



SOCIAL MEDIA &  
CONTENT MARKETING  
*module 2*



**BIONIC**  
—*business lab*—

ADVANCED



# SOCIAL MEDIA & CONTENT MARKETING

## *module 2*

### **Social media is a time suck.**

You can spend all day on Facebook and still not book a single client.

Twitter can be kind of weird, and Instagram is just for young'uns, right?

This week, we'll talk about setting up routines and scheduling your promotional content.

Oh right, and you need to create content too!

This week we'll hit social media, blogging/vlogging/podcasting, and guest posting/podcasting.

It's a lot, but it all feels soo much better when it starts fitting together.

***-Mallie***



## SOCIAL MEDIA & CONTENT MARKETING

# SOCIAL MEDIA & CONTENT MARKETING

Running an online business means putting yourself out there on your blog, vlog, or podcast, then promoting all of it on social media. When you're really focused on getting seen by new audiences, you throw guest posts or interviews for other people's businesses into the mix.

But all of this can get overwhelming, no matter how many attempts you make at implementing editorial calendars and social media limits ("just one hour on Facebook today" turns into "where did the last three hours go?").

There are alternatives!

Your social media and content marketing schedule can be as simple or as complicated as you want it to be.

### Getting consistent

The big trick for all of this is the same thing you've been hearing since your piano teacher first said it in second grade: consistency is key.

We're beyond the point in blogging that daily posts are the norm. If you're not running a business that depends on ad revenue or sponsored posts, then you get to choose whether you post daily, weekly, or monthly. That doesn't mean you have to write (or record) daily, weekly, or monthly either.

Just kick off with a decision on your posting schedule to your blog.

Similarly, posting on Twitter once a week simply won't cut it on that medium—people are going to forget about you oh so quickly. And no one will see your Facebook posts given the new pay-to-play model, so you need to be in and active in groups related to your niche. And so on and so forth with your other social media platforms du jour.

### Setting schedules and routines

Let me start off by saying that I'm fairly routine-averse. I don't like to be told what to do at specific times each day—even by myself.

But setting general schedules and routines has been key for consistency without getting overwhelmed or burned out.

At this point in your life, you likely know whether you function better with daily routines or larger-term schedules. We'll talk about all of these more in the next module, but, right now, we're going to get more micro-scale on what your social media and content marketing routines or schedules can look like within these daily or long-term routines.



# SOCIAL MEDIA & CONTENT MARKETING

## Option 1: Batching your content creation and social media scheduling

### Batching style #1

I prefer batching because I believe it leaves my life and business schedule overall more flexibility than a daily routine. If I rely on my 8 a.m. to 9 a.m. slot being open each day for content creation, and then I end up sick, taking the kids to the doctor, or needing to be somewhere for a client at that time one day, my entire week is thrown.

It's much easier to tell my spouse that I'll be at a coffee shop all day next Monday because I need to knock out some blog posts.

Or that I'll be in the office for the next 3 hours recording podcast episodes or filming videos.

Once I finish writing the content, I'll schedule it via Wordpress or an app like Coschedule or the Wordpress Editorial Calendar Plugin, then I'll hop onto Facebook to pre-schedule the promotion using their "schedule post" function. I'll use Buffer or Hootsuite to handle future posting to Twitter or LinkedIn, and I'll put up a Latergram image to be ready-to-go for Instagram. Once everything is live, Edgar will take care of re-posting the content in the future (see the resource sheet for more information on all of these platforms).

### Sample month for batching style #1

<b>1</b> Write 4 blog posts	<b>2</b> Edit and create graphics for 4 blog posts	<b>3</b> Schedule social media for the 4 blog posts	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>
<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>
<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>
<b>29</b>	<b>30</b>	<b>31</b>				



# SOCIAL MEDIA & CONTENT MARKETING

## **Batching style #2**

Not into the obsessive, 3 18-hour days and all your blogs and social media are taken care of for the week?

There is a middle ground. (Phew!)

Set aside an hour one day to focus entirely on topics and headlines for your posts for that month. Return the next day to write one blog post and schedule its social media. Repeat for the next few days. This will take up a few days but allow for client meetings and other work on those days (which is less

feasible with batching style #1). It will take less time than daily content creation in the next option.

## **Problems with batching**

If you're doing it right, social media will take up some portion of your day daily, so batching does not completely eliminate that scheduling issue.

It can also be tempting to rush through posts to finish them and get them off your to-do list, resulting in lower-quality posts.

## **Sample month for batching style #2**

<b>1</b> Write 4 blog post topics and headlines	<b>2</b> Write blog post number one.	<b>3</b> Create graphics and schedule social media for first blog post.	<b>4</b> Write another blog post from your list.	<b>5</b> Manage and schedule the graphics and social media for the next post.	<b>6</b> Write another blog post from your list.	<b>7</b> Manage and schedule the graphics and social media for the next post.
<b>8</b> Write another blog post from your list.	<b>9</b> Manage and schedule the graphics and social media for the next post.	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>
<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>
<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>



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### Option 2: Daily content creation and social media scheduling

This is for those of you who love your routines. You're probably excellent at exercising daily, meditating, and having a green smoothie before getting to work, and for this I am quite envious.

