10 WAYS

TO CREATE REMARKABLE CONTENT FOR SOCIAL MEDIA

digital
willow

1. START WITH AN AUDIENCE IN MIND. ADDRESS THEM PERSONALLY.

Prepare these audiences in advance so that when you post you can just select who you want to see that content.

TIPS:

- Choose your topics carefully by staying up to date with relevant topics for your audience. You can use free tools like *Google Trends, Keyword planner and Hashify.*
- Link your content with trending topics for the day.
- Find out who inspire and influence your audience and tag them in your content. It can be a blogger, an authority figure, a celebrity, etc.

2. BE RELEVANT AND TOPICAL

Find a way to anchor your content to a customer 'need'. Consider how your information could be written in a way that would be deemed valuable, interesting or useful for the audience you are talking to.

If we are honest with ourselves, copying and pasting a company press release may not bring the best value to your customer, which will reflect in your engagement rates. **So, consider how you can position your content as relevant and benefit-led.**

Digital Willow Ltd
@Digitalwillow

Following

Great news, our recent article: 'Content Marketing for Business Growth' just got published on @FourthSource . Take a look: fourthsource.com/content-market …
#digitalmarketingfuel

Content Marketing for Business Growth - Fourth Source
I learnt recently that only 35% of B2B marketers have a documented content strategy (Marketing Profs 2016). This rang alarm bells for me. Having seen such
fourthsource.com

6:00 am - 18 Jan 2018

3. USE IMAGES TO REPLACE TEXT

A woman stares directly into the camera while a single tear rolls down her cheek.

3 seconds is enough to understand this visual against 10 seconds to read and absorb the sentence. **A PICTURE TELLS A MILLION STORIES.**

4. GO STRAIGHT TO THE POINT

We have very short attention spans these days. There is too much to do and never enough time. Your message should be clearly understood within a matter of seconds.

5. INCLUDE NUMBERS

Numbers are the only universal language.
Everyone understands them, no matter where you are in the world.

Infographics are "liked" and shared on social media 3X more than other any other type of content.

ONLY 1 OUT of 10

"INSURANCE"
IS THE
MOST
EXPENSIVE
ADWORDS KEYWORD

3.16%
is the average CTR for a Google ad

more than **7%**
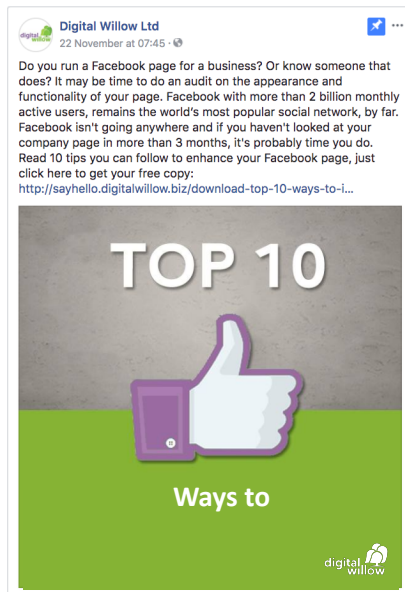is the average CTR of an ad in the first search position

over **1.2m**
businesses advertise on the Google Search Network.

70%
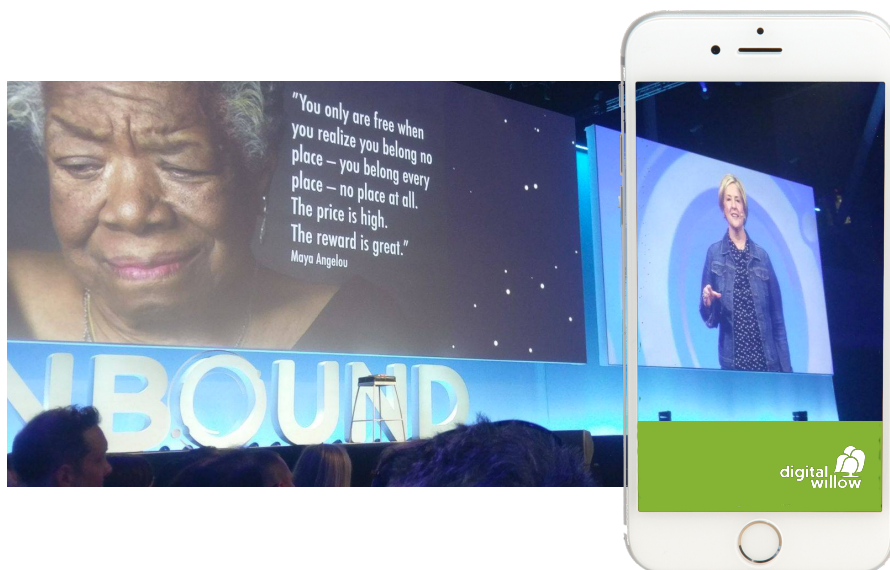of mobile searchers call a business directly from Google Search

