

# SOCIAL MEDIA STRATEGY

Resource Guide



Marketing Training Team



# What's Inside

**Content Repurposing**

**Resources**

**Social Strategy**

**Automation Tools**

**Virtual Assistants**

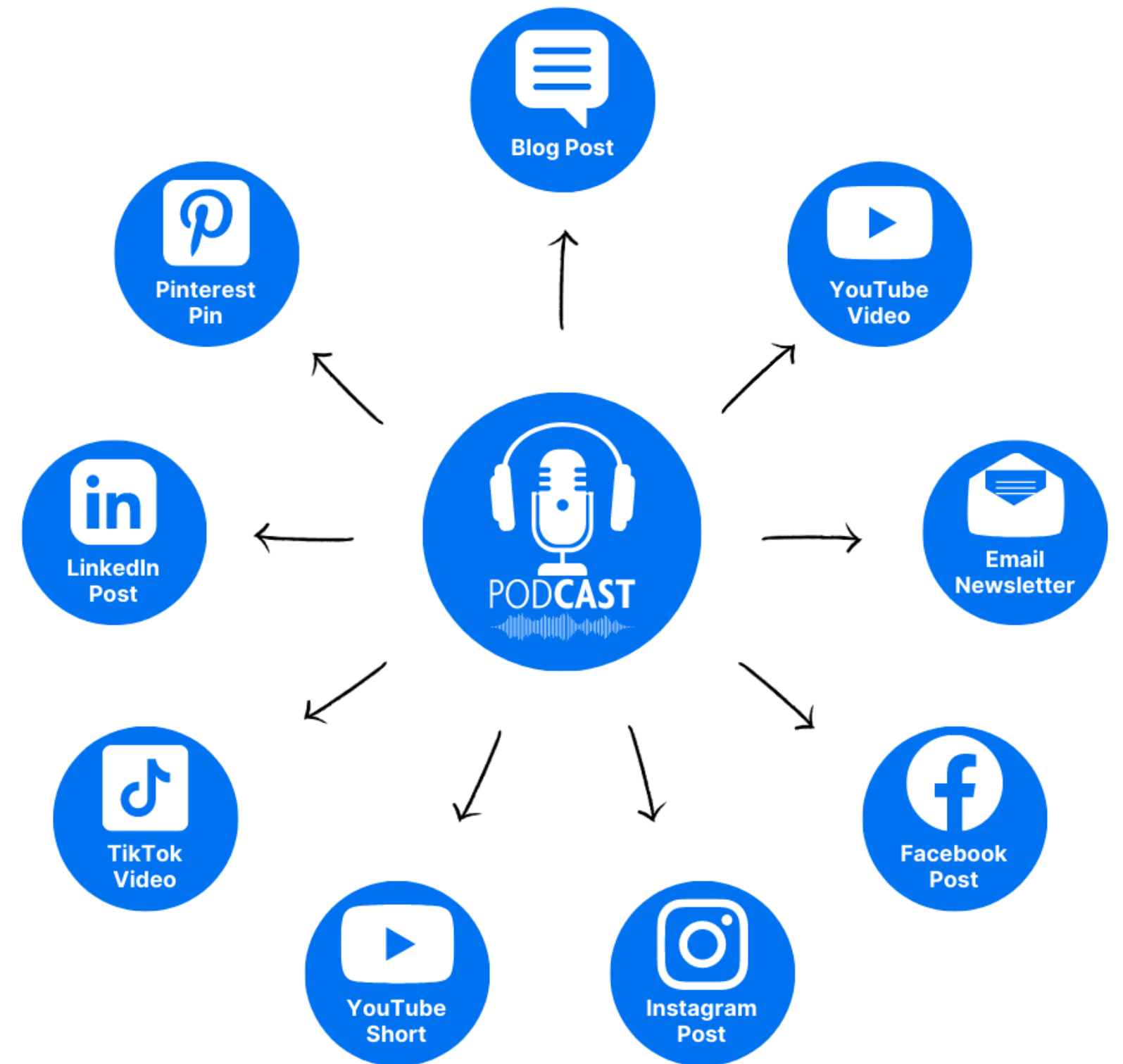
**Kajabi University**

**Survey**

# CONTENT REPURPOSING

Start with one long-form asset, then clip it up to reuse it across multiple platforms

