

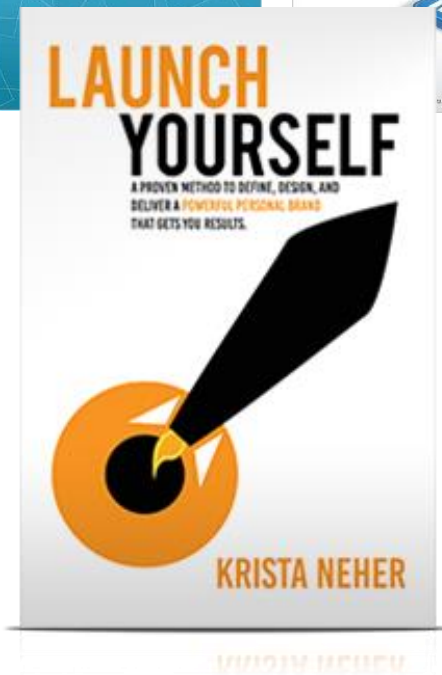
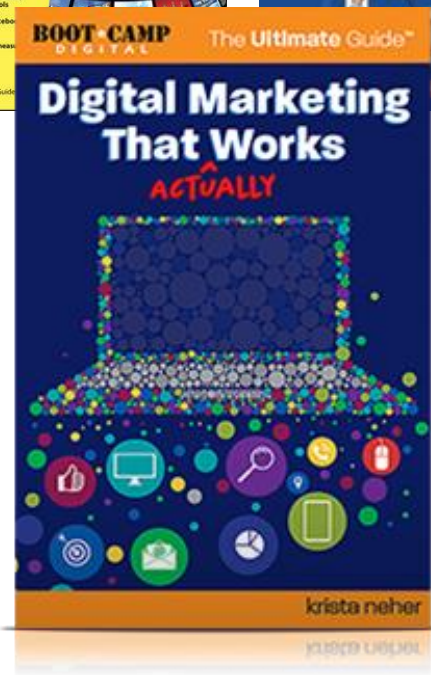
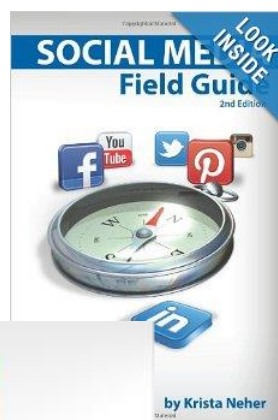
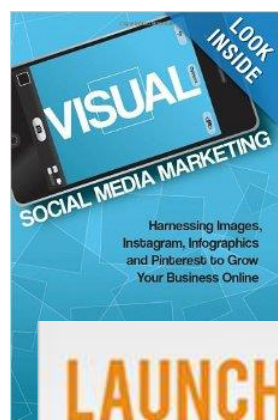
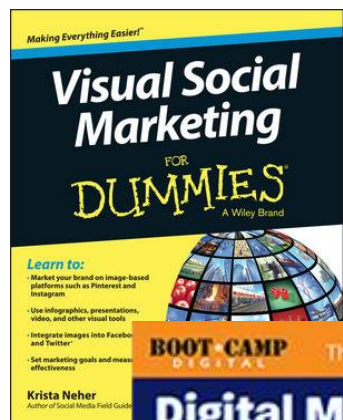


BOOT★CAMP
DIGITAL

Content Optimization

Get Better Results from Your Social Media

About Krista



As seen on and in:



What We'll Cover

- Content Strategy
- Copywriting tips
- Image optimization
- Video optimization
- Social channel tips and best practices

A close-up photograph of a computer keyboard with several keys replaced by social media icons. The icons include Google+, Facebook, Twitter, LinkedIn, Facebook 'f', and Instagram. The background is a dark, slightly blurred keyboard.

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Content Marketing Strategy

Create Outstanding Content for Your Organization

People are distracted in

8 seconds.



People form their first impression in
50 Milliseconds

You are in an Attention Battle

- People can be exposed to over 1,000 updates on Facebook every day.
- You need to stand out and get their attention.
- Your content **MUST ADD VALUE!!!**

