



Welcome to

CONTENT PLANNING WORKSHOP

WORKBOOK



**SPARTAN
BUSINESS
SERVICES**

CONTENT PLANNING

Section 1: What I want out of this session
(circle or check all that apply)

1

Articulate my social media goals

2

*Understand who I am creating
content for*

3

*How best to utilize content creation
tools*

4

*Create more inspirational/effective
content*

5

*Develop my 30, 60 and/or 90 day
content plan*

6

All of the above or other

CONTENT PLANNING

Section 2: What do you want to achieve with your social media? (circle or check all that apply)

1

Build brand awareness

2

Manage brand reputation

3

Drive traffic to our website

4

Improve community engagement

5

***Increase conversions or sales and/or
generate leads***

6

Other

CONTENT PLANNING

Section 3A: Who am I creating content for? What do my customers want to accomplish when they interact with us?

CONTEXT

- **SITUATION**
- Why would someone want to consume this content?

Fill in your response here

INTENT

- **PURPOSE**
- How can this content help them accomplish their goal?

Fill in your response here

RELEVANCE

- **CONNECTION**
- Is this content the best match for them at this particular moment?

Fill in your response here

If you cannot answer these questions yet, move to Section 3B or plan to revisit after you've started the "creating content" section.

CONTENT PLANNING

Section 3B: Who am I creating content for? and What do my customers want to accomplish when they interact with us?

CREATE "INTENT" PROFILES

PUT YOURSELF IN THE SHOES OF YOUR IDEAL CUSTOMER...HOW WOULD THEY RESPOND TO THE FOLLOWING:

I WISH I COULD...

I NEED TO...

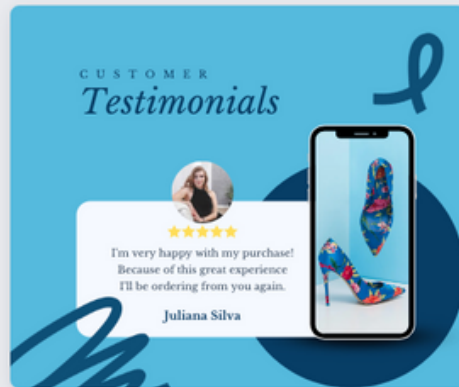
I AM WORRIED OR FRUSTRATED BY...

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Section 4: What tools are available for creating content?

CREATE AT LEAST ONE CANVA TEMPLATE FOR FB/IG POST

**It must include at least one:
Your logo & Brand Colors**



HOW'D IT GO?

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Section 5: Where do I find inspiration for my social posts?

START WITH THE BASICS:

- **Use "Days" lists:**
 - nationaltoday.com
 - daysoftheyear.com
 - listofnationaldays.com
- **Look at your competitors**
 -
 -
 -
- **Search relevant hashtags**
 -
 -
 -
- **Clear your head and make a list**
 -
 -
 -
- **Find out what's trending**
 -
 -
 -
- **Check out what's worked in the past**
 -
 -
 -

CONTENT PLANNING

Section 5: Where do I find inspiration for my social posts?

DIGGING DEEPER:

- **Create a daily, weekly, monthly series**
 -
 -
 -
- **Research "Days of" sites for daily inspiration; be sure it aligns with your industry, brand or business type**
 -
 -
 -
- **Run a contest or giveaway (another daily/weekly option too)**
 -
 -
 -

OTHER IDEAS:

CONTENT PLANNING

Section 5: Where do I find inspiration for my social posts?

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**
 -
 -
 -

CONTENT PLANNING

Section 6: How do I start a 30 day content plan?

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?

When designing the post, keep these questions in mind:

- ☐ **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?**

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Section 7: What is the ideal platform for my business?

Select your preferred platforms and discuss the purpose of each applicable platform for your business

Facebook: _____

Instagram: _____

LinkedIn: _____

Pinterest: _____

TikTok: _____

Other: _____

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Section 8: What does a successful social media marketing strategy look like for my business? How will I know it is working?

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

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

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**
- _____ **Audience Mentions**

Other tasks:

- **INFLUENCE:** Reply to messages and posts, offer a helping hand and generally talk to them like a human being.
- **REACH:** Number of people who saw your post in their feed - find in your platform metrics.
- **VOLUME:** How many people are talking about your brand?

CONTENT PLANNING

Next Steps!



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 online

www.spartanbusinessservices.com/contentplanningworkshop