



FTD, LLC

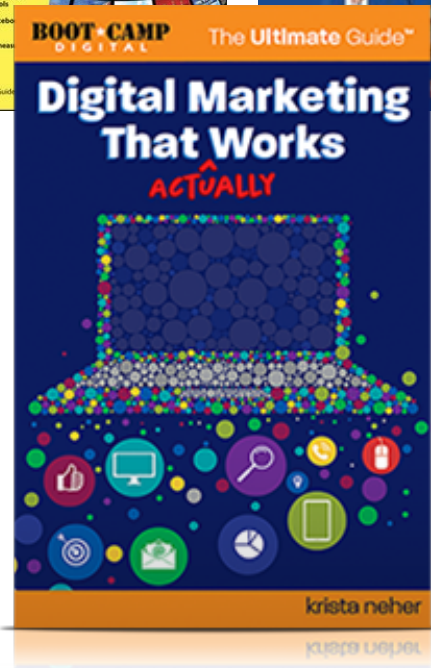
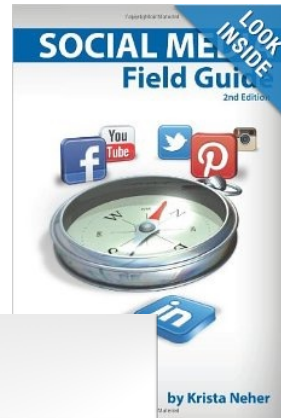
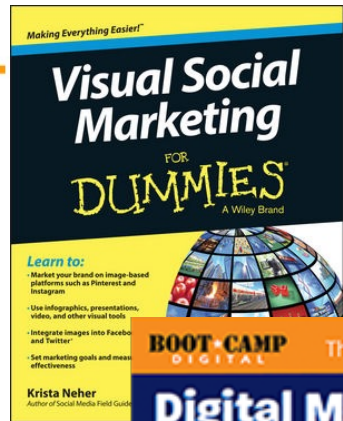
# Workflow, Optimization and Time Savers

June 2021





# About Krista



As seen on and in:



# 3 Part Workshop

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1. Strategy + Content Planning
2. Channel Optimization
  - Grow followers
  - Increase engagement
  - Optimize posts
3. Workflow and Measurement
  - Time savers
  - Processes
  - Tools