1. Create a podcast or long video
2. Clip it up and extract golden nuggets
3. Distribute to your social channels



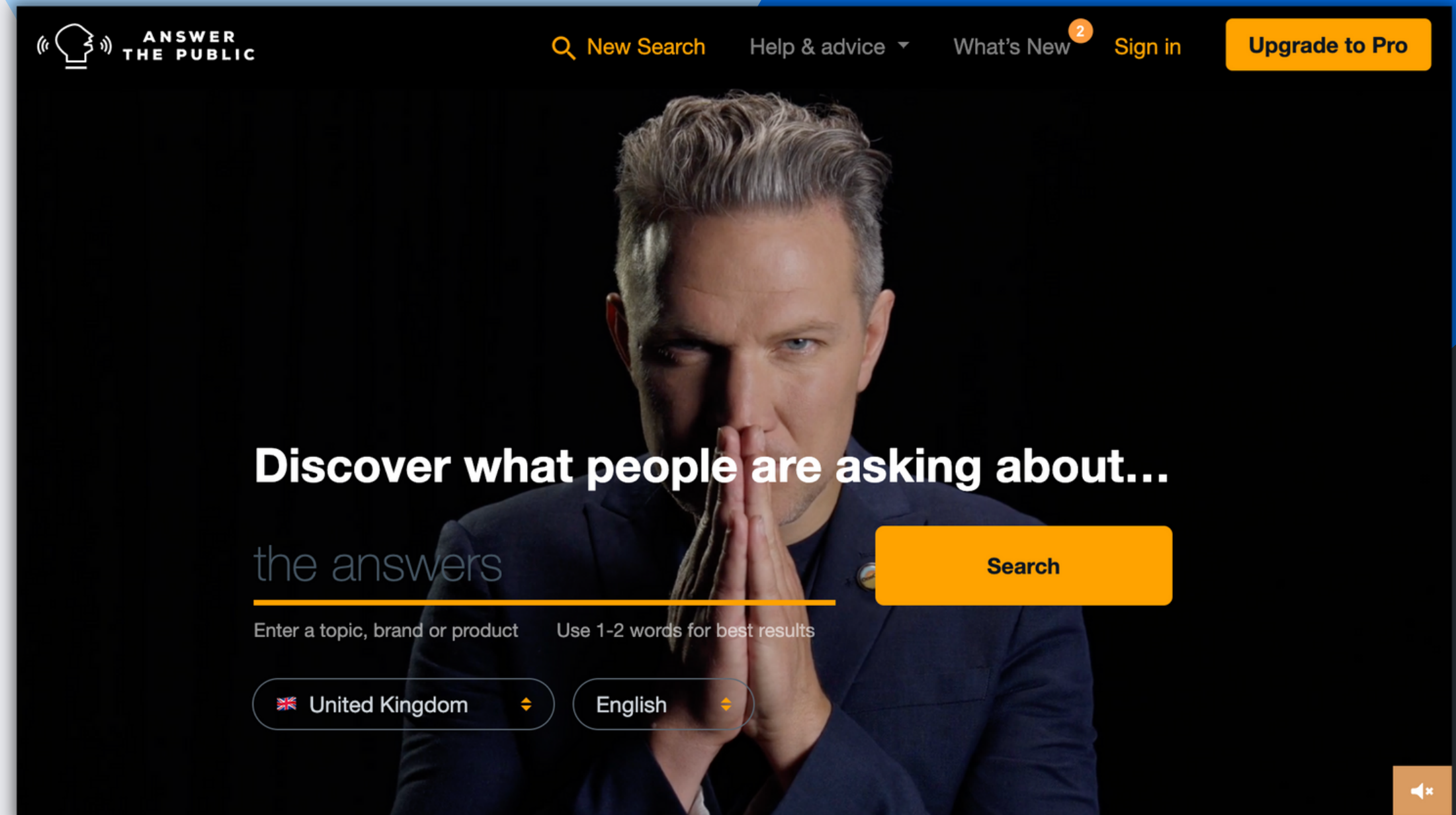


# ANSWER THE PUBLIC

## GET INSTANT, RAW SEARCH INSIGHTS, DIRECT FROM THE MINDS OF YOUR CUSTOMERS

AnswerThePublic listens into autocomplete data from search engines like Google then quickly cranks out every useful phrase and question people are asking around your keyword.

It's a goldmine of consumer insights you can use to create fresh, ultra-useful content, the kind your audience really wants.





# Audiogram



## CONVERT YOUR AUDIO CLIPS INTO ENGAGING VIDEOS PERFECT FOR SOCIAL MEDIA

Accurate and automatically transcribed captions and professionally designed templates - all fully customizable to suit your brand.

Whether it's Instagram, IG Stories, Facebook, TikTok, Twitter, or LinkedIn, audiograms are optimized for any size the platform requires.

### Create your first audiogram in just minutes

1



