

WAGADA DIGITAL MARKETING  
TOP TEN SKILLS EVERY SOCIAL MEDIA  
MANAGER NEEDS



CHERYL LUZET | 15.10.2020



SUCCESSFULLY DELIVERING  
ONLINE  
VISIBILITY FOR AMBITIOUS  
CLIENTS

Cheryl Luzet  
CEO  
Wagada

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SEARCH ENGINE  
OPTIMISATION



GOOGLE  
ADS



SOCIAL  
MEDIA



DIGITAL  
STRATEGY



SPECIALIST  
TRAINING



PUBLIC  
RELATIONS



LINK  
BUILDING



CONTENT  
MARKETING

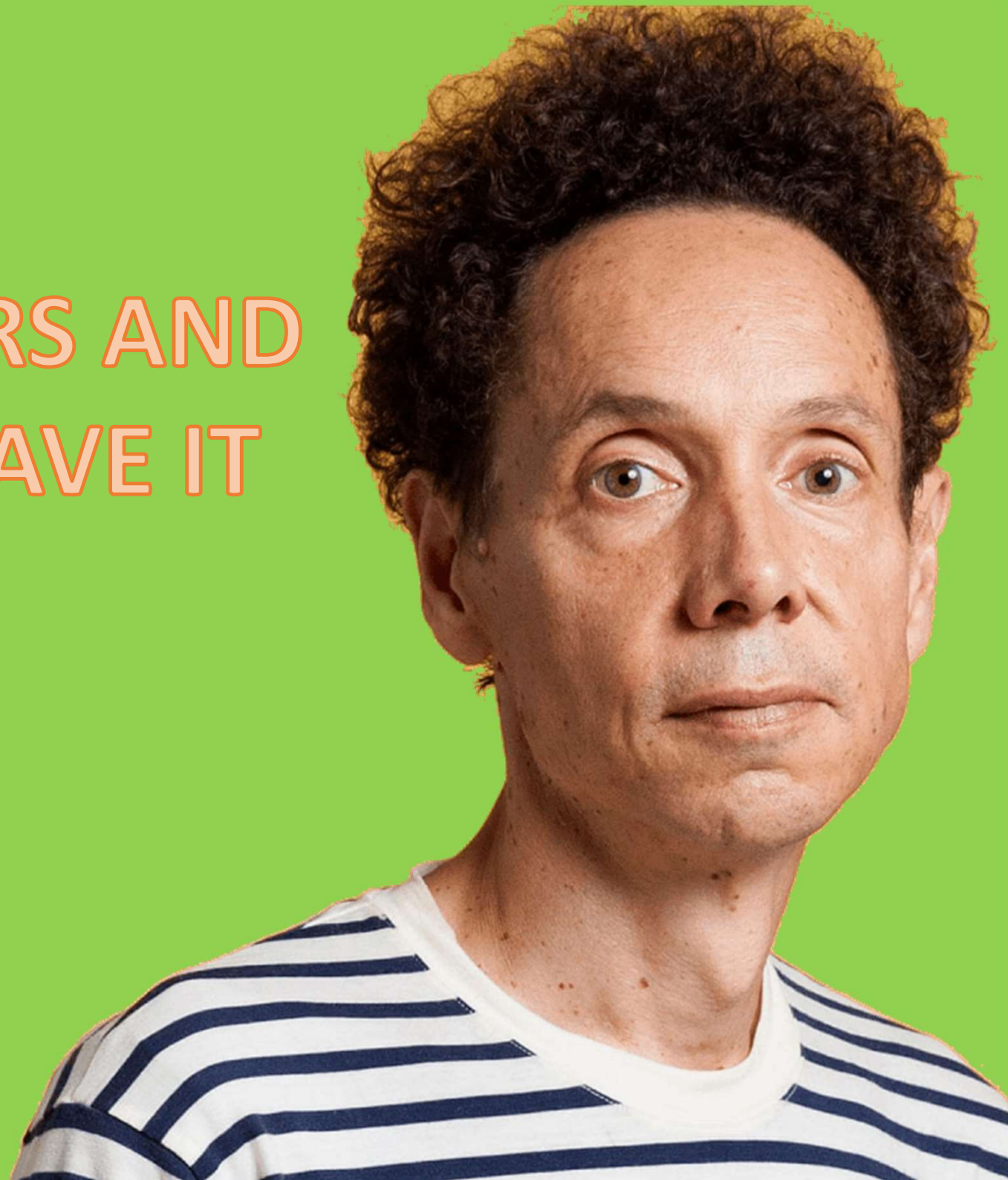


On average we all spend 144 minutes a day on social media\*

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[\\*https://www.broadbandsearch.net/blog/average-daily-time-on-social-media](https://www.broadbandsearch.net/blog/average-daily-time-on-social-media)

10,000 HOURS AND  
YOU CAN HAVE IT  
ALL!



