

post planner



I'm Josh, CCPK at Post Planner
(Chief Customer Pain Killer)

www.postplanner.com

Post Planner is a Facebook app for finding & scheduling awesome content on Facebook.

"It's like having an entire Facebook Marketing Team on demand!"



Before we get started, please write down the following:

1. Top 3 questions customers ask you
2. 1 search query you should be #1 for
(starting with “how to...”)
3. 1 killer keyword for your industry
4. 1 FB page that shares great photos



How to Write, Find & Share AWESOME Content that Drives Traffic & Sales

1. WRITE
2. FIND
3. SHARE
4. MEASURE



Why do we need to write, find & share awesome content?

Popular answer: *to get more engagement*

- more likes, comments & shares!!!

But why do we need/want more engagement?

- pointless goal by itself
- we don't want engagement for engagement's sake!

>> So what's the real goal of more engagement?

Short answer: to get more traffic, leads, customers & sales

Long answer: Josh's Fishing Metaphor

Josh's Fishing Metaphor

As a marketer on Facebook (and social media in general), you are a fisherman! And engaging content is for “chumming the waters”.

1. Chum the waters -- ***(post 50% engaging content)***
 - Text updates: questions & fill-in-the-blanks
 - Photos: funny, inspiring, educational
 - Links: to awesome 3rd-party content
2. Add the baited hooks-- ***(post 50% links to your own content)***
 - Blog posts
 - Videos
 - Tutorials, Ebooks, etc.

post planner

Josh's Fishing Metaphor

<http://www.postplanner.com/fishing>



***To “chum the waters” and “fish”
effectively in the oceans of
Facebook/SM, we need:***

1. Awesome content to use as chum
2. Awesome content to use as our baited hooks

Hence... we need to know “How to Write, Find & Share AWESOME Content” (our webinar title)

So let’s get to it!



PART 1 – How to WRITE Awesome Content

- A. What do I write about?
- FAQs – blog your answers!
 - Answer the questions your customers type into Google
 - Teach, teach, teach!



PART 1 – How to WRITE Awesome Content

B. Headlines

- Build around a keyword
- First 3 words are paramount
- Speak directly to reader

<http://www.postplanner.com/content-marketing-lessons-top-10-most-viral-blog-posts/>



PART 1 – How to WRITE Awesome Content

- C. Structure/Layout
- Intro is EVERYTHING!
 - Use subheads – h2, h3
 - Short paragraphs
 - Use lists, quotes, links to break up monotony (help reader scan!)

PART 1 – How to WRITE Awesome Content

D. Copywriting

- Readability & scannability trump everything else!
- Speak directly to reader – use “You”
- Concision – short sentences, short paragraphs

PART 1 – How to WRITE Awesome Content

E. Links

- Internal – keyword rich anchors that link to your other posts
- External – link to blogs (to ping author)
- Use links as eye-anchors (to increase readability & scannability)



PART 1 – How to WRITE Awesome Content

F. Images

- Lead image – square, top-right corner
- Featured image – landscape SM image (SUPER SUPER important!)
- Content images – break up monotony and increase readability

PART 1 – How to WRITE Awesome Content

G. SEO

- Use Yoast's Wordpress SEO plugin
- Identify single keyword – add to URL, headline, title, description, content
- Description – should speak directly to Googler and Facebooker



PART 2 – How to FIND Awesome Content

- A. LINKS
- B. PHOTOS
- C. STATUSES (TEXT ONLY)

PART 2 – How to FIND Awesome Content

A. LINKS

- Your blog posts (your baited hooks)
- “Evergreen” posts (baited hooks)
- 3rd-party articles – from blogs and websites other than yours (chum)

>> I have a trick for you here

PART 2 – How to FIND Awesome Content

B. PHOTOS

- Shared from other pages (to build relationships)
- Timeline photos
- Quotes, games, optical illusions, funny & beautiful images

PART 2 – How to FIND Awesome Content

- C. STATUSES (TEXT ONLY)
- Questions
 - Fill-in-the-Blanks
 - Trivia
 - Quotes

Example Status Ideas

- ✓ Questions & fill-in-the-blanks:

Templates:

- This, this or this?
- The first / best / worst ... I ever ... was _____.
- If I could snap my fingers and ... I would _____.
- By a show of LIKES, how many of you ... ?
- If I had to give up ... or ... I would give up _____.
- What's the first ... word you think of?
- The one word that describes ... is _____.

PART 3 – How to SHARE Awesome Content

A. CONTENT CALENDAR

- Blog – Content calendar WP plugins
- Facebook – use a Queue schedule
 - Post Planner lets you configure your Queue schedule to vary post types automatically

PART 3 – How to SHARE Awesome Content

- B. FIND WHEN FANS ARE ONLINE**
- Check your Page's Insights
 - Posts > When Your Fans Are Online
 - **WARNING:** don't let this prevent you from posting at other times

PART 3 – How to SHARE Awesome Content

C. VARY POST TYPES & TEST

- Check your Page's Insights
- Posts > Post types
- Sort by Reach & Engagement
 - Photos will usually dominate, but that doesn't mean not to post links

PART 3 – How to SHARE Awesome Content

D. QUEUE UP POSTS

- Tackle one post type at a time
- Set evergreen posts to re-queue
- Use prime time spots for:
 - Your newest blog post
 - An awesome photo

PART 4 – How to MEASURE How Awesome Your Content Has Performed

A. ASSESS CLICK RATES

- Posts
- Post types
- Times of Day



How to Write, Find & Share AWESOME Content that Drives Traffic & Sales

1. WRITE
2. FIND
3. SHARE
4. MEASURE



post planner

Thank YOU!
And thank you, John & SofTECH!

Want to give Post Planner a FREE test drive?

<https://postplanner.com>

Click “Plans & Pricing” then Guru app

Use Coupon Code: **SOFTECH2014**