

CONTENT MARKETING ON SOCIAL MEDIA

How to create effective content for social media



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Content Marketing on Social Media

Social media platforms have always been an excellent vehicle for steering users toward your website and other content hubs.

But they're more than just signposts to content.

For consumers, social media sites are a primary source for news, information and original branded content.

Finding Your Audience

Of course, creating great content is crucial, but getting it in front of the right people is how you'll elevate your content marketing to the next level. This is why content distribution is so important.

Fortunately, social media is one of the most cost-effective content distribution and amplification tools around.

Expand Your Reach with Social Media

When your audience sees your content on social media, they're also more likely to share it with others. It has a reach traditional media can only dream about and has various benefits:

- You can target consumers by age, location, and interests.
- Through social listening tools, you can track customer conversations wherever they are in the buyer's journey.
- You can ask your audience questions, provide answers, and express your business' core values.
- You can monitor your competition and measure your social media engagement.

How to Use Social Media to Boost Content Marketing Results

The most successful social media marketers don't start by posting; they begin by listening. Social monitoring is a great way to learn how your target audience feels about your

business and industry issues.

Luckily, there are plenty of social media monitoring tools to help. With this knowledge, you can create content that your audience finds truly valuable.

You'll also want to brainstorm keywords and phrases relevant to your brand. Content built around these terms can then be spread across all channels in various formats.

Preparing Your Social Media Content Strategy

Before you set up your social media profiles, you need some things in place:

- A content hub. Your blog or website should be connected to all your social accounts.
- Adequate resources. Before committing to any platform, make sure you have the resources to update each channel regularly.
- A content strategy. Define your marketing goals, so you know why you're using each platform and what types of content you'll be uploading.

Then, for every channel you're considering using, answer the following:

- What is the general purpose of using this channel? Is it to inform, entertain, interact with, or convert your audience?
- What specific actions do you want users to take? Do you want people to share your content, visit your website, or register for something?
- What content formats the best suit this channel?
- What is the right brand tone of voice for this channel?
- How often should you be active on this channel? For example, you might post on Facebook once or twice a day, but monitor Twitter all day, responding to your audience when necessary.

Every company is different, so try to determine the schedule that will work best for you and your customers.



Different Ways to Approach Each Social Platform

Understanding each channel's strengths can help you maximize content reach.

Twitter: Ideal for sharing blog posts, promoting website content, and responding to customers' concerns in real time.

Facebook: Geared toward news and entertainment. This is where you can show your fun side, discuss company news and events, share fresh content, and introduce your team members.

LinkedIn: For sharing articles based on industry trends and news, and for professional insights into your business.

Instagram: A highly visual platform for sharing images and short videos.

Pinterest: Another visual channel that is mainly image-driven. It's ideal for inspirational messages and promoting creative ideas.

Google Plus: Hosts strong community groups, focused on various industries and audience interests.

Get Personal

Try to add "casual" content such as employee birthdays, seasonal greetings, and everyday thoughts to show the human side of your business. People are less likely to engage with a company that only talks about its business.

Keep Promoting

Promoting your content across social media is key to extending the reach and lifetime of your content. With

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social media management tools like Hootsuite, Buffer, and Sprout Social, you can share posts automatically across selected social channels at a frequency you choose.

Encourage Sharing

To boost shares, attach images to your social media posts. A HubSpot study showed that on Facebook and Twitter, photos get 53 percent more likes and 84 percent more click-throughs.

Add a “tweet this quote” or “click to tweet” link within posts so readers can quickly tweet snippets of your article. Just visit the “Click to Tweet” website, insert your text, and add the generated link to your post.

Target Influencers

In a study by marketing research company Schlesinger Group, 81 percent of companies said influencer engagement was effective. Establishing relationships with influencers adds credibility to your content and extends its reach.

- Search for people who regularly blog about your industry.
- Follow them on social media.
- Mention them in your tweets and share their content with your followers.
- Share your new content with influencers directly. If it's high-quality content and relevant, they might share it with their followers.

Analyze Data

Reacting to analytics data is crucial to building a stronger social media presence. When you know what goals you're aiming for and can measure the results, you can tweak content to maximize results.

Each social media platform has built-in analytics tools: Facebook Insights, LinkedIn Analytics for Company Pages, Google Plus Insights, Instagram Business Tools, and Pinterest Analytics will help you monitor your content performance.

