



All on Board

Social Media Workshop

By James Dempster

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About us



Who we are



Our team are experts in their field, combining passion, innovation and experience to consistently deliver great results.

Data shapes the stories we tell. Data gives stories credibility and stories bring the numbers to life, resulting in a compelling and authentic narrative that has a real impact on the audience.

I have over 15 years of sales and marketing experience and use LinkedIn personally to drive sales.

James Dempster

Managing Director at Cobb Digital

Questions

Throughout this guide I'd like you to ask yourself these five questions to help define your key audience and potential strategy. Think about doing this in your team because it can be an engaging activity for your business.

Ask yourself the following questions:

- Why do you want to be on social media?
- Who is your target audience?
- What are you going to share?
- Where are you going to share?
- When are you going to share?



The types of social media marketing strategies

Have a think about what platform suits you and your goals, but also ask your team to share their thoughts. Where are your customers? Which platform do they use the most? Which platform suits your business? Think about your demographic range and then plan your marketing strategy based on your answers.

Social Media Marketing Strategies



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Why?

Your main objectives will be at the core of every marketing strategy you deliver. These can include:

- Increase brand awareness
- Drive traffic to your website
- Generate new leads
- Grow revenue (by increasing signups or sales)
- Boost brand engagement
- Build a community around your business
- Provide social customer service
- Increase mentions in the press
- Listen to conversations about your brand

You can use this table to identify the metrics you'll need for each of your business objectives. Remember you may have more than one objective:

Business objective	Social media goal	Metric(s)
Grow the brand	Awareness (these metrics illuminate your current and potential audience)	Followers, shares, etc.
Turn customers into advocates	Engagement (these metrics show how audiences are interacting with your content)	Comments, likes, @mentions, etc.
Drive leads and sales	Conversions (these metrics demonstrate the effectiveness of your social engagement)	Website clicks, email signups, etc.
Improve customer retention	Consumer (these metrics reflect how active customers think and feel about your brand)	Testimonials, social media sentiment, etc.

What?

Ask yourself these questions:

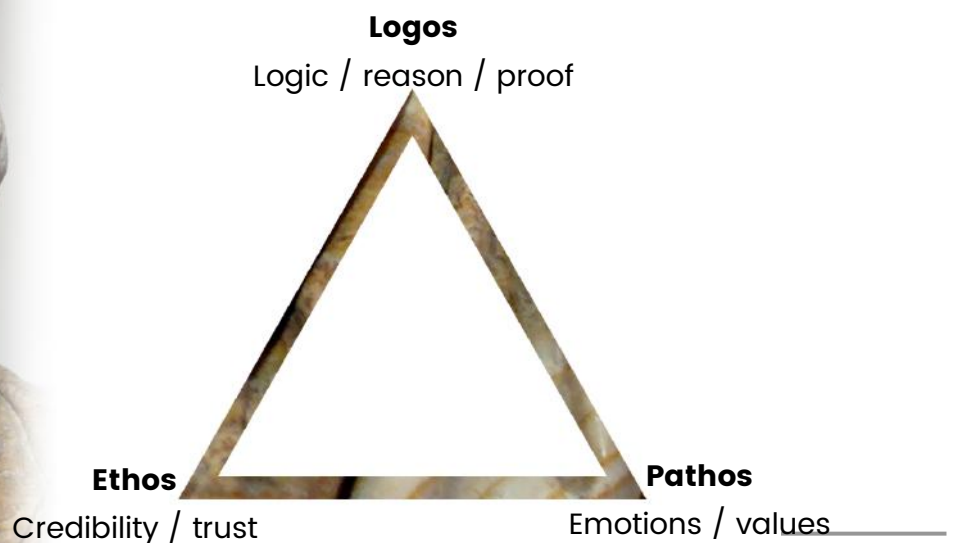
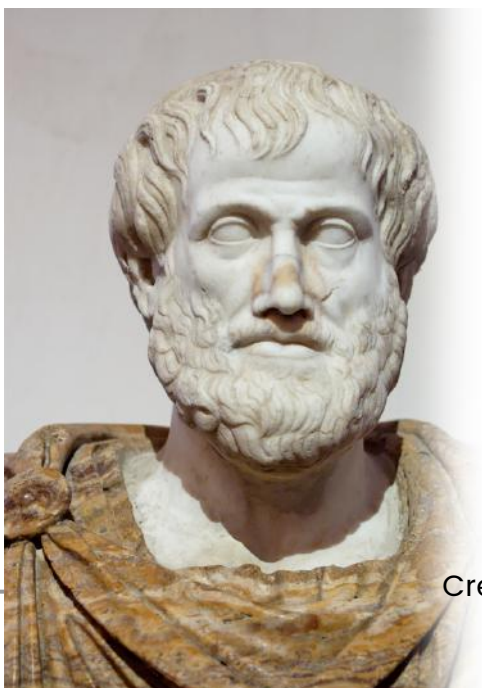
- What goals and challenges do your customers have?
- How can you help solve them?