Strategy Creates

FOCUS

Content Strategy

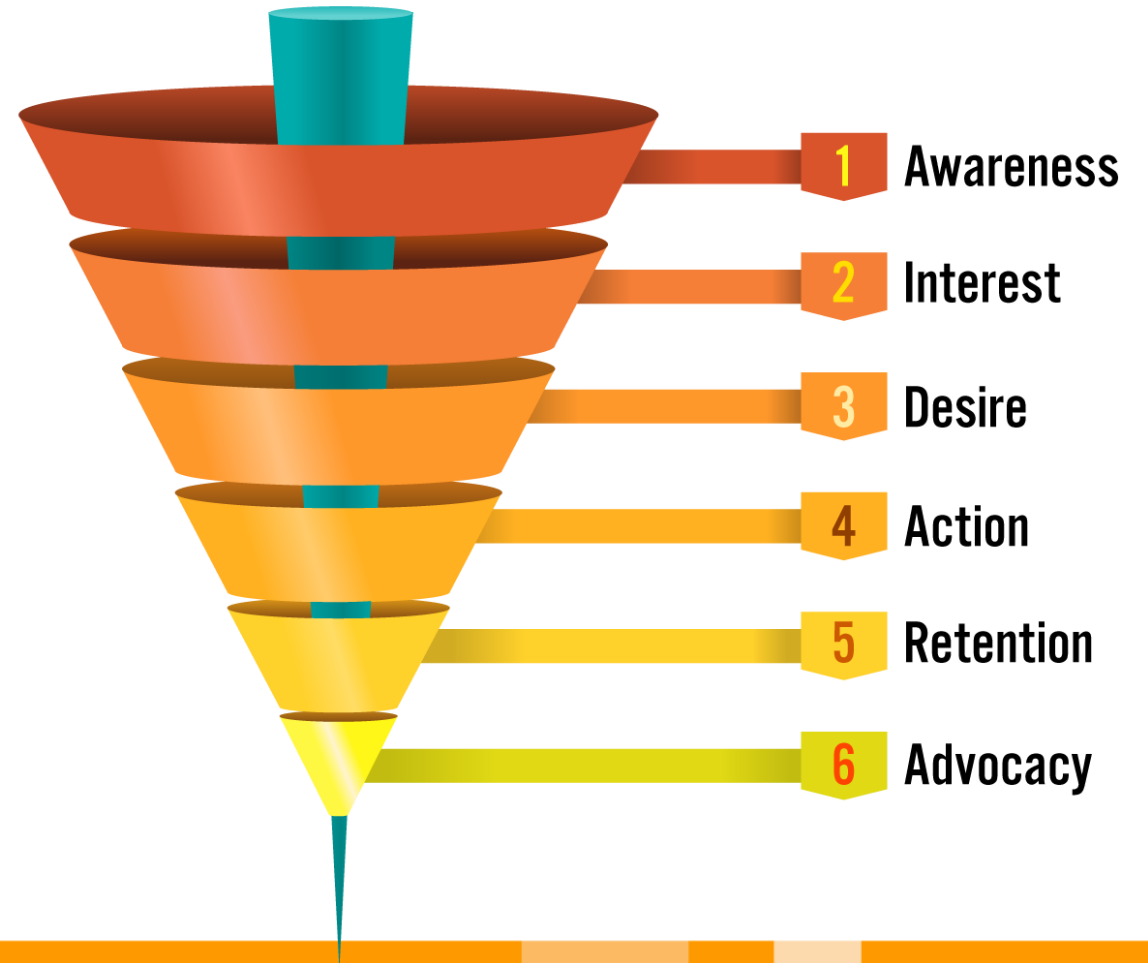
- **WHY** – What do you want to achieve?
- **WHAT** – What is your main point or idea?
- **HOW** – How do you say it in a compelling way?

Increase the Purpose

- **NOT:** Post about ABC on social media
- **INSTEAD:**
 - Grow brand awareness
 - Be seen as ABC (perception)
 - Drive people to take action

