

concept



on

*planning for social media success*

who are we?

concept  on  
get turned online

your super-duper good-as perth brand agency

concept  on  
*planning for social media success*

feel free to take notes

& no question is a dumb question

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*vanilla ice ice breaker*



# why you need to be on social media

1

connect with your audience

2

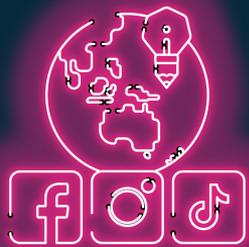
build trust in your brand

3

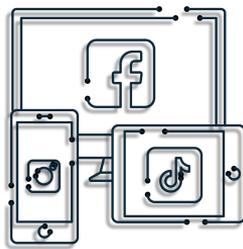
reach new audiences

4

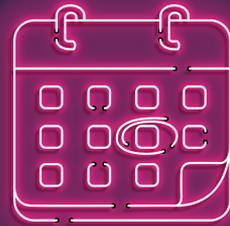
market your products



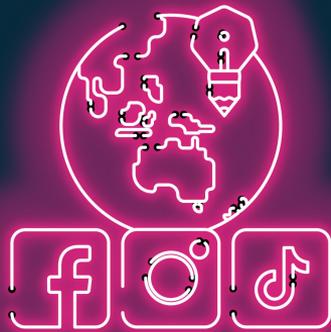
*social media strategies*



*social media content*



*content calendars*



*social media strategies*



fail to plan & plan to fail



winston churchill



1

brand

2

target audience

3

objectives

4

key messages

5

channel strategy



# CONTENT

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# 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.

# 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

## #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  
#Courier  
#CourierLife  
#TheCourier  
#LoveMyDelivery

## #GO-LOGO

#GoLogo  
#GoLogoDelivery  
#GoLogoLife  
#GoLogoCity  
#PerthGoLogo  
#perthgoiconversion

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 is your brand?



# brand

values

vision & mission

voice & character



*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





*it's hammer time... for breakout*



brainstorm your objectives



*what are your objectives?*



## business goals

increase brand awareness

grow revenue

## social media objectives

grow social media reach

increase link clicks

## kpi's

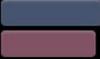
reach 500 people per post by 2022

get 50 link clicks by 2022



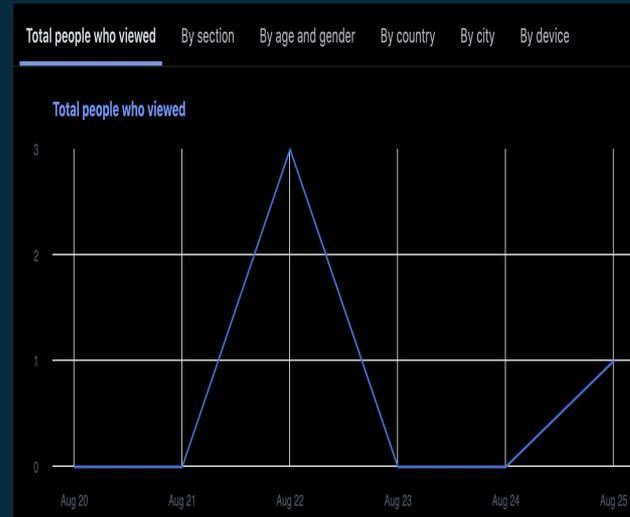


# measuring your objectives

10/06/2021 15:39	 we had a heaps-good time presenting this workshop on social media to business owners & marketers from all			964		118 54	
08/06/2021 10:30	 look ma, we made the news... again! 🤖💥 why? cause we've been given the awesome opportunity to present a			1.1K		90 84	



# measuring your objectives





*it's hammer time... for breakout*



brainstorm your key messages



*what are your key messages?*



# key messages

key selling points

unique value propositions

brand beliefs & updates





*it's hammer time... for breakout*



target audience



*which social channels should you use?*



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



18-40 year old audiences

product based businesses

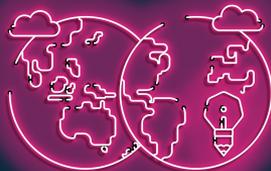
beauty, fashion, etc



30-50 year old audiences

b2b based companies

tech, corporate, etc



## other channels

tiktok

clubhouse

youtube

twitter

pinterest

twitch

snapchat

and more...



# #hashtags

what are hashtags?

where do you find them?



# post timing

when should i post?

how often should i post?



1

brand

2

target audience

3

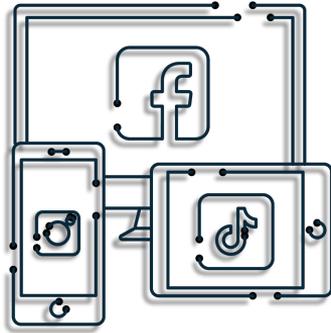
objectives

4

key messages

5

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](#)





## *easy content creation examples*

testimonials

before & afters

happy customers

staff picks



# 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](http://wa.campaignbrief.com) • 1 min read



# curating content

industry partners

related industry organisations

complementary organisations



## *easy content curation examples*

special occasions

local happenings

industry news

partner news



*it's hammer time... for breakout*



easy content gathering brainstorm



# 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 #Escapades

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



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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 audience. We also want to mention...



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](#)



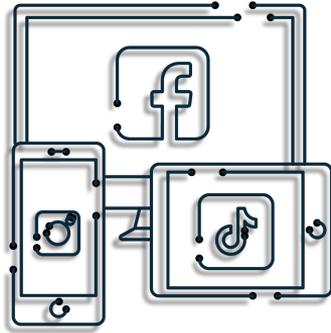
# content forms

text

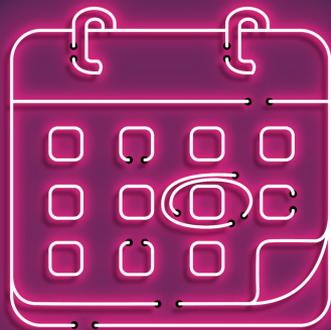
link

picture

video



*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					



*it's hammer time... for breakout*



fill out your content calendar

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*planning for social media success*



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