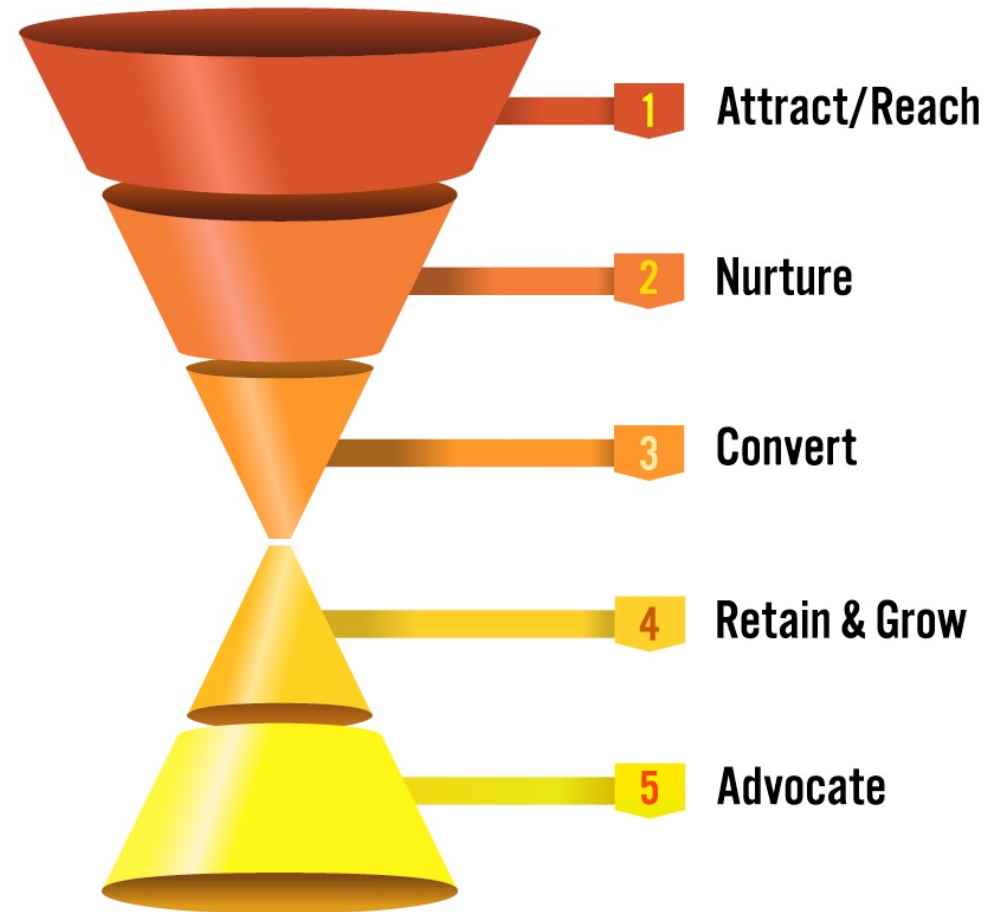
# Agenda for Today

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- Prioritization
- Workflow
  - Process
  - Tools
- Time savers
  - SMM Toolkit








# Recap: Start with Strategy + Content

- What leads to purchase?
- Traditional brand marketing shows the buyer funnel to purchase
- Which stage or stages do I want to focus on?





## CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

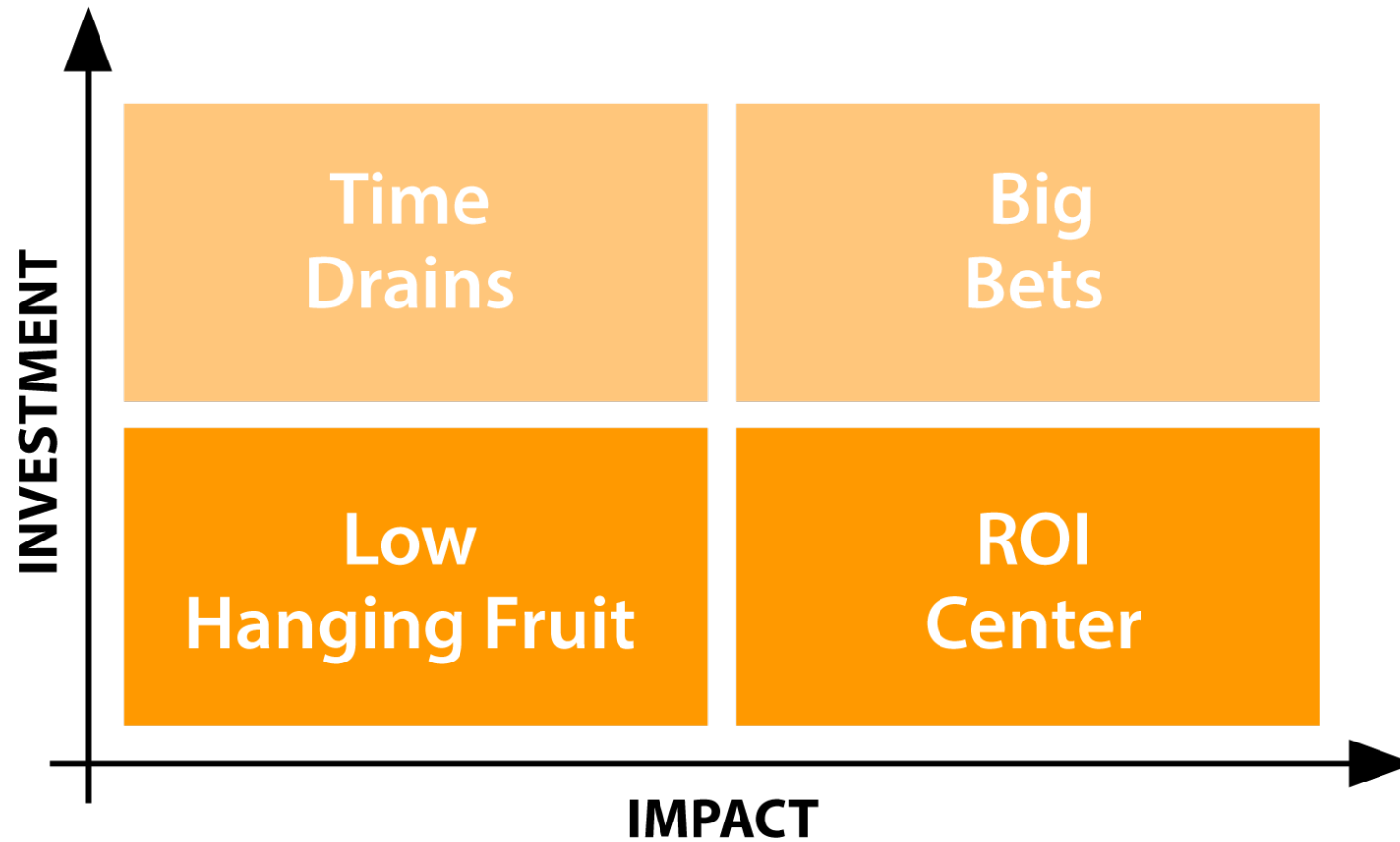
							
<b>POSTING FREQUENCY</b>	1-4x per week	1-7x per week	2-10x per day, including retweets & replies	Weekly or when applicable	1-7x per week	3-14x per week	4-7x per week
<b>WHEN TO POST</b>	When relevant to audience	When audience is online	Spread throughout the day	When audience is online	During business hours	Spread throughout the day	When relevant to audience
<b>USE OF HASHTAGS</b>	Limited search functionality. Recommended: 1-2 per post	Recommended: 20-30 per post	Recommended: 1-2 per tweet	Use in descriptions. Recommended: a handful per upload	Recommended: 1-5 per post	Recommended: 3-5 per post	Not popularly used
<b>BEST PERFORMING CONTENT</b>	Photos • Videos	Photos • Short videos	Questions • Multimedia	Product Reviews • How-to Guides	News • Updates	Style • Home	Fun & playful • Lenses & filters

# IDEA:

Do fewer things better.  
You don't have to do it  
all.



# Investment/Impact





# Workflow

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- Streamline and standardize
- Save time
- Reduce day-to-day pressure
- Create better content
- Repurpose top performers

# Build a Workflow

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- Monthly Workflow
  - Analyze previous 30 days
  - Schedule before start of the month
  - Set it and forget it
- Weekly workflow
  - Schedule posts for the week
  - Analyze monthly

# Social Media Tools

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- One stop shop
  - Desktop and mobile
- Schedule content in advance
  - Base + in-the-moment
- Respond in one place
  - Community management
  - View other content
- View analytics



# Tools – Scheduling Creator Studio

The screenshot displays the Facebook Creator Studio interface. On the left is a sidebar with a 'Create New' button and a dropdown menu containing: 'Create Post', 'Create Post Tests', 'Add Story', 'Upload Video', 'Multiple Videos', 'Go Live', and 'Post Video Across Pages'. Below the menu are links for 'Inbox+', 'Monetization', 'Creative Tools', 'Settings', and 'Resources'. The main dashboard area is titled 'Home' and shows 'All Pages (16)'. It features a 'Post something...' input field with 'Add Story', 'Upload Video', and 'Go Live' buttons. A 'Recommendations (13)' section lists three items, each with a large number '4' and the text 'You have new monetization tools that need to be set up.', accompanied by a 'Go to Overview' button. A 'Monetization' section for the 'Last 7 Days' shows an illustration of a person at a desk and the text: 'Your Page is eligible for one or more of our monetization tools. Get set up today and put your content to work for you.' with a 'Start Setup' button. An 'Insights' section for the 'Last 7 Days' is partially visible at the bottom right.

# Tools – Scheduling - Hootsuite



The image displays a screenshot of the Hootsuite social media management interface, divided into three main sections: My Posts, Scheduled, and Inbox (5).

**My Posts:** This section shows two posts from Nest Hotels. The top post, posted 2 days ago, asks "Where's your favourite nest hotel location?" and includes a photo of a modern hotel building. It has 2 likes and 4 comments. The bottom post, posted 21 hours ago, says "We love the art deco inspired architectre of our Miami beach hotel."