SUCCESS





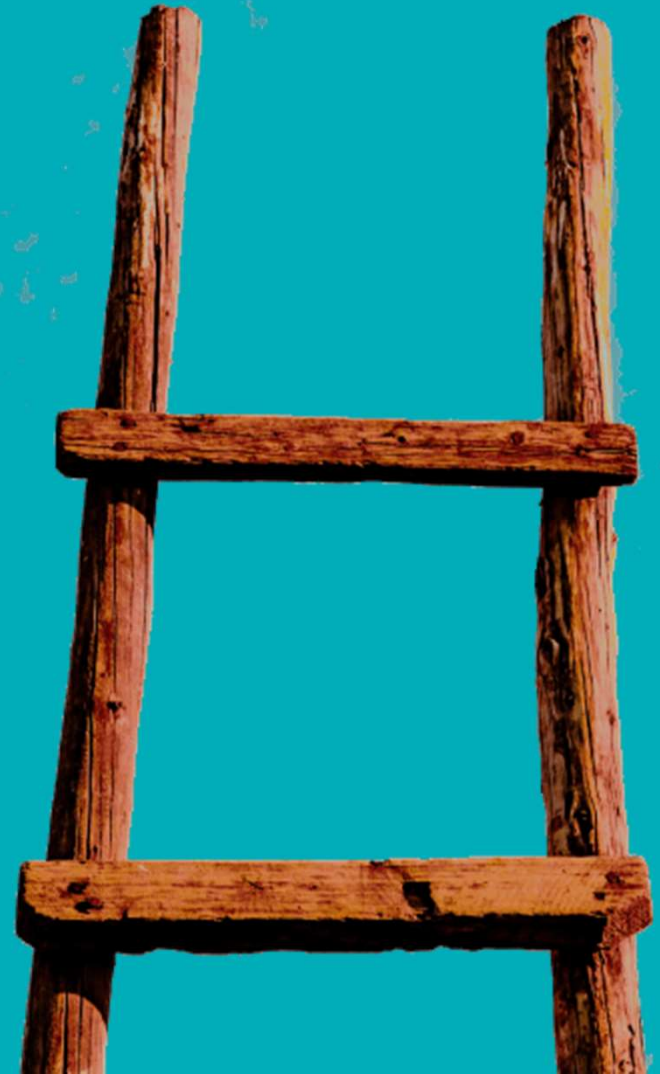
**“Why bother?  
No-one’s going to buy from  
me on social media.”**



# How does it work?

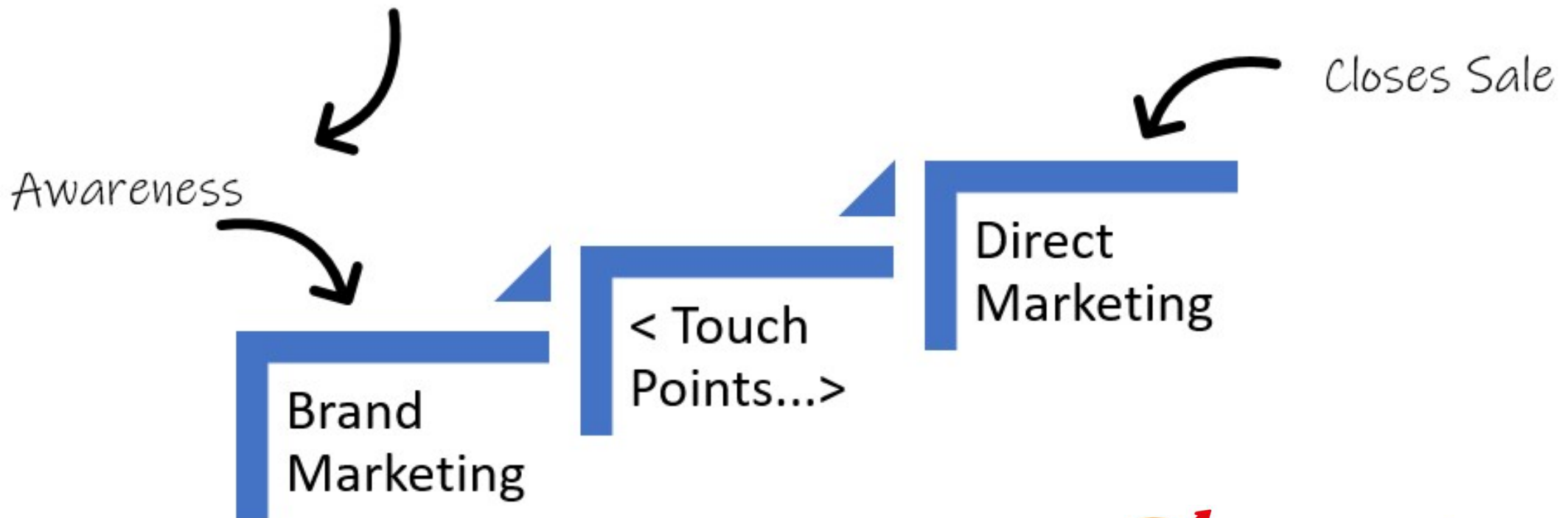
- Social media is a technique to raise awareness for a product or service through brand marketing.
- This is not the place for a sales message.
- Social media prepares the customer and lays the ground work for the sales message found in direct marketing activities