#### Upload your audio

Select an attention grabbing clip

2



#### Choose a design

Fully editable to make it your own

3



#### Export & Share

Download your mp4 video  
and upload to social media

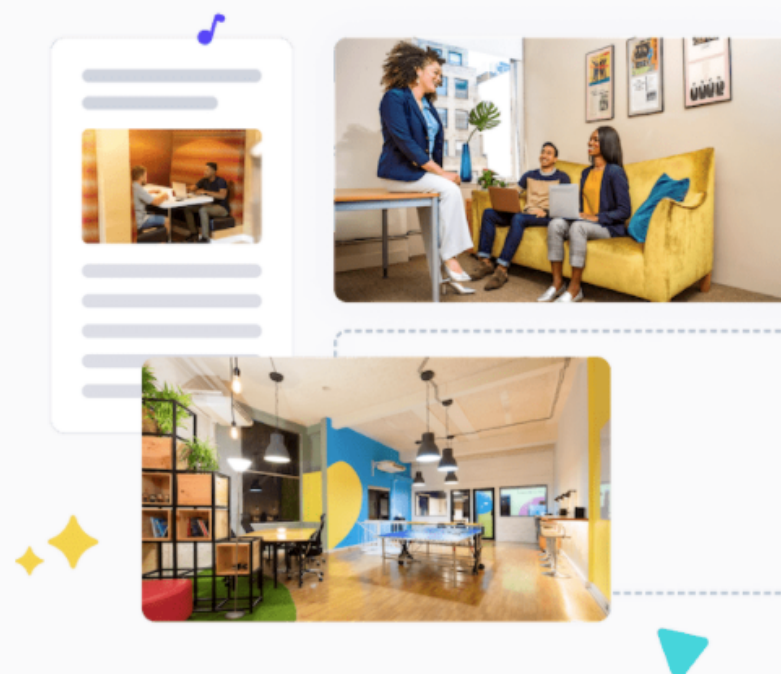




## VIDEO MAKER BUILT TO SUPER CHARGE YOUR CONTENT STRATEGY

Lumen5 is a video creation software that helps marketers, publishers, and brands create video content in a breeze, without any technical expertise.

Repurpose your blog posts into videos using artificial intelligence! The Lumen5 media library gives you easy access to millions of photos, video clips, and audio files, so you always have the elements you need to create the perfect video.



### Transform blog posts into videos with A.I.

Starting from a blank page is hard — and with Lumen5, you don't have to. Our AI-powered technology helps you storyboard your ideas, fit your content to a layout, and find music and visuals that enhance your message.