**Scheduled:** This section shows a draft post from Nest Hotels, scheduled for "Today at 12:15pm". The text of the draft reads: "Hotelier magazine has announced the winners of its inaugural Hotel Design Awards. Nest Hotel has won in the category of Hotels under 200 rooms! <http://ow.ly/12345678>". Below the text is a photo of a modern interior with a blue armchair and a white coffee table. A "View draft" button is visible at the top right of this section.

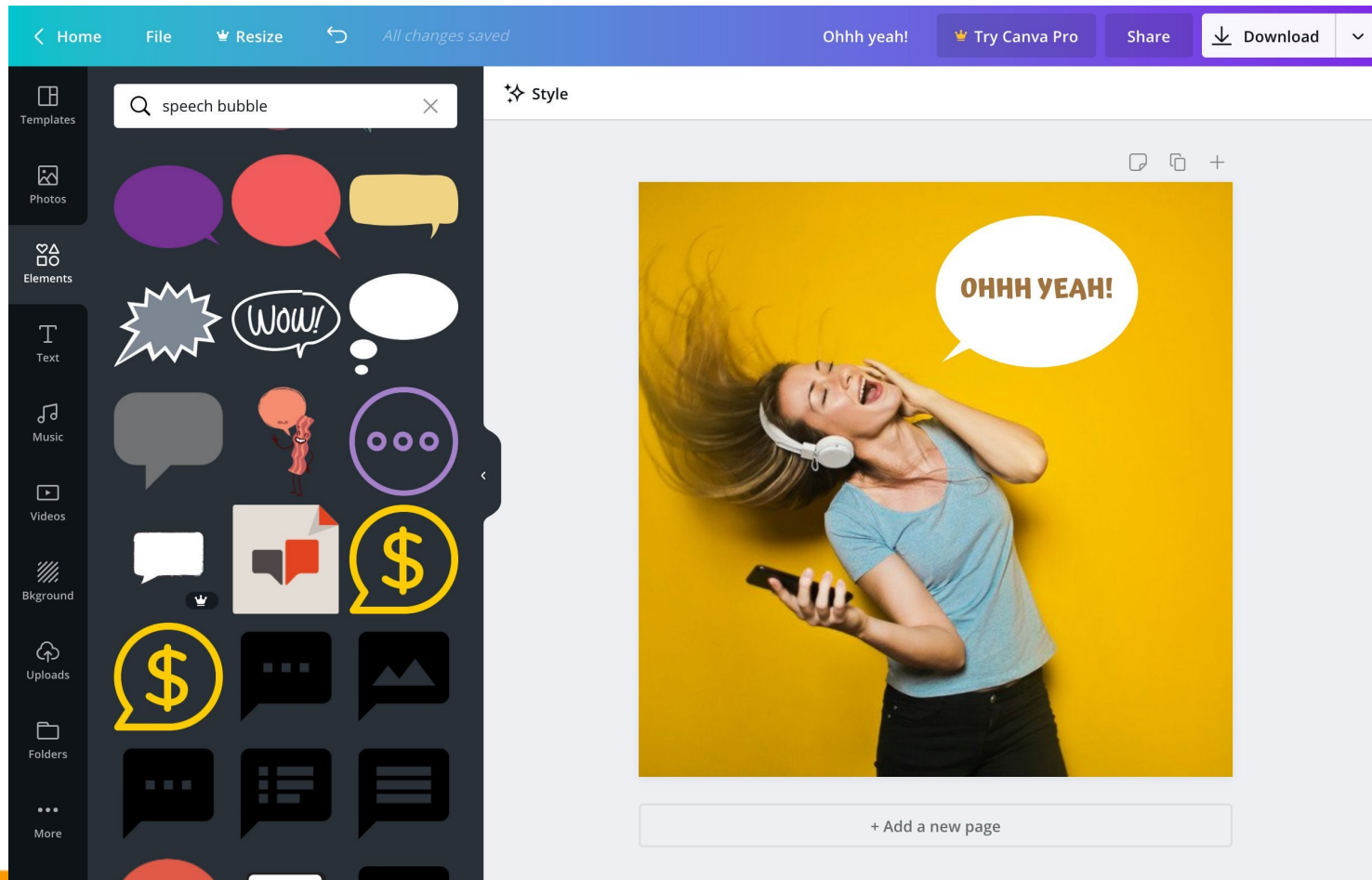
**Inbox (5):** This section shows two private messages. The first is from Melanie Wilkins, asking "Pretty sure I left my sunglasses at the till in the reception. Is there a lost and found?". The second is from Kat Villaneuva, commenting on a post: "The deluxe suite is a little pricey but worth it." Below the messages are icons for replying, marking as read, and deleting.

