANT OUT OF THIS SESSION

We're all at different stages in our journey and may have different needs and goals. Before I leave today's session, I want to...

- A. Articulate my social media goals**
- B. Understand who I am creating content for**
- C. How best to utilize content creation tools**
- D. Create more inspirational/effective content**
- E. Develop my 30, 60 and/or 90 day content plan**
- F. All of the above**

SECTION 2:

**What do you want to
achieve with your
social media?**



The answer is

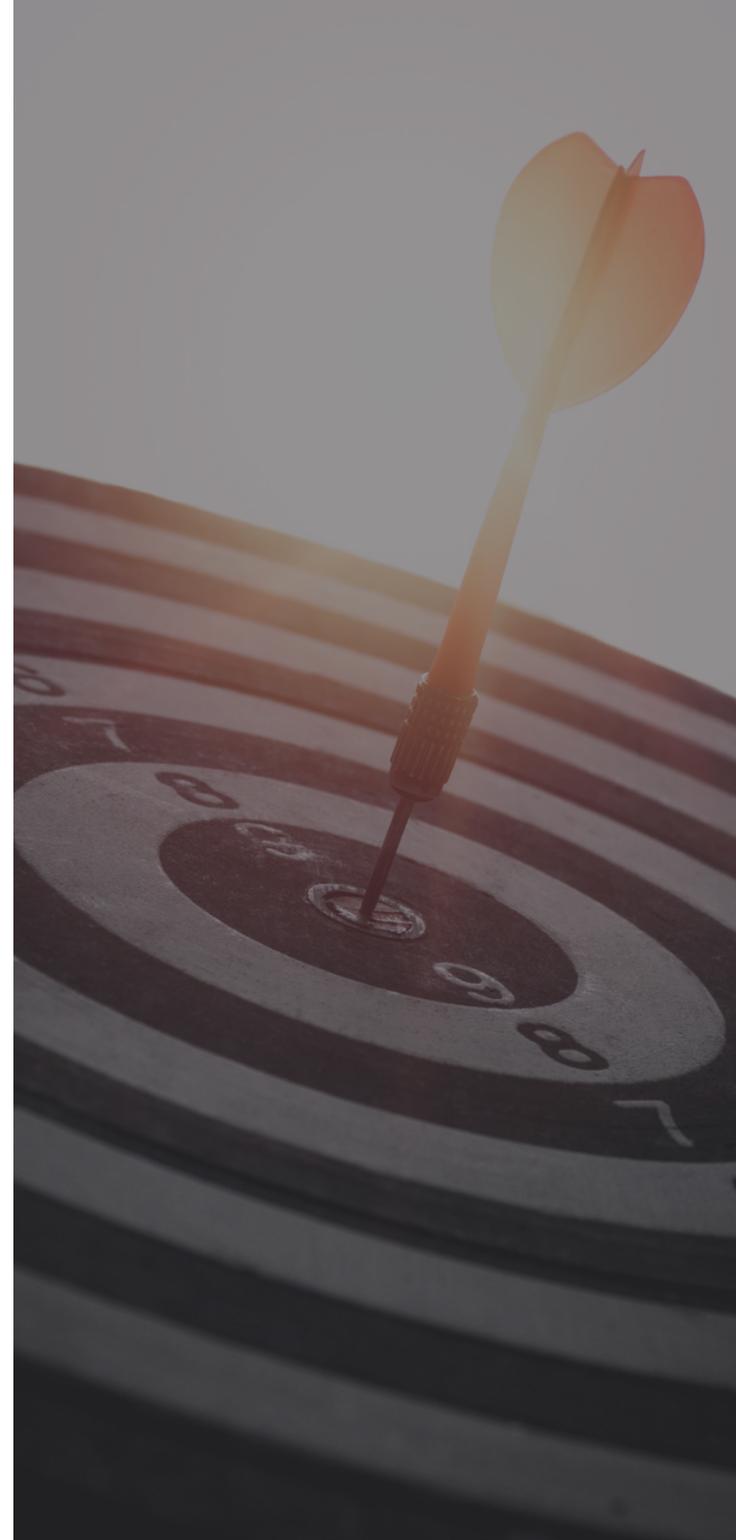
The social media goals you set should always reflect your organization's specific needs.



GOAL EXAMPLES

These goals can include:

- **Building brand awareness**
- **Managing brand reputation**
- **Driving traffic to your website**
- **Improving community engagement**
- **Increasing conversions or sales and/or generating leads**
- **Other_____**



SECTION 3:

Who am I creating content for?

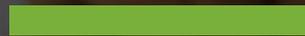
AND

What do our customers want to accomplish as they interact with you/your brand?