What you won't know about me is that, I'm a big fan of ancient history and especially 4th century Athens. Aristotle came up with his three artistic proofs: pathos, ethos and logos, at Cobb Digital we use this to explain the relevance today in the world of digital marketing.

- Logos: compelling data. For example, 9/10 dentists would recommend this toothpaste
- Pathos: emotional hook. Are there any human interest stories that can help tell your story?
- Ethos: ethical side. Is the person telling us this credible and relevant? E.g. Cristiano Ronaldo telling me to buy some football boots

At its heart, marketing is storytelling – and no story is complete without the three artistic proofs.



Where?



There are a lot of channels you can use, but you don't need to just jump on them because they're shiny and new.

Where are your audience? Where do they spend the majority of their time? Focus on one or two channels and do them well, rather than trying to do them all and not successfully managing your time.

- Facebook has 2.45 billion monthly active users and is the main platform for adults.
- Twitter has 330 million monthly active users and is a popular platform for customer service and businesses.
- LinkedIn has 303 million monthly active users and is the top social media platform for B2B social media marketing.
- Instagram has 1 billion monthly active users and is the top photo and video sharing app.

Additionally, don't just jump on tech. Something new comes up every day, stick to what works best for you and your business. E.g. if you're B2B marketing then TikTok is probably not the best app for you.

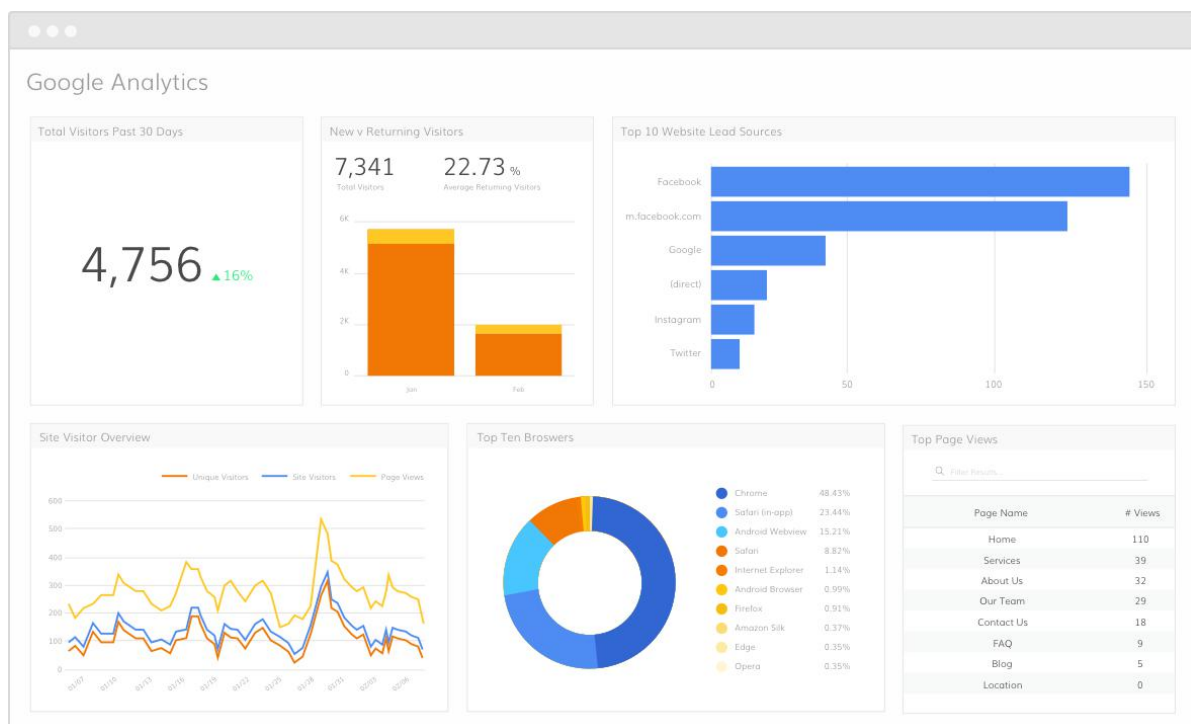
Remember its all about the right message, right person, at the right time.