A strong social media post should pique interest and take people up the engagement ladder.



# Social Media = Brand Marketing

Social Media = Brand Marketing



**KNOW**

**LIKE**

**TRUST**





hello  
my name is



SKILL #1  
THINK STRATEGICALLY

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# Strategy-Led

AC  
Design

H1-Head

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o ~~~~~  
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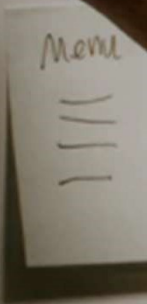


Days



Video  
module

Description



Strategy-Led



**How to create a social media  
marketing strategy:  
<https://bit.ly/312f3je>**



# Strategy-Led

- **Planning your campaigns around a story idea**
- **Creating goals**
- **Developing a tone of voice**
- **Identifying the target audience and researching the topics that will engage them**
- **Creating a clear message thread that runs through your campaign**
- **Picking the right platforms for your message**
- **Review effectiveness**

# Strategy-Led

**Create a mission statement for each of your channels, for example:**

- **Facebook is best for acquiring new customers via paid advertising.**
- **Instagram is where you build brand affinity with existing customers.**
- **Twitter is where you engage press and industry influencers.**
- **LinkedIn is where you engage existing employees and attract new talent.**
- **YouTube is where you support existing customers with education and video help content**

*Develop an engaging message*

**WE LIKE YOU.  
TOO :)**

# Develop an engaging message

- **It should promote engagement**
- **Drive a conversation**
- **Help you to gain PR organically**
- **Are your customers showing an interest in your message? Are they reflecting it back to you?**
- **People you meet face-to-face – do they seem to understand your message? Have they already heard it**
- **Are you staff engaging with the message, using it, replicating it, repurposing it, communicating it effectively?**
- **Do new clients implicitly understand the message and what you offer? Or is there confusion?**

Don't be bland!

**Everybody likes:**



**But some people love...**



*“Build something 100 people love, not something 1 million people kind of like”*

Brian Chesky,  
cofounder of Airbnb

# Research Skills

- **Best time of day to post.**
- **The target audience, their likes and dislikes, their pain points, the key messages that they respond to.**
- **Industry news – set up Google Alerts!**
- **Company information – quotes from customers and staff, stats to share.**
- **Tying in seasonal events.**
- **Other accounts to engage with.**
- **Influencers.**



SKILL #2  
BE ORGANISED –  
PLAN POSTS IN ADVANCE

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# USE A SOCIAL MEDIA CALENDAR