Maximize Content Value with Social Media

The number of social media users is growing at a rapid pace. In 2019, it's estimated there will be around 2.77 billion social media users around the globe, up from 2.28 billion in 2016.

Reaching out to these people with unique and high-quality content will significantly boost brand awareness and conversions. Use these tips and integrate social media into your content strategy; you're likely to see a higher return on your investment in content marketing.

6 Inspiring Examples of Social Media Content Done Right

As a content marketer, you know it's important to create quality content, but do you have a clear distribution strategy?

As social media is the fastest and most cost-effective content amplification tool, you can't afford to ignore it.

Without a social media plan, your content is going to have a shorter lifespan. But how should you use social channels to promote your brand? For inspiration, we've selected six great examples of social media content from brands that are getting it right.

Grammarly: Having Fun to Grab Attention

Although Grammarly is spelling and grammar checker, they don't take themselves too seriously. As well as using blog posts to explain grammar rules, they're great at using social media to make grammar fun.

They often join in the Monday Motivation and Wednesday Wisdom hashtags on Twitter by posting funny and inspirational quotes. Their images overlaid with fun text



are a simple but effective way to attract views and promote shares.

Tip: Try pairing interesting one-liners or quotes with carefully chosen stock images to show the fun side of your brand. Use bold colors to make posts stand out on the page.

Shelter Pet Project: Creating a Unique Voice

Searching for families to adopt their cats and dogs, the pet rescue center uses personification and storytelling to make people fall in love with their animals.

Their Facebook page is filled with pictures of animals and their stories to build empathy and inspire people to adopt. Using the “voice” of the animals in their social media posts, they instantly create more powerful messages that their audience will remember.

Tip: Whatever you’re selling, there’s an opportunity to create a character or unique voice for your brand. What will your target audience relate to? Think of ways to tell your own product story to build empathy.

Cooksmarts: Building Trust with Reviews

While many brands display their reviews and case studies on their website, Cooksmarts uses social media. Their Twitter feed is full of genuine customers who have benefited from their meal plan service.

Related Reading: [How to Use Urgency in Your Content to Increase Conversion Rate](#)



By using customer photos and quotes, they add credibility to their business and turn customers into brand ambassadors. Their “Kitchen Hero” hashtag is a great example of planting positive consumer experiences into tweets.

Tip: Ask customers how they’ve benefited from your products or services. Then ask for permission to use their quotes in future social media posts.

Cisco: Attracting New Talent with Authenticity

For some industries, social media doesn’t seem like the obvious choice for brand promotion. But even technology companies can benefit from its reach. The technology company Cisco even uses Snapchat to reach out to young professionals.

To build awareness, Cisco recruited 20 employees from around the world and asked each one to create a Snapchat story about what it’s like to work at the company. By featuring stories from actual employees and using the “We Are Cisco” hashtag, it managed to connect with future talent across social media.

Tip: Use employee-generated content to build authenticity and consumer trust.

Worldwide Breast Cancer: Spreading a Message with Fun Imagery

Even serious topics can be entertaining. The charity organization Worldwide Breast Cancer created Facebook

and Twitter pages to fundraise and spread awareness of breast cancer and its symptoms. The “Know Your Lemons” hashtag uses fun images to highlight and explain a serious issue.

The charity also uses trending news stories to fuel their social media campaign, referencing the infamous “covfefe” tweet in one Facebook post to highlight their message⁵.

Tip: Use topical news stories in your social media posts to make your brand look more fun and up-to-date.

Charmin: Using Humor to Build a Following

Even when you sell products like toilet paper, you can still benefit from the power of social media.

Charmin uses humor to spread the word about their brand, incorporating holidays and trending news stories into their brand’s messages. Here, they use National Spouses Day to promote their brand with gentle humor.

They also use the “Tweet from the Seat” hashtag to increase brand awareness and engagement by encouraging user-generated content.

Tip: You don’t need a glamorous product to run a hashtag campaign. Choose a hashtag that will resonate with your target audience, such as an inside joke.

Final Thoughts

On social media, it’s less about selling products and more about providing entertainment and inspiration. Even if you’re selling “boring” products, by using humor and generating positive emotions, you can extend the reach of your brand online.

These examples prove that you don’t need a large marketing budget to amplify your content and promote your brand’s message.

Often, the simplest social media campaigns are the most



effective. You just need to find passion in what you do, be creative, and have some fun. If you love the content, the chances are your audience will love it too.



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