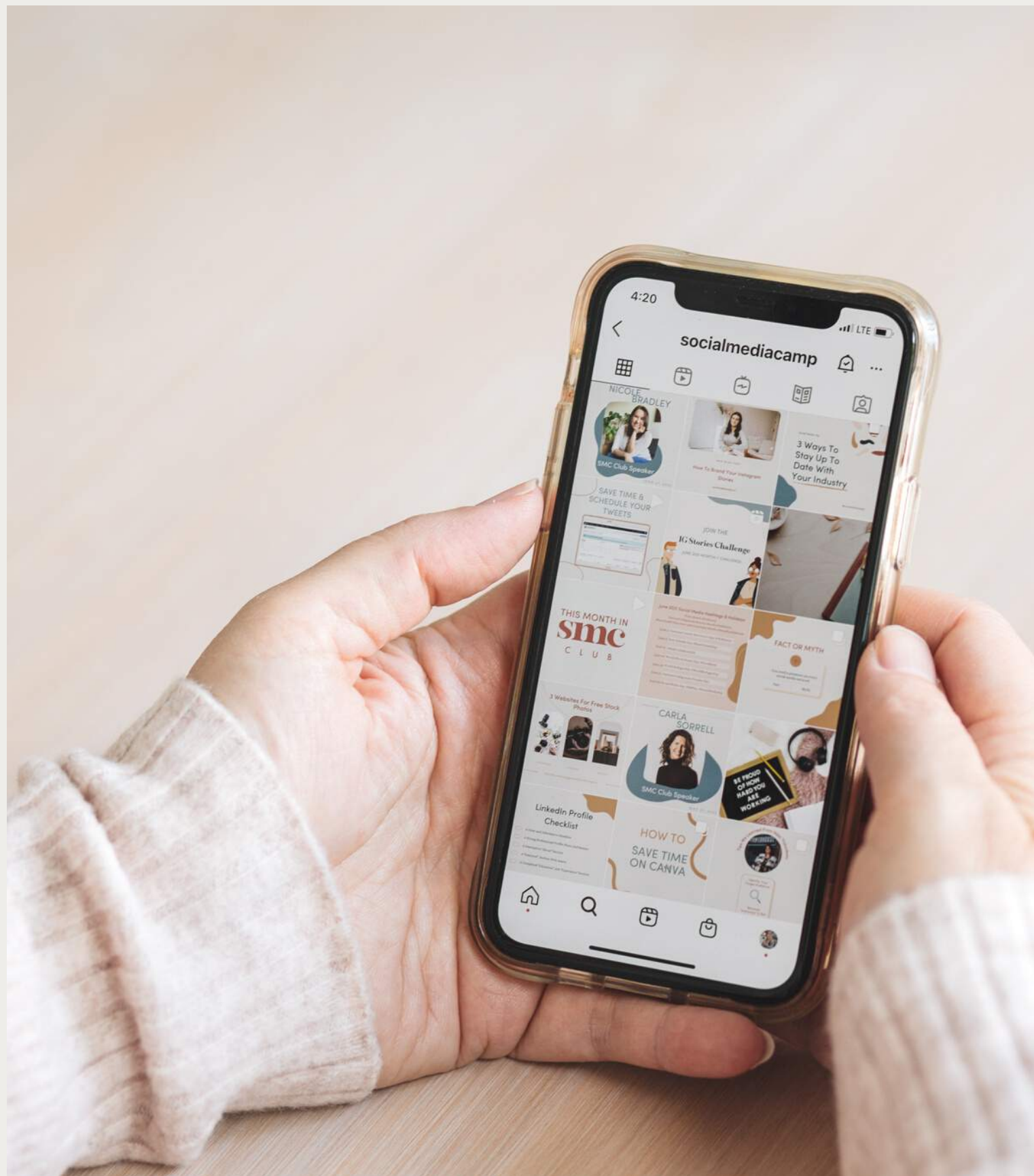




Marketing Systems Made Simple

All your social media marketing, ideas and content in one place



Social Media Planning System

If you develop a content planning system, you won't feel overwhelmed with the idea of posting consistently.

Tami Tate, Social Media Camp





Session Goals

By the end of this session you will:

Have a better understanding of what platforms you should be on and why

Have a better sense of what your social media plan should look like

Have a system in place to keep you organized and posting consistently on social media





Hi! My name is Tami.

