



Using Innovative Digital Content to Grow Your Brand



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Social Media Use - UK



86%

of adults in Great Britain
use the internet at least
weekly

Data sourced from ONS 2019



67%

Of the population are
active on social
media

Data sourced from We Are Social 2019



39 Million

Of them are mobile
social media users

Data sourced from Statista 2018



Social Media - A Global Phenomenon



The average user spends **2 hours and 16 minutes** per day on social media platforms



Social media users now totals over **3.4 Billion**



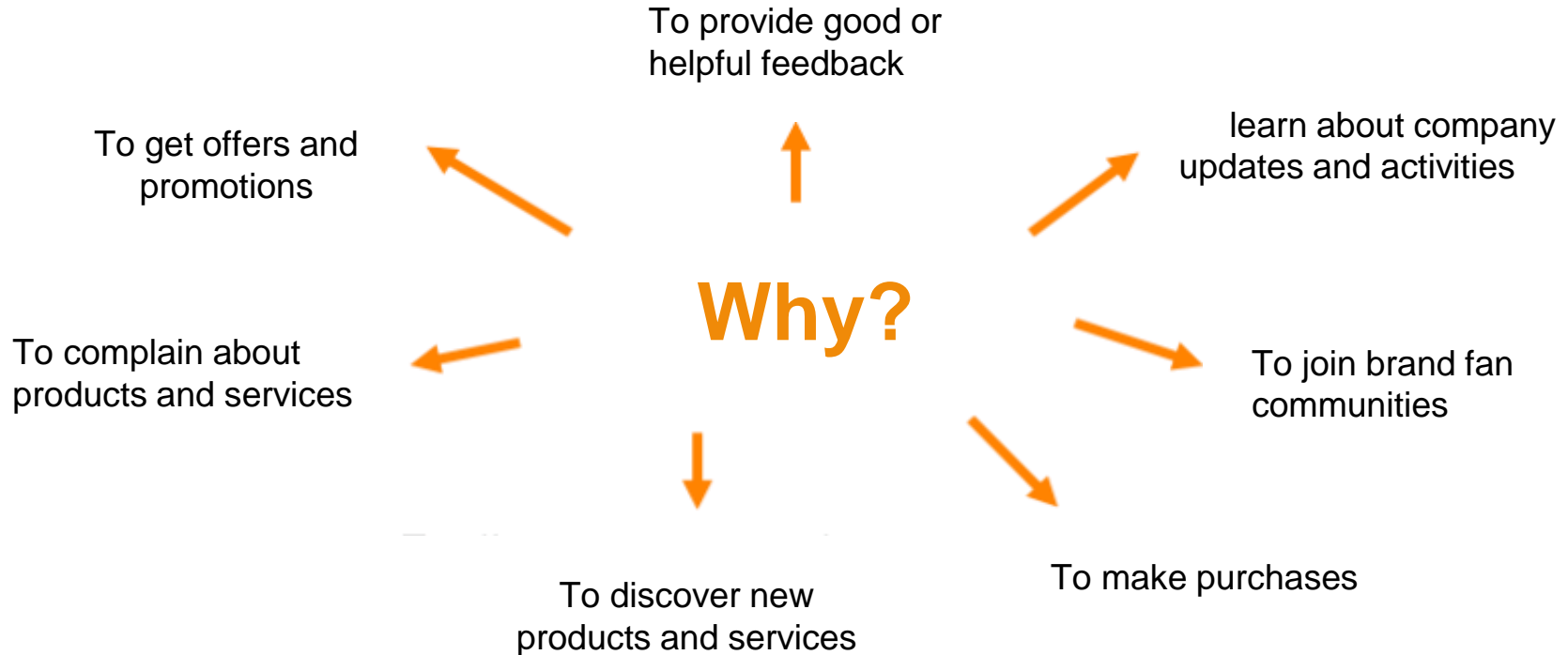
Social media usage grew by **288 Million** people between 2018 and 2019.

If Facebook were a country, it would be **bigger** than China.