# Tools – Scheduling - Buffer

The screenshot displays the Buffer web interface. At the top left is the Buffer logo. To its right is a blue button labeled "Upgrade for more features". Further right are links for "What's New", "Help", and "My Account". Below the navigation bar, there are tabs for "Queue", "Posts", and "Settings". The "Queue" tab is active, showing a grid of social media icons for various accounts. A "View All Accounts" dropdown menu is visible over the grid. Below the grid, a text input field contains the message "Adding a new Tweet coz Blogging is awesome ;)", with a "G+" icon on the right. At the bottom of the input field is a camera icon and the text "Add a photo or video", and a blue "Add to Queue" button with a dropdown arrow. On the left side, there is a sidebar titled "Accounts" with a plus icon, listing several accounts with their respective icons and status (e.g., "ShoutDrea... Locked", "WPSutra Google+ Page 124", "Bestblogginga... Twitter", "IMHosting... Facebook Page", "reworkengi... Locked", "ShoutMeHi... Locked", "HGusers Locked", "Bluehost us... Locked").



# Tools – Images = Canva



# Tools – Tasks - Asana

The screenshot displays the Asana web interface. On the left is a dark sidebar with navigation options: Home, My Tasks, Inbox, Portfolios, Goals, Favorites (including Recruiting weekly mee..., Website Design Reque..., Website Launch, Rebranding video), Marketing (selected), Editorial Calendar, Reports, and Tasks I've Created/Assigned/Completed. The main area shows a project titled 'Customer Stories - Q4' with a 'List' view selected. A task list is visible, with 'Finalize briefing' selected. The task details panel on the right shows the assignee Daniela Vargas, due date 21 Aug, and priority Medium. A comment box at the bottom is empty.

**Customer Stories - Q4** On Track

Task name:

**Recurrent pieces**

- Content marketing campaign! 18 Aug
- Finalize briefing** < Customer spotlight #2 interv 4 21 Aug
- Press release on acquisition 1 31 Aug
- Create new infographic 1 21 Aug
- Choose customer for February spotlight < Cus 22 - 30 Aug
- Editorial calendar 30 Jul
- Customer spotlight #1 1 12 Aug
- Customer spotlight #2 interview 3 10 Aug
- New feature roundup 20 Aug
- Christmas campaign 6 7 Aug
- Market research 16 - 20 Aug
- Create campaign 1 24 Aug

**New formats**

- PDF Proofing 1 6 Aug

**Finalize briefing**

Assignee: Daniela Vargas

Due date: 21 Aug

Projects: Customer Stories - Q4 Recurrent pieces

Audience: Premium

Priority: Medium

Stage: —

Channel: —

Ask a question or post an update...

Collaborators: [User 1] [User 2] [User 3]

Leave Task

# Tools – Automation - Zapier

☰ zapier\*



Why Zapier? ▾

Explore ▾

Resources ▾

Teams & Companies ▾

Pricing



**Action needed: 124 held Zap runs**

🕒 These 124 Zap runs will be held until August 01, 2021. You can replay Zap runs individually or in bulk

[Help Me Fix It](#)

 **Welcome to Zapier!**

**Create your own workflow**

Know exactly what you want to build? Select the apps you want to connect to start your custom setup.

**Connect this app...**

🔍 Search for an app



**with this one!**

🔍 Search for an app



# Tools

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- Where are your time drains?
- What causes you issues?
- Create processes or use tools to combat

# Productivity Tips

- Have a PLAN when you login
- Mobile
  - In the moment
  - Get notifications
  - Respond and comment on the go
  - Create images and videos
  - Apps to edit
- Set a timer
  - Limit the time you spend
- Decide what matters
- Choose the right resources

# Step Back

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- Build a workflow
- Use the tools you need
- Get organized

# Let's Connect!



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