If you have the self-discipline to sit down to write each day, meet your deadlines, and not get sucked into social media, then you should definitely be taking advantage of that!

#### Sample daily routine

8 – 9 Wake up, coffee/green smoothie, yoga (this is just how I imagine you wonderful unicorns roll)

9 – 11 Emails and content creation

11 – 12 Social media scheduling and replies

12+ Client work

### Option 3: The Frankenstein option

Some strange mix of all the above methods seems to work best for me, and, most likely, for you as well. Let me just break down what that would look like:

**1st of the month:** Plan out content for the month: topics, headlines, medium

**2nd of the month:** Fill out your Buffer or Hootsuite schedule for Facebook and Twitter (or join Edgar and never worry about doing this again). Make some graphics and schedule them in Latergram.

**An ambitious Thursday:** Record 3 solo podcast episodes. Write and schedule two blog posts.

**An ambitious Wednesday:** Write all my newsletters for the month and schedule them in my mailing list provider.

**Daily:** One hour of checking in on Facebook, Instagram, and Twitter to reply to people who have responded to my pre-scheduled posts.



# SOCIAL MEDIA & CONTENT MARKETING

## DO THE WORK

Now it's your turn

What does your content or social media calendar look like? Do you have a plan? Let's make one now.

<i>Platform</i>	<i>Frequency</i>
<b>Blog</b>	
<b>Podcast</b>	
<b>Video</b>	
<b>Facebook Page</b>	
<b>Facebook Groups</b>	
<b>Twitter</b>	
<b>Instagram</b>	
<b>Pinterest</b>	
<b>Linkedin</b>	
<b>Newsletter</b>	

As an example, here is what my current plan looks like:

<i>Platform</i>	<i>Frequency</i>
<b>Blog</b>	4x per month
<b>Podcast</b>	4x per month
<b>Video</b>	Variable (new medium for me)
<b>Facebook Page</b>	1x daily
<b>Facebook Groups</b>	Multiple times daily
<b>Twitter</b>	10-20x daily
<b>Instagram</b>	3-5x per week
<b>Pinterest</b>	Variable (not a priority for me)
<b>Linkedin</b>	Variable (not a priority for me)
<b>Newsletter</b>	Weekly



## SOCIAL MEDIA & CONTENT MARKETING

Now, commit to a month of setting up a routine for your posting and scheduling:

<i>I will work on...</i>	<i>On...</i>
<b>Blog</b>	
<b>Podcast</b>	
<b>Video</b>	
<b>Facebook Page</b>	
<b>Facebook Groups</b>	
<b>Twitter</b>	
<b>Instagram</b>	
<b>Pinterest</b>	
<b>Linkedin</b>	
<b>Newsletter</b>	

<i>I will work on...</i>	<i>On...</i>
<b>Blog</b>	The first two Mondays of the month
<b>Podcast</b>	The first Thursday of the month
<b>Video</b>	Two days each month
<b>Facebook Page</b>	Each day at noon
<b>Facebook Groups</b>	Each day at 9 a.m., 1 p.m., and 7 p.m.
<b>Twitter</b>	Each day at 9 a.m., 1 p.m., and 7 p.m.
<b>Instagram</b>	Each day at noon
<b>Pinterest</b>	Twice a month
<b>Linkedin</b>	Twice a month
<b>Newsletter</b>	The first Friday of the month





# GUEST POSTING

Guest posting is important yet underutilized.

I'm sure you've seen tons of people talking about it, but fewer actually doing it. Guest posting is a way to get more people to your site and on your email list.

In the same way your blog should be supporting your current readers, the content marketing you are doing on others' sites should be supporting and enticing your future readers.

Check out the guest posting resource sheet for a step-by-step approach to finding places to pitch your stuff, putting together a pitch or article, and getting found online!

If you don't already have one, add a page to your site that links to all your outside contributions so that readers see the social proof you bring to the table.

Get creative! Don't feel limited by blogs. Consider finding podcasts or video shows to guest host or be interviewed on.

If you're feeling ambitious, you'll time your guest posts around your upcoming launches.

For instance, for the launch of Systematic Awesomeness, I could find blogs that target entrepreneurs and offer systems and productivity advice. Then, when guests from these other sites arrive at my homepage, they'll see similar topics being covered on my blog.

Boom, new subscribers.

Get started with the [Guest Posting Quick Sheet on the next page.](#)



# GUEST POSTING QUICK SHEET

Guest posting can be great for growing your list, but the process can be overwhelming at first. Here's a step-by-step process to follow each time you decide to guest post for a site.

