

concept



on

*using social media to promote
your business*

who are we?

concept  on
get turned online

your super-duper good-as perth brand agency

concept  on
*using social media to promote
your business*

feel free to take notes

& no question is a dumb question

why you need to be on social media

1

connect with your audience

2

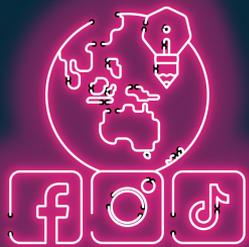
build trust in your brand

3

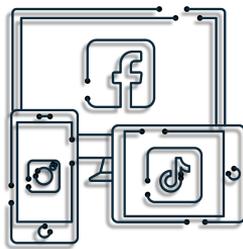
reach new audiences

4

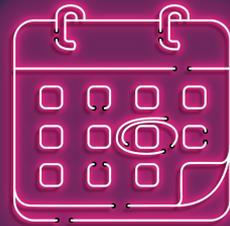
market your products



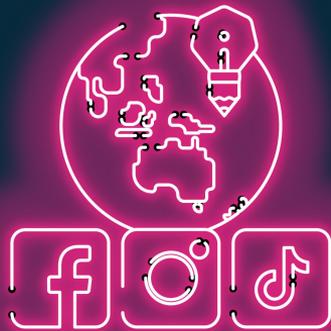
social media strategies



social media content



content calendars



social media strategies



fail to plan & plan to fail



winston churchill



1

objectives

2

key messages

3

target
audience

4

channel
strategy



CONTENT

RESEARCH 3

AUDIT	4
COMPETITORS	5
BRAND	10
OBJECTIVES	14
TARGET AUDIENCE	19
KEY MESSAGES	16

STRATEGY 17

CHANNELS	18
FACEBOOK	20
INSTAGRAM	23
LINKEDIN	25
KPI & REVIEW	26



OBJECTIVES

BUSINESS GOALS

PRIMARY

Increase perceived credibility among business owners and drivers in order to secure partnerships and employees.

SECONDARY

Raise general awareness of GO-LOGO within the general Perth area to stimulate reputation with local brands, potential employees, and end consumers.

Grow client base and recruit drivers in order to increase GO-LOGO's size and profit.

Create community feeling for drivers in order to fulfill promises made.

Communicate critical updates to drivers en masse.

SOCIAL MEDIA OBJECTIVES

1. Provide social proof for business owners and drivers to increase their perception of GO-LOGO as a strong, reliable business.
2. Increase reach of social media accounts to raise awareness of GO-LOGO's brand, values, and services.
3. Generate leads for potential clients and employees.
4. Build an engaged driver community to make the drivers feel like they are part of something bigger, and proud for the brand they work for.
5. Create effective communication pipeline using a social media channel.

Don't hop on social just for the sake of it.

Social media is one of the most powerful tools at your disposal, but only when it's serving your business goals.

Keep these objectives in mind when managing your social media to make sure the work you're doing is helping you reach for the stars.



RESEARCH

HASHTAGS

#SUPPORTLOCAL

RELATED HASHTAGS (MAJOR -1 000 000+)

#SupportLocalBusiness
#Community
#ShopLocal
#ShopSmallBusiness
#SupportSmall
#ShopLocal

RELATED HASHTAGS (MINOR -1 000 000+)

#SupportLocalBusiness
#SupportLocal
#LocalSupportingLocals
#IndieShop
#ShopIndependent
#SupportLocal
#LocalSupportingLocal



STRATEGY

#PERTH

RELATED HASHTAGS (MAJOR -1 000 000+)

#PerthLife
#PerthQLD

RELATED HASHTAGS (MINOR -1 000 000+)

#PerthCity
#perthgram
#perthbusiness
#PerthWA
#Perth

#PerthHappenings
#Perthstagram
#PerthEats
#PerthFood
#PerthCity
#Perth5.0s
#PerthCafe
#LovePerth

#DELIVERED

RELATED HASHTAGS (MAJOR -1 000 000+)

#HomeDelivery
#Delivery

RELATED HASHTAGS (MINOR -1 000 000+)

#DeliveredOnlineOrder
#SpecialDelivery
#LocalDelivery
#HomeService
#CourierService
#Courier
#CourierLife
#LikeCourier
#LoveMyDelivery

#GO-LOGO

#GoLogo
#GoLogoDelivery
#GoLogoLife
#GoLogoLocal
#GoLogoCity
#GoLogoBusiness

Hashtags are here to help you find your friend.