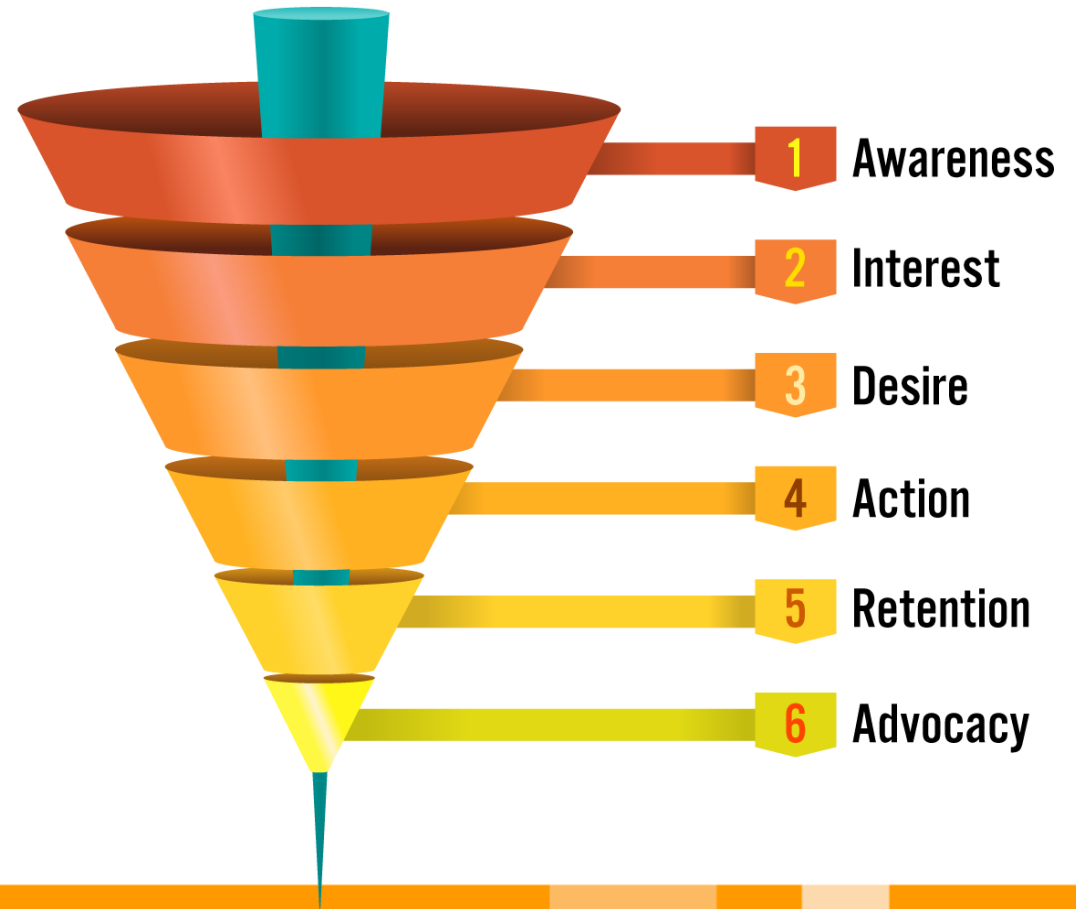
Define the GOAL of the Communication

- What is the business goal?
- What is the marketing strategy?
- EG:
 - Sell Certification -> Build Awareness
 - Sell Product X -> Be Famous for Benefit Y



Start with the GOAL of the Content

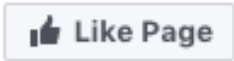
- NOT to share all the details
- What is the single outcome you want to achieve?



What you say

- Business goal
- Key communication point
 - SINGLE point

ONE PIECE OF CONTENT = ONE GOAL + ONE POINT



There's a better way to organize + execute your ENTIRE marketing strategy.



Social Media + Content Strategy = ALL In 1 Place

No more busywork. Execute faster and more effectively with CoSchedule for Marketing Teams. Start Free.

COSCHEDULE.COM/FREE-TRIAL



5 Comments



Taste of Belgium

November 1 at 4:45pm · 🌐



Our Pumpkin waffle is anything but basic.



👍 Like

💬 Comment

➦ Share





Athleta added 2 new photos.

October 26 at 5:00pm · 🌐



The perfect tight doesn't exi--

📷: Taylor Walker Fit



Products shown:



Criss Cross Sweatshirt
Athleta
\$69.00



Salutation 7/8 Tight
Athleta
\$79.00

Oreo
September 22 · 🌐

From aisle to smile, introducing new Cookie Butter flavored Oreo cookies.



Like Comment Share

Whole Foods Market
October 18 at 10:31pm · 🌐

"Jackson's Honest isn't a business, it is a mission." Learn more: <http://bit.ly/2gqnXPx>.



Like Comment Share

👍❤️👹 238 Top Comments ▾







Main Message = Consumer Centric

- What is in it for the audience?
- Why do they care?
- How does your main message influence their needs?

What are you actually trying to show?

What is the idea you are implanting in their head?



BOOT★CAMP Content Creation Tips
DIGITAL

Keep in mind.....

- Don't recreate marketing every time
- You can say the same thing in MANY different ways
 - Repurpose your winners
- Don't reinvent the wheel - Greatest HITS
 - Always on / Evergreen content
- OPTIMIZE – 50% of my marketing doesn't work