When?

Use data! If someone tells you Tuesday at 10am, it's rubbish.

Creating content for social media at any scale is challenging, but to get eyes on your posts you'll need to learn when your audience is most active to receive engagement. Use Google Analytics to inform your decisions. The data you collect is unique to your audience and business, so knowing when to post is important to stay a step ahead.

Whether you want to use the data to find out peak times or you want to capitalise on your quieter hours, then align your unique data within your own social media posting calendar and start planning your posts with greater purpose.



Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand.

Create an account and connect your social media platforms to start collating your personal business data.

Calendar

Use a social media calendar template to plan your content schedule.

Things come up and sometimes there's not enough time to post the next social media update. Pre-scheduling your posts will be your new best friend. Use a calendar similar to the one below to plan your content ahead of time.

[Click on the calendar below to download the template](#)

	A	B	C	D	E	F	G	H
	SOCIAL NETWORK	DATE (MONTH/DAY/YEAR)	TIME (EST)	CONTENT TYPE	TOPIC	SOCIAL COPY (to be filled in 3 days before publishing)	LINK	NOTES (e.g., specific images, etc)
1	FACEBOOK	02/07/2019	7:00 AM	NEW BLOG POST	Silent Video	Are you optimizing your social video for viewing without sound? You should be	https://blog.hootsuite.com/silent-video/	
2				CURATED CONTENT				
3				EVERGREEN BLOG POST				
4				LIVE VIDEO				
5				PROMOTION				
6	INSTAGRAM			STORY				
7				ORIGINAL IMAGE				
8				CURATED CONTENT				
9	TWITTER			NEW BLOG POST				
10				EVERGREEN BLOG POST				
11				CHAT				
12				EVERGREEN BLOG POST				
13				VIDEO				
14	LINKEDIN			NEW BLOG POST				
15				EVERGREEN BLOG POST				
16				EVERGREEN BLOG POST				
17				CURATED CONTENT				

Additionally, input days from the national calendar to mould your social posts to fit with the national trend, this will drive more awareness. E.g. World Nutella Day – use a day like this to be humorous and encourage social interaction on your posts.

	January	February	March	April	May	June	July	August	September	October	November	December
All month / TBC	Veganuary Dry January Ginuary			Oxford V Cambridge Boat Race (date TBC)				School holidays Exam Results	Back to school Organic September	Sober October Stoptober	November World Vegan Month	
1	New Year's Day		St David's Day	April Fool's Day				Edinburgh Fringe Festival starts (TBC)	Zero Waste Week (TBC)	World Vegetarian Day International Coffee Day	World Vegan Day	
2		Groundhog Day Super Bowl Sunday										
3			World Wildlife Day									
4				The Grand National	Star Wars Day		Pride London Parade (TBC)			World Animal Day Grandparent's Day		
5			World Book Day		Cinco De Mayo				World Beard Day	World Teacher's Day National Curry Week (TBC)	Bonfire Night	Small Business Saturday (UK)
6												
7				World Health Day			World Chocolate Day					
8			International Women's Day		Bank Holiday			International Cat Day			Remembrance Sunday	

Trends

Keep up with the social media trends on Google Analytics. These change daily!