Data sourced from 'We Are Social' 2019 report



Why Do People Use Digital to Look at Brands?





Setting Your Goals



Where To Start?

- Make a campaign plan:
 - Objectives
 - SWOT
 - Audience
 - Product/ Subject
 - Timescales
- Be clear on your mission statement and brand values
- Keep track of who is posting on all of your channels
- Measure and report! Starting measuring from the start!

“What do we want to achieve with our digital activity?”



Where Are You Now?

What are your organisation's strengths and weaknesses online?

- How capable are you or your team online?
- What online resources or communities do you currently have, such as your website?
- Do you have content that works online, such as videos or pictures?
- Traffic to your website, store, call centre, etc.

Who are your competitors?

- Share of voice: how many results do you get in search engines for them, compared to you?
- Sentiment: how do people feel about you, and them, online?





How Are You Going To Get There?

Develop online objectives that are **SMART**:

Specific - objectives should specify what you want to achieve

Measurable - you should be able to measure whether you are meeting the objectives or not

Achievable - are the objectives you set, achievable and attainable?

Realistic - can you realistically achieve the objectives with the resources you have?

Timely - when do you want to achieve the set objectives?

Examples of objectives could be:

Improve online sentiment

Increase traffic to your website

Increase footfall to your store

Improve local awareness

Increase PR coverage





Digital Content Strategy

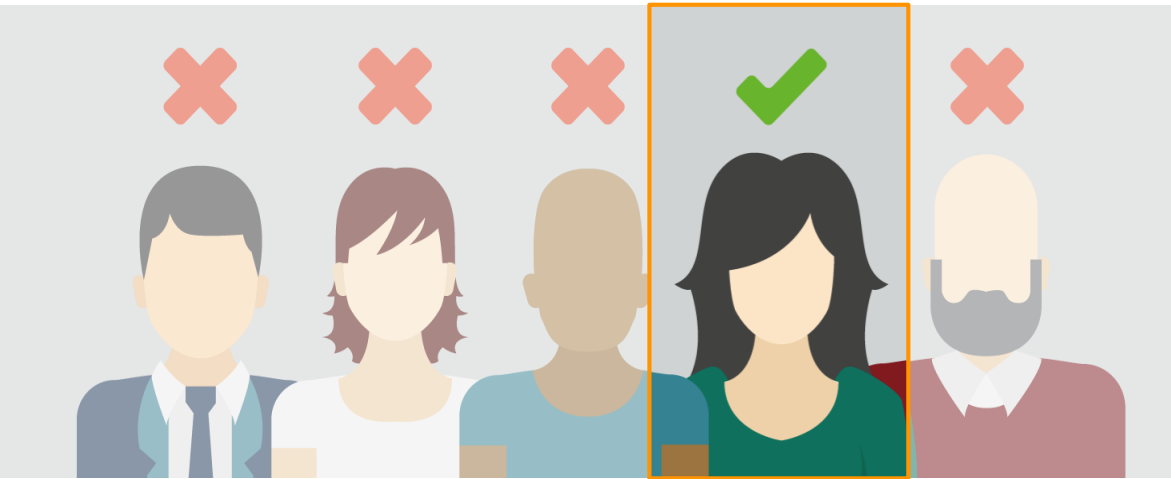


Digital Marketing Channels





Persona – Who is Your Super Customer?



Name:

Age:

Location:

Job Title:

Industry:

Salary:

Recreational activities:

Family:

Other information:



Your Objectives

Your overall objectives will inform what you do in terms of:

Who you want to connect with	
What content you will share	
How you will interact with people	
How often you need to interact with people	
How you want to influence people to act	