BOOT★CAMP Why Content Optimization?
DIGITAL

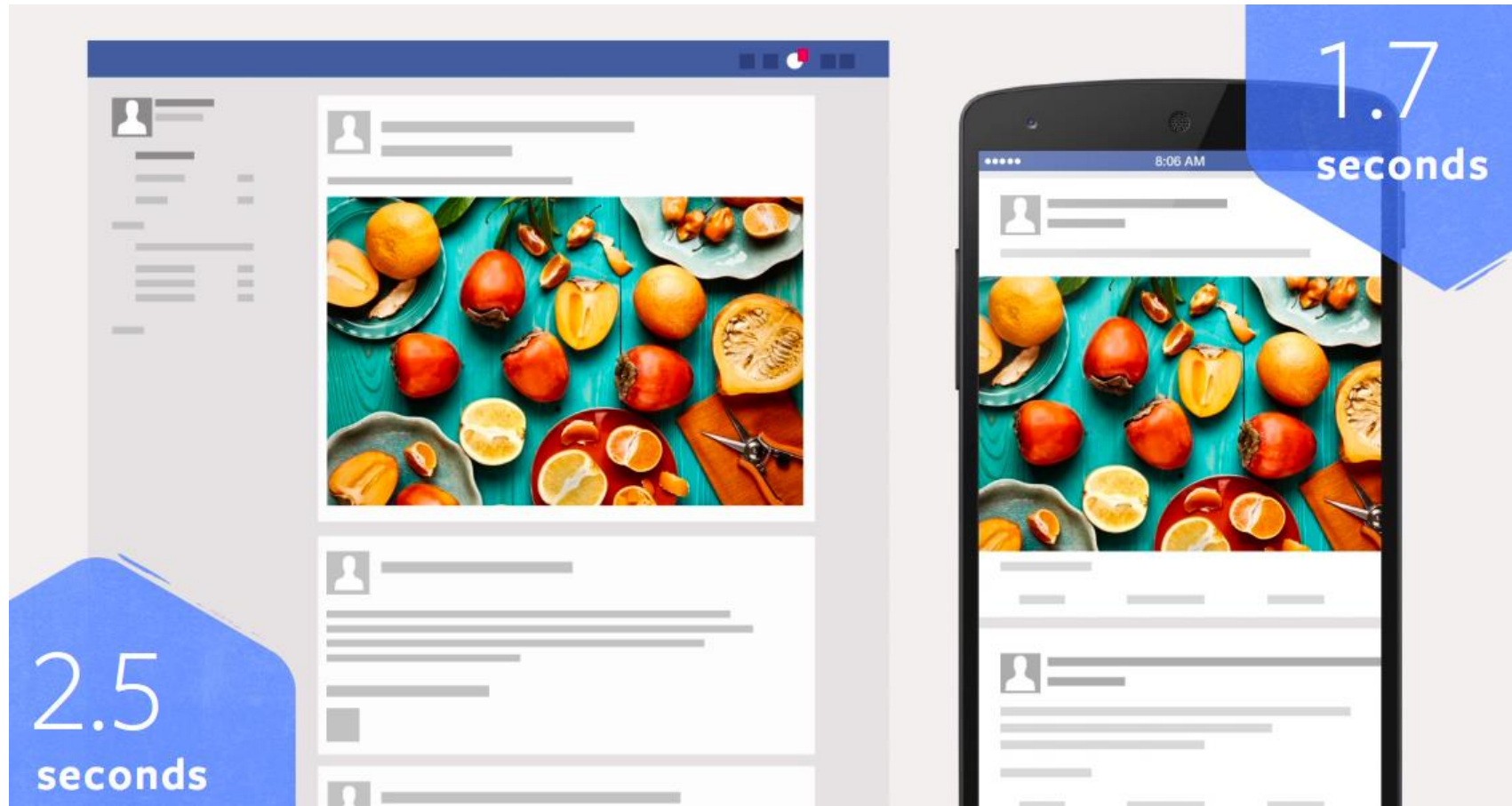
Thumb Stopping Power



Position Your Content Interestingly

- Stand out with thumb-stopping power to capture attention
- 4 Us
 - Unique
 - Urgent
 - Ultra-specific
 - Useful
- Entertainment
- WOW stats
- Newsjack / popular concept
- Story telling