SOCIAL NETWORK	DATE (MONTH/DAY/YEAR)	TIME (EST)	CONTENT TYPE	TOPIC	SOCIAL COPY (to be filled in 3 days before publishing)	LINK
WEEK 1: MONDAY	01/07/2019					
FACEBOOK		7:00 AM	NEW BLOG POST	Silent Video	Are you optimizing your social video for viewing without sound? You should be	<a href="https://blog.hootsuite.com/silent-video">https://blog.hootsuite.com/silent-video</a>
			CURATED CONTENT			
			EVERGREEN BLOG POST			
			LIVE VIDEO			
			PROMOTION			
INSTAGRAM			STORY			
			ORIGINAL IMAGE			
			CURATED CONTENT			
TWITTER			NEW BLOG POST			
			EVERGREEN BLOG POST			
			CHAT			
			EVERGREEN BLOG POST			
			VIDEO			
LINKEDIN			NEW BLOG POST			
			EVERGREEN BLOG POST			
			EVERGREEN BLOG POST			
			CURATED CONTENT			
			VIDEO			

# Why use a Calendar

- **Allows you to be more organised and productive**
- **Improve focus, reduce distractions**
- **Batch tasks to save time – do research, generate ideas, write posts**
- **Avoid mistakes and typos – planning in advance allows reflection.**
- **Ensures that you always have content to go out, even when you are really busy**
- **Rather than acting reactively to situations, you are planning and preparing in advance**
- **Never forget a seasonal event again!**

# What is a Scheduler?



**sproutsocial**



**Buffer**



**Hootsuite™**

# Why use a Scheduler

- **Uploading the content in batches is quicker**
- **Allows you to check it before it goes and reflect on it**
- **Makes sure there is always content ready to go**
- **Allows you to post content at the times when your followers are present, even if this is the middle of the night**
- **Makes it easier to experiment with different times to schedule.**
- **You can use it to create a workflow, whereas a junior member of staff can create the content and a more experienced manager can check it.**



SKILL #3  
THINK CREATIVELY –  
SELLING WITHOUT SELLING

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# What Makes a Great Social Media Post



Does it tell a story



Does it help people to get to know  
the brand



Does it sell?



Does it present the product  
positively?

# What Makes a Great Social Media Post



Does it build trust?



Is it one opportunity amongst many for the customer to encounter the product?



Does it allow the customer to 'experience' the product?

# What Makes a Great Social Media Post



Does it demonstrate the personality of the brand?



Does it lay the groundwork for direct marketing?



# Non-salesy Calls to Action

- **Download our ebook**
- **View our blog article**
- **Watch our video**
- **Learn more..**
- **Register now!**
- **Take part in our quiz**
- **Start a free trial**
- **Avoid these mistakes**
- **CTAs which drive conversations, such as ‘What do you think?’**

Inspiration  
for different  
post styles:

[https://coschedule.com/blog/social-  
media-post-ideas/](https://coschedule.com/blog/social-media-post-ideas/)



CoSchedule

Published by CoSchedule App

A social media manager tends to wear a lot of different hats... so we created a bunch of different task checklist templates to help manage your to-dos! <https://cos.sc/2q1hBL7>

7 SIMPLE

# Social Media Checklists

To Boost Your Efficiency



Boost Post



Like



Comment



Share



Ty Cae PA and Office Services and Lucy Simpson-Brooks



Write a comment...



Share blog articles

# Company culture



"Working similar time frames with similar break patterns has been helpful. I can be productive, yet give myself permission to step away from my home office guilt-free."

NATHAN ELLERING



coschedule



**coschedule** Just as you designate and separate your physical workspace, you should be clear about when you're working and when you're not as we continue to work-from-home. You'll get your best work done and be most ready to transition back to the office if you stick with your regular hours. 🕒👤🏠

#marketing #workfromhome #tips  
#productivity #coschedule #team

3w



Liked by brandymorganmiller and 10 others

MAY 15

Add a comment...