I started as an event planner

Triple T Consulting & Event Management

And then started a marketing agency

365 Day Media Group



In 2019 I bought SMC

Canada's largest and longest running social media conference

Social Media Camp is a community dedicated to helping small businesses grow online using social media as well as promoting speakers and the work they are doing.

SMC Includes:

- SMC Conference
- SMC Club
- SMC Summits
- SMC Courses



365 Day Media Group

Our planning system was developed through our years working with a team of students.

365

DAY MEDIA GROUP





The SMC System

This marketing system made simple will help you feel confident with your social media marketing.

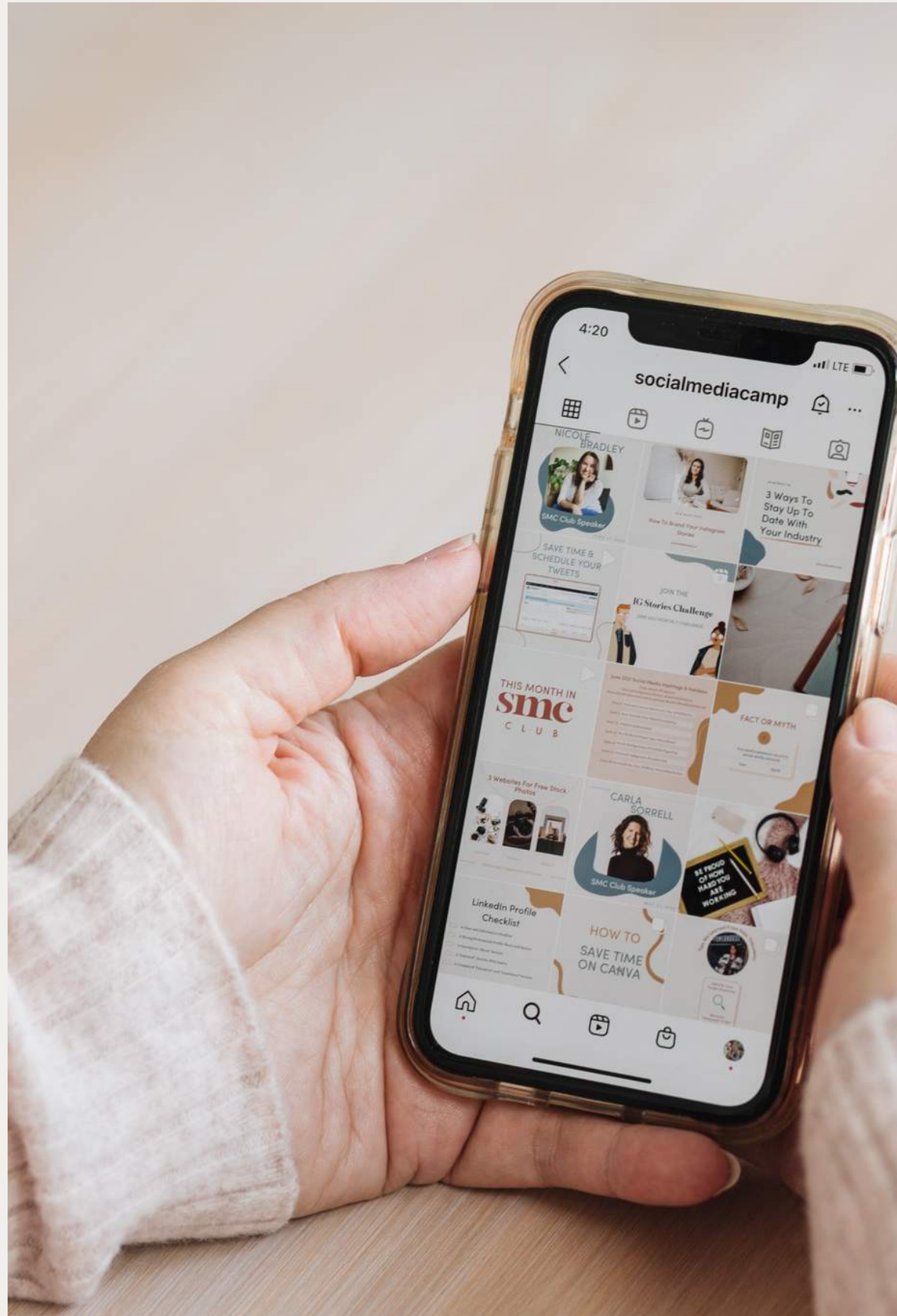




Using Asana to Organize

We use Asana for both our Marketing Planner as well as our Content Calendar and everything else!





