

LINDSAY TOMPKINS

HOW TO CRANK OUT YOUR SOCIAL MEDIA CONTENT



Belinda Ellsworth
and STEP INTO SUCCESS



THE IMPORTANCE OF PLANNING IN ADVANCE

Sharing content with your audience not only gives them information they have been searching for (or don't even know to be searching for), it also helps build trust.

Content marketing is a great way to build a relationship with your customers and show them that you're the go-to-person in your field. And when your customers know, like and trust you, they are more willing to buy from you.

However, sharing content on social media (like graphics, posts, videos and Facebook Lives), can't be something you just do on the fly or without a plan. Often times, when we don't have a plan in place, the content we

share is sub-par and not actually what our customers want. We end up posting only for the sake of posting.

And when we post things to Facebook that don't garner engagement (likes, comments or shares), that hurts us in the long run. The more Facebook thinks our customers aren't interested in us or our content, the less we show up in the feed. And with organic reach already below 6%, you can't afford to post anything that your customers don't find interesting.

So how do you come up with content for 30 days? How do you maximize your time so you can spend your time on other areas of your business? And how do you do it all in one day a month? Read the rest of the guide to find out how!

GET TO KNOW YOUR CUSTOMER

When we know our customer, we know their problems, their struggles and their needs. And when we know this, we can come up with content that will serve them better. Ask questions to get to know your community and do research on your target demographic. Being very clear on what they are looking for will make your job easier online.



CUSTOMER



ONE DAY

CHOOSE ONE DAY A MONTH

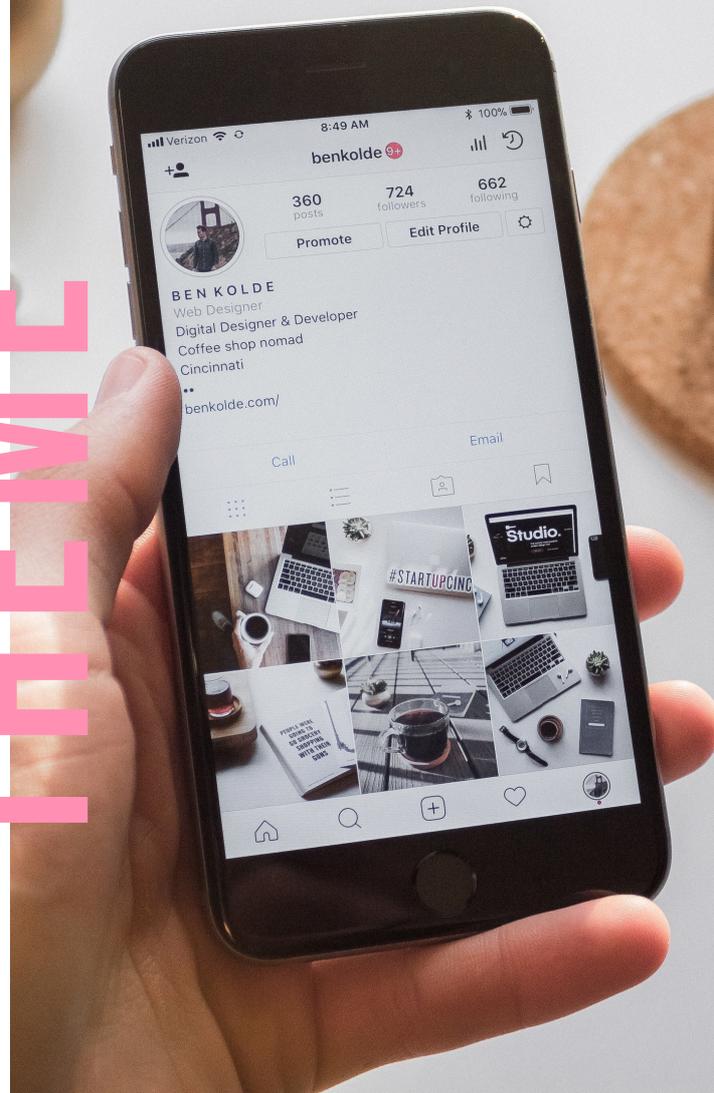
Want better content while spending less time on planning it? Choose one day a month to sit down, plan your content and create all of your posts for the next 30 days. This will ensure your posts all work together towards a common goal. It also means you get a big task off your plate in under 8 hours!