Post

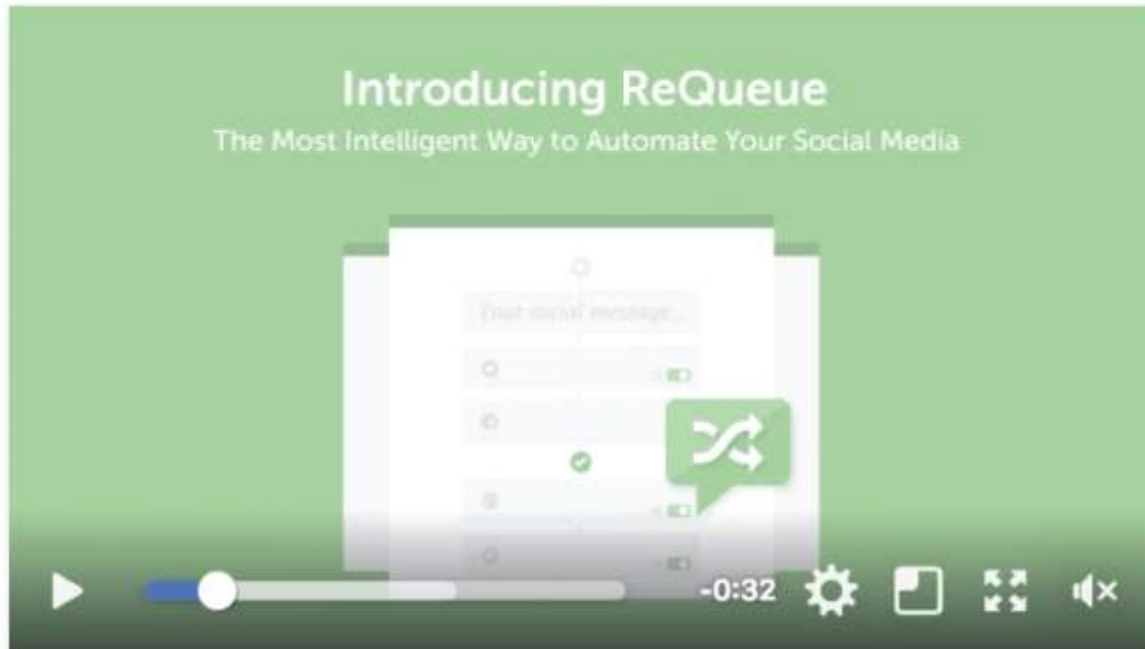
# Share a video



**CoSchedule**

Published by CoSchedule App

Get more mileage out of your social media messages with ReQueue! Set it and forget it by automatically reusing your best social messages (w/out the manual busywork). \*Celebrates\* 🎉 \*Does happy dance\* 😄  
<http://cos.sc/2fPmnJE>



# Customer reviews



I love CoSchedule for  
planning - they have  
great features for setting  
goals and tasks.

—@MELISSAFLICKS

# Ask a question!



**CoSchedule**

@CoSchedule

We have to ask! How is the word "Gif" pronounced?

**69%** Ghif

**31%** Jif

80 votes • Final results

# Share tips!



**CoSchedule** @CoSchedule · Mar 10

Pro Tip: Re-share your top-performing content to get bigger results.

[cos.sc/2lwtR6E](https://cos.sc/2lwtR6E)





# Funny memes

 **CoSchedule**  
@CoSchedule

 Follow

You had a hard week! Relax today...it can wait till Monday!

1:57 PM - 12 Aug 2016



Seasonal posts

# What's happening in-house



**Border States**

December 29, 2016 · 🌐

#TBT: In early December, our Border States LEAP team assembled 616 backpack food bags for local kids at the FM [Great Plains Food Bank](#)!

The LEAP Program is a self-directed development program at our headquarters in Fargo. Giving back is a core element of the program. Take a leap in your career with BSE!





SKILL #4  
STRONG DESIGN SKILLS  
- CREATE ATTRACTIVE POSTS

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Home > Templates > Social Graphics > Facebook Posts

# Facebook Post Templates

Browse our selection of expertly curated free Facebook post templates. Customize any design easily to fit any occasion or brand identity with our easy to use design tools.

Coronavirus

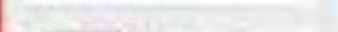
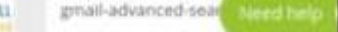
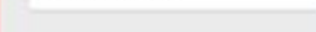
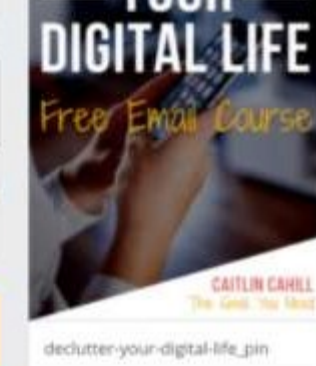
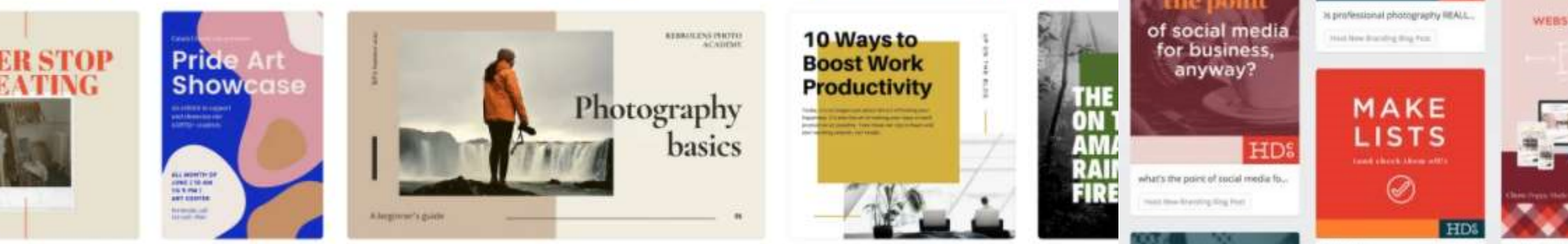
Birthday