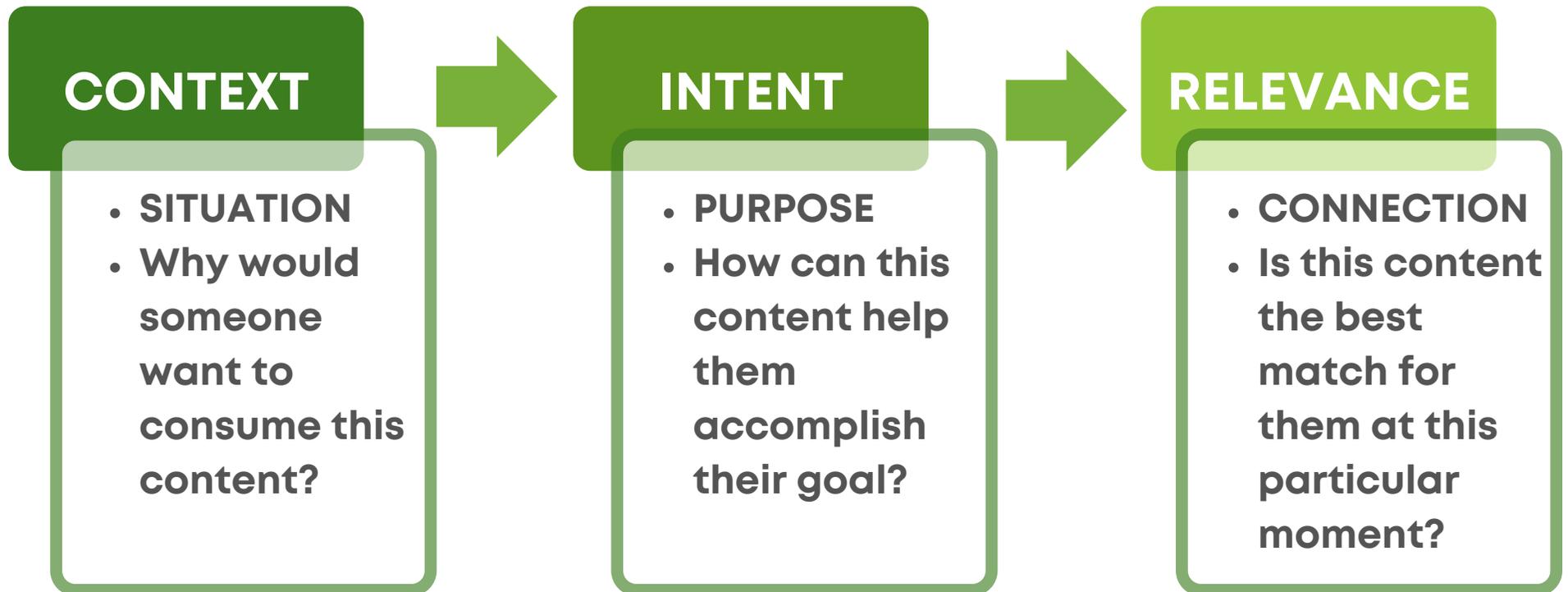


The answer is

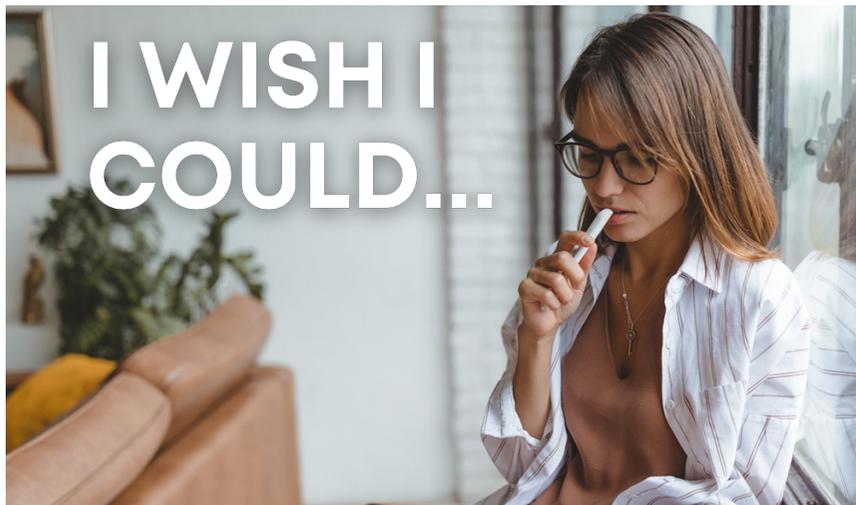
When deciding what content to create, break down customer goals into tasks that can be mapped to information needs



CUSTOMER-FOCUSED CONTENT



CREATE INTENT PROFILES



ACTIVITY - CREATE A CUSTOMER PROFILE FOR YOUR COMPANY

- **CONTEXT > SITUATION**
 - Why would someone want to consume this content? What are their interests?
- **INTENT > PURPOSE**
 - How can this content help them accomplish their goal?
- **RELEVANCE > CONNECTION**
 - Is this content the best match for them at this particular moment? Why?

The Process



SECTION 4:

**What tools are
available for creating
content?**

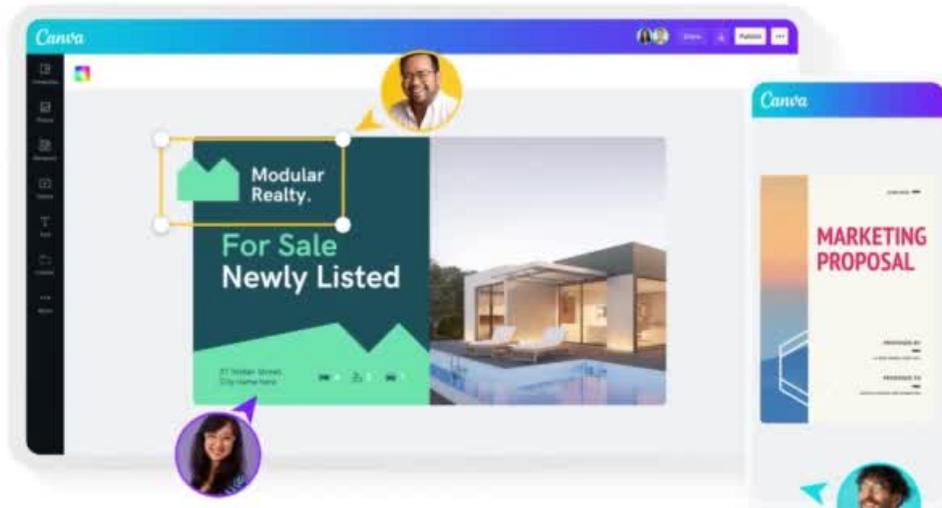


The answer is

**Many free applications are
available online, such as
Canva, Adobe Spark, Vista
Create and more**

Canva. Design for everyone.