[Get started for free →](#)

"Lumen5 has enabled us to create more videos and drive more traffic, while having more time to invest in other projects."



Drew Sykes, Social Media Director

**NC STATE**  
UNIVERSITY

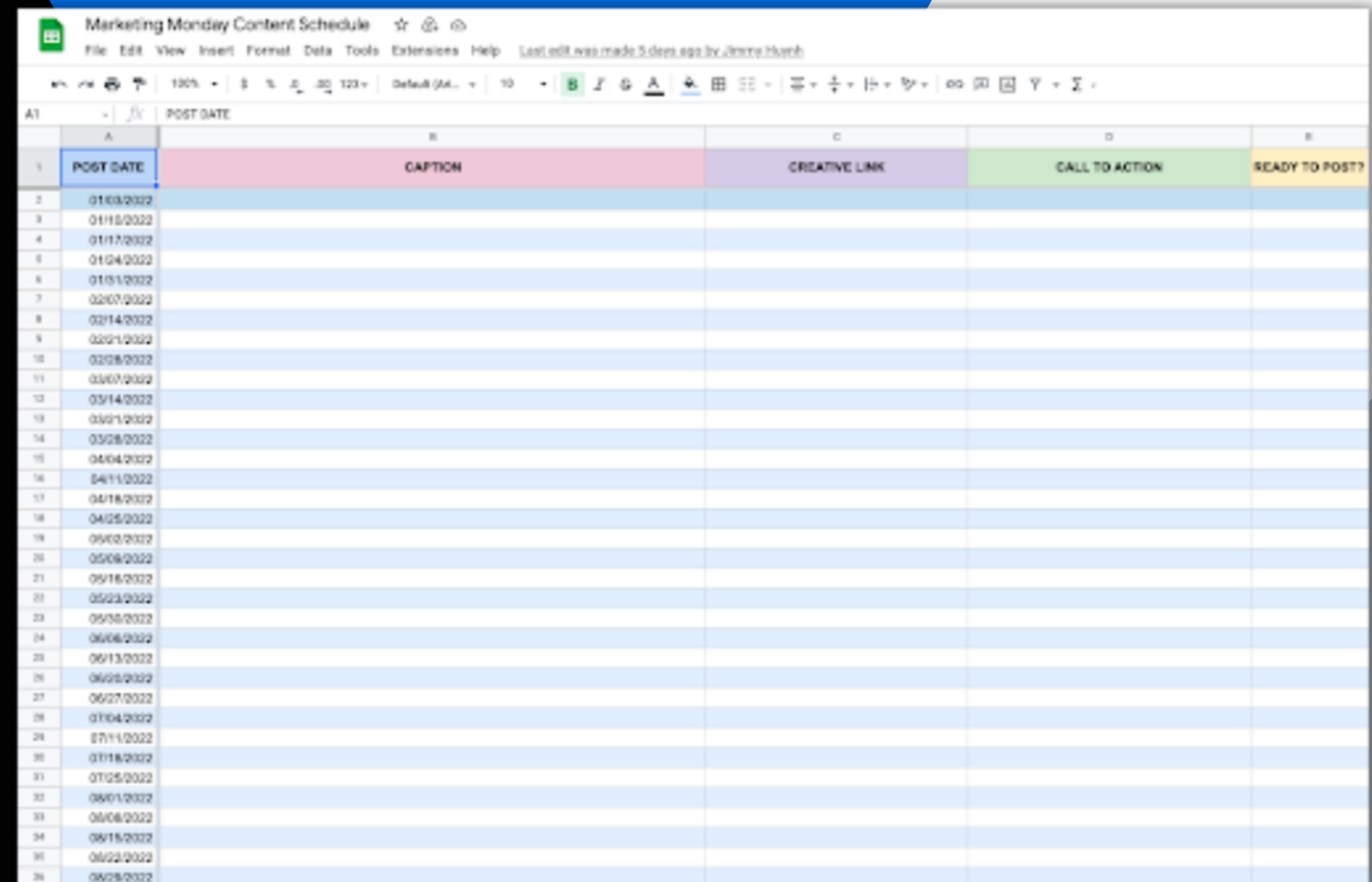

# Content Calendar

## STAY ORGANIZED!

A simple Google Sheet will work just fine to help you map out your month of content that you'll post.