Three Key Sections

Social Basics

Marketing Plan

The SMC Planner System





Social Basics

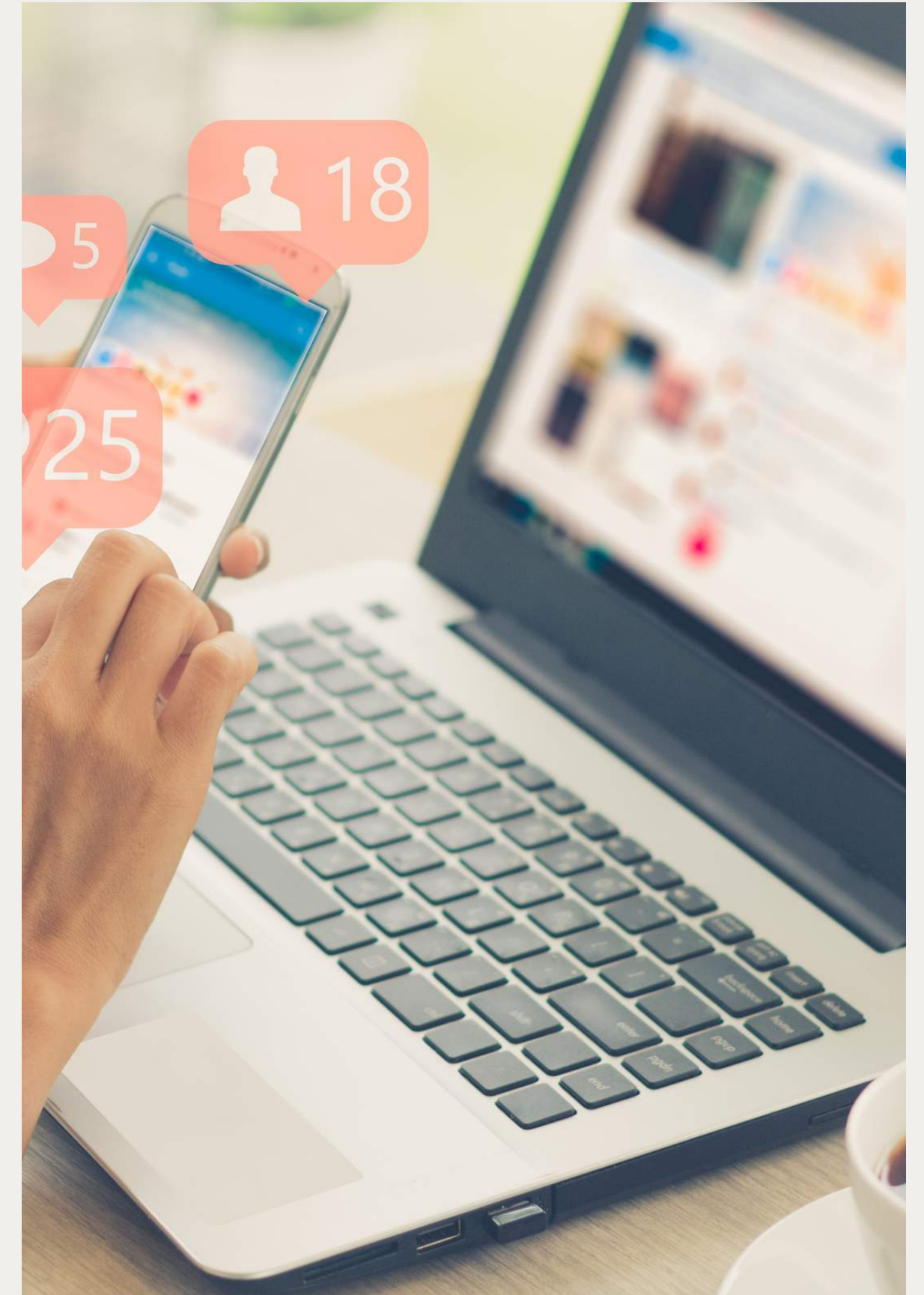
- Choosing your Platforms
- Social Media Audit
- Your Brand Voice
- Photography
- Engagement
- Monitor your Insights