In a visual world, Canva Pro makes it easy for teams to achieve their collective goals and create professional designs together, with premium features like Brand Kit, Background Remover, and more.

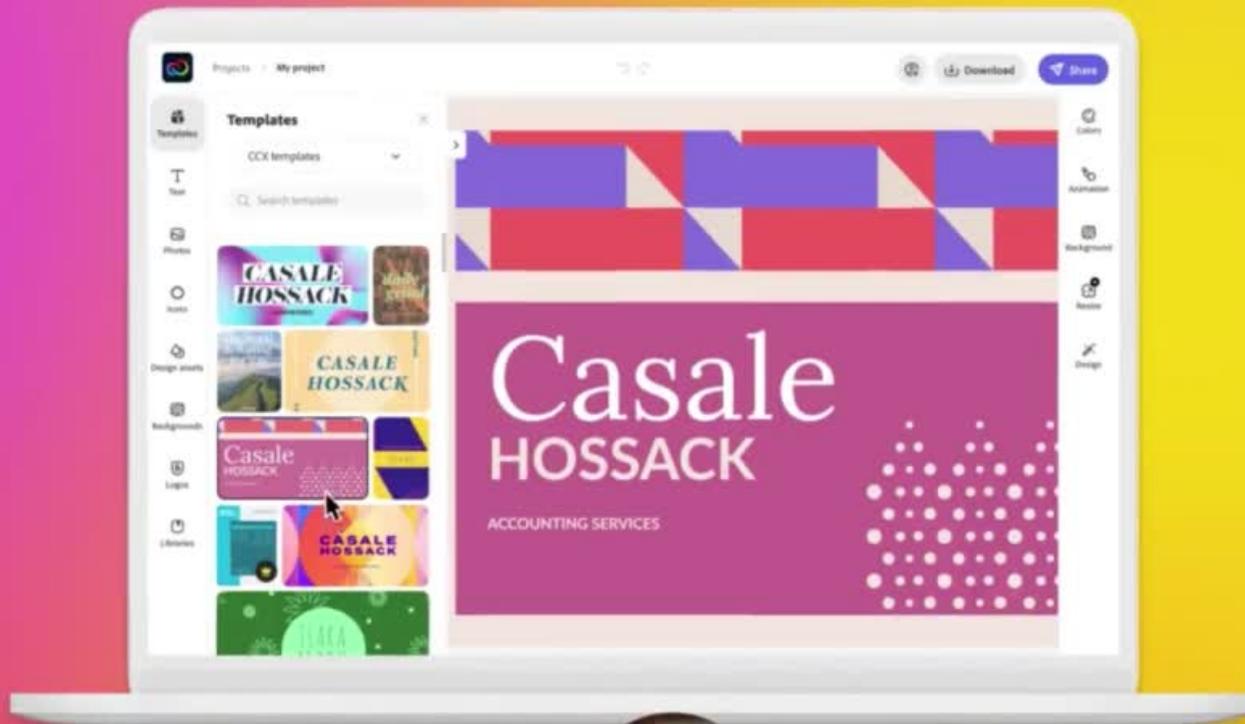
[Start your free Pro trial](#)[Get Canva Free](#)



Express it.

Quickly and easily make standout content from thousands of beautiful templates with the all-new Adobe Express. Available on web and mobile.

[Start for free](#)

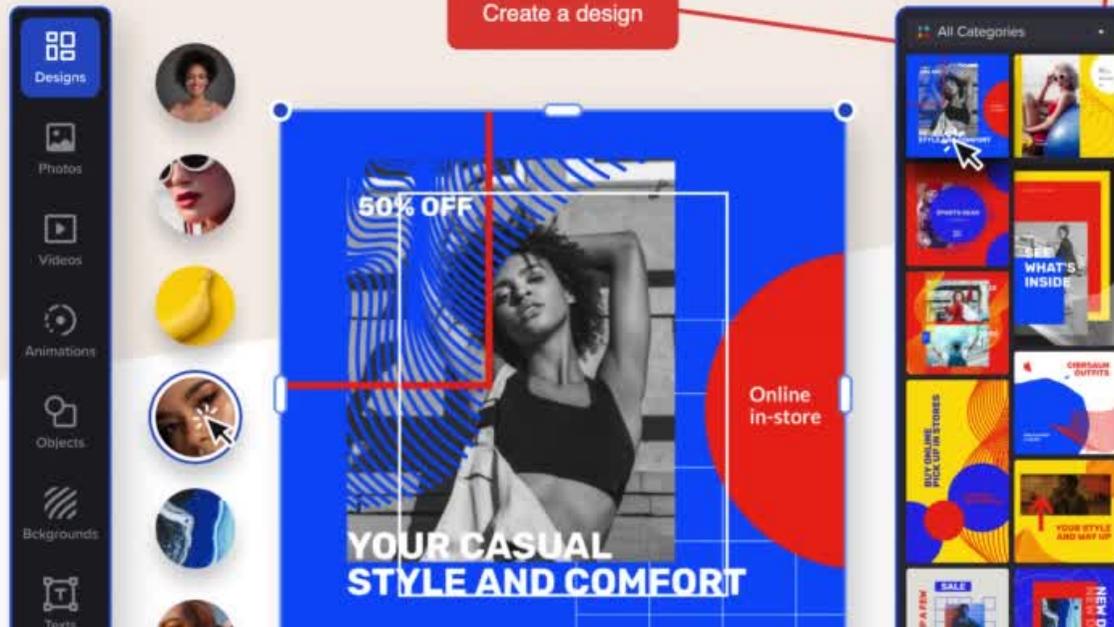


**Made by Marc, Michelle, and Julia,
Accountants**

Explore Editing Features of VistaCreate

Create amazing designs with all VistaCreate's features and content. Edit our templates in minutes or easily make your own masterpieces.