By hashtagging your posts, they'll show up on the feed for those who'd like, allowing people who are interested in that subject to find you.

Make sure to use a mix of popular and niche hashtags, and keep updating the list as you find new ones on similar posts as yours.



what are your objectives?



business goals

increase brand awareness

grow revenue



social media objectives

grow social media reach

increase link clicks



what are your key messages?



cityofperth

cityofperth "Nyumbi" means celebration dance in the Nyoongar language. Immerse yourself in the world's oldest living culture as Nyoongar dancers perform traditional song and dance and share stories of their rich culture and history at #HeritagePerthWeekend on Friday 5.30pm and again at 7pm, Yagan Square.

Liked by **danteclavdiae** and 466 others

APRIL 12

Add a comment... Post



cityofperth

cityofperth This Koorden statues in Kings Square, Perth, were designed by Rod Garlett, Fred Chaney, and Richie Kuhaupt, as part of the City of Perth Public Art Collection in 2015.

Six dramatic male Indigenous figures rendered in cast bronze stride towards the east across the grass of Wellington Gardens. The bands that form their bodies represent painted ceremonial markings found in historical photographs, reinterpreted by artist Rod Garlett in extensive consultation with local Aboriginal elders.

Image by Frances Andrijič Photography & Perth Public Art Foundation, 2016.

Liked by **_elinabond_** and 1,552 others

APRIL 29

Add a comment... Post



cityofperth

cityofperth The West Australian Ballet performs Giselle at His Majesty Theatre from May 13 to May 22.

A 180-year-old tale of impossible love, vengeful ghosts, and ultimate forgiveness. With coveted virtuoso roles and an iconic 'white ballet act', this Romantic-era ballet stands the test of time - maybe because first love and heartbreak resonates with us all. Head to @waballet to learn more.

Liked by **js8731** and 416 others

MAY 10

Add a comment... Post



key messages

key selling points

unique value propositions

brand beliefs & updates



who is your target audience?



target audience

age

gender

income

location

lifestyle



audience personas



jill anderson

35
regional director
married with 1 child
austin, texas

archetype: the frequent flyer

organised | practical | protective | hardworking

jill is a regional director who travels 4-8 times each month for work. she has a specific region in which she travels, and she often visits the same cities and stays at the same hotel. she is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. she expects her travel solutions to be as organised as she is.

goals

- to spend less time booking travel
- to narrow her options quickly

frustrations

- too much time spent booking - she's busy!
- too many websites visited per trip
- not terribly tech savvy - doesn't like the process

motivations

price



comfort



convenience



speed



loyalty/miles





which social platforms should you use?



30-60 year old audience
service based businesses
food, health, etc



18-40 year old audiences

product based businesses

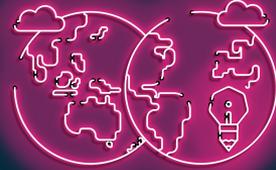
beauty, fashion, etc



30-50 year old audiences

b2b based companies

tech, corporate, etc



other platforms

tiktok

clubhouse

youtube

twitter

pinterest

twitch

snapchat

and more...



1

objectives

2

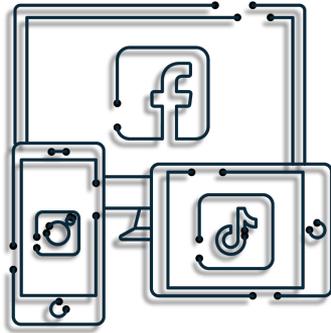
key messages

3

target
audience

4

channel
strategy



social media content



june	monday	tuesday	wednesday	thursday	friday
day		1	2	3	4
platform(s)		Facebook, Instagram			LinkedIn
type		connect			inform
visual					
day	7	8	9	10	11
platform(s)		Facebook, Instagram, LinkedIn		Facebook, LinkedIn	Instagram, LinkedIn
type		promote		promote	inform
visual					
day	14	15	16	17	18
platform(s)	Facebook	Instagram		Facebook, Instagram, LinkedIn	
type	entertain	connect		entertain	
visual					



socials content

content creation

content curation

balancing creation vs curation



content creation



concept on

46 followers

3mo • Edited •

we'll give you a hint...

👩 it's girls!! 👩

happy [#InternationalWomensDay](#) from the concept on team

[#IWD2021](#) [#InternationalWomensDay2021](#) [#ChooseToChallenge](#) [#IWD21](#)
[#WomensDay2021](#) [#Womxn](#) [#QueenB](#)





content curation



concept on

46 followers

1mo • Edited •

say g'day to wa's new marketing superhero!