Click on the image below to explore the current trends, save this page in your browser.

 See what was trending in 2019 - United Kingdom

Searches	How to...?	What is...?
1 Rugby World Cup	1 How to watch Champions League Final?	1 What is Area 51?
2 Cricket World Cup	2 How to watch Game of Thrones?	2 What is the backstop?
3 Game of Thrones	3 How to floss dance?	3 What is D Day?
4 Chernobyl	4 How to pronounce Psalm?	4 What is Finn's Law?
5 Thanos	5 How to watch KSI vs Logan?	5 What is a super over in cricket?

Movies	Musicians	News Events
1 Avengers Endgame	1 R Kelly	1 Notre Dame
2 Joker	2 Nadine Coyle	2 iPhone 11
3 Captain Marvel	3 21 Savage	3 Revoke Article 50 petition
4 Once Upon a Time In Hollywood	4 Lewis Capaldi	4 Thomas Cook news
5 The Favourite	5 Billie Eilish	5 Area 51

People	Sporting Events	TV Shows
1 Caitlyn Jenner	1 Rugby World Cup	1 Game of Thrones
2 James Charles	2 Cricket World Cup	2 Chernobyl
3 Prince Andrew	3 Wimbledon	3 Love Island
4 Tommy Fury	4 Women's World Cup	4 Line of Duty
5 Boris Johnson	5 KSI vs Logan Paul 2	5 I'm A Celebrity

Tools
















Hootsuite: As the ultimate timesaving tool, the Bulk Composer also allows you to:
















- Upload content quickly and easily—instead of hopping back and forth between social networks, schedule all your messages in bulk from one place.
- Schedule hundreds of posts—up to 350 messages at a time.
- Reach multiple timezones—use Bulk Composer to schedule your messages ahead of time to reach audiences all around the world.
- Pre-plan campaign messages—draw your audience towards a big event, release, or product launch. Scheduling multiple messages to promote an event is a great way to build anticipation.
- Improve consistency—being consistent with your updates can teach your audience when to expect new content from you. Avoiding pauses or sudden breaks in your social media schedule also ensures maximum engagement.

TweetBinder: ‘The most complete hashtag tracking tool for Twitter and Instagram’. This application shows you a breakdown of your contributor rankings and lets you keep an eye on competitors.

CONTRIBUTOR RANKINGS ?

Show top 10 Share rankings ▾

MOST ACTIVE ?	Total tweets	RETWEETERS ?	Retweets	ORIGINAL TWEETS ?	tweets
 @sanshui596 sandra smith	12	 @CoolBrighton Cool Brighton	12	 @TheGoodDogGuide The Good Dog Guide	8
 @CoolBrighton Cool Brighton	12	 @ShanShui1946 Sandra Smith	7	 @PackofCardsBN2 Pack of Cards 📁	8
 @TheGoodDogGuide The Good Dog Guide	8	 @sanshui596 sandra smith	6	 @brightonargus Brighton Argus	7
 @PackofCardsBN2 Pack of Cards 📁	8	 @ellinjaa Julie	6	 @sanshui596 sandra smith	6
 @brightonargus Brighton Argus	7	 @YourLDN YourLDN	6	 @SxCancerFund Sussex Cancer Fund	4

MOST POPULAR ?	Followers	HIGHEST IMPACT ?	Impacts	TOP PHOTOGRAPHERS ?	Photos
 @Madamefigaro Madame Figaro	1,046,240	 @Madamefigaro Madame Figaro	1,046,240	 @sanshui596 sandra smith	6
 @RealTimVine Tim Vine	266,880	 @brightonargus Brighton Argus	713,587	 @AmsSoutheast AMS	4
 @SueltaLaSopaTV Suelta La Sopa	212,100	 @TheGoodDogGuide The Good Dog Guide	310,160	 @SxCancerFund Sussex Cancer Fund	4
 @elpoliticonews El Político	188,565	 @RealTimVine Tim Vine	266,880	 @driftwoodbysea Driftwood Garden	3
 @brightonargus Brighton Argus	101,941	 @CoolBrighton Cool Brighton	212,244	 @Gscene Gscene Magazine	3

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Unsplash: Unsplash is a website dedicated to sharing freely useable images. Its powered by over 110,000 contributing photographers and generates more than 11 billion photo impressions per month on their growing library of over 1.5 million photos.