 Color ▾



Create a blank Facebook Post







SKILL #5  
ALWAYS ALERT!  
SNIFFING OUT A STORY IDEA

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*Always  
an  
opportunity*





SKILL #6  
BE CANNY –  
SAVE YOURSELF TIME

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## Use Content Curation



## Repurpose Content



# What is Content Curation

- **Content curation is the process of finding relevant content from external sources and sharing it with your audience**
- **It helps your audience find the best content online**
- **Limit yourself around 25% of your content curated.**
- **Promotes you as the expert, sharing quality content.**

# Why Curate Content

- **Save time – why reinvent the wheel?**
- **Fill up your content calendar**
- **Show yourself as a thought leader**
- **Stay relevant and show you are up to date**
- **Connect with influencers**

# Content Repurposing

- **When you're writing content, think about how it could be shared on other channels.**
- **Take blog articles you have already written and think about how they could be repurposed.**

# What is Content Repurposing?

- Take a long article and break it up into smaller chunks for posts
- Pull out stats for Tweets
- Take out quotes and then link to the full article
- Turn the content into an animation for Facebook – can be done with PPT pulling out the key facts
- Record a video with you talking about the content
- Turn it into an infographic...



SKILL #7  
ENGAGEMENT AND PEOPLE  
SKILLS  
– BUILDING A COMMUNITY  
ONLINE

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COMMUNITY





# Building a Community

- Engaging with the target audience using the right tone and the right content.
- Tact, diplomacy and accuracy – your social media staff are holding your company's reputation in their hands.
- Knowing how much personal information to share.
- Patience! It takes time.
- Welcome new followers and nurture old timers.
- Knowing when to lead the conversation and when to follow.
- Ability to drive a conversation.
- Wit and fast thinking!



SKILL #8  
DATA ORIENTATED –  
KNOW YOUR NUMBERS!

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# Social Media Performance

## Social Media Followers



## Facebook Engaged Users and Page Impressions (PMA)



## Twitter Mentions of Last 10 Tweets (G)



## YouTube Subscriber Growth (Last 30 Days)



## Twitter Mentions of Last 10 Tweets (G)



## Facebook Page Likes



## Instagram Overview



## LinkedIn Key Metrics (Last 30 Days)



# Social Media Measurement

- **Engagement: likes, comments, shares and clicks**
- **Impressions**
- **Reach**
- **Conversions**
- **Referrals**

# Social Media Measurement

- **Google Analytics**
- **Each channel's own insights tools**
- **A scheduler tool such as Hootsuite or Sprout Social**
- **Or use a social media reporting tool such as Klipfolio**