Create a design



ACTIVITY

Create at least one Canva template for a FB/IG post.

It must include:

- **Your Logo**
- **Brand Colors**

SECTION 5:

**Where do I find
inspiration for my
social posts?**

MEANWHILE

ON INSTAGRAM





The answer is

Social media inspiration is everywhere, you just have to know the right places to look

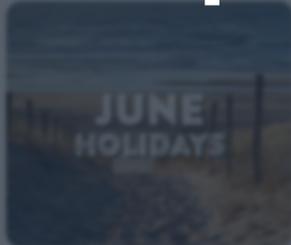
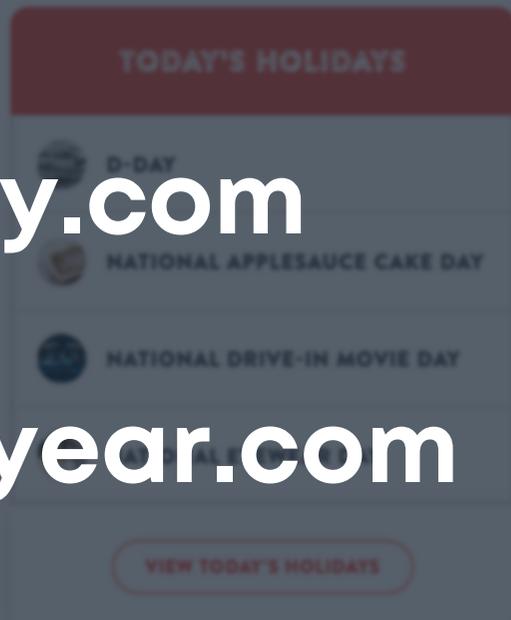


START WITH THE BASICS

<https://nationaltoday.com>

<https://www.daysoftheyear.com>

<https://www.listofnationaldays.com>



UPCOMING HOLIDAYS



START WITH THE BASICS

Look at your competitors

Search relevant hashtags

Clear your head & make a list

Find out what's trending

Check out what's worked in the past

DIGGING DEEPER

Create a daily, weekly, monthly series (e.g., "Take-out Tuesdays" for restaurants)

Research "Days of" sites for nearly daily inspiration; just be sure it is somewhat relevant to your brand, business type or industry

Run a contest or giveaway (another daily/weekly option too)

DIGGING DEEPER

Host an AMA - "Ask Me Anything" - focus on a specific topic with a call for questions about their/your latest collection/promotion

Share relevant content "Curated content" - content created by others that you select to share - it shows you/your brand has a pulse on the industry

Create a "how to" or tutorial (e.g., Go Clean Go's video on how to clean your washer)

Empower advocates - Identify customers who love your work and empower them to share

HELPFUL TIPS

According to HubSpot, funny, interactive, and relatable content, as well as content that reflects a brand's values, performs best on social media.

Short-form video is the most popular and effective social media format and will see significant growth in 2022.

ACTIVITY - CONTENT KICK-START

Did one of the prior pages inspire you or give you an idea for yourself, as well as a colleague in today's workshop?

AROUND THE ROOM:

- 1. Share 1-2 ideas you're already thinking about**
- 2. Share 1-2 ideas for other attendee(s).**

BEGIN TO FILL OUT THE WORKBOOK AS YOU FEEL INSPIRED

SECTION 6:

**How do I start a 30
day content plan?**



The answer is

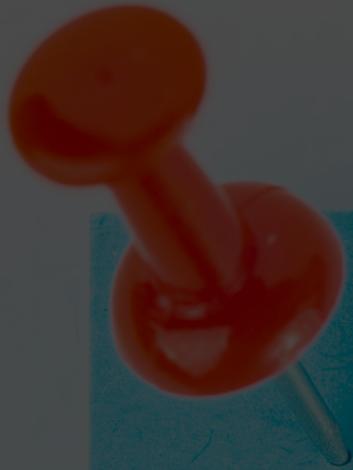
Creating content in buckets or batches moves your content from sporadic to thoughtful

HELPFUL HINTS

Make sure that when you're batching your content you identify what you're planning to accomplish with this piece of content.

WHAT IS THE EXPECTED OUTCOME?

Do you want someone to click on a link? Enroll in a program? Make a sale? Share their email address? Send you a DM? Subscribe?



**Remember, you don't
need more content, you
need effective content.**

Content Batching

Content batching is when you create content in batches to use for a specified period of time.

You may want to write content for a week, two weeks, or even a month at a time. It leads to a more efficient way of creating content.



Content Calendar Sample (Simple)

July 2022

June: S M T W T F S
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30

August: S M T W T F S
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26		27				
3		4				
10		11				
17		18				
24		25				
31	1					

<https://nationaltoday.com>
<https://www.daysoftheyear.com>
<https://www.listofnationaldays.com>

August 2022

July: S M T W T F S
1 2
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28 29 30
31

September: S M T W T F S
1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	1	2				
7	8	9				
14	15	16				
21	22	23				
28	29	30				
4	5	6				

<https://nationaltoday.com>
<https://www.daysoftheyear.com>
<https://www.listofnationaldays.com>

September 2022

August: S M T W T F S
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31

October: S M T W T F S
1
2 3 4 5 6 7 8
9 10 11 12 13 14 15
16 17 18 19 20 21 22
23 24 25 26 27 28 29
30 31

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1
2	3	4	5	6	7	8

<https://nationaltoday.com>
<https://www.daysoftheyear.com>
<https://www.listofnationaldays.com>

Content Calendar Sample (Meta Business Suite)

Planner
Plan your marketing calendar by creating, scheduling, and managing your content.