SELECT A THEME

Every month choose a theme that you are going to centre your content around. This will make it easier to come up with quotes and topics to dive into. It also ensures you don't cover too much in a short time period. For example, January about goal setting, April about spring cleaning, etc.

You'll discover you have more to talk about than you thought!

THEME



BRAND

BRAND YOUR DAYS

Now that we have a theme for the month, get even more specific by what you share on a daily basis! Here are some examples:

Monday Motivation

Tuesday Tutorials

Work-Out Wednesdays

Thirsty Thursday

Five Ingredient Fridays

DIY Saturdays

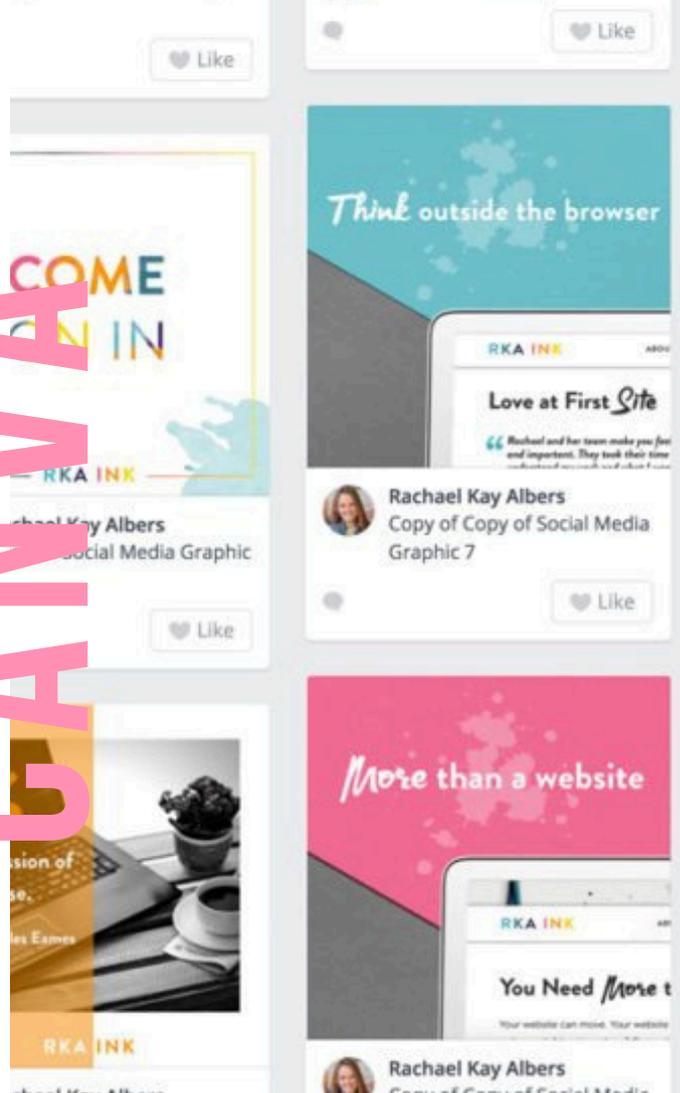
Meditation Sundays

MAXIMIZE CANVA

Canva.com is my absolute favorite graphic design tool. You can choose from any template for social media & a variety of other marketing materials. You also have the option to set up My Brand when you purchase the business account. That way you can make sure your design looks cohesive.

TIP: Use unsplash.com for royalty free images!

CANVA



QUOTES

QUOTE ARCHIVE

Heard a good quote in a movie? Saw one on line? Read one in a book or journal? Write it down! Keeping a list of quotes makes it easier on you to create your content every month. Instead of sitting down to look for 30 different quotes to create, you'll have an archive to choose from!

