

Hosted by The CalAsian Chamber of Commerce

MBDA CARES II

LET'S TALK ABOUT YOU: TURNING INFORMATION INTO CONTENT

March 24, 2022 | 12 PM - 1 PM

AGENDA

SOCIAL MEDIA

- What social media platforms exist?
- Why is having a social media presence important?
- What goes on social media?

CONTENT

- What is content?
- What are examples of content?
- Good content vs. bad content/ how to improve
- What is content batching?

BUILDING COMMUNITY

- How does social media reach your audience?
- How is content relevant to building your business?
- How can I connect with my customers?

CREATING CONTENT

- Create your own cheat sheet
- Build consistency with colors and fonts
- Use templates
- Establish important information
- Make it pretty





SOCIAL MEDIA

PLATFORMS



INSTAGRAM

Best for rich imagery and photography and showing off your products/services.



TWITTER

Best for real time interactions with your customers and other brands and sharing timely updates with your audience.



FACEBOOK

Best for more long-form text posts. Centered around friends/family and building community.



TIKTOK

A newer platform centered around 15 second to 3 minute videos. Share behind the scenes of your business, industry info, and share your brands personality.



LINKEDIN

Best for B2B Businesses, recruiting potential clients and employees, showing off company culture and successes, and establishing credibility.

All of these platforms help you build community around your business, build brand awareness, and allow you to communicate with your customers directly!

PRESENCE AND CONTENT

JAN
2021

DIGITAL AROUND THE WORLD

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL
POPULATION



7.83
BILLION

UNIQUE MOBILE
PHONE USERS



5.22
BILLION

INTERNET
USERS*



4.66
BILLION

ACTIVE SOCIAL
MEDIA USERS*



4.20
BILLION



we
are
social



PRESENCE AND CONTENT

1. Increase **brand awareness**
2. **Humanize** your brand
3. Establish your brand as a **thought leader**
4. Stay **top of mind**
5. Increase **website traffic**
6. Customer and audience **engagement**
7. **Learn** more about your customers
8. Keep an eye on the **competition**
9. Boost **sales**
10. Generate **leads**

CONTENT

"Content marketing is a strategic marketing approach focused on creating and distributing **valuable, relevant, and consistent content to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer action."**

- Content Marketing Institute

EXAMPLES OF CONTENT ON SOCIAL MEDIA



ENGAGEMENT

Contest, Q & A, Giveaway, asking for input from your audience on upcoming services/products



BRAND AFFINITY

Telling your brand story, behind the scenes, employee updates, mission, vision, and values



INFORMATIVE

Industry Updates, Business Updates, Fun Facts

APPLE: SHOT ON AN IPHONE

The campaign landed on billboards across the country and was a hugely popular social media campaign by influencers. The gorgeous photos are more than a testament to Apple's tech. They're also an example of enduring content marketing campaigns.

Lesson: "Shot on an iPhone" plays into consumers' interests and talents. It sends the message that they too can make art like the professionals do, using an Apple product.



MALAYSIA AIRLINE: TRAVEL BUCKET LIST

Back in 2014, Malaysia Airlines was having a tough time, dealing with the tragedies of two flight disasters. Following the tragic events, the airline launched a new social media campaign.

The contest centered on people sending in their "bucket lists" for free electronic prizes. Bucket lists are, of course, something that you create when you're getting ready to die, and the allusion was unavoidable.

Lesson: Stay organized, pay attention to world events, and be nimble enough to cancel a bad idea before it plays out.



CONTENT BATCHING

Content batching is a productivity technique where you **create all of your captions or visual content during a set period of time.** For example, instead of spending an hour planning, creating, and publishing one Instagram post, you'll spend that hour writing or “batching” an entire week of captions.

HOW TO CONTENT BATCH

- 1** **Pick a date:** make this a regular occurrence
- 2** **Allocate Time:** block off 2-4 hours to create content
- 3** **Strategy:** What is your content for? What is your end goal?
Who are you talking to?
- 4** **Research:** research topics for your content bucket
- 5** **Outline and Create:** Outline, write, and create your content

The background features a blurred image of a laptop, a pen, and a sheet of paper. There are four decorative circles: a large yellow one in the top-left, a medium blue one in the top-right, a large yellow one in the center, and a medium blue one in the bottom-left. The text 'BUILDING COMMUNITY' is centered horizontally and partially overlaps the central yellow circle.

BUILDING COMMUNITY

HOW TO BUILD COMMUNITY

- 1 Be Responsive**
- 2 Engage With Your Followers' Content**
- 3 Join and Engage with Groups: Local Facebook Groups and Industry Driven LinkedIn Groups are a great start**
- 4 Highlight Followers And Turn Them Into Active Participants**
- 5 Develop Consistent Voice**
- 6 Work with Influencers**



CREATING CONTENT

HOW TO CREATE CONTENT

- 1 Create Your Own Cheat Sheet:** Passwords, key terms, hashtag lists, etc
- 2 Build Consistency with Colors and Fonts** (You can use Canva to keep all your designs consistent!)
- 3 Use Templates:** If design isn't your strength, Canva has thousands of free templates to get you started and create captivating visuals!
- 4 Establish important information:** Contact information, mission, vision, values, products
- 5 Make it pretty!** At the end of the day, users want content that both is both visually appealing and includes quality information

NEXT STEPS

YOU WILL RECEIVE:

- A RECORDING OF THIS WEBINAR
- A COPY OF THIS PRESENTATION FOR REFERENCE
- A CONTENT STRATEGY CHECKLIST
- DIGITAL MARKETING TERMS CHEAT SHEET
- 2 PAGES OF CONTENT IDEAS
- A MONTHLY CONTENT PLANNER

**LET'S GET
STARTED!**

**COMPLETE THE CHECKLIST
TO RECEIVE A 1:1
STRATEGY SESSION!**



Q & A



THANK YOU!

A recording of this webinar, the presentation, and additional handouts will be distributed shortly.

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