Another reason to keep a sheet like this is so you can repost your content later.

You don't have to reinvent the wheel, every six months, you could grab a few posts that did well and re-post them!



Marketing Monday Content Schedule				
File Edit View Insert Format Data Tools Extensions Help Last edited was made 5 days ago by JmteHorb				
100% 123+ Default (Arial) 10 B				
A1	POST DATE			
1	POST DATE	CAPTION	CREATIVE LINK	CALL TO ACTION
2	01/03/2022			
3	01/10/2022			
4	01/17/2022			
5	01/24/2022			
6	01/31/2022			
7	02/07/2022			
8	02/14/2022			
9	02/21/2022			
10	02/28/2022			
11	03/07/2022			
12	03/14/2022			
13	03/21/2022			
14	03/28/2022			
15	04/04/2022			
16	04/11/2022			
17	04/18/2022			
18	04/25/2022			
19	05/02/2022			
20	05/09/2022			
21	05/16/2022			
22	05/23/2022			
23	05/30/2022			
24	06/06/2022			
25	06/13/2022			
26	06/20/2022			
27	06/27/2022			
28	07/04/2022			
29	07/11/2022			
30	07/18/2022			
31	07/25/2022			
32	08/01/2022			
33	08/08/2022			
34	08/15/2022			
35	08/22/2022			
36	08/29/2022			



# Facebook Strategy

## Organic Strategy

- Go live once a week to nurture your followers & build credibility.
- Post your blogs plus photo & video content to your page.
- Join & contribute to facebook groups in your niche or consider starting your own.
- Everything you post needs to be **SHAREABLE!**

## Paid Strategy

- Use the Ads Manager to create a campaign to new audiences offering a free lead magnet. → **BUILD YOUR LIST**
- Use the Ads Manager to create a retargeting campaign.
- Use the Ads Manager to target the followers of “gurus” in your niche

**Marketing Training Team**





# Instagram Strategy

## Organic Strategy

- Create and host a giveaway.
- Use stories to promote your new instagram post.
- Add up to 30 hashtags in the first comment of your post.
- Everything you post needs to **GENERATE CURIOSITY!**

## Paid Strategy

- Keep in mind: Links don't work on Instagram!
- Everything we talked about with Facebook.
- Pay for shoutouts / guest posts / Influencers.

Marketing Training Team



# TikTok Strategy

## Organic Strategy

- Follow people who make videos about your niche.
- Search hashtags, filter to “most liked” and “this week.”
- Add your creative spin on popular sounds
- Respond to every comment you get and make a video response as often as you can.

## Paid Strategy

- SPARK Ads
- TikTok Creator Marketplace

Marketing Training Team



# LinkedIn Strategy

## Organic Strategy

- Never-ending virtual networking party
- Become a subject matter expert
- Long-form content works well

## Paid Strategy

- Audience targeting gold-mine!

Marketing Training Team

# Automation Tools

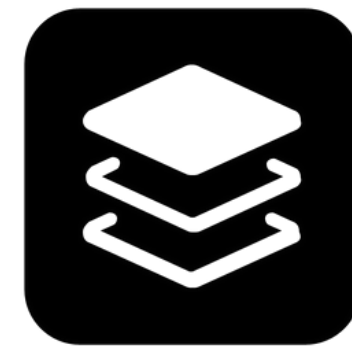
Save valuable time with automation tools that allow you to upload your content, write out your posts, and schedule your content calendar, so you don't have to post to every single platform every single day.