6. BRAND YOUR CONTENT

- Create your style based on your brand personality: fun, friendly, corporate…
- Always include your brand colours.
- Create original designs.
- Create templates for your content. This will make it easier to change text and images when there is no time to create a new design.

7. POST IN REAL TIME

If senior members of your team are attending conferences or events, this is a great time to post videos and pictures in real time. Use the official event hashtag and tag relevant speakers.

8. BE INFORMATIVE / EDUCATIONAL

Make it about people and their stories.

WHEN?

WHAT?

WHERE?

WHO?

WHY?

Digital Willow Ltd @Digitalwillow · Jun 28
Our Managing Director, @willowamber presenting at a conference in Sweden for one of our clients! Exciting times! digitalwillow.biz

Why?
Digital commu...
More than half...
More than half...
More than half...
37% of citizens...

Consumer
technolog...
system for ma...

Communicati...

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9. USE POWERFUL IMAGES

The most successful Instagrammers use only 2-3% of their photos because they are selective on which they will use.

Don't post photos for the sake of posting photos, it will turn off your audience. Only the best of the bunch should make it!

- Tweets with images receive 150% more retweets than tweets without images.
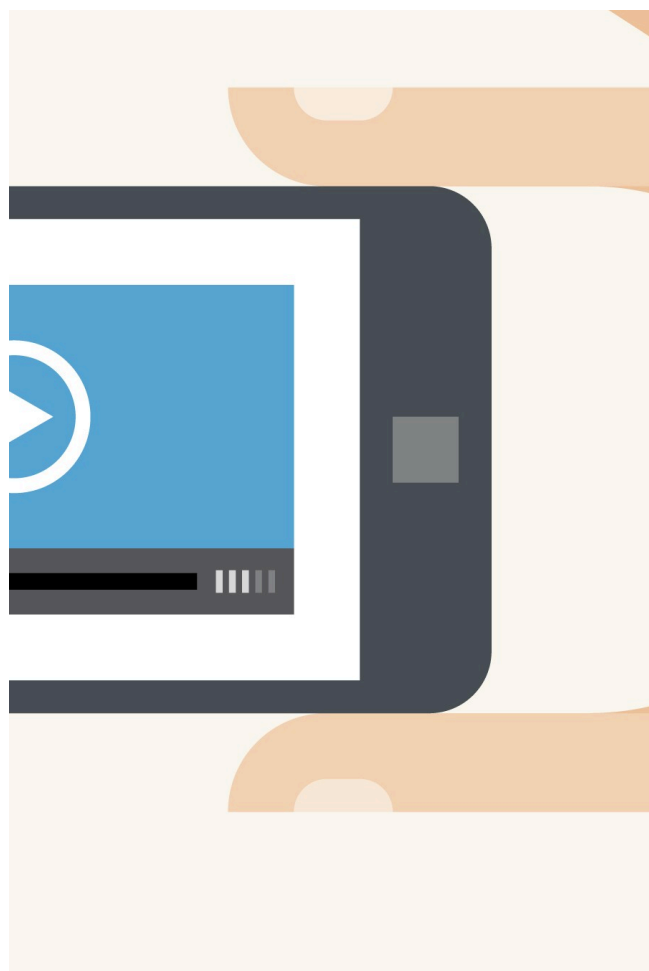
10. VIDEOS WIN OUR ATTENTION

If your ambition is to receive more likes, more shares and more follows then you must be creating video.

Last year, video content represented 74% of all internet traffic.

Facebook users watch 8 billion videos per day, Snapchat users watch 10 billion videos per day.

Over half the videos we view online is actually on mobiles.

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TIPS
Use subtitles! 85% of videos on Facebook are watched without sound.
Using the word "video" in an email subject line boosts open rates by 19% and clickthrough rates by 65%.

For more guidance about any of the above, please do get in touch.

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