

— SOCIAL MARKETING — ADVANTAGE



GUIDE 7:

IMPLEMENT A MARKETING SCHEDULE
THAT WORKS

Implement A Marketing Schedule That Works

Knowing what you need to do to thrive on social media is just part of the story.

The other part of the story? Well that is actually *doing* it.

This might sound a bit redundant but consider just how many businesses will come up with a social media marketing strategy and begin with the very best of intentions. They genuinely intend on posting on a regular basis to Instagram and Twitter and building their following over time.

But then what happens is that life gets in the way. This is especially problematic for those smaller, one-man-band operations.

If you're an entrepreneur who is looking to promote themselves on social media, then you might have a plan to post a certain amount of images, written posts, links and videos per week or even per day. While this is admirable, if you overshoot what's possible, then you will potentially end giving up on the attempt entirely – and this certainly isn't a positive thing!

The same goes for publishing to your website in general, and the same goes for vlogging etc.

It's all about finding a balance that works for you and the most important thing through all of this, is that your schedule is *consistent*. Social media, blogs and vlogs are all most successful when visitors feel that they can rely on your content to arrive at a set time and set date, frequently.

It's better to post regularly once a week, than it is to *attempt* to post ten times a day, burn out in the first few days and then give up entirely!

As well as finding the balance though, you can also use a few optimization tricks and process fixes to speed things up. Let's take a look at how you can optimize your social media campaign.

The Essentials

Let's start by looking at the essentials – the bare minimum that you should be doing.

While it's best to be present on as many social media platforms as possible, the reality is that this can take up a huge amount of time.

At the very least though, you should be on the three biggest platforms. Those are:

- Facebook
- Instagram
- Twitter

If you have those three covered, then you should be able to reach the biggest cross section of your audience possible. Facebook alone covers 2 billion people, which is a huge proportion of the population!

You'll need to post to each of these accounts at least once a day. But where possible, it is *highly* advisable that you post more frequently and aim for twice a day if possible. Three times a day? That's even better.

As for what you'll be posting, you'll of course run out of content fairly quickly if you try to post things from your own site each time.

So, you might want to consider making your posts a mixture of:

- Humorous/useful observations
- Insights from your day (while staying relevant as possible)
- Niche/industry news
- Links to other articles or posts that you found interesting – especially if these are channels you'd like to work with in future
- Promotions regarding partners
- Occasional promos for your own content
- Old posts that you published previously
- Images or posts about topical hashtags
- Responses to questions or comments
- Questions or comments of your own, for other people
- Polls, questionnaires etc.
- Opinion
- Tips and tricks

As you can see, you should have plenty to be dealing with.

But also keep in mind this little rule:

Only one in second of your posts should be purely promotional.

We've talked about this in several of these reports, but the key is to offer value and then to market under the radar. To offer enough value that your audience feels that their time spent on your site has been worthwhile, you need to make sure that you are posting regularly about things that interest them. They *don't* want to be inundated with ham-fisted marketing attempts!

Note that this is easier for people selling their own products versus affiliate marketers. Your followers will be significantly more forgiving if the product is your own!

So thus far you have 1-3 posts across three social media platforms a day. These will each be just a couple of sentences long. Let's say that's an average of 6 posts daily, several of which can be the same post across different channels. So, let's say 4 posts daily. Not too bad. And that's about 10 sentences daily, which should equate to around 150-200 words. Minimum.

One of the hardest parts of this is going to be sharing your own content. This means you need to *make* your own content and that is going to take significantly more time than posing a humorous aside.

How often should you share your own content? That depends on the nature of your brand and your blog and how you intend on getting the majority of your traffic. Note that content marketing is crucial for your SEO and also for building brand loyalty and authority.

The best scenario though for most people will be that they post a minimum of twice per week. If you can only manage once, then that is okay too, but your channel will grow significantly more quickly if you post twice a week. And those posts need to be SEO optimized, well-written, engaging and genuinely interesting and valuable to your readers. That's a tall order for sure.

The ideal *length* for each post? I'm sorry to say that that is a rather large 1,800 words according to most estimates. But seeing as we're going with the minimum here, that minimum is 800 words. The least you are going to get away with then and still see significant growth, is one post of

800 words per week and 3 social media posts daily on the three big platforms.

