

Content Strategy

Digital Dose

Prepared for: Brandy Nair

By: Kejsi Bedulla



Dear Digital Dose,

Thank you for your interest in what I offer and trust me with your project. I'm delighted to share this Content Strategy, which contains information about how frequently to post, topic ideas & link examples for a full month of content. Here you'll find the guide on how to use the content & tips to grow your business.



Instagram Strategy

Goals:

- Increase brand awareness and reach
- Drive traffic to dm's
- Generate leads
- Build a community of engaged followers

Consistency is key when it comes to social media, and posting daily can help keep your audience engaged and interested in your content.

For Instagram combine Reels with Posts and Carousels. Keep in mind:

- Post 3-5 times per week
- Post at the times when your followers are most active (typically between 10am and 4pm EST)
- Use trending sounds
- Storytelling captions
- Catchy Hooks & CTA

For stories you can post at least once daily or $\frac{2}{3}$ stories daily by dividing them throughout the day, not posting them all at once.

According to HootSuite these are the universal best times to post during the week on Instagram:

Day of the Week	Time
Monday	12:00 PM
Tuesday	9:00 AM
Wednesday	11:00 AM
Thursday	11:00 AM
Friday	2:00 PM
Saturday	9:00 AM
Sunday	7:00 PM

Engagement:

- Respond to comments and questions promptly.
- Follow other businesses and influencers in your industry.
- Use relevant hashtags to reach a wider audience.
- Run contests and giveaways to generate excitement.

Content:

- Agency Expertise: Show the agency's expertise through case studies, recent work and before & afters. Share insights into the latest marketing trends and best practices.
- Industry Trends and News: Keep your followers up-to-date on the latest industry news and trends. Share articles, infographics, and videos that highlight important developments.
- Client Testimonials and Success Stories: Share positive feedback from satisfied clients to build trust and credibility. Showcase the agency's track record of success through case studies and testimonials.
- Behind-the-Scenes Glimpses: Give your followers a behind-the-scenes look at the agency's culture and work environment. Share photos and videos of team meetings, brainstorming sessions, and creative projects.
- Tips and Advice: Offer valuable tips and advice to businesses on how to improve their marketing. Share actionable strategies, quick wins, and common mistakes to avoid.

Relative hashtags:

- #digitalmarketing
- #marketingagency
- #socialmediamarketing
- #contentmarketing
- #digitaldose
- #seo
- #webdesign
- #digitalmarketingtips

- #marketingtips
- #socialmediatips
- #contentmarketingtips
- #ppccampaigns
- #seotips
- #webdesigntips
- #agencylife
- #behindthescenes
- #creativigitalmarketing
- #marketingstrategy
- #marketingconsultant
- #digitalmarketingmanager
- #socialmediamarketer
- #contentwriter
- #seospecialist
- #webdesigner
- #agencyculture
- #agencyvalues
- #marketingawards
- #marketingrecognition
- #marketingthoughtleader

25 Story Topic Ideas

Agency Expertise

- Share a quick tip or insight from the expert. For example: "Make your reels storytelling and watch them sell"
- Highlight a recent project that showcases the agency's expertise.
- Host a Q&A session and answer the questions of your followers.
- Share behind-the-scenes footage of a recent project you are working on.
- Share a client testimonial or success story.

Industry Trends and News

- Share a brief overview of a new industry trend. Example: "The latest trend in digital marketing is artificial intelligence (AI). AI is being used to create personalized marketing campaigns, automate tasks, and improve customer service."
- Create a poll or ask a question about a current industry topic. Example: "What do you think is the most important trend in digital marketing right now?"
- Share a news article or infographic about a recent development. Example: "Check out this article about how AI is being used to create personalized marketing campaigns."
- Host a live discussion about an emerging trend. Example: "Join us for a live discussion on the future of Digital marketing."
- Share a behind-the-scenes look at how the agency is adapting to industry changes.

Client Testimonials and Success Stories

- Share a short video testimonial from a satisfied client. Example: "We recently helped a client increase their website traffic by 20% in just three months. Here's what they have to say about our work."
- Create a story showing the results of a successful campaign. Example: "Check out the results of our recent campaign for a local clothing store. We helped them achieve a 15% increase in sales."
- Share a client's success story. Example: "Read the story of how we helped a small business grow their online presence and achieve their marketing goals."
- Host a Q&A session with a client who has benefited from the agency's work.
- Share a behind-the-scenes look at how the agency collaborates with clients to achieve success.

Behind-the-Scenes Glimpses

- Share a day in your life. Example: "Spend the day with me as a digital marketing manager."
- Take a behind-the-scenes look at a brainstorming session. Example: "Join on our brainstorming session for our latest marketing campaign. We'll show you how our team comes up with new ideas, and how we turn those ideas into actionable strategies."
- Show the creative process behind a recent project. Example: "Watch as our team brings a new campaign to life from concept to completion. We'll show you how we use our creativity and expertise to create marketing materials that are both beautiful and effective."
- Give a tour of the agency's office or workspace.
- Share a fun fact about the agency's culture or team members. Example: "Did you know that we have a weekly zoom party with our clients? We discuss about our hobbies and future goals."

Tips and Advice

- Share a quick tip for improving website conversion rates. Example: "A quick tip for improving website conversion rates: Make sure your call to action buttons are clear and easy to find. Use strong verbs and bright colors to make them stand out."
- Create a tutorial on how to use a specific marketing tool. Example: "Watch this tutorial on how to use Hootsuite to schedule posts."
- Share a list of common marketing mistakes to avoid. Example: "Here are five common marketing mistakes to avoid: 1. Not having a clear target audience. 2. Not having a well-defined marketing strategy. 3. Not using data to measure your results. 4. Not being consistent with your branding. 5. Not being patient for results."
- Share free tips on a relevant marketing topic. Example: "We'll share our expert tips on creating engaging content, building a following, and measuring your results."
- Share a behind-the-scenes look at how the agency implements its own marketing strategies. Example: "We're always looking for new and innovative ways to market our own business. Here's a behind-the-scenes look at how we use our own marketing strategies to achieve our goals."