CHOOSE YOUR FACEBOOK LIVE TOPICS & DATES

Your Facebook Lives will be most effective when you have them planned in advance! Not only can you make sure the quality of content is there, you can also market it to your audience to increase viewership! You can even host your own "show" on the same day and time every week..

LIVE VIDEO



QUESTIONS



MAKE A LIST OF QUESTIONS

An easy way to get engagement on your pages is to ask questions! Remember, people like to be heard. Ask questions like,

What is your go-to recipe?

What is your fav work out song?

What is your signature lipstick color?

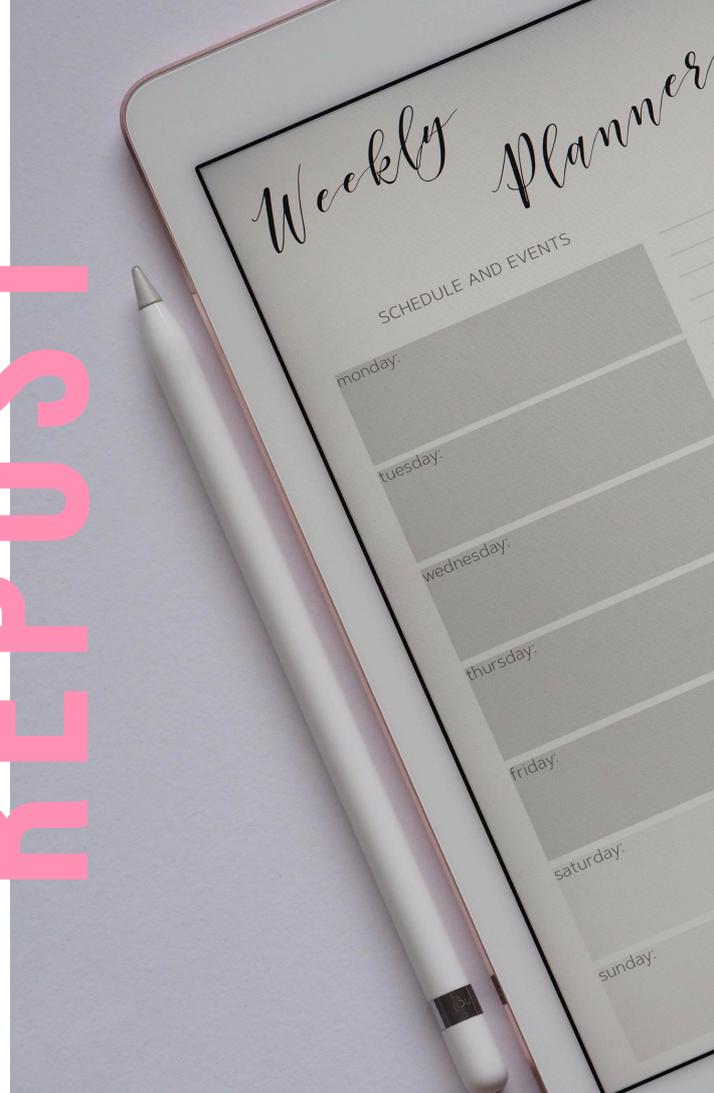
And so on.

REPOST POPULAR CONTENT

Did you post a quote, video or article that was well received by your audience and garnered a lot of engagement? Share it again!

Go back 6 months to a year on your page and look for posts that did very well. Put them in a folder on your laptop as another place to go back to for content.

