

Intermediate Level: Strategy & Execution

Module 1: Social Media Strategy Development

Lesson 1.1: Aligning Social Media with Business Goals

Overview: In this lesson, you'll learn how to align social media marketing efforts with broader business goals. A strong alignment ensures that all your content, campaigns, and strategies work toward achieving the business's mission and objectives.

Key Concepts:

- **Business Goal Alignment:** Understand your business's primary objectives (e.g., increasing sales, improving brand awareness, driving website traffic) and define how social media can support these goals.
- **Actionable Examples:** Discuss how a business focused on increasing sales might focus on lead generation, product promotions, and creating clear calls-to-action (CTAs) in social media posts.

Lesson 1.2: SWOT Analysis

Overview: A SWOT analysis identifies the internal and external factors that can affect a business. This exercise helps you understand a brand's strengths, weaknesses, opportunities, and threats to better align social media strategies.

Key Concepts:

- **SWOT Analysis Breakdown:** Learn to evaluate the internal and external environment of a business and develop a strategy based on those findings.
 - **Strengths:** What does the business excel at?
 - **Weaknesses:** Where does the business struggle?
 - **Opportunities:** What market trends or external factors could the business take advantage of?

- **Threats:** What external factors could harm the business?
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Lesson 1.3: SMART Goals

Overview: SMART goals provide a structured approach to goal-setting. They are specific, measurable, achievable, relevant, and time-bound, ensuring that goals are practical and trackable.

Key Concepts:

- **SMART Goals:** Learn how to create goals that are clear, actionable, and measurable.
 - **Actionable Example:** A SMART goal for social media might be: “Increase Instagram followers by 20% in the next 3 months by posting daily and using targeted hashtags.”
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Lesson 1.4: Audience Targeting and Segmentation

Overview: Effective social media strategies require a deep understanding of your target audience. Segmenting your audience into personas ensures you’re crafting content that resonates with different customer types.

Key Concepts:

- **Audience Segmentation:** Learn how to segment your audience by age, gender, location, interests, and behavior.
 - **Audience Personas:** Develop audience personas that will guide content creation and marketing efforts.
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Lesson 1.5: Building a Social Media Calendar

Overview: A social media calendar is a crucial tool for consistent and strategic content posting. This ensures that your content aligns with your goals and is timely.

Key Concepts:

- **Content Planning:** Organize posts around key dates, product launches, holidays, and promotions.
 - **Scheduling:** Learn how to create a posting schedule and maintain consistency.
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Module 2: Content Strategy Aligned with Business Goals

Lesson 2.1: Content Pillars

Overview: Content pillars guide your content creation, ensuring consistency and relevance. Pillars should align with your business goals and help define the type of content you will consistently post.

Key Concepts:

- **Content Pillars:** These are overarching themes that define your content strategy. They should align with your business objectives.
 - **Actionable Example:** A fitness brand might have content pillars such as "Motivation," "Fitness Tips," and "Client Success Stories."
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Lesson 2.2: Content Types for Different Stages of the Funnel

Overview: Different types of content should be created for different stages of the marketing funnel. Each stage (Awareness, Consideration, Conversion) requires tailored content to move users through the buyer's journey.

Key Concepts:

- **Funnel Stages:** Content varies depending on whether the goal is awareness, consideration, or conversion.
 - Awareness: Introduce your brand.
 - Consideration: Help your audience evaluate your product.
 - Conversion: Encourage users to take action.
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Lesson 2.3: Repurposing Content

Overview: Repurposing content helps maximize its reach without constantly creating new material. Learn how to take existing content and adapt it for different platforms and formats.

Key Concepts:

- **Repurposing:** Converting one piece of content into multiple formats (e.g., turning a blog post into an infographic, video, etc.).
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Lesson 2.4: Consistency and Voice

Overview: Maintaining a consistent brand voice across all platforms builds brand recognition and trust. Learn to define and maintain a voice that resonates with your audience.

Key Concepts:

- **Brand Voice:** The tone and style of your content (e.g., humorous, professional, casual).

- **Consistency:** Ensure your voice, style, and visual branding remain consistent across all social platforms.
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Module 3: Campaign Planning (Promotions, Launches)

Lesson 3.1: Campaign Structure

Overview: Campaigns should have clear objectives, target audiences, and strategies to achieve desired results. Learn how to structure a campaign from start to finish.

Key Concepts:

- **Campaign Objectives:** Define what you want to achieve (e.g., increase sales, brand awareness).
 - **Campaign Structure:** Set clear phases for pre-launch, launch, and post-launch.
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Lesson 3.2: Campaign Lifecycle

Overview: A well-planned campaign should include all phases of a product's journey: pre-launch, launch, and post-launch.

Key Concepts:

- **Pre-launch:** Build anticipation with teasers, sneak peeks, and countdowns.
 - **Launch:** Release high-engagement content like influencer partnerships, special offers, and announcements.
 - **Post-launch:** Follow-up content with feedback, testimonials, and customer reviews.
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Lesson 3.3: Timelines and Milestones

Overview: Set key milestones and deadlines for each phase of your campaign to ensure timely execution and measurement.

Key Concepts:

- **Milestones:** Break the campaign into smaller tasks and set deadlines for each one.
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Lesson 3.4: Tracking Campaign Performance

Overview: Use KPIs and performance metrics to evaluate your campaign's success and adjust strategies as needed.

Key Concepts:

- **Performance Metrics:** Learn how to track campaign success using metrics like engagement, conversion rates, and ROI.
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Module 4: KPI Setting & Tracking

Lesson 4.1: Types of KPIs

Overview: KPIs (Key Performance Indicators) are essential for measuring the effectiveness of social media efforts. Understand the difference between vanity metrics and actionable KPIs.

Key Concepts:

- **Types of KPIs:** Learn the difference between vanity metrics (likes, shares) and actionable KPIs (conversion rates, engagement).
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Lesson 4.2: Setting Realistic KPIs

Overview: Setting realistic KPIs ensures you can track progress accurately and adjust strategies as needed.

Key Concepts:

- **Realistic Goals:** Learn how to set achievable KPIs based on business goals.

Lesson 4.3: Performance Tracking Tools

Overview: Understand how to track KPIs using various performance tracking tools like Google Analytics, Facebook Insights, and Instagram Analytics.

Key Concepts:

- **Tracking Tools:** Learn to use Google Analytics, Facebook Insights, and other tools to monitor and report on KPIs.

Lesson 4.4: Adjusting Based on Results

Overview: Tracking performance allows for adjustments to be made to campaigns to maximize their success.

Key Concepts:

- **Performance Adjustments:** Learn how to adjust campaigns based on performance data to improve results.

Module 5: Content Creation & Community Building

Lesson 5.1: Creating Shareable Content

Overview: Shareable content increases engagement and expands your reach. Learn the types of content that people want to share with their networks.

Key Concepts:

- **Content That Engages:** Understand the types of content that get shared, such as infographics, memes, polls, and challenges.

Lesson 5.2: Building and Managing Community Engagement

Overview: Building a community around your brand encourages loyal followers who will engage with your content.

Key Concepts:

- **Engagement Strategy:** Develop strategies for increasing likes, comments, shares, and interactions with your posts.
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Lesson 5.3: Brand Advocacy

Overview: Brand advocates are customers or influencers who spread the word about your brand. Learn how to build and manage relationships with these advocates.

Key Concepts:

- **Building Advocates:** Create a plan to identify, nurture, and engage brand advocates who will share your content and endorse your brand.
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