1

Choosing your Platform

You can't do it all, so pick where your audience is

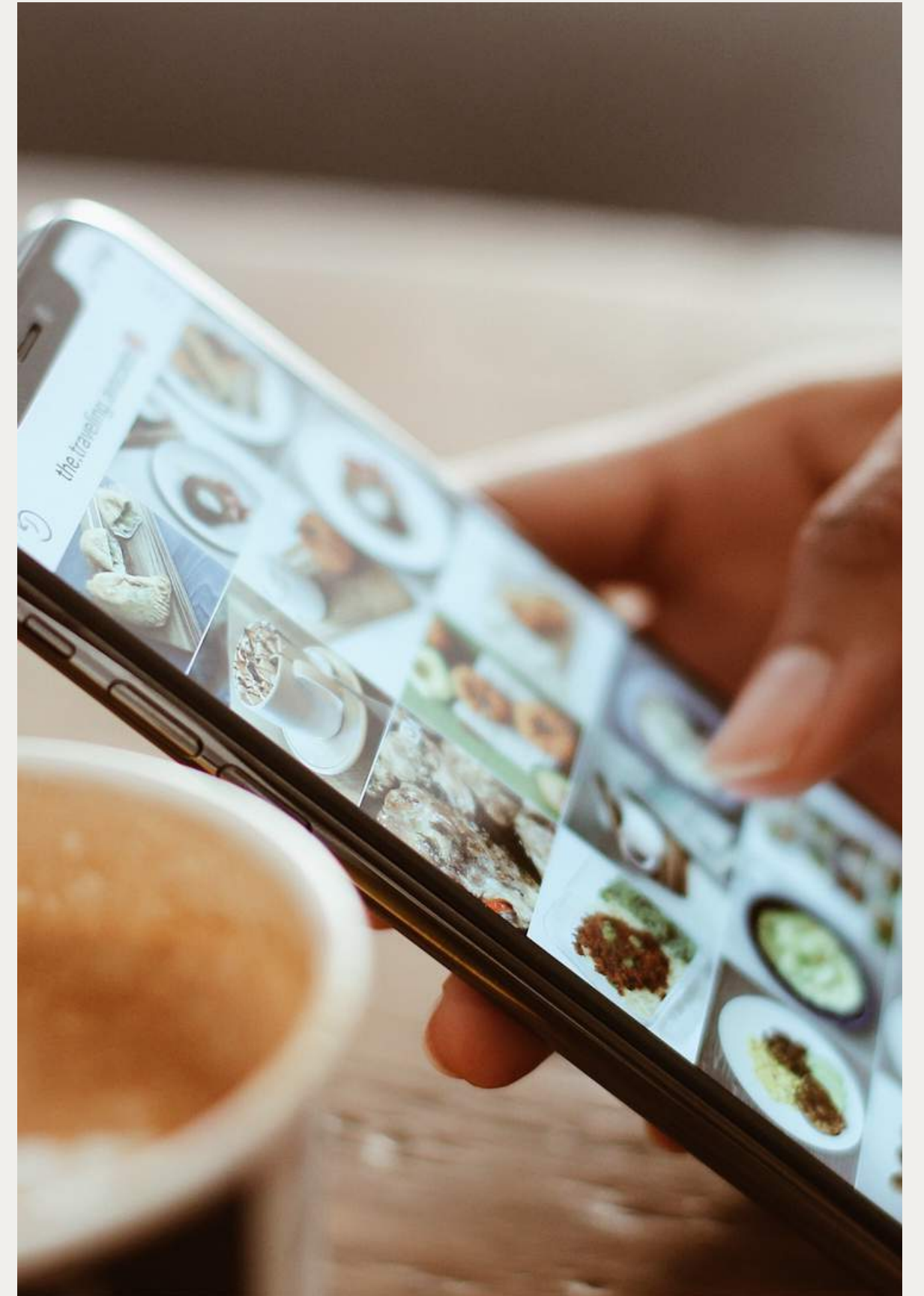
- Know your audience / niche / community
- Find out where that niche / community is hanging out
- See where your competition is hanging out
- Build your content to entertain & educate
- Make sure you are measuring your results; keep track



Social Media Audit

Have you checked to see what your current social media looks like?