The 'ideal minimum' is closer to 4 unique posts daily, shared out over the three big social media platforms, with one 1,800 word post per week.

Now, if you want extra bonus credit – and trust me you do – then one of the *very best things* you can do for your marketing is to add a video component. There are countless advantages to video marketing when it comes to making yourself known online, which we won't go into in depth here.

Suffice to say that video will:

- Raise your profile by looking like something that an amateur could not create. A video with high production values takes skill, it takes time and it takes software and equipment. Suddenly, your organization becomes something that couldn't possibly be run by a kid in their Mum's basement.
- Massively enhance engagement. One of the awesome things about video is that it instantly captures our attention. There is movement, there is music, there is spoken word and all of this is very difficult to turn away from even compared with good writing.
- Increase conversions. Not only is video incredibly effective at getting people to watch, it is also very good at getting those same people to go and click 'buy'. That's because video has the potential to emote and persuade face-to-face, which written content just can't do. They can see you right there on the screen appealing to them, which is very different from reading some statically written persuasive writing.

Video lets your visitors get to know you, it stands out in a sea of social media and it is powerfully persuasive and trust building. You can also share video either through social media directly by posting to your pages, or you can

So now that's an ideal minimum of 4 unique posts daily, shared out over the three big social media platforms, with one 1,800 word post per week. On top of that, one video per fortnight and one live event per fortnight.

This is a small amount of work but it has still added up rather! And that means you're looking at spending the best part of a working day per week on all this, or slightly less if you're fast. And ideally you'd do more!

So, what is the solution?

Optimizing Your Schedule

Our goal then is to optimize this schedule, to find ways to get more done in less time and to outsource etc. where possible.

I will say, as a rule of thumb, be wary of outsourcing your writing and content. If you *do*, then make certain that the writer you hire is someone who knows the subject matter intimately and is genuinely passionate about it. It is not enough to simply find someone who is good at writing. If you are going to have people coming back to your site and reading it because they're getting great information, then the information you offer needs to be new, it needs to be unique and it needs to really stand out. It is *not* enough to simply post 'well written' posts that anyone could research themselves.

So, writing is something that will cost you one way or another. But we can speed up and optimize the rest.

For instance, if you are going to make a video, then there is nothing to say this has to be expertly produced. In fact, if you film something on a smartphone or a cheaper mirrorless camera, you can aim for an intentional 'vlogging' effect. Use a lapel mic for low-cost, high-quality audio and then, if you want some added flourish, hire a professional editor to put it all together and get it to look great.

Keep videos short – 4 minutes is suggested to be the optimum length by YouTube and in this case, there is no real advantage to going longer. Run over your time? Then consider splitting your content into several shorter videos.

As for social media posts, you should make sure that it is as easy as possible to share things through all the major platforms. That means that you should have the apps ready and signed into your business accounts on your smartphone – so sharing something to Instagram is as easy as pointing and shooting the camera. Then find times during the day when you know you'll have the opportunity to do that.

You will naturally gravitate to one social platform more than the others depending on your personal preferences and workflow. Any of these can work wonders – Arnold Schwarzenegger for instance is highly successful on Snapchat. Don't fight this – as long as the audience is there – and then make this your 'primary' social media platform. Post to this one most regularly, put the most work in here and let the others follow.

Fortunately, there are some easy tools to help you do this. Most social media platforms for instance now allow you to easily share to other channels relatively easily. You only have to tick a button on Instagram for instance and your posts will be shared on Twitter as well.

And for those accounts that don't offer this privilege, try using additional tools such as IFTTT. IFTTT stands for 'If This, Then That' and allows you to set up triggers and responses across your social media. For instance, you can make it so that any content you share with a *specific hashtag* on Twitter, ends up on Facebook.

One last tip: use a tool like buffer. Buffer is an app that allows you to schedule posts. This means you can set up a large number of social media posts that aren't 'time sensitive' and then have them post automatically and intermittently.

As for sharing content – keep in mind that the links you post don't all need to be new! There's nothing wrong with sharing an old post from your site. And actually, you can schedule WordPress posts as well. One of the best tips I can give you is to take a week off of everything and to spend this developing some excellent content that you can then drip feed for weeks and months to come.

One last thing? Love your subject matter and love what you do. It's the only way you'll be able to keep up this kind of output.