Content Strategy

A strategy document allows anyone to understand what is going on and when

Key dates
National holidays
Sales
Self promotion
Engaging with your audience

Day of the week
Hour of the day
Social Channel

Engaging with users
Tone of voice
Personality

Types of content
Imagery
Videos
Competitions
Informative Posts



Digital Strategy

DIGITAL STRATEGY 2019

February

Industry Events	SEO/Blog/Content	Website	Remarketing	Social Media	Email
Valentine's Day	Blog: Vitamin D & Skin Health	Updating homepage banners & SiteWide notice	Continuous monitoring of ad performance and budgets	Integrating Trustpilot reviews with Facebook (if 2000 followers reached)	Valentine's Exclusive Discount Code
	Set up structured data & rich snippet cards	Restructure the primary menu	Adjusting ad creative and bids based on results	Sharing and engaging with ActiveEdge content	Automated user journey email: blood test kit follow-up
			Review progress of campaign designed to increase Facebook followers	Like and Share competition Valentines Day	

March

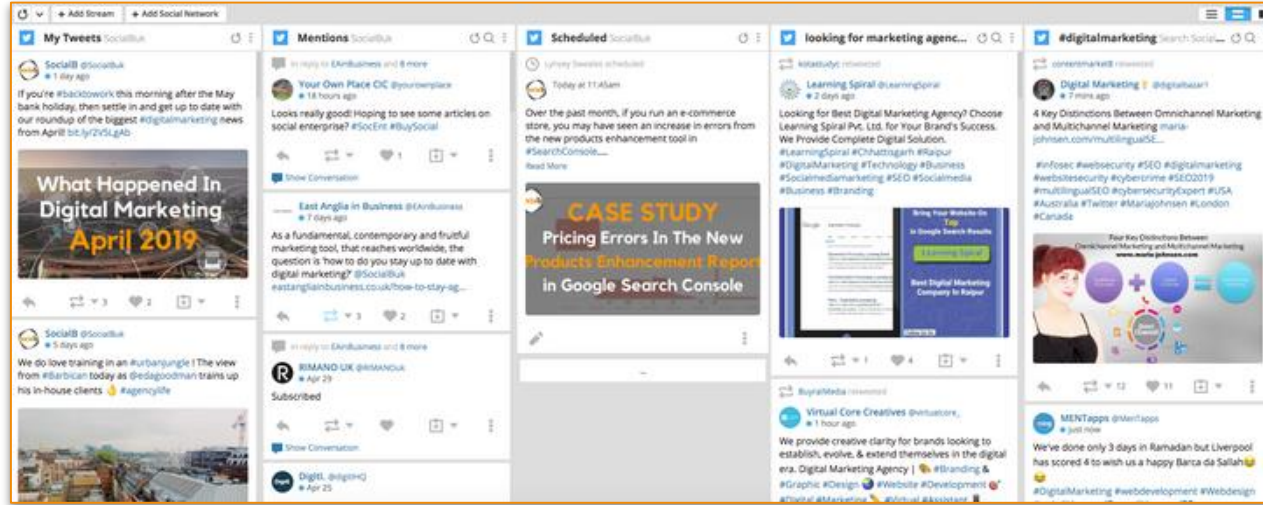
Industry Events	SEO/Blog/Content	Website	Remarketing	Social Media	Email
Nutrition and Hydration week	Updating primary menu	New mother/baby bundle product - pending info from Tony	Continuous monitoring of ad performance and budgets	Checking customer orders for sports teams/nutritionists and following on social	Automated user journey email: blood test kit follow-up
High strengths sale 30% off	Active Edge event write-up	Implementing product stickers and conditional shipping plugin	Adjusting ad creative and bids based on results	Sharing content for Nutrition and Hydration Week	High strengths sale 30% off
Mothers Day			Review progress of campaign designed to increase Facebook followers		Nutrition & Hydration Week

April

Industry Events	SEO/Blog/Content	Website	Remarketing	Social Media	Email
Promoting Sports Teams offer (end of month)	Vitamin D and a gluten free diet	Updating homepage banners & SiteWide notice	Continuous monitoring of ad performance and budgets	Walk to Work Day 5th April	Promote 30% Sports Teams offer
Walk to Work Day 5th April	Set up page for all certifications/PILs	Dairy free products launching (TBC)	Adjusting ad creative and bids based on results	World Health Day 7th April	Automated user journey email
World Health Day 7th April	Meta descriptions review		Review progress of campaign designed to increase Facebook followers	Easter 21st April	
Easter 21st April					