[WAMA \(WA Marketing Association Inc.\)](#) is here to help show the world that wa's got the best marketing talent around.

check out this article from [Campaign Brief](#) introducing you to the new kid on the block.

[#WesternAustralia](#) [#PerthLife](#) [#MarketingNews](#) [#PerthSmallBusiness](#)
[#MarketingAgency](#) [#MarketingAndAdvertising](#) [#LocalMarketing](#)

we are
**wa
ma**

The WA Marketing Association (WAMA) will champion WA's local marketing community

wa.campaignbrief.com • 1 min read



content pillars

entertain

connect

inform

promote



connect



getturnedonline
Big Kahuna Burger

getturnedonline pay 🍌 your 🍌 creatives 🍌
17w

getturnedonline
#BitchBetterHaveMyMoney
#QuitYourBullshit #PulpFiction
#Creatives #FairPay #Artists
#Creativepreneur
#FairPayForFreelancers
#CreativeEntrepreneur
#CreativeIndustry #CreativeWork
#GraphicDesigners #AntiWork
#Capitalism #Designers
#FairPayForArtists
#SocialMediaManagers
#Illustrators #LogoDesigners
#DigitalMarketers #Photographers
#VirtualAssistants #Escaperoom

Liked by **allthings_social** and 34 others
JANUARY 29

Add a comment... **Post**



entertain



getturnedonline
The North Pole

getturnedonline santa's sick of milk & cookies...
🌴 merry xmas from down under! 🇺🇸
23w

getturnedonline
#ChristmasDownUnder
#DownUnder #Christmas
#GraphicDesigner
#PerthSmallBusiness #Xmas
#ChristmasDecor #DesignPorn
#ChristmasTime #Christmas2020
#MerryChristmas #HappyHolidays
#ChristmasMood #ChristmasEve
#ChristmasSpirit #ChristmasVibes
#ChristmasCheer
#ChristmasInspiration
#ChristmasCards #ChristmasDecor

Liked by **biancaleedigital** and 37 others
DECEMBER 25, 2020

Add a comment... **Post**



inform

social media tip #6

5 (more) tips for writing your social strategy

#socialmediastrategy
concepton.com.au



getturnedonline
concept on



getturnedonline ready to write a killer strategy that'll grow your socials? 📈

then you're in the right place.

a few weeks back we covered all the prep work that you'd need to do before writing a social media strategy. now comes the fun part... the actual strategy!

these are all the things your strategy needs to take your socials to the next level. 🔥

⚡ choose your channels by checking out the demographic breakdown of each social media platform & picking a few that align with your target



Liked by wondermethod.co and 34 others

FEBRUARY 25



Add a comment...

Post



promote



 **getturnedonline**
concept on ...

 **getturnedonline** we're more social than your mum after a few drinks. 🍷🍷🍷
👤
30w

 **thedigitaloctopus** 😂😂 love the caption ❤️
23w 1 like Reply
[View replies \(2\)](#)

   🔖
 Liked by **elleyevans** and **9 others**
OCTOBER 30, 2020

 Add a comment... Post



content forms

text

link

picture

video



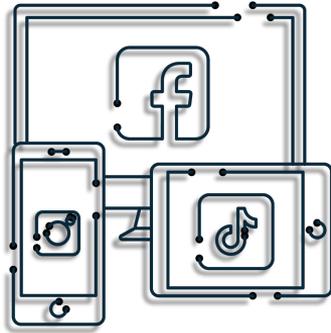
curating content

industry partners

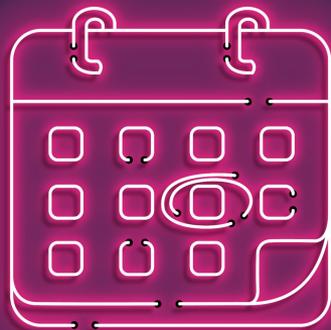
industry organisations

related industry organisations

complementary organisations



social media content



content calendars



june	monday	tuesday	wednesday	thursday	friday
day		1	2	3	4
platform(s)		Facebook, Instagram			LinkedIn
type		connect			inform
visual					
day	7	8	9	10	11
platform(s)		Facebook, Instagram, LinkedIn		Facebook, LinkedIn	Instagram, LinkedIn
type		promote		promote	inform
visual					
day	14	15	16	17	18
platform(s)	Facebook	Instagram		Facebook, Instagram, LinkedIn	
type	entertain	connect		entertain	
visual					

concept  on

*using social media to promote
your business*



@getturnedonline



concept on



www.concepton.com.au