Canva: Canva is a graphic design platform that allows users to create social media graphics, presentations, posters and other visual content. It is available on web and mobile, and integrates millions of images, fonts, templates and illustrations.

Woobox: Woobox is a social promotion application. It allows you to run sweepstakes, contests, polls, and more across Facebook, Twitter, Google+, LinkedIn and more. You can then easily track the performance of your contest in the Woobox interface.

An example of client work

Things that work well:

Experience West Sussex is a visitor economy initiative led by the local councils and the Coastal West Sussex partnership. As a part of the travel and tourism sector, it shares and promotes the best attractions of the county and inspires visitors for the benefit of the West Sussex visitor economy.

Experience West Sussex has 34k followers on Facebook, 3.2k followers on Instagram and 3.2k on Twitter.

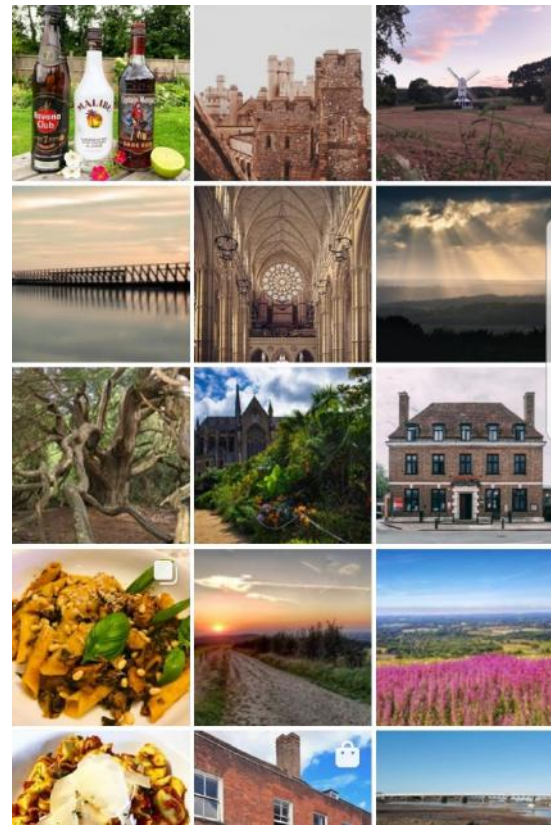
The EWS Instagram offers:

- Imagery that feels like UGC performs well
- News stories tend to perform well on Facebook, as well as anything that generates conversations or encourages people to tag other people in the comments
- Events are strong as well

Recent social media campaign

We asked people to share their favourite pictures of West Sussex with the hashtag opposite and received 177 entries. Within the T&Cs we said that we'd use the photos for our own social channels and that has been working particularly well with high engagement.

**EXPERIENCE
WEST SUSSEX**



More information

You can find more information about social media marketing on the following useful websites:

Econsultancy: Econsultancy helps marketers and their organisations achieve excellence in modern marketing through knowledge, skills and mindset.

Sprout Social: Form real connections with those who love your brand through the power of Sprout Social, including social media management software solutions.

Smart Insights: Digital marketing strategy service that shares actionable digital marketing advice from the community and team of expert commentators. Daily updates and advice on what matters.

Search Engine Land: Latest news on search engines, search engine optimization (SEO) and search engine marketing (SEM).

Thank you and good luck!

For more information or if you have any questions, please do get in touch:

- Visit our site: <https://cobbdigital.com/>
- Email me: james@cobbdigital.com