Content Management



HootSuite – social media management tool

Manage all your profiles in **one place**. It's a godsend if you're trying to keep on top of multiple tweets. Another useful option is the **pre-schedule** button, letting you stagger your messages throughout the day



Driving Engagement

Share articles/blog posts/expertise

Product-centric with engaging and interesting content

Upload product images and videos (encourage your audience to do this as well as even more valuable)

Offer Q&A sessions relevant to your industry

Link to social networks (i.e. survey on Facebook)

Share positive product reviews / client testimonials

Start discussions and ask questions to encourage interaction

Create surveys/polls to encourage participation from visitors

DON'T just duplicate content across social media platforms
– each platform operates differently



Monthly Reports

Monthly marketing reports are critical to the analysis and success of your ongoing marketing efforts.



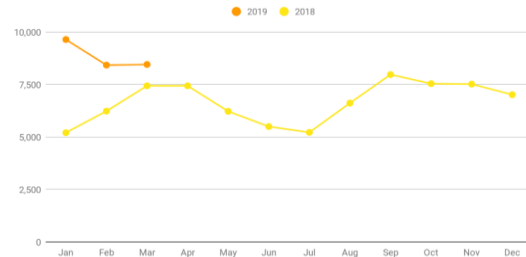
Website Performance - Traffic

- Nearly every channel saw improvements, it's just Direct which declined 11%. Traffic remained constant month-on-month but we saw 14% growth year-on-year.
- Email traffic nearly doubled and contributed to a lot of revenue this month. Social traffic is also improving, as we continually review what types of content and times are working best and refine our strategy.

	Mar-19	Previous Month	Feb-19	Previous Year	Mar-18
Organic Search	7,288	1%	7,248	14%	6,384
Social	184	25%	147	229%	56
Referral	109	3%	106	-27%	150
Direct	761	-11%	855	2%	745
Email	112	81%	62	65%	68
Paid Search	-	-	-	-	-
Total	8,454	0.1%	8,418	14%	7,403



Website Performance - Traffic



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	9,648	8,429	8,459									
2018	5,209	6,237	7,442	7,443	6,227	5,501	5,223	6,621	7,978	7,546	7,524	7,020



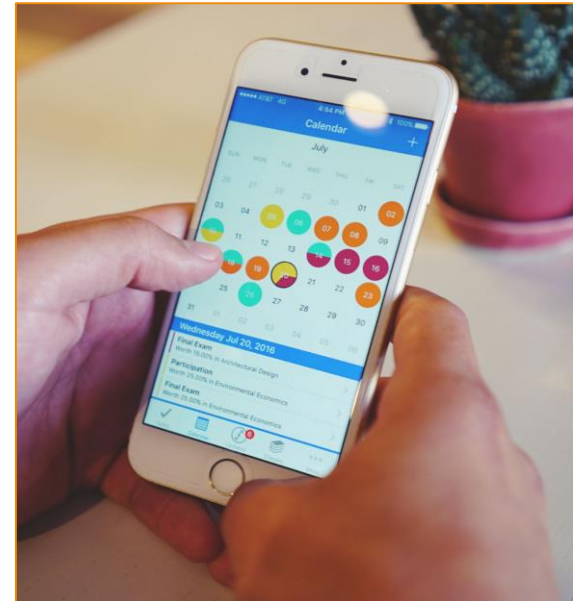
Maintaining Your Digital Strategy

Every Month

- Report on the performance of all digital data from each platform and each campaign
- What performed well? What didn't perform well?