Week Month < Today > **June 2022** Content type: all Shared to: all

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30 Memorial Day	31	1 8:00 PM Instagram 8:00 PM Facebook	2	3 World Bicycle Day National Donut Day	4
5 World Environment Day	6	7 7:00 PM Instagram	8 7:00 PM Instagram	9	10	11
12 7:00 PM Facebook	13	14 Flag Day	15 8:00 PM Facebook 8:00 PM Instagram	16	17	18 International Picnic Day
19 Father's Day Juneteenth + 2 more	20	21	22	23	24	25
26	27	28 8:00 PM Instagram 8:00 PM Facebook	29	30	1 International Joke Day 12:00 PM Facebook + 1 more	2

Moments Drafts

Moments

Jun 2022
6 Upcoming moments

Tue, Jun 14
Flag Day
Take a few minutes to schedule a post or story
Schedule

See Templates

Sat, Jun 18
International Picnic Day
Take a few minutes to schedule a post or story
Schedule

Sun, Jun 19
Father's Day
Take a few minutes to schedule a post or story

Schedule

JANUARY		
Date	Name of Day	Hashtag
4th Monday in January	Community Manager Appreciation Day	#CMAD
4th	Trivia Day	#NationalTriviaDay
15th	Hat Day	#NationalHatDay
20th	Cheese Lover's Day	#CheeseLoversDay
23rd	Pie Day	#NationalPieDay
25th	Opposite Day	#OppositeDay
FEBRUARY		
Date	Name of Day	Hashtag
4th	World Cancer Day	#WorldCancerDay
7th	Send a Card to a Friend Day	#SendACardToAFriendDay
9th	Pizza Day	#NationalPizzaDay
10th	Umbrella Day	#NationalUmbrellaDay
11th	Inventor's Day	#NationalInventorsDay
15th	Singles Awareness Day	#SinglesAwarenessDay
17th	Random Acts of Kindness Day	#RandomActsOfKindnessDay
22nd	Margarita Day	#NationalMargaritaDay
MARCH		
Date	Name of Day	Hashtag
First Friday in March	Employee Appreciation Day	#EmployeeAppreciationDay
7th	Be Heard Day	#NationalBeHeardDay
14th	Potato Chip Day	#NationalPotatoChipDay
18th	Awkward Moments Day	#AwkwardMomentsDay
22nd	World Water Day	#WorldWaterDay
23rd	Puppy Day	#NationalPuppyDay
30th	Doctor's Day	#NationalDoctorsDay
31st	World Backup Day	#WorldBackupDay
APRIL		
Date	Name of Day	Hashtag
7th	Beer Day	#NationalBeerDay
10th	Siblings Day	#NationalSiblingsDay
11th	Pet Day	#NationalPetDay
13th	Make Lunch Count Day	#NationalMakeLunchCountDay
16th	Wear Your Pajamas To Work Day	#PJDay
20th	Look Alike Day	#NationalLookALikeDay
23rd	Picnic Day	#NationalPicnicDay
25th	Telephone Day	#NationalTelephoneDay
30th	Honesty Day	#NationalHonestyDay
MAY		
Date	Name of Day	Hashtag
First Thursday in May	World Password Day	#WorldPasswordDay
Tuesday in the first full week of	Teacher Appreciation Day	#ThankATeacher
2nd Wednesday in May	Receptionist Day	#NationalReceptionistDay
First Saturday in May	Free Comic Book Day	#FreeComicBookDay
6th	Nurses Day	#NursesDay
11th	Eat What You Want Day	#EatWhatYouWantDay
15th	Chocolate Chip Day	#NationalChocolateChipDay
18th	No Dirty Dishes Day	#NoDirtyDishesDay
20th	Be A Millionaire Day	#BeAMillionaireDay
24th	Scavenger Hunt Day	#NationalScavengerHuntDay
28th	Hamburger Day	#NationalHamburgerDay
JUNE		
Date	Name of Day	Hashtag
First Friday of June / Also in	Doughnut Day	#NationalDonutDay
8th	Best Friends Day	#NationalBestFriendsDay
15th	Nature Photography Day	#NaturePhotographyDay
19th	Martini Day	#NationalMartiniDay
21st	Selfie Day	#NationalSelfieDay
27th	Sunglasses Day	#NationalSunglassesDay
30th	Social Media Day	#SMDay

