



IMPLEMENTING A KILLER SOCIAL CONTENT STRATEGY

by Elayna Fernandez
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Wondering how your blog can help you get your message out into the world? Stop wondering and start listening!

Whether you're already blogging and wish to create better results or you're just getting curious about adding a blog to your marketing efforts, you will:

- Learn the Simple Yet Powerful 7 Sentence Content Marketing Plan To Guarantee MASSIVE Blogging Results
- Discover Proven Tactics You Can Implement RIGHT NOW to Build An Effective Blog Presence
- Get INSTANT Access To Elayna's Best Blogging Practices To Publish Engaging Content That Promotes Conversion and Conversation

PLUS... get a juicy free gift, compliments of Elayna!

About Elayna

Positive MOM, Bestselling Author and International Speaker. As a Certified Guerrilla Marketing Master Trainer, Elayna is the creator of the *Guerrilla Positioning System™* (G.P.S.), teaching MOMpreneurs worldwide to increase **Credibility, Visibility and Profitability™**, while living with integrity and balancing their passions.



Elayna has been recognized with multiple awards, including **Best Marketer** and **Mom Entrepreneur of the Year**, and is often featured prominently on national and international media.

Elayna is the founder of **The Positive Mom Foundation**, a non-profit organization dedicated to promote Character Education and family unity. She is passionate about **#Motherhood**, **#Mompreneurship** and **#Motivation**.

Her philosophy is: **"Be Positive and You'll Be Powerful!"**



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Your Social Content Strategy Doesn't Have To Be Scary

<http://bit.ly/ZyNpUQ>

Getting your message out into the world effectively through social media requires a killer content strategy that focuses on results. Despite what you may have heard, content strategy is really not rocket science.



These 3 steps will help you avoid procrastination, overwhelm, and wasting your time when using social media as a marketing tool to share your message.



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Elayna's 3 R's of Social Content Strategy

- 1- **RESULTS** ~ Start by outlining what results you expect to get from your social media strategy. Results refer to the outcomes in terms of your marketing goals as expressed in your marketing plan. Some may include: increase brand awareness, provide customer service, handle objections, research/get to know your audience more, or boost sales by a certain percentage.
- 2- **ROADMAP** ~ Trace your path from start to finish – what are the steps that will get you there? You will take a different path and approach depending on your destination. Your social content (on blog posts, online PR, and social network engagements) will be directed to achieve a goal: if your goal is to increase brand awareness, you must start with an editorial calendar that will communicate what your brand is all about.
- 3- **ROI** ~ Define how you will measure success. Make sure to establish tangible and quantifiable markers that tell you when you are on the right track to the results you desire. Beware of measuring your social success in likes on social networks or the number of comments on your blog. A truly successful campaign is about conversion and conversation, not clicks.

Once you have outlined your 3 R's, you want to make sure the topics in your editorial calendar are developed in a way that:

- 1- **reflects your voice.** *Be consistent and stand for something – your audience will notice.*
- 2- **your audience can understand.** *They must be able to relate to you in order to engage and share.*
- 3- **is search engine optimized.** *You want to get found on Google and other major search engines.*

See? Content strategy is simple. Follow these easy steps and you will go from scared to excited... and if you are consistent, you will start to see wonderful results almost immediately!

Guiding YOUR Path to Success,



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THE 7 SENTENCE CONTENT MARKETING PLAN

Just finish the sentences!

1- THE SPECIFIC PURPOSE OF MY BLOG IS TO:

What tangible result do you expect to achieve? Pick one!

2- MY TARGET AUDIENCE IS:

Describe the demographics and psychographics common to your target markets.

3- THE MAIN BENEFIT TO MY READER IS:

What is the main take-away or benefit your reader? Pick one!

4- I WILL SPREAD THE WORD THROUGH:

Choose 7 ways in which you will consistently promote your blog.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____



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5- THE MAIN ACTION I WANT MY READER TO TAKE IS:

What specific, tangible, physical action will your reader take after reading one of your blog posts?

6- I WILL POST _____ TIMES A WEEK, ABOUT THESE TOPICS:

Choose broad topics that are of interest to the audience you described in sentence #2, provide them the main benefit you chose in sentence #3, and help them take the action you chose in sentence #5.

1. _____
2. _____
3. _____

7- THE WAY I WILL MEASURE SUCCESS IS:

Choose 3 ways in which you will know you are achieving the purpose of your blog, as stated on sentence #1.

1. _____
2. _____
3. _____

*If you fail to plan,
You plan to fail!*



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Elayna's L.I.K.E.D.

Formula for getting
more Likes and
Followers

- L _____
- I _____
- K _____
- E _____
- D _____

You don't have
to be great
to get started,
you have to
get started
to be great!