## Step 0. Research sites relevant to your niche

- Use a simple Google search to get started. Type “[your niche] blogs guest posts.” Make a list of the sites you find.
- Go to the site of a slightly bigger name in your niche and note the “As Featured On” sites that they list. Check to see if those sites are still accepting guest posts.
- Check out this [popular list](#) to see if anything is relevant for your niche.
- Snoop around your Facebook groups to see which sites have good email list conversion in your niche. For instance, Huffington Post looks great on your “As Seen On” list, but very few people I know have had many (if any) people sign up from their lists or even visit their sites from those posts.

## Step 1. Pick a site to target and get to know it

- What type of articles do best on the site (how-to, lists, etc.)? What is their audience most interested in? How can you introduce your unique expertise or point-of-view to these people?
- What are the guest posting guidelines? Do you have to pitch headlines or topics first or do they expect the entire article up front? Most sites will have specific rules, including article length, link requirements, headshot requests, etc. Some sites won't provide this information until you get past the pitch phase (if there is one).

## Step 2. Write your article for one particular site

- Many sites require that you have not submitted your material for consideration elsewhere before pitching them. While it's annoying to have to wait for an outcome before tweaking your article and pitching it to another site, it's part of the price to play.



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An article written specifically to one site is more likely to be accepted by that site than a generic article that could be posted anywhere.

### Step 3. Pitch your article.

Follow the guidelines on whom to email for that site. If you want to pitch a site that does not have an explicit section on contributing or guest posting, find the site's editorial team member and contact them with your pitch.

Make sure your pitch is, again, targeted to that site. I am pitched by people quite often who have clearly never even looked at my site, they just want access to my audience.

Keep your email short and sweet: Hello [name], I'm [name] from [business/site name] and I [elevator pitch]. I've written an article about [topic] that I think would be a good fit for your audience. I've pasted it and attached it below. Thanks for your consideration.

Some sites specifically request that you paste your entire article into the email since they deal with a lot of virus-y attachments. Others will want the actual file. Still others will request you work in Evernote or Google Drive so their team can edit everything in the cloud.

### Step 4. Write your bio for that one site.

Each site will have different bio requirements. It will almost always include a short version of your elevator pitch plus a link to your site and/or social media profiles.

Consider creating a landing page specifically for this website's audience, if allowed. That way they are immediately connected to your site when they land on a page that says "Welcome, [Site] Readers! Thanks for clicking through! Here is some of the popular content on my site."



## SOCIAL MEDIA & CONTENT MARKETING

# DO THE WORK

Your guest posting plan



## SOCIAL MEDIA & CONTENT MARKETING

### SOCIAL MEDIA TOOLS AND RESOURCES

There are plenty of options when it comes to scheduling your social media and blog posts. Here are some of the most common options, along with their pros and cons.

<b>Name</b>	<b>Used For</b>	<b>Pros</b>	<b>Cons</b>
<a href="#">Wordpress Editorial Calendar Plugin</a>	Blog post scheduling	Integrated into your Wordpress blog. Simple and fairly intuitive to use. Gives a better visual overview of your content.	Limited functionality. Requires a Wordpress site.
<a href="#">Edgar</a>	Social media scheduling	A set-it-and-forget-it social media solution. Reuses your content so you don't have to go in weekly to schedule your posts. You can set the schedule.	\$49/month. One-time scheduling is more difficult than other platforms. Not ideal if you don't have a lot of content to share or if you don't post to social media often.
<a href="#">Hootsuite</a>	Social media scheduling	Includes streams you can use to follow certain users, tags, or topics. Free version allows for unlimited scheduling.	Interface is clunky and all scheduling has to be done manually (no bulk upload) for the free version.
<a href="#">Buffer</a>	Social media scheduling	Will "rebuffer" content that's popular and post at scheduled times each day.	Free version only allows you to schedule 10 posts at a time.
<a href="#">CoSchedule</a>	Blog and social media scheduling	You and your team can manage your blog posts and their associated promotional social media content at the same starting at \$15/month. It's an all-in-one solution for content and social media marketing.	Not a free option. Requires a Wordpress site.
<a href="#">Latergram</a>	Instagram scheduling	Post to Instagram without Instagram getting mad at you (they have "punished" other third-party apps).	You still have to be on your phone or tablet to hit send when your scheduled post time rolls around.



## SOCIAL MEDIA & CONTENT MARKETING

Tool for following people on Instagram and Twitter:

<b>Name</b>	<b>Used For</b>	<b>Pros</b>	<b>Cons</b>
<a href="#">Crowdfire (formerly JustUnfollow)</a>	Following/unfollowing on Twitter and Instagram	Covers both Twitter and Instagram. Clean interface. Prevents you from re-following previously followed users.	Limited follows/unfollows allowed in free version. Limited filtering capability compared to Unfollowers.
<a href="#">Unfollowers.com</a>	Follow/unfollowing on Twitter	Lots of filtering capability in reviewing your followers and those you follow.	Limited follows/unfollows allowed in free version. No Instagram integration currently.
<a href="#">FollowerWonk</a>	Finding and analyzing users who could be potential clients.	Good search capability.	Less intuitive than other two options.

## DO THE WORK

Which options will you use?