**Sprout Social**  
[sproutsocial.com](https://sproutsocial.com)



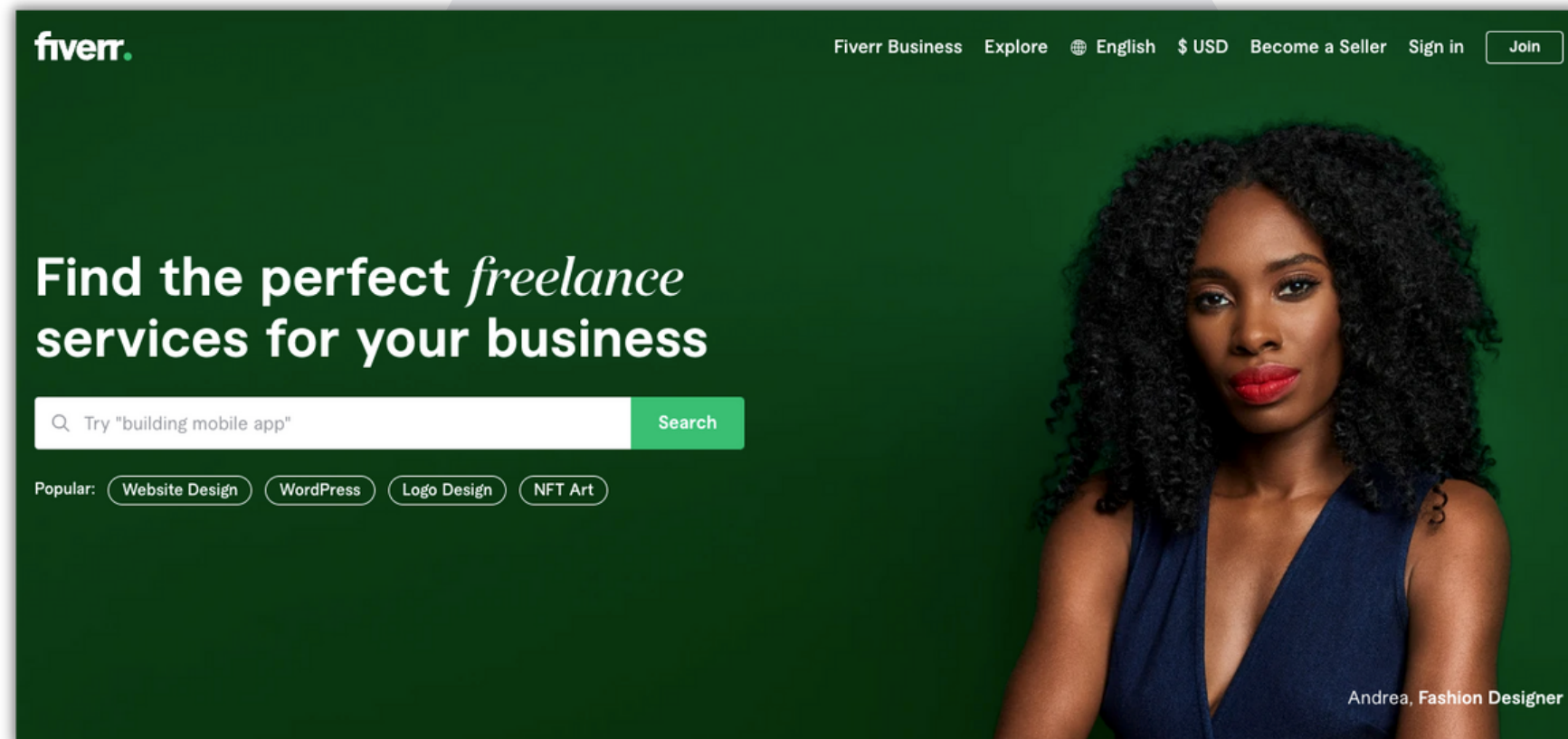
**Hootsuite**  
[hootsuite.com](https://hootsuite.com)