Facebook Strategy

Goals:

- Increase brand awareness and reach
- Drive traffic to the dm's

- Generate leads
- Build a community of engaged fans

According to HootSuite these are the universal best times to post during the week on Facebook:

<i>when to post on Facebook</i>	
Monday	10 AM PST 
Tuesday	 10 AM PST
Wednesday	10 AM PST
Thursday	11 AM PST
Friday	11 AM PST
Saturday	8 AM PST
Sunday	10 AM PST

Content Pillars:

- Thought Leadership: Establish the agency as a thought leader in the industry by sharing insightful articles, blog posts, and videos. Participate in discussions, answer questions, and engage with other industry professionals.
- Industry Trends and Insights: Provide your audience with in-depth analysis and insights into the latest industry trends. Share thought-provoking articles, data-driven reports, and expert opinions.
- Case Studies and Testimonials: Showcase the agency's success stories through detailed case studies and testimonials from satisfied clients. Highlight the positive impact the agency has had on businesses.
- Company News and Announcements: Keep your audience informed about the agency's latest news, announcements, and events. Share company milestones, new hires, and upcoming webinars or conferences.
- Employee Spotlights: Recognize and celebrate your team members by sharing their accomplishments, expertise, and passions. Highlight the diversity of experience and talent within the agency.

Facebook Ads:

Targeting:

- Target individuals interested in digital marketing, technology, and innovation
- Focus on individuals in the age range of 18-35
- Target users based on their location, interests, and online behavior
- Utilize custom audiences to reach individuals who have previously engaged with Digital Dose content or social media pages

Ad Creatives:

- Create visually appealing and engaging ad content that highlights the unique aspects of the Digital Dose projects
- Emphasize the project's focus on providing valuable insights and resources for digital professionals
- Use clear and concise language to convey the project's mission and objectives
- Include strong calls to action that encourage users to visit the website, sign up for updates, or connect with the project team

Additional Tips:

- Employ A/B testing to compare different ad creatives and targeting approaches
- Utilize Facebook's ad tracking pixel to monitor website conversions and user behavior
- Implement remarketing strategies to target individuals who have previously interacted with Digital Dose content or ads
- Leverage Facebook's lead ads to capture contact information from interested users and potential collaborators

Example Facebook post:

Image: A photo of a recent campaign or project that you worked on.

Caption:

"We helped [client name] achieve [results]. Learn more about how we can help your business grow."

More Content Ideas:

Agency Expertise

- Share a thought leadership article written by an agency expert.
- Profile a team member and share their expertise.
- Create a quiz to test your audience's knowledge of digital marketing.

Industry Trends and Insights

- Share a link to a recent industry report.
- Host a discussion about an emerging trend.
- Create an infographic about a current industry topic.

Client Testimonials and Success Stories

- Share a short video testimonial from a satisfied client.
- Create a carousel post showcasing the results of a successful campaign.
- Host a Q&A session with a client who has benefited from the agency's work.

Company News and Announcements

- Share a new blog post or article from the agency's website.
- Announce a new partnership or collaboration.

- Share a company milestone, such as a new client or award.

In addition to these pillars, here are some additional tips for creating engaging and effective Facebook content:

- Use visuals whenever possible. Images and videos are more likely to capture attention and stop the scroll.
- Keep your posts short and to the point. People are more likely to read a shorter post all the way through.
- Use a strong call to action. Tell people what you want them to do after reading your post.
- Use Facebook's targeting tools to reach the right audience. This will help you get more out of your ad budget.
- Promote your Facebook posts on other social media platforms. This will help you reach a wider audience.

LinkedIn Strategy

Goals:

- Increase brand awareness and visibility for Digital Dose
- Establish Digital Dose as a thought leader in the digital marketing industry
- Generate leads and referrals for Digital Dose
- Build relationships with potential clients and partners
- Attract top talent to Digital Dose

Day of the week	Time
Monday	11:00 AM
Tuesday	6:00-8:00 AM
Wednesday	12:00 PM
Thursday	2:00 PM
Friday	8:00 AM
Saturday	4:00-5:00 AM
Sunday	6:00 AM

How Frequently to Post

- Aim to post 2-3 times per week. This will help you stay top of mind with your audience without overwhelming them with too much content.
- Be flexible with your posting frequency. If you have a particularly newsworthy or engaging piece of content, don't be afraid to post it more often.

- Use LinkedIn's analytics tools to track your posting frequency and adjust your strategy as needed.

When to Post

- The best times to post on LinkedIn are Tuesdays and Wednesdays between 8:00 AM and 10:00 AM. This is when your audience is most likely to be online and engaged.
- You can also experiment with posting at other times of the day or week to see what works best for your audience.
- Use LinkedIn's analytics tools to track your post performance and identify the best times to post for your audience.

How to Engage

- Respond to comments and questions promptly. This shows that you care about your audience's feedback and that you're interested in engaging with them.
- Join relevant LinkedIn groups and participate in discussions. This is a great way to connect with potential clients and partners.
- Share and promote other people's content. This is a great way to build relationships with other LinkedIn users and get your own content seen by a wider audience.

Recommendations

- Use a social media management tool to help you schedule and track your LinkedIn posts.
- Use LinkedIn's analytics tools to track your progress and identify areas for improvement.
- Experiment with different types of content and posting formats to see what resonates best with your audience.
- Be patient and consistent with your LinkedIn marketing efforts. It takes time to build a following and see results.