SKILL #9  
PERFECT SPELLING AND GRAMMAR,  
COPYWRITING AND TONE

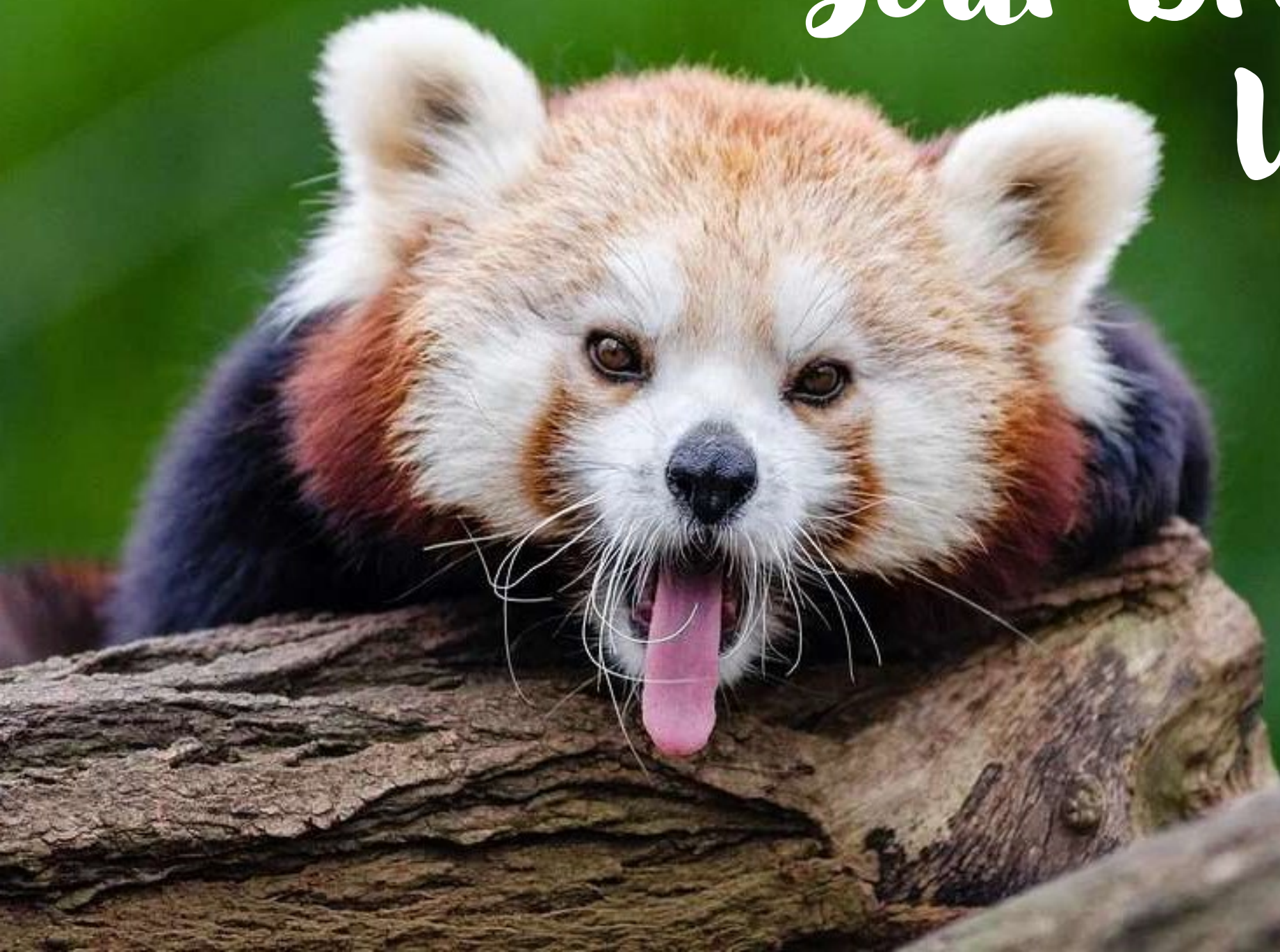
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# Perfect spelling and grammar

... after the ...  
...  
What ...?  
... purpose  
... love  
... growth  
...  
... source

...  
...  
... things different  
... listen  
So the potential  
You words have power. You can  
encourage or discourage.  
We all have the opportunity to do  
... 24 hours  
Servant Leadership  
Old School Corporate America  
Flipping the old school  
Don't drive by and miss opportunities  
How are you?  
What are you working on?  
How can I help?  
How to Connect - Human way?  
Let's go to ...  
... to ...

# Your Brand Voice





## Your Brand Personality Type and Tone

### **Brand Personality:**

**Expert, serious, credible, no-nonsense**

**Respectful, semi-formal.**

**Good to be around, saves the day in humble way "All in a day's work."**

**Think Superman – the handsome, chiselled hero, likeable but the consummate professional**

This is a service-led business and very much about *people* – therefore conveying the expertise and human side of the staff is key to building a relationship through the copy.

Consider how to use a professional and authoritative tone whilst making the content accessible to those people digesting it.

Remember the human side of your business, using a professional tone should not be done at the expense of injecting some personality into the copy. Make the content enjoyable to read

### **Copy Tone**

Accessible

Authoritative

Primarily helpful

Intelligent

Warm and reassuring

Clarity

No fuss – done for you



SKILL #10  
PASSION!

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*Questions?  
Comments?*

PASSION LED US HERE





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