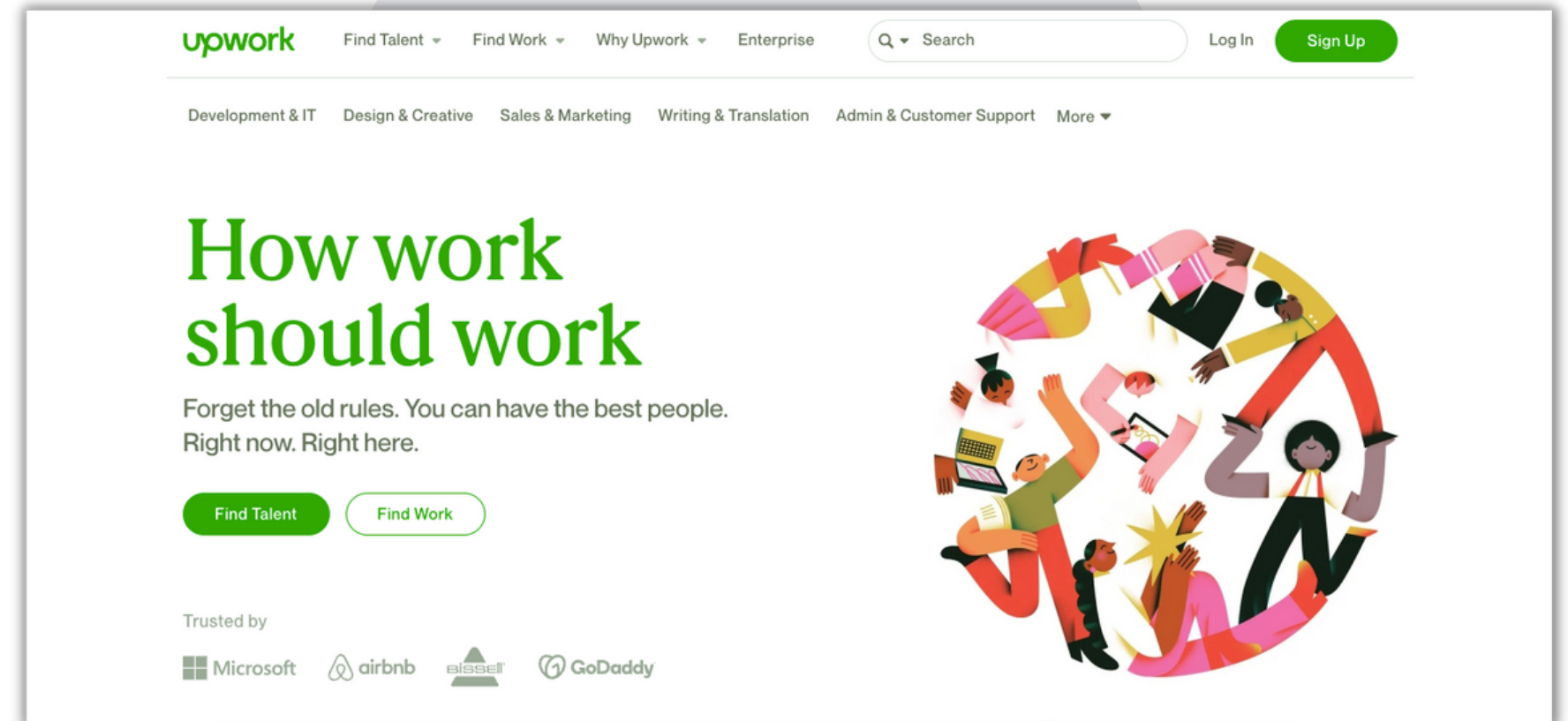
**Buffer**  
[buffer.com](https://buffer.com)