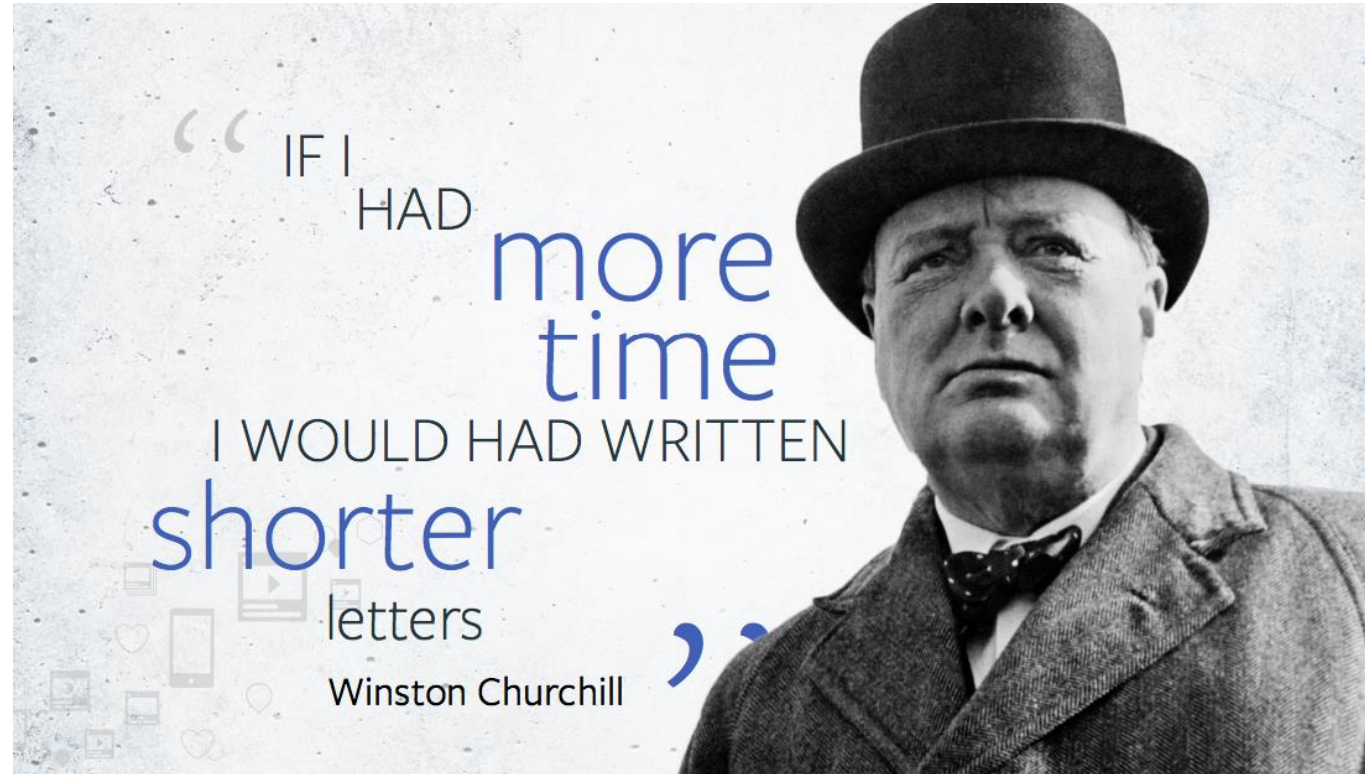
Mobile Newsfeed is FAST



Don't
Make me
THINK

Digital Content Optimization

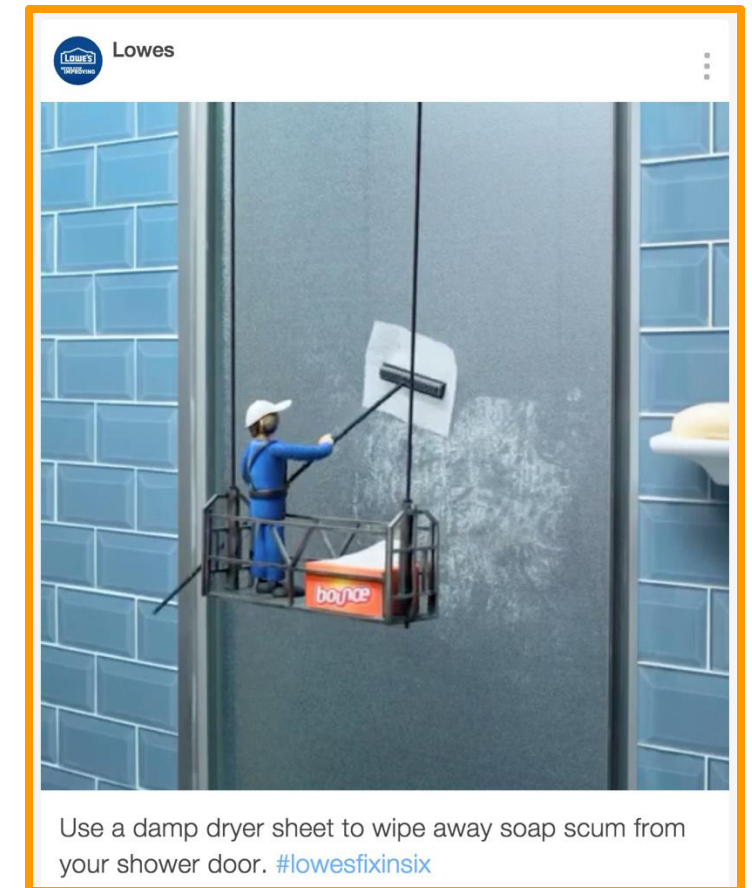
- Short
- Bite-Sized
- Well Organized
- Grab Attention Early
 - Thumb Stopping Power
- Clear Call to Action!



Short

- As short as possible when appropriate

Note: Longer content still has a place, but doesn't typically perform well.



For example....

DD Dunkin' Donuts

Calling all fans! Dunkin' is teaming up with Liverpool FC for a whole new level of fandom and fun. Join our team for upcoming LFC and Dunkin' giveaways, and some amazing one-of-a-kind experiences. #LFCReDDs



26,574 Views

Like · Comment · Share · 390 21 21

VS.




DD Dunkin' Donuts

Love at first sip.





Like · Comment · Share · 41,055 252 519

Which Message Would You Respond To?

 InMail · Expertise request
 - Hiring VP of Marketing in Cincinnati



Hi Krista,

I hope all is well and I apologize for the LinkedIn intrusion in advance...



I am a Sr. Recruiter with  Company and wanted to reach out to you for networking purposes. As you are well aware with your experience the local digital industry is an extremely small community. I am currently hiring a Vice President of Marketing for  the multi-platform, multi-source video company we recently acquired. We're looking for someone with experience growing brands and audience who is passionate about digital.

I'm curious if you are open to hearing more about these opportunities or if you know someone who would be. Any referrals of friends/acquaintances would be greatly appreciated. Please feel free to add me as a contact.

I appreciate your time.
Sincerely,




[Reply to message](#) [Not Interested](#)

 **Seeking a Social Media Director**


Hi Krista,

I am on the hunt for a Social Media Director for one of my clients. Your name was recently recommended to me. Are you interested in discussing a new opportunity?



[Reply to message](#)

Well Organized

- Line breaks
- Headers
- Bullets
- Emojis ;-)

Organize for SCANNERS,
not readers.

This TO That

✳️ **FACT:** Did you know that 70% of employers doubt their employees' ability to safely and effectively use AI? 🤖 It's time to bridge the gap between what we think we know and what we actually understand about AI. Sure, asking ChatGPT a question or copying text might seem straightforward. But when it comes to handling sensitive information, the responsibility falls on YOU! ⚠️ Protecting your company's data is crucial. Empower your team with the knowledge and tools they need to navigate AI safely and effectively. 🧰🔧 We're here to help! Get started with our FREE AI Readiness Assessment to gauge where you stand and what steps you can take to level up. 📊💡 #AI #DataSecurity #EmpowerYourTeam #AIReadinessAssessment

FACT: 70% of employers don't think their employees can safely use AI.

🤖 Think about it: most people just ask ChatGPT a question or copy and paste information.

BUT if you are copying sensitive information, that is on you!

☑️ YOU need to protect your company's data. ←

Here is a FREE AI Readiness assessment to help you see where you shape up.