Every Quarter

- Review the performance of the previous quarters strategy
- Update the next quarter
- Plan for any upcoming events, launches, activities
- Staff, budgets, locations, technology





Creating Content



Mission statement

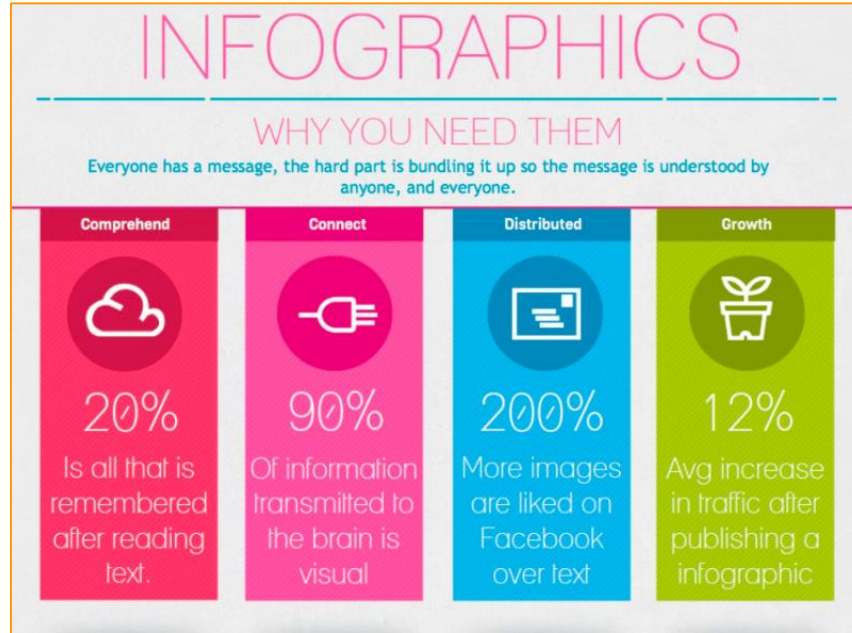
Use picture editing tools such as **Adobe Photoshop** or free tools like **Canva** (used to create this image)

add your logo
and social
media info



Creating Content

Infographics are a great and creative way to get a lot of information across and they are very shareable due to this!



(Source: visual.ly)

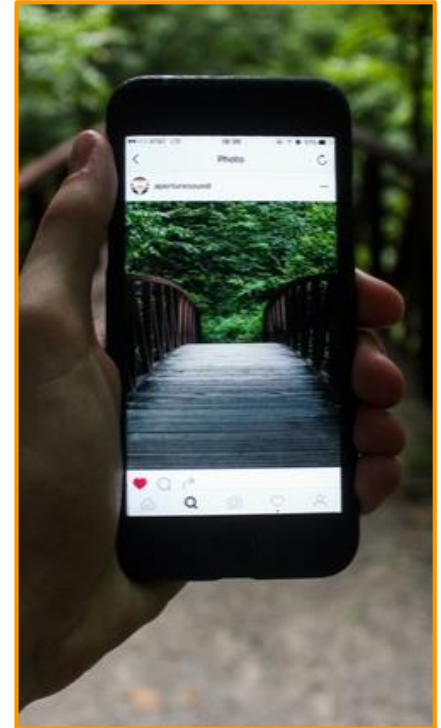


Content Production

Gone are the days of turning up to events and taking some interesting photos. 'Freestyling' your social media activity is not an option!

Always have a plan in place before events, promotions and shows so you know when and what you want to capture.

It's important to do 2-3 elements really well rather than 5-6 poor attempts





Cross-Posting Content

Sharing the same content across different channels is okay
BUT you can't just cut and paste!

Considerations

- Facebook, Twitter & Instagram have different text lengths and use a different language - tailor the messaging to the channel.
- Track URLs using custom links from each so you can track the effectiveness.
- Plan ahead and understand what media you have at your disposal – images, videos, documents.