JULY		
Date	Name of Day	Hashtag
5th	Bikini Day	#NationalBikiniDay
10th	Pina Colada Day	#NationalPinaColadaDay
11th	Cheer Up The Lonely Day	#CheerUpTheLonelyDay
12th	Simplicity Day	#NationalSimplicityDay
13th	French Fry Day	#NationalFrenchFryDay
15th	Give Something Away Day	#GiveSomethingAwayDay
20th	Moon Day	#NationalMoonDay
24th	Cousins Day	#NationalCousinsDay
29th	National Lipstick Day	#NationalLipstickDay
AUGUST		
Date	Name of Day	Hashtag
2nd	Coloring Book Day	#NationalColoringBookDay
First Sunday in August	Friendship Day	#FriendshipDay
9th	Book Lovers Day	#NationalBookLoversDay
Second Saturday in August	Bowling Day	#NationalBowlingDay
10th	Lazy Day	#NationalLazyDay
15th	Relaxation Day	#NationalRelaxationDay
16th	Tell A Joke Day	#NationalTellAJokeDay
26th	Dog Day	#NationalDogDay
27th	Just Because Day	#JustBecauseDay
Friday before Labor Day	College Colors Day	#CollegeColorsDay
SEPTEMBER		
Date	Name of Day	Hashtag
5th	International Day Of Charity	#InternationalDayOfCharity
6th	Read a Book Day	#ReadABookDay
12th	Video Games Day	#NationalVideoGamesDay
13th	Positive Thinking Day	#PositiveThinkingDay
15th	International Dot Day	#InternationalDotDay
21st	International Day Of Peace	#InternationalDayOfPeace
Fourth Monday of September	Family Day	#FamilyDay
30th	International Podcast Day	#InternationalPodcastDay
OCTOBER		
Date	Name of Day	Hashtag
Third Monday in October	Clean Your Virtual Desktop Day	#CleanYourVirtualDesktopDay
1st	International Coffee Day	#InternationalCoffeeDay
4th	Taco Day	#NationalTacoDay
10th	World Mental Health Day	#WorldMentalHealthDay
16th	Bosses Day	#NationalBossDay
21st	Reptile Awareness Day	#ReptileAwarenessDay
26th	Pumpkin Day	#NationalPumpkinDay
29th	Internet Day	#InternetDay
30th	Checklist Day	#ChecklistDay
NOVEMBER		
Date	Name of Day	Hashtag
1st	Author's Day	#NationalAuthorsDay
4th	Candy Day	#NationalCandyDay
8th	S.T.E.M./S.T.E.A.M. Day	#STEMSTEAMDay
13th	World Kindness Day	#WorldKindnessDay
16th	Button Day	#NationalButtonDay
17th	Unfriend Day	#NationalUnfriendDay
Third Tuesday of November	Entrepreneur's Day	#NationalEntrepreneursDay
Saturday after Thanksgiving	Small Business Saturday	#ShopSmall
DECEMBER		
Date	Name of Day	Hashtag
4th	Cookie Day	#NationalCookieDay
5th	International Ninja Day	#InternationalNinjaDay
8th	Brownie Day	#NationalBrownieDay
11th	International Mountain Day	#InternationalMountainDay
21st	Crossword Puzzle Day	#CrosswordPuzzleDay
23rd	Festivus	#Festivus
26th	Thank You Note Day	#ThankYouNoteDay
30th	Bacon Day	#BaconDay

TIPS TO GET STARTED ON CREATING AMAZING CONTENT:

SIMPLE DESIGNS

Use simple designs - a minimalist approach can be most effective

WRITE COPY

Write good copy (or hire someone) to create clever, catchy and concise copy that grabs attention and provides clear CTA (call to action)

ATTRACT USERS

Attract attention with bright contrasting colors - ideal if you can incorporate your brand's colors

EXPERIMENT

Experiment with short, engaging videos - use this as an opportunity to tell a story you customers will connect to

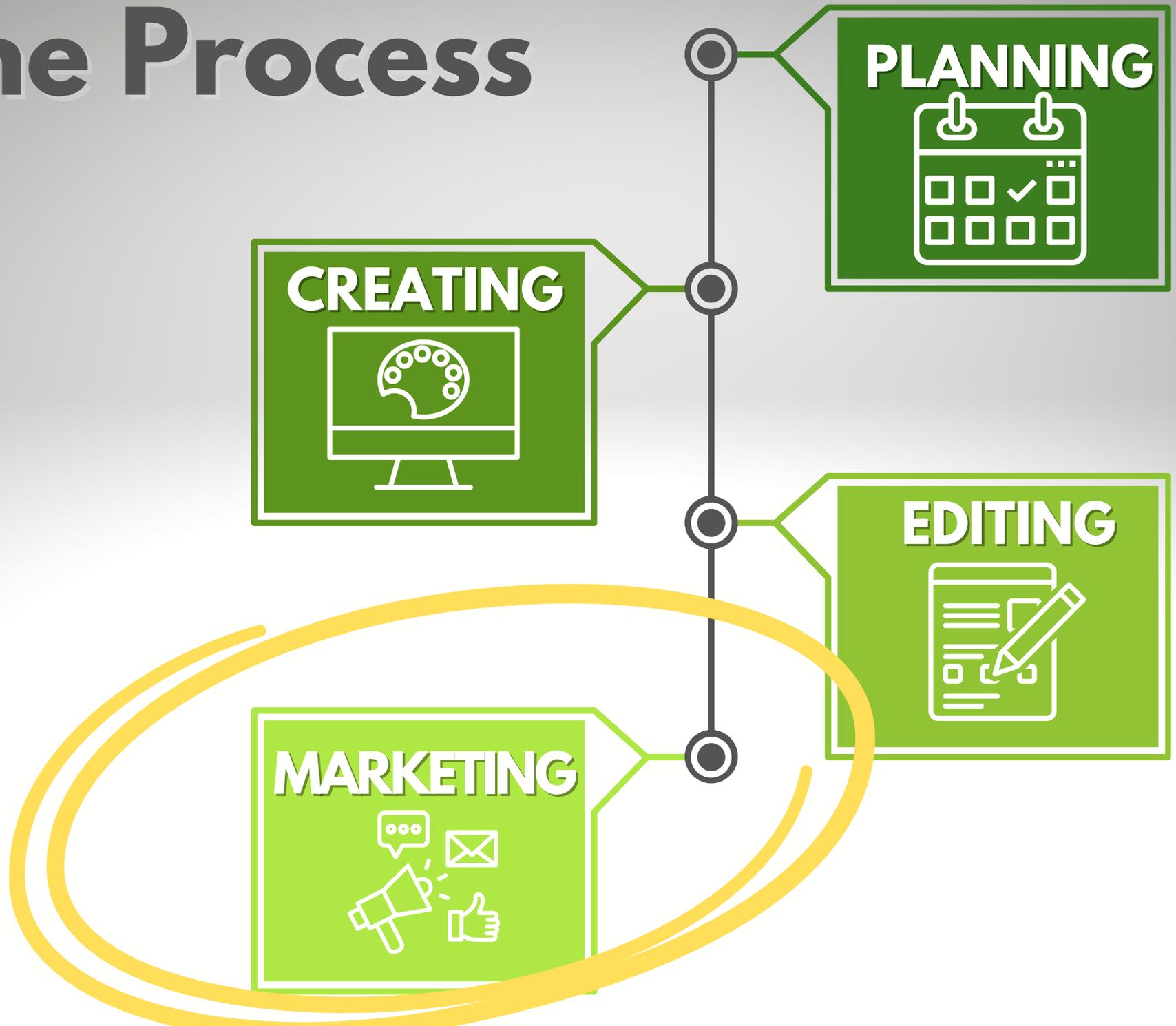
One more point:

Design with mobile in mind (over 67% of the world now uses mobile!)

ACTIVITY: START YOUR 30 DAY PLAN AND FOLLOW CHECKLIST

- Did you keep the design simple?**
- Did you create clever, catchy and concise copy that grabs attention and provides clear CTA (call to action)?**
- Did you utilize attractive colors to get attention?**
- Have you considered experimenting with short, engaging videos to tell a story your customers will connect to**
- Did you design with mobile in mind?**

The Process



SECTION 7:

**What is the ideal
platform for my
business?**

I HAVE A QUESTION

instagram@Oliviabosschick

**BEFORE INSTAGRAM
WHO WERE YOU?**



The answer is

**there's no single
platform that's best for
all businesses**



Platforms to Keep on Your Radar in 2022



- 62% of social media marketers use Facebook
- 29% say Facebook offers the highest engagement rates, while 25% say it offers the highest ROI, of any platform
- Most social media advertisers plan to buy Facebook ads in 2022



- 54% of social media marketers leverage YouTube
- 30% of social media marketers publish on YouTube 4-6X per week.
- 47% of social media marketers say YouTube provides high return on investment (ROI)



- 49% of social media marketers say Instagram generates high ROI compared to other platforms they use.
- 96% of current Instagram marketers plan to increase their investment or invest the same amount in 2022



- 52% of social media marketers use TikTok.
- 93% of TikTok marketers plan to invest the same amount or more in the platform in 2022.
- 46% of TikTok marketers say it generates high ROI compared to other platforms.

*Platforms that were close behind are Twitter (used by 45% of social media marketers) and LinkedIn (used by 35% of social media marketers).



HELPFUL HINTS

According to Hubspot, Facebook is the most used social media platform and has the highest ROI, engagement, and highest quality leads.

40% of B2B marketers surveyed indicated LinkedIn as the most effective channel for driving high-quality leads.

ACTIVITY: SOCIAL PLATFORM SELECTION AND PURPOSE

Examples:

- **Facebook** - a place for people to learn about my business and events; link to my website and discuss issues that impact my customer
- **Instagram** - a place to visually/creatively share information about things going on in my business
- **LinkedIn** - a place to connect with others in my industry; learn and share information about issues impacting our business
- **TikTok** - a place to visually share fun and creative short form videos about my business
- **Pinterest** - a place to visually share related content about my business to users; create inspiring project boards about my product.

SECTION 8:

What does a successful social media marketing strategy look like for my business?

How will I know it's working?

**IF YOU COULD JUST MAKE CONTENT
THAT EVERYONE LOVES EVERY DAY**

THAT WOULD BE GREAT



The answer is

The biggest and best indicator that your social media marketing is working is engagement.

**ENGAGEMENT = WEBSITE TRAFFIC
+ FOLLOWERS + SALES**

A photograph of two women sitting at a wooden table, looking at a laptop. The woman on the left is pointing at the screen with a wide smile, and the woman on the right is also smiling and pointing at the screen. The image is overlaid with a semi-transparent dark blue filter. Two horizontal green bars are positioned above and below the main title.

INDUSTRY EXPERT QUOTE

“The biggest and best indicator that your social media marketing is working is ENGAGEMENT. It is a common belief that the more followers you have, the better your social marketing is. That may be true to an extent, but if your followers aren’t engaged, you’re talking to a wall.

Strategically growing your following by attracting relevant followers from your demographic is key. The more conversations you can facilitate and participate in, the stronger your brand voice will be.

If your social media marketing is effective, your brand will be recognisable to your audience. Your audience, in turn, will promote your brand for you in a way that mirrors your own social marketing strategy!”

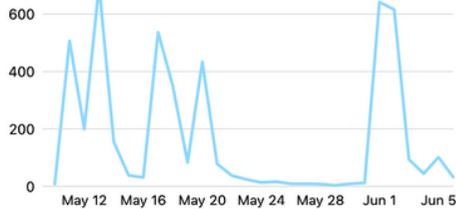
Elizabeth Kuka, Social Media Manager, One Click Ventures

- Overview
- Results**
- Content
- Audience
- Benchmarking

Reach

Facebook Page reach ⓘ

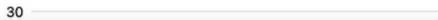
2,734 ↑ 111.1%



Export

Instagram reach ⓘ

47 ↓ 17.5%



Page and profile visits

Facebook Page visits ⓘ

141 ↓ 27.3%



Content

Recent content ↓

Type	Reach	Likes and reacti...	Comments	Shares	Link clic
Post	Boost post	1,458	6	4	3
Post	Boost unavailable	490	20	0	0
Post		41	0	0	0
Post	Boost post	221	4	2	0
Post	Boost post	864	120	27	2
	Create ad	--	--	--	--
Post	Boost post	646	116	8	0
Post	Boost post	407	3	4	0
Post	Boost post	1,326	116	28	2