- Up-to-date bio profile description with clear definition of business & keywords
- Branded cover image, brand bio photo
- Mix of content types/images
- Variety of long form and short form well-written captions
- Call to actions
- All comments are acknowledged
- Mix up your hashtags, tag location, tag other accounts when it fits



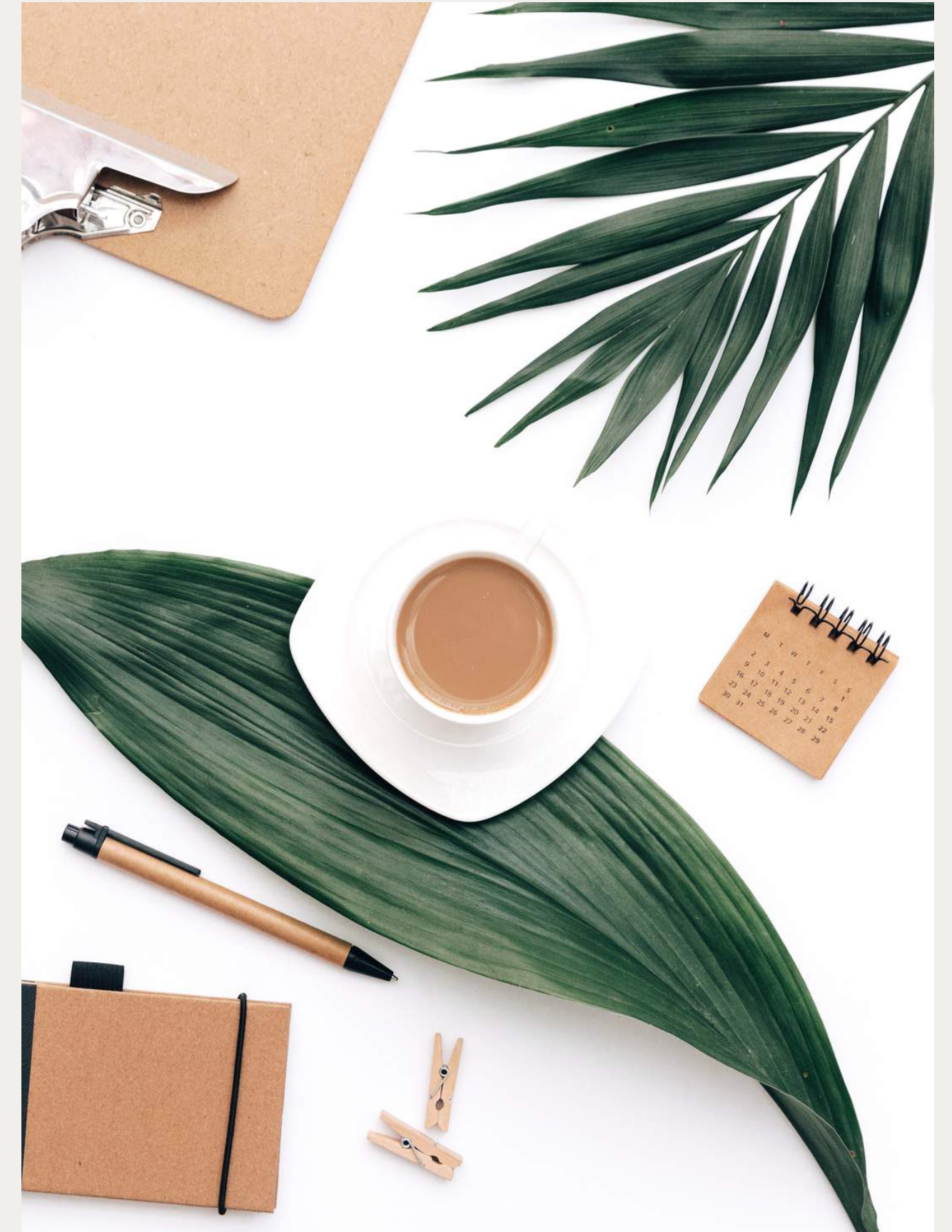
3

Brand Voice

What is your brand voice?

“ Good brand voice makes your brand stand out from the noise, and helps consumers remember and relate to your brand. This, in turn, creates stronger brand loyalty. ”

