

Social Media Marketing Content Creation

Live Session





Introduction

- Lesson 1
 - Introduction to Audiences
- Lesson 2
 - The Customer Journey
- Lesson 3
 - The Audience's Obstacles

Session Agenda

Home Fixer Inc, Raleigh NC



- Performs handyman services such as:
 - Hanging pictures, assembling furniture, fixing holes in walls, some electrical work
- Facebook and referrals are the biggest source of business.
- Can't work in plumbing or roofs
- Is booked out at least two weeks in advance
- Women of all ages and mostly homeowners.
- Popular in the trendier neighborhoods.

Fictional Company



Audiences

Question

- Link in Chat
- Enter code _____
- Click Submit

Why did you buy the car you currently own. If you don't own a car, why do you take the mode of transportation you do?
(One-word answers)

When this is set up in advance in Mentimeter, we will need the URL for the participants, the URL to display the results, and the code.





2022 ECOSPORT

Starting at \$22,040 ¹

Hybrid Available



2022 ESCAPE

Starting at \$27,025 ¹



2022 BRONCO® SPORT

Starting at \$28,565 ¹



2022 BRONCO®

Starting at \$30,800 ¹

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2022 EXPLORER

Starting at \$34,010 ¹



2022 EDGE

Starting at \$37,410 ¹

Hybrid Standard



2022 MAVERICK

Starting at \$19,995 ¹



2022 RANGER

Starting at \$25,980 ¹



2022 FORD TRANSIT CONNECT

Starting at \$31,860 ¹

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2022 F-150®

Starting at \$30,870 ¹



2022 SUPER DUTY

Starting at \$38,445 ¹

All Electric



2022 F-150 LIGHTNING™

Starting at \$39,974 ¹



2022 MUSTANG MACH1

Starting at \$56,270 ¹

Build & Price >



2022 MUSTANG MACH1 PREMIUM

Starting at \$58,365 ¹



2022 MUSTANG SHELBY® GT500®

Starting at \$79,420 ¹



FORD GT

Who is the Audience?



Audience



- Age range
- Sex
- Ethnicity
- Marital status
- Education
- Location
- Socioeconomics

Demographics

Audience



Psychographics or common interests

What apps do they have on their phone?

What do they eat?

What type of magazines do they read?

What phrases do they use?

What do they care about?

Psychographics

Activity



- Review Mock Client Info Sheet
- Define the at least one audience, but preferably two
- Audience can be product or service specific

Demographic
Psychographic





Will/May

Never
Ever

Always



Will/May



Never
Ever



Always

Activity

- Review the previously created audiences
- Where do they fall on the bell curve?
- Share your answers in the chat

Where does the audience fall on the bell curve?





Customer Journey

Customer Journey



Interruption Marketing

- Assume they are unaware of your product, service or business
- Catch their attention
- Get them curious or wanting more



Window Shoppers

Measure Attention

- Applause rate
 - Like
 - React
 - Follow



Window Shoppers

Browsing and Buying

- Aware of your product, service or business
- Interested in learning more
- May purchase



In Store Shoppers

Measure Interaction

- Spend time on the website or store
- Subscribe or sign up
- Comment, share, retweet or follow
- Clicks on links



In Store Shoppers

Measure Money

- Purchasing
- Leaving (positive) reviews
- Sharing content with their friends



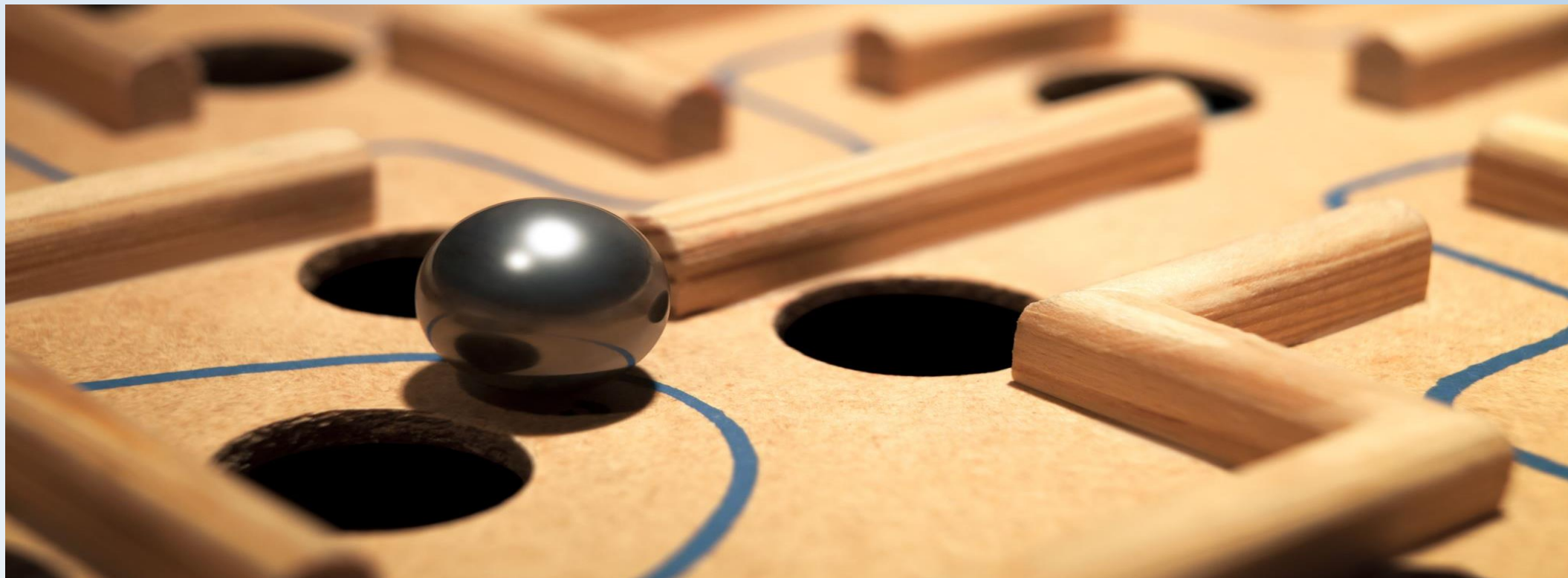
Check Out Shoppers

Activity

- Review the previously created audiences
- Write one piece of content (post) for each step in the journey
- Share via whiteboard

Content for each step in
the Journey





Obstacles

Obstacles



- Reasons why people won't buy



Example

Oh-oh! Does your home look like this?
<picture of a disorganized space> Where do you start, what do you do? Hint: Call Home Fixer Inc and go from stressed out to bliss!

Need small repairs and don't know who to call? Home Fixer Inc guarantees all work done. Satisfaction guaranteed! <link>

Thank you to all our clients! We love to hear about your experience with us. Leave us a review on Google <link>

Activity



- Work within groups to write two posts for obstacles

Obstacles



Activity



- Share via whiteboard
- Review posts

Obstacles





In Conclusion

- Construct a target audience based on client information
 - Decide what marketing messages are appropriate for each part of the customer's journey
 - Assess the obstacles that keep people from buying
 - Generate social media content for a specific audience
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