# VIRTUAL ASSISTANTS

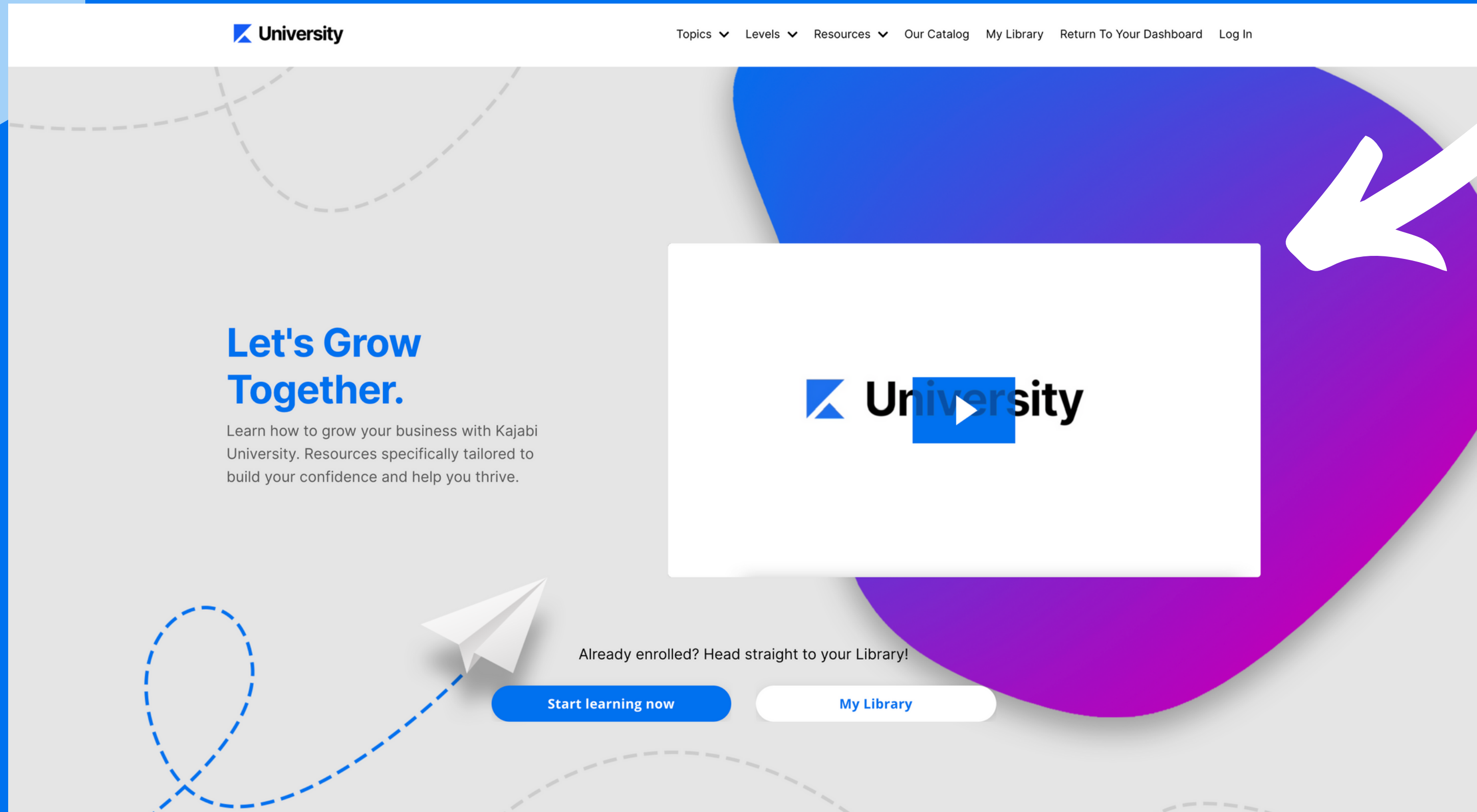


**FIVERR**



**UPWORK**

# Kajabi University



# How Was The Webinar?

We'd love to hear about your webinar experience with the Kajabi Marketing Training Team.

**TAKE THE SURVEY**  
(About 2 Minutes)

