

Hi

# WELCOME TO ZEPP LEARNING

**HOW TO CHOOSE THE RIGHT SOCIAL PLATFORM AND  
BE A CONTENT FACTORY**

Your guide to success on your online platforms

**In this E-book, you will be understanding everything in details about how to choose the correct social media platform for your business and also how to never fall short of content.**

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So, Let's Get **Started!**

# HOW TO CHOOSE A SOCIAL MEDIA PLATFORM FOR YOUR BRAND?

## AUDIENCE PRESENCE

Choose a platform where your audience is present. Eg – FB or IG are not relevant platforms if your decision maker is Facility Managers of MNCs.

LinkedIn is not a relevant platform if your amazing customers are housewives' or teenagers.

## Engagement with Audience

Choose a platform where the engagement is high with your audience. Eg – If your amazing customers are farmers, then WhatsApp and YouTube are high engagement platforms. If you're targeting teenagers, then Instagram is highly engaging.

## Easier execution

If you're starting out with Marketing, choose a platform that's easier to execute

# HOW TO MEASURE YOUR SOCIAL MEDIA PERFORMANCE



# Instagram

- Total No. of posts
- New Posts in the Period
- Number of Followers
- Number of New Followers
- Conversion Ratio of Profile Visits vs Follows
- Engagement Rate(Ninjalytics)
- Followers increased through lives.

## Facebook

- No. of posts in the Period
- Number of Followers
- No. of New Followers
- Post reach
- Engagement Rate
- Video views

## LinkedIn

- No. of posts
- Total No. of Connections
- No. of New Connections
- Reach
- Search appearances

## YouTube

- Total No. of Videos Posted
- Average View Duration (AVD)
- Total Video Views
- Total Subscribers
- No. of New Subscribers

## Email Marketing

- Total Database Size
- Number of Emails Sent
- Open Rate
- Click Through Rate
- Bounce Rate

## Website (Bonus)

- Session Duration
- New Users
- Returning Users
- Page Wise Exit Rate

## How to be a Content Factory

The first step to become a content factory is to understand your target audience

In Order for you understand your target audience properly start by the following

1. Profile your customer : - Create a customer profile based on their age, occupation, gender, income, location, marital status, education, children, Industry, revenue, designation, hobbies, behaviours etc. Whatever details you can think of your customer.
2. Create a content bucket around your product and services that you sell to your target customer.

## Important Questions to ask to create content buckets

1. What would your target customers love to learn about your product or service before they buy?
2. What questions about your product or service do your customers have before they buy from you?
3. What are the Top 5 topics about your domain you would love to educate your customers on?
4. What are your Top 4 Product Lines / Products / Services?
5. Write down the Top 10 keywords that comes to your mind when you think of your business

And pick top 5 **content bucket** that your customers would love to learn



## Things to consider while creating content

1. Create content for your target customer and not to be an influencer
2. Focus on adding value to your audience
3. Best known will always beat the best
4. Focus on being known only where you want to and not anywhere else.

## How to create content around your target audience

Once you have identified your content buckets based on your target audience.

Divide that particular content bucket into the following emotions to create content topics

- Fears
- Needs
- Problems
- Pain Points
- Desires
- Fantasies

## Sample: - (Content Bucket : - SEO)

Fears	Pain Points	Problems	Needs	Desires	Fantasies
Fear of not understanding the technical aspects of SEO	Poor search engine rankings and online visibility	Difficulty keeping up with changing search engine algorithms and ranking factors	Improved search engine rankings and online visibility	Higher search engine rankings and online visibility	Expecting immediate results and overnight success from SEO efforts
Fear of not being able to keep up with changing search engine algorithms and ranking factors	Low website traffic and limited customer engagement	Difficulty creating and implementing an effective SEO strategy	Increased website traffic and customer engagement	Increased website traffic and customer engagement	Believing that SEO efforts will solve all their business problems
Fear of wasting time and money on ineffective SEO efforts	Poor website content and structure for user experience	Limited resources and time for optimization efforts	Improved website content and structure for better user experience	More effective targeting and engagement of their ideal customer	Thinking that SEO requires little effort and time
Fear of negative customer feedback and reviews	Poor website speed and mobile optimization	Difficulty generating high-quality, optimized content	Improved website speed and mobile optimization	Improved return on investment from SEO efforts	Expecting all website content to go viral
Fear of not being able to generate high-quality, optimized content	Limited return on investment from SEO efforts	Difficulty measuring and analyzing the impact of optimization efforts	A better understanding of their target audience's search behaviors and preferences	A better understanding of their target audience's search behaviors and preferences	Believing that SEO can replace other marketing and advertising efforts
Fear of not being able to improve search engine rankings and online visibility	Negative customer feedback and reviews	Limited knowledge and experience in SEO best practices and techniques	Better keyword targeting and optimization	More successful SEO strategies and techniques	Thinking that their business is not suited for SEO
Fear of limited resources and time for optimization efforts	Difficulty maintaining search engine rankings and traffic	Difficulty building high-quality backlinks to improve search engine rankings	Consistent and reliable optimization efforts to maintain search engine rankings	Consistent and reliable optimization efforts to maintain search engine rankings	Believing that SEO can provide a quick and easy path to financial success

# How to script your content topic around the emotions

Every content topic can be scripted and represented into one of the following solutions:

1. Direct Information – Answer
2. Mindsets
3. Truths or Facts
4. Tips
5. Things to Follow
6. Mistakes
7. Myths
8. Secrets
9. Dos and Don'ts
10. Step by Step Guide
11. Reports or Statistics
12. Questions to Ask Before
13. Parameters to Consider

## **Sample: - Topic (Negative customer feedback and reviews)**

1. **Direct Information** – How to handle negative customer reviews on Instagram?

[Being specific]

2. **Mindsets** – Four mindsets that about negative reviews that should be avoided as a business owner..

3. **Truth / Facts** – Truths about negative customer feedbacks

4. **Tips** – Five Tips to avoid negative customer for your products or service.

5. **Things to Follow** – Three Guidelines to Follow when handling a customer review

6. **Mistakes** – Four Mistakes to avoid while handling a customer with a negative feedback

7. **Busting Myths** – This is why negative feedbacks will not affect your business negatively.

- 8. **Secrets** – Secrets about negative review that will increase your business by 3X
- 9. **Do's and Don'ts** – Top 5 Do's and Don'ts you need to know about negative feedbacks
- 10. **Step by Step Guide** – Beginners Guide to reviews on Google my Business
- 11. **Reports or Statistics** – Why 98% of businesses panic when received a negative review
- 12. **Questions to Ask Before** – 5 Questions to ask your customer who's left a negative review for you
- 13. **Parameters to Consider** – 4 Parameters to Consider before handling a negative review

## Now lets do some Math here

Let's Suppose for 5 content buckets you created 5 content topics each.

Now each of the 5 content topics can be distributed as 13 content scripts.

So  $5 * 5 = 25$  Content Topics

And  $25 * 13 = 325$  content topics (enough for you to go for 3 months)

All you do is sit fresh every three months and generate new.

**PLEASE UNDERSTAND**

**PROCESSES AND SYSTEMS NEVER FAIL. HABITS AND PEOPLE DO.**



# Hope it was valuable for your business?

## WHAT'S NEXT

- Make sure to grab your hands on Email, Text and WhatsApp Marketing E-book as well.
- Also most importantly do not forget to grab a copy of how to be a content factory for your business and plan everything in advance.

**THANK YOU**