#AI #DataSecurity
#EmpowerYourTeam
#AIReadinessAssessment

#1 Copy Writing Tip

**Write with
an Eraser.**



Which is Easier to Read?

Appropriate collusion (organizing the weaker side)

Businesses with power are prohibited from colluding with one another to set prices or other policies. For good reason. Public officials and economists realize that it's quite tempting for an [oligopoly](#) to work to artificially create scarcity or cooperate--it creates significant short term profits and hurts those without the power to do something about it.

(but that doesn't mean that [organizations](#) don't continually try anyway).

Organizations with power now use data mining and software [licenses](#) to gain ever more one-sided relationships with those they used to serve. They trade data about your [credit](#) and your surfing habits, among a thousand other things.

But what about the opposite? What about the power shift that could result from the disconnected masses working together to push organizations to make change or to limit their upsides? By banding together and coordinating information, they can prevent asymmetrical information and leverage from causing as much harm. What would happen if 10,000 [Wells Fargo](#) customers had found each other years ago?

Years ago, twenty of AOL's largest content providers got together (I think it was in a hot tub) at an event AOL was running. We exchanged information about our contracts, our advances and our royalty rates. As a result of the shared information, everyone who participated got a better deal the next time around. Coordination led to a shift in market power.

Kickstarter gives a small hint of this. A creator says to disconnected people--if enough of you get together and indicate an interest, we'll do this thing. This is also in the spirit of Fred Wilson's [Union 2.0](#). Organization creates market power.

But the internet can let us take this much further. It can create enforceable group dynamics and help people find one another. And once found, they can insist on policies and offerings that the powerful organization would never have proposed. And it turns out that this more equal engagement can help both sides in the long run.

This is particularly effective in high-value business to business settings, where a company might sell a very expensive service to 20 or 30 companies. Knowledge about the best deal and coordination of desired features can make a huge difference for all concerned. That's why computer user groups were so important back in the day.

What would happen if the 1,000 top high school football prospects all agreed not to play a few games unless colleges paid them for engaging in the health-endangering sport that makes these non-profits so much money they can afford to pay their coaches [millions](#) of dollars?

What would happen if the fifty cities in the running for Amazon's second HQ established a

What makes your sirens go off...

Somewhere, someone is doing something that got your attention, inciting you into action. Somewhere, someone is:

- Taking your share
- Wasting an opportunity
- Cutting ahead in line
- Suffering at the hands of bully
- Invading your territory
- Announcing a deadline
- Sharing breaking news
- Disrespecting your tribe
- Going hungry
- Whispering juicy gossip
- Misinterpreting your words
- Not being offered an opportunity
- Libeling a cause you believe in
- Living with loneliness
- Promising a shortcut
- The victim of cruelty
- Being cruel
- Giving something away
- Picking winners
- Asking for help

Which of these is your kind of urgent, a chance to take umbrage or perhaps, a call to action?

Which one turns our heads, gets our attention and breaks our rhythm?

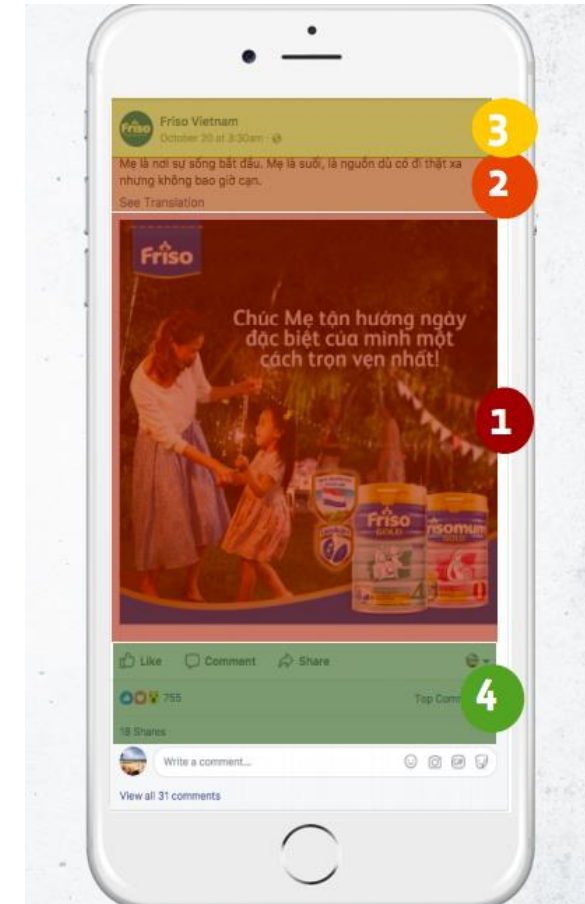
We notice what we care about and work hard to ignore the rest. You can change what you care about by changing what you notice.



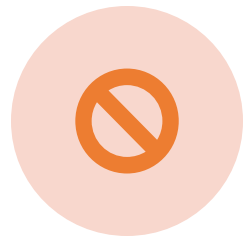
BOOT★CAMP Facebook Optimization
DIGITAL

Anatomy of a Post

- In priority order (based on eye-tracking data):
 - Creative:
 - Image
 - Video
 - Link
 - Text
 - Account
 - Social sharing



What Makes Copy BAD?