Video Content

Video content can be reused and is a great way of creating additional content from the media you already have to use across your digital marketing

Consider:

- Anniversary dates – 1 year ago, on this day, #TBT
- Did you see our video on... Not everyone will see your video when you first post it – post it 2-3 times
- Encourage fans to share it – try and expand the reach
- Measure video views before & after posting





Posting Video Content

Maximum Video Lengths

- Facebook – 240 minutes
- Twitter – 2 minutes 20 seconds
- Instagram – 60 seconds



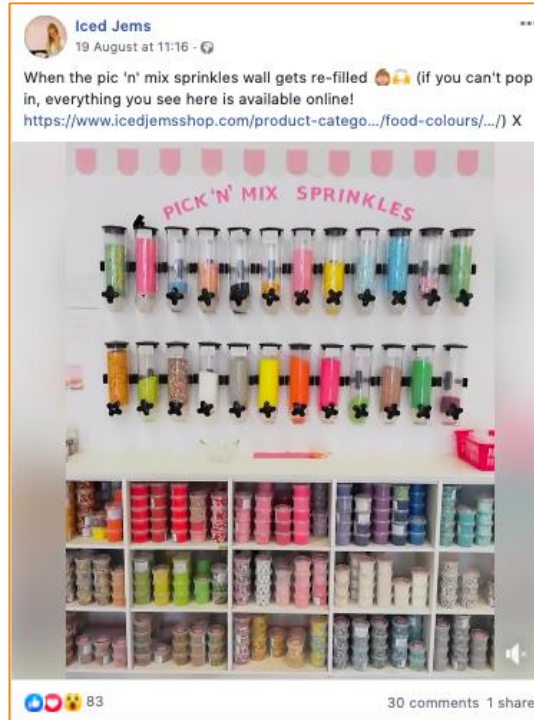


Case Study – Iced Jems



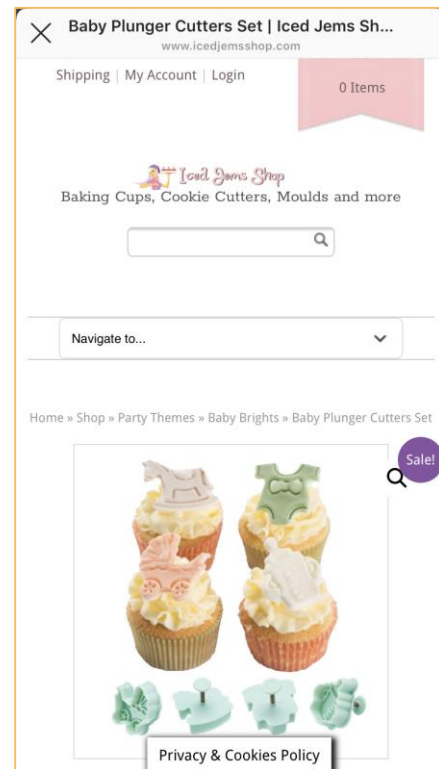
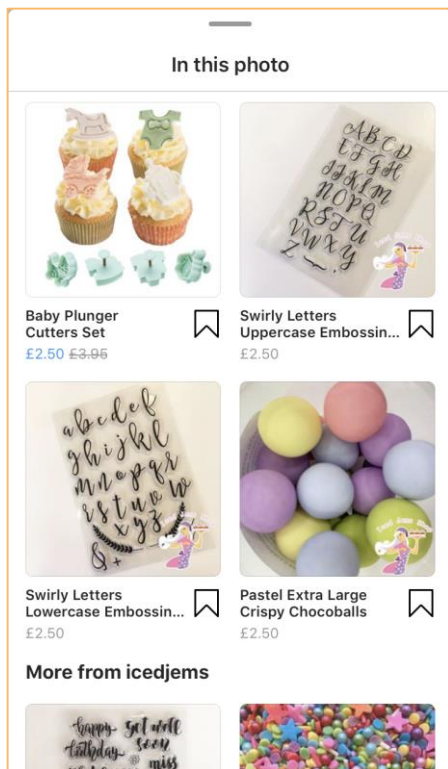
Iced Jems is a retail and online store based in the West Midlands.

They have gained a massive and engaged following on Facebook and Instagram through their creative content which drives traffic to their e-commerce website.





Case Study – Iced Jems





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