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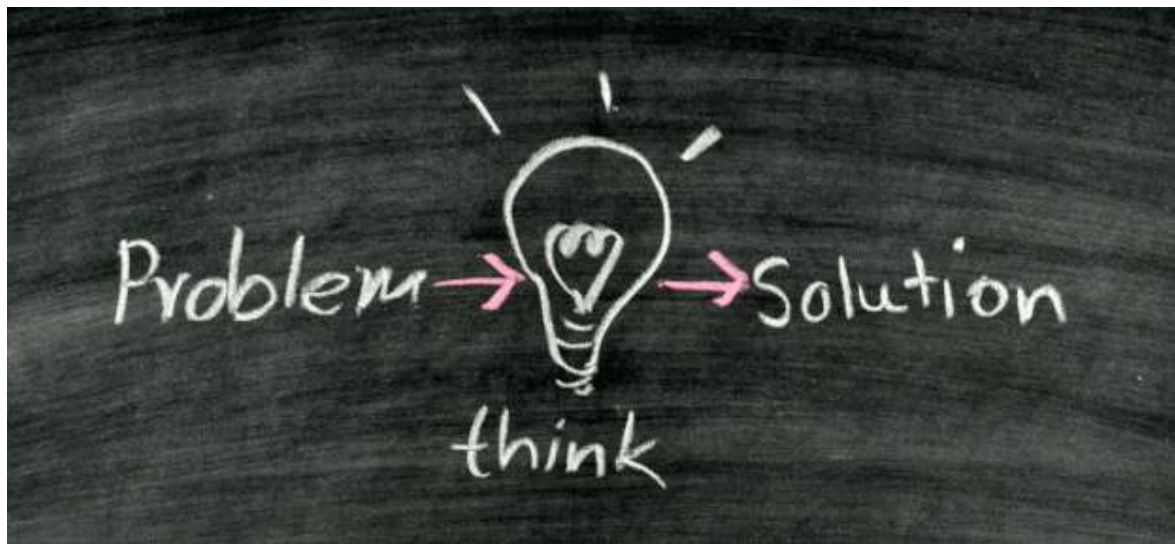
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Best Blogging Practices For Conversion and Conversation

Develop your initial post in a word processing program where you can edit and **spell-check**.

Use the **Problem – Example – Solution** model to educate, entertain, and inform your audience.



- The title of your post should always be a brief (fewer than 7 words) **descriptive, interesting, and summarize your whole story**. Lists of 3, 5, or 7 tips, tricks, secrets, ways to, or “how to”, are wonderful formulas to get started!
- Use the inverted pyramid structure: use a **strong lead sentence/paragraph**, allowing your readers to get to the heart of the story from the beginning.

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- Better-formulated, relevant, grammatically correct, **clear** entries attract more attention.
- Originality is imperative. **Unique content** gives you an edge to connect with the reader.



- To appeal to a global audience, **avoid complex words**, contractions, slang, and inside references that may be specific to North America.
 - Keep your posts between **300-700 words**.
 - Use the **present tense** and **active voice** whenever possible.
 - Provide the **full text** of the post. Avoid providing only a summary and link to a blog post on another site.
- Include links to other sites, articles or blog posts that it **references or describes**, so long as the subject and content of the blog post being submitted stands on its own as a meaningful contribution to the community.



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- After you have posted, check back to see if anybody has responded to you and **keep the dialogue going.**
- **Avoid ALL CAPS** and excess formatting. Bold and italics should be used only when necessary for clarity.
- Add a catchy signature and your **brand** colors.

When guest-blogging, promote yourself and/or company by **creating a by-line.**



Standard signature lines include up to 4 lines of information:

- ~Name
- ~Email Address
- ~ Tag-line or Professional Title
- ~Company Name or Link to Website

- Keep **each line up to 60 characters** of content
- Include **only one** link
- Add copyright information, if applicable.



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When commenting, keep these 5 tips in mind:

1. **Discussions, posts, and comments may not** include insulting, hurtful, or offensive language. Constructive dialogue between people of differing opinions is highly encouraged, so long as they are related to the content and purpose of the post.
2. **Post** a minimum of one short paragraph and a maximum of two paragraphs.
3. **Avoid** postings that are limited to 'I agree' or 'great idea', etc. If you agree (or disagree) with a post, add a supporting your statement with concepts from the readings or by bringing in a related example or experience.
4. **Address** the questions as much as possible (don't let the discussion stray). Build on others' responses to further develop threads.
5. **You may** quote from original post to support your comments, as well as include relevant links when you quote from other outside sources.