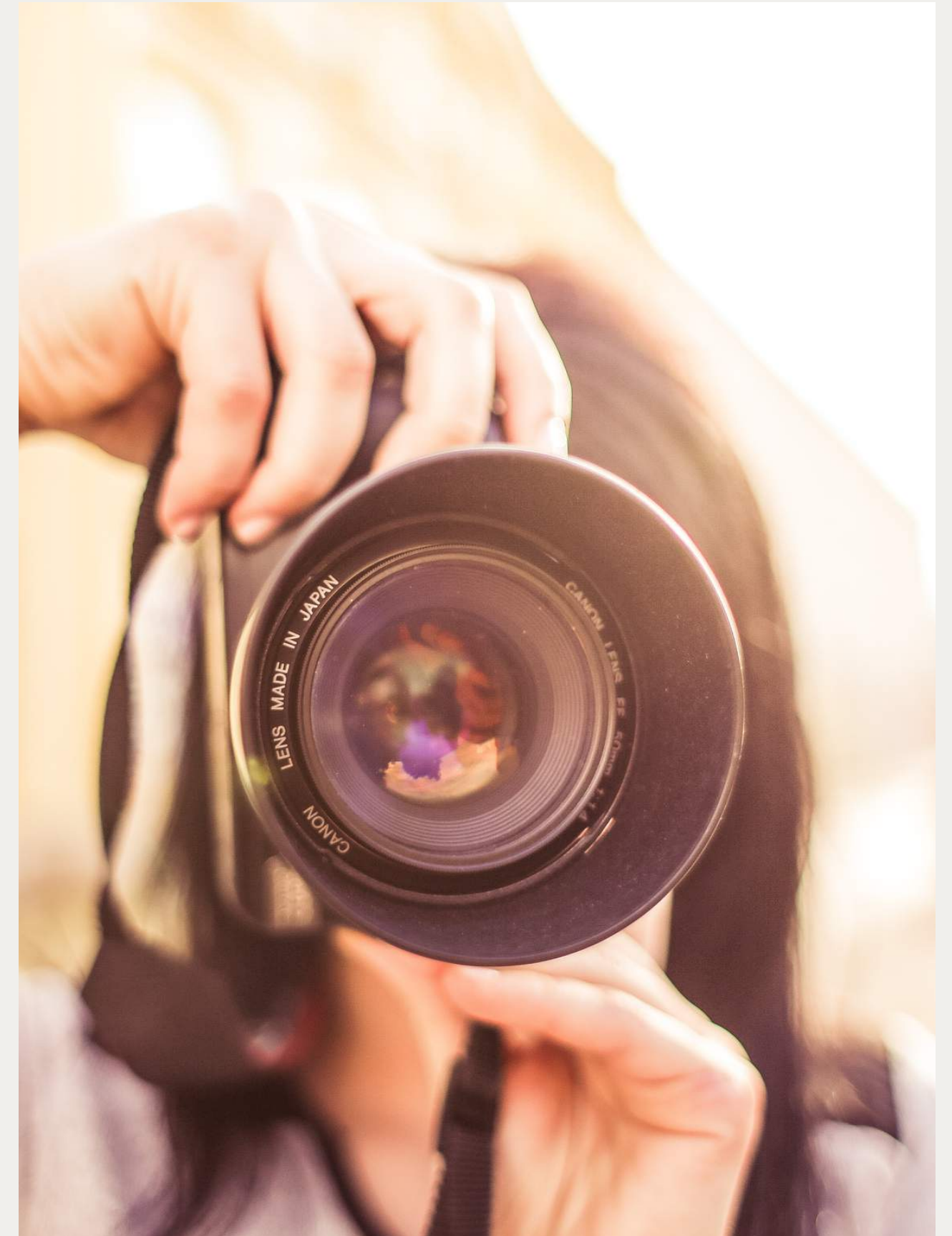
HUBSPOT



Photography

Professional photographers to using your smartphone

- Optimize your smartphone for taking great photos
- Use the timer on your phone rather than taking a selfie
- Plan out your photo needs for the month and batch
- If you can, pay for professional photos for quality content
- Look for excellent lighting, whether a ring light or a golden sunset
- Make sure you are taking photos of your team, behind the scenes, etc



Engagement

Social media is a two-way street

- Engage with your followers - like their posts, comment on their posts
- Drop into their DMs when it is appropriate
- Like and comment on any comments they put on your social media
- Follow those you want to connect with



Monitor Insights

Don't assume what you are posting is working

Review your insights regularly

- Check when your followers are on the app
- See if people are finding you through your hashtags
- See which posts did well, and what could use a tweak or two for next post





Marketing Plan

A mini marketing plan to help ensure you are focused on growing your business

Business Goals

Unique Selling Point

Brand

Strengths

Ideal Community

Posting Schedule

Themes/Buckets

Hashtags

Keywords

Calendar of Events

Resources

Competitors

Products & Services

Client Lists

Business Goals

What elements make up your vision?