Audience

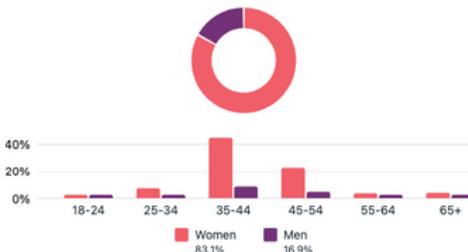
Current audience

Potential audience

Facebook Page followers ⓘ

1,078

Age & gender ⓘ



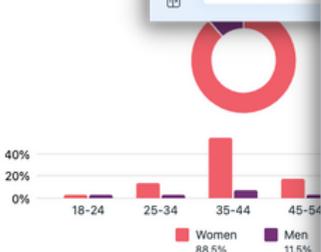
Top cities



Instagram followers ⓘ

225

Age & gender ⓘ



Top cities



Results

- Overview
- Results**
- Content
- Audience
- Benchmarking

Facebook Page reach ⓘ

2,734 ↑ 111.1%

Instagram reach ⓘ

47 ↓ 17.5%



See results report

Content

Sort by: Recent content ↓

Wed Jun 1, 6:00pm We're one month from L... Post Reach 1,458	Fri May 20, 10:41am We ❤️ our bus drivers! ... Post Reach 490	Wed May 18, 6:00pm Don't forget to order yo... Post Reach 41
Wed May 18, 6:00pm Don't forget to order yo... Post Reach 221	Fri May 13, 12:48pm Many thanks to Mike Ca... Post Reach 864	Wed May 11, 5:58pm Nolensville Elementary ... Post Reach --

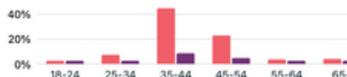
See content report

Audience

Facebook Page followers ⓘ

1,078

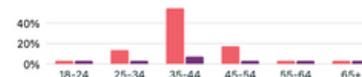
Age & gender ⓘ



Instagram followers ⓘ

225

Age & gender ⓘ



ACTIVITY - METRICS THAT MATTER

ENGAGEMENT: Measures actions taken on your posts and stories. The more engagement, the higher your viral reach is likely to be.

Review your most engaged social post and include the engagement metrics:

_____ Likes & Shares

_____ Audience Growth (did your audience grow after?)

_____ Followers/Following Ratio (following > followers is not ideal)

_____ Audience Mentions

INFLUENCE: This means starting this conversation yourself - engage with your customers. Reply to their messages and posts, offer a helping hand and generally talk to them like a human being.

ACTIVITY - METRICS THAT MATTER

REACH: Reach is calculated when your content appears on somebody's news feed.

- **Organic Reach:** The number of people who saw your post/tweet in their feed. A metric that is becoming harder to maintain, as various social algorithms give more value to posts shared by friends, family, and followers.
- **Viral Reach:** As touched upon above, this indicates how many people have seen your content as a result of social sharing.
- **Paid Reach:** The number of people who saw your content through a promoted social post.

VOLUME: Volume measures how many people are talking about your brand (or content and industry) on social media. How large is the conversation around your brand? Are people talking about your industry/offering?

- **@Username:** When people attribute your username in a post, you'll get a notification.
- **Brand mentions:** Similar to the above, but without "tagging" your username.
- **Hashtags:** A common way people talk about your brand, especially if your industry knows you well.

WHAT'S NEXT?



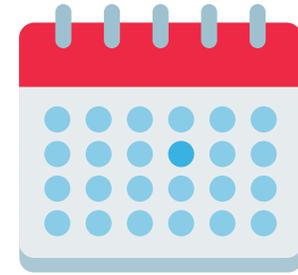
Join Private Facebook Group

- Monday Check-in's
- Daily or Weekly Hashtag or National Days shared
- Share successes or frustrations in safe space



Follow/Like Classmates online

- Share your social handles before leaving today or post to private FB group
- Support each other by engaging on posts



Attend fall follow up workshop

- Group to discuss date and time options that work best for all (approx September 2022)

Find workshop materials at
www.spartanbusinessservices.com/contentplanningworkshop

Thank You

**SEE YOU IN SEPTEMBER AT OUR FOLLOW
UP WORKSHOP!**

**SPARTAN BUSINESS SERVICES
NOLENSVILLE, TN**



Sources:

Content creation sites:

- <https://themeisle.com/blog/canva-alternatives/>
- <https://colorlib.com/wp/social-media-graphics/>
- <https://www.nancycasanova.com/content-batching/>
- <https://www.yourcontentempire.com/behind-the-scenes-my-content-batch-process/>

Marketing Trends

- <https://blog.hubspot.com/marketing/hubspot-blog-social-media-marketing-report>
- <https://locowise.com/blog/what-are-the-signs-that-your-social-media-marketing-is-working>
- <https://www.slideshare.net/seomighty/great-content-from-cliche-to-competence/106>

Hubspot - Calendar of Hashtag Holidays

Stats:

- <https://sproutsocial.com/insights/social-media-metrics/>
- <https://www.campaignmonitor.com/resources/knowledge-base/which-social-media-platform-is-best-for-marketing-a-business/>
- <https://mention.com/en/blog/social-media-success/>

Platform specific:

- <https://digitalmarketinginstitute.com/blog/an-in-depth-look-at-marketing-on-tiktok>
- <https://clear.co/blog/pinterest-marketing-strategy/>
- <https://www.hubspot.com/instagram-marketing#:~:text=Instagram%20Analytics-,Why%20Market%20on%20Instagram%3F,platform%20to%20showcase%20that%20content.>