NOT SAYING
ANYTHING



TOO MANY
MESSAGES



FEATURES
DRIVEN



LACK OF
FOCUS



MARKETING
SPEAK

What is the Message?



Synapse

Sponsored · 🌐



Evaluate training requests, assign training projects, collaborate with SMEs, and create content all in a single platform! No more bottlenecks. Watch a demo to learn more!



See for yourself!

[WATCH A DEMO](#)

5 minutes could save you hundred...

What are you waiting f...

[Learn More](#)

"It was so easy to invite new SMEs into the system to start collaborating. They could see everything that we already had and everything that we were trying to accomplish in one place."

Pinnacol Assurance, Client

Trusted by innovative brands.

... Big and small.

[Learn More](#)

It's
L&
ge



Your ham

A pla

Like

Comment

Share



What is the Message?

Up to 60% less ...
Just for customers. Just today.



BEFORE YOU CREATE!!!!

What is my objective?

What do I want them to do, think or feel

What is my point?
(communication objective)

What is the **ONE THING** I am really trying to say

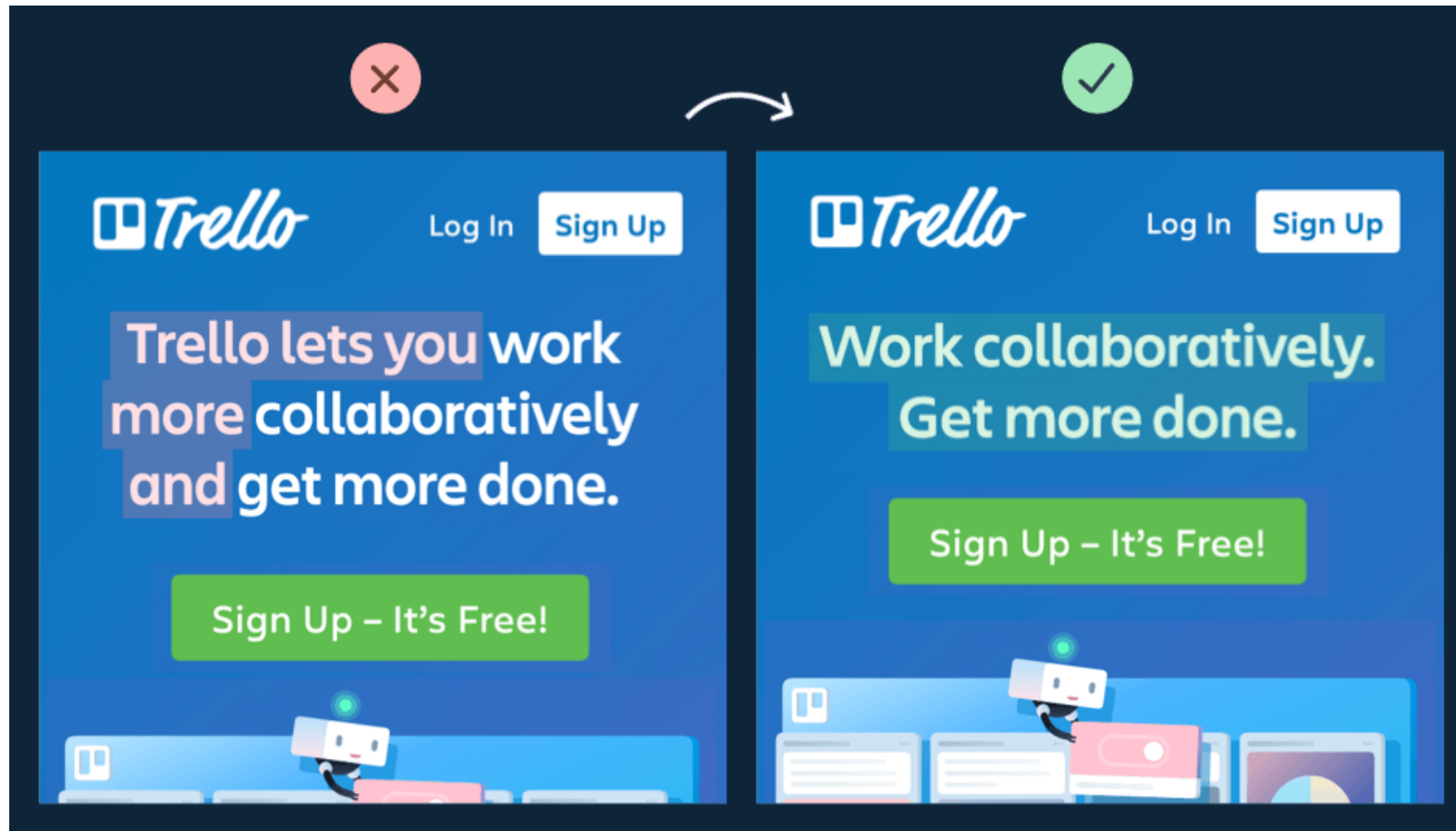
PRO TIP: Read out loud

- Difficult to say = difficult to read

PRO TIP: No Marketing Speak

- Don't talk about yourself in the third person
- Businesses don't emote
- People don't care that you are excited
- Avoid jargon

Write with your Eraser



Focus on THEM

The image shows a comparison between two advertisements for the iPod. The left advertisement is marked with a red 'X' and features the text "The worlds first portable digital media player." in a pink box. The right advertisement is marked with a green checkmark and features the text "1,000 songs in your pocket." in a green box. Both ads show a white iPod with its screen displaying the Apple logo. A white arrow points from the left ad to the right ad, indicating a transition or preference.