- What do you do for your clients/customers?
- Why do you serve your clients/customers?
- Whom do you do it for?
- What value are you bringing or what image do you want to convey?
- Describe how you serve your clients/customers.
- What are your core values?
- What words come to mind when you are describing the culture of how you do business?



Unique Selling Point

What makes you stand out from the crowd?

- What makes your business special?
- What makes you stand out from other businesses?
- What should people know about your story?





3

Brand

You are your brand!

- Logistically, do you have your fonts, logos, colours and mood board?
- What is your voice? Your Story?



Strengths & Challenges

What are your key highlights about you and your business?

- What are the best features of your business?
- Where could you make some improvements?
- What challenges you with the business?



Ideal Community

Also known as your niche market / target audience

- Who do you sell to? Their age? Gender? Lifestage?
- What are their passions? What do they do in their free time?
- Where do you find them? What are their pain points?
- What is their biggest need right now?



Posting Schedule

Consistency is key

- What is suggested for the platforms you are using?
- How much time do you have to invest in posting on social media?



Content Themes

Decide on your pillars to suit your audience

- Choose content themes/categories
- This helps mix up the content and ensure that we are meeting the needs of the audience better.



Hashtags

Strengthen your brand image and reach a larger audience

- Which hashtags should be used to represent the business?
- What hashtags are trending in your market?
- Are there hashtag events that work for your business (eg. #StPatricksDay)?



Keywords

How do people look for you?

A keyword is a word or phrase that your audience uses to search for relevant topics on search engines. If you are a flower shop, a relevant keyword could be “Buy Red Roses” [short keyword] or “Looking to purchase roses from a flower shop” [long tail keyword]



Calendar of Events

What are key dates that you can't miss?

- This includes any holidays you celebrate, national celebrations, conferences you are attending/participating in, launches of your product(s), etc.



Resources

Everything you need to stay current

- What reputable sources do you like to use?
- Have you approved these resources?



Competitors & Influencers

We don't need to constantly re-invent the wheel

- Who do you see as your top competitors and what makes them a key competitor?
- Who do you admire? What are they doing that could work for you?
- Are there influencers in your industry you could connect with?



Products & Services

What are you currently offering and what will you be offering in the future?

What are your products or services? What will you be offering this year? Will you be launching anything this year? If so, when will that marketing start?





The System

- Content Calendar
- Marketing Planner
- Brand Kit
- Assets
- To Do List
- Resources
- Ideas

1

Content Calendar

Mapping out your monthly calendar. This system makes batching your content easier.

What social media platform?

What content bucket is it from?

Caption

Image/graphic/photo

Day and time of posting



2

Marketing Planner

All the items from our previous section

Business Goals
Unique Selling Point
Ideal Community
Strengths & Challenges
Posting Schedule
Content Themes
Hashtags
Keywords
Calendar of Events
Competitors & Influencers
Product & Services



3

Brand Kit

The actual physical brand items

Font

Colours

Logos

Mood Board



4

Assets

Keep all your assets for future posting in one place

Photos

Images

Graphics

Illustrations



5

To Do List

Keep your task lists all in one place

Making lists and categorizing to keep you organized.



6

Resources

A place for extras you might need

Articles from the internet

Magazine articles

Links



7

Ideas

A space for those ideas you don't want to forget.

Ideas for Reels

Post ideas

Music for Reels

Connection to make online



Asana

A project
management system

Description

SMC Planning System

Members

+

Add member

Tami Tate

tami@365daymedia.com

...

See all members

Send message

Projects

New Project

Presentation Sample Pr...

Marketing Plan

Presentation Sample Pr...

Content Calendar

Presentation Sample Pr...

Brand Kit

Presentation Sample Pr...

To Do List

Presentation Sample Pr...

Resources

Presentation Sample Pr...

Assets

Presentation Sample Pr...

Ideas

Presentation Sample Pr...

Post Templates

Presentation Sample Pr...

Social Media Camp



Social Media Camp

Conference in May 2022



SMC Summits

5 Summits in 2021



SMC Club

Membership Club



SMC Course Offer

We will be launching our SMC Marketing Systems Made Simple course shortly.

Because you have attended today, we want to provide you with an opportunity to buy this full course for a special price of just \$37 CDN. Use promo code CHANGEMEDIA

Visit socialmediacamp.ca/courses





Drop us a note

We would love to connect

Email

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Website

www.socialmediacamp.ca

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