REPOST



RESEARCH

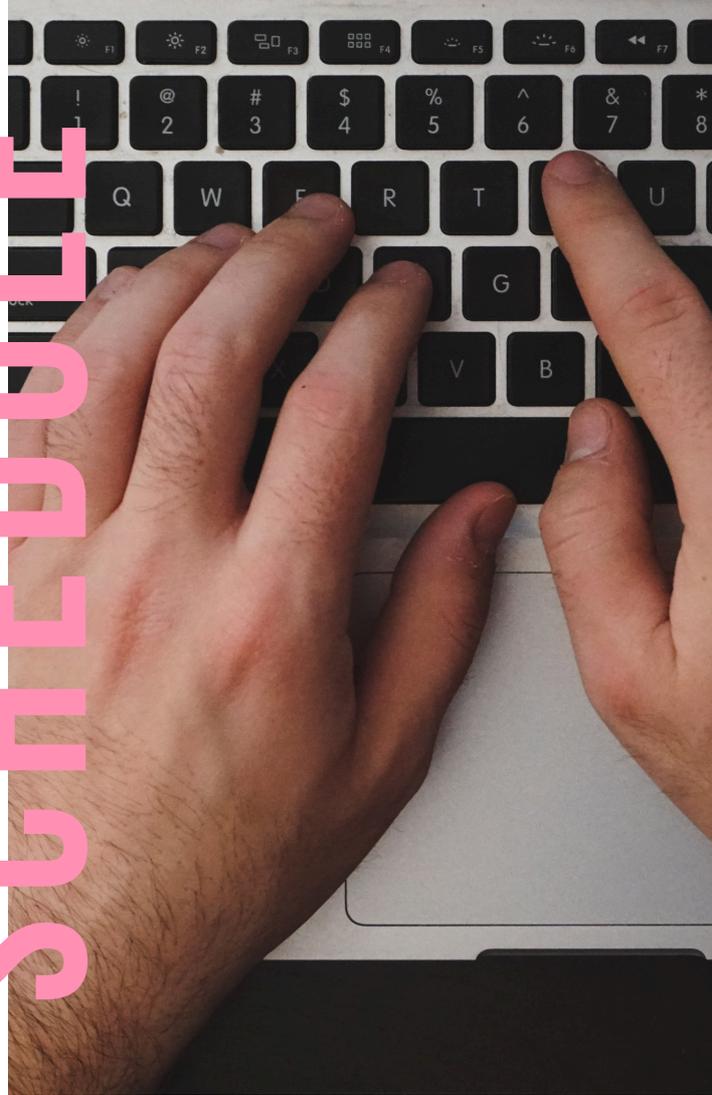
RESEARCH

Need help with topics? Go look at popular publications, businesses, bloggers and social media accounts that have the same audience as you. What are they talking about that is getting shared most frequently? Incorporate those topics into your own strategy!

USE A SCHEDULING TOOL

We get busy in a day! And we won't always remember to post that inspirational quote in the morning or that tip in our group page. Once you have sat down and created your content, schedule it so you don't have to think about it again! That way, you can spend your time during the day engaging on social media & working your business.

SCHEDULES



FOCUS

FOCUS & DO IT

By now you're probably feeling pretty fired up and ready to plan some content. But many of us know, that the desire and consistency to do this every month will fade. DON'T LET IT! Schedule one day a month in your calendar right now. Then find the time to sit down and actually do it. The only way to build online is consistency!

SO NOW YOU HAVE A PLAN...

Now that you have a plan of action for your social media and a way to come up with amazing content, it's time to let your customers know some big things are coming!

My favorite way to launch (or re-launch) is to host a bootcamp in my VIP Group.

So, what can you offer next month of value to your audience that is completely free? Maybe it's an online cooking class, a 10-day work out program, seven days to better skin and so on. This will help you gain interest quickly, build your network and have something solid to move forward on.

Want more help? Be sure to join our membership program Direct Selling Now.
stepintosuccess.com

SOCIAL



A scenic landscape featuring a calm lake in the foreground that perfectly reflects the surrounding mountains and a soft, hazy sky. The mountains are rugged and layered, with some greenery visible on the lower slopes. The overall color palette is muted, with soft blues, greys, and earthy tones, creating a peaceful and majestic atmosphere.

**SHARE & GIVEAWAY ALL
YOU CAN TO YOUR
CUSTOMERS. DON'T
HOARD INFORMATION
FROM THEM. YOUR
KNOWLEDGE IS YOUR
POWER & YOUR
GREATEST GIFT. YOUR
GENEROSITY WILL COME
BACK TEN FOLD.**

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