Active Voice

✗ Passive

✓ Active

A stupid person has to
make sure it is kept simple.

Keep it simple, stupid.

it's being loved by me

i'm lovin' it

**Bigger fish will be
fried by me**

**I've got bigger
fish to fry**

Consider Subtlety + Story



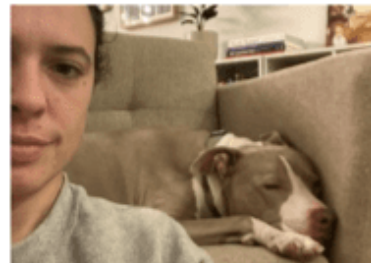
To our valued customers,

As efforts to contain COVID-19 continue, we hope you're supported in taking every measure to protect your health.

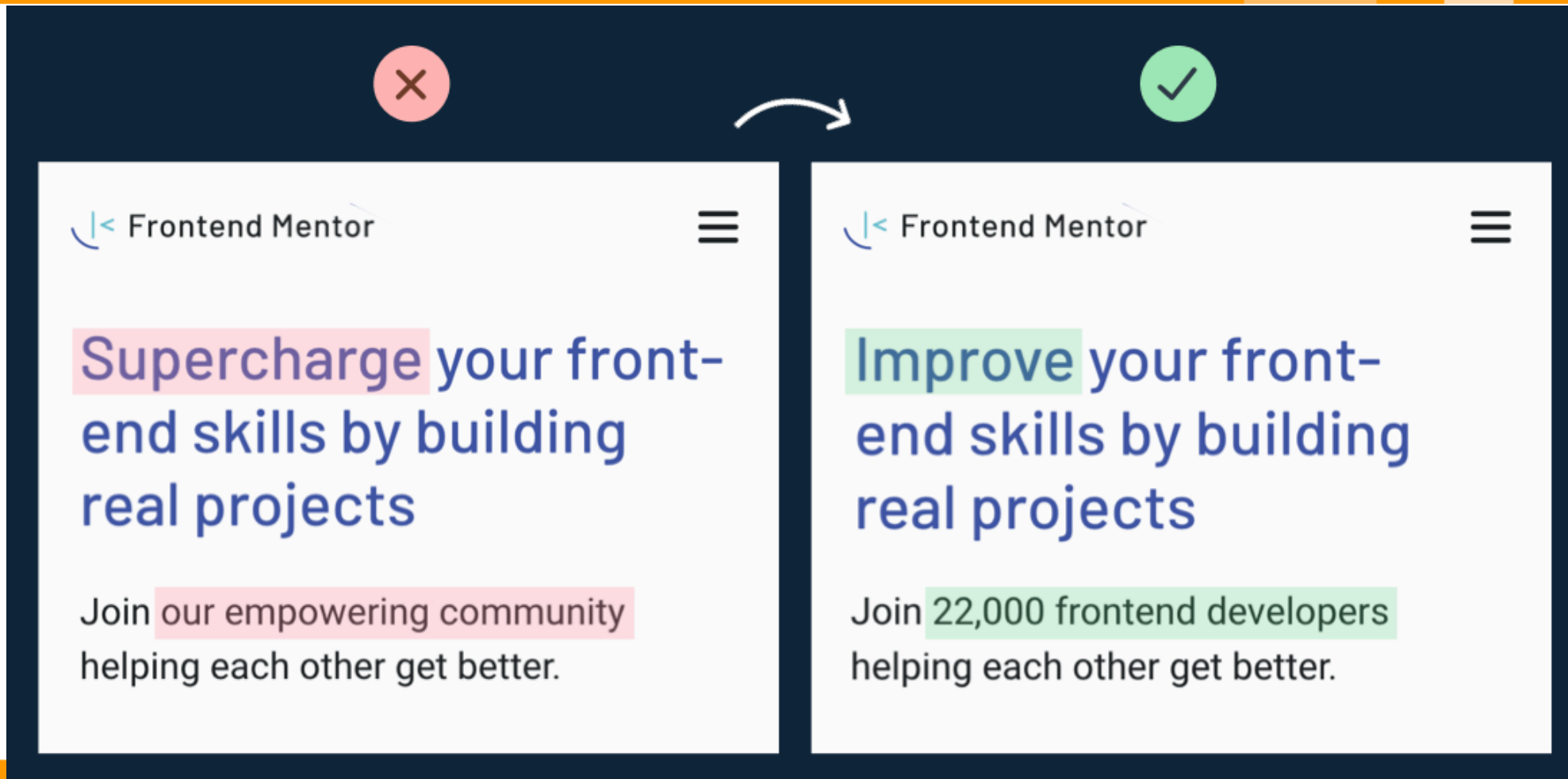


Melanie here, CEO of Andie

I'm writing to you from my living room as my dog Sara proofreads – we're both working from home today.



Be Specific



Frontend Mentor

Supercharge your front-end skills by building real projects

Join our empowering community helping each other get better.

Frontend Mentor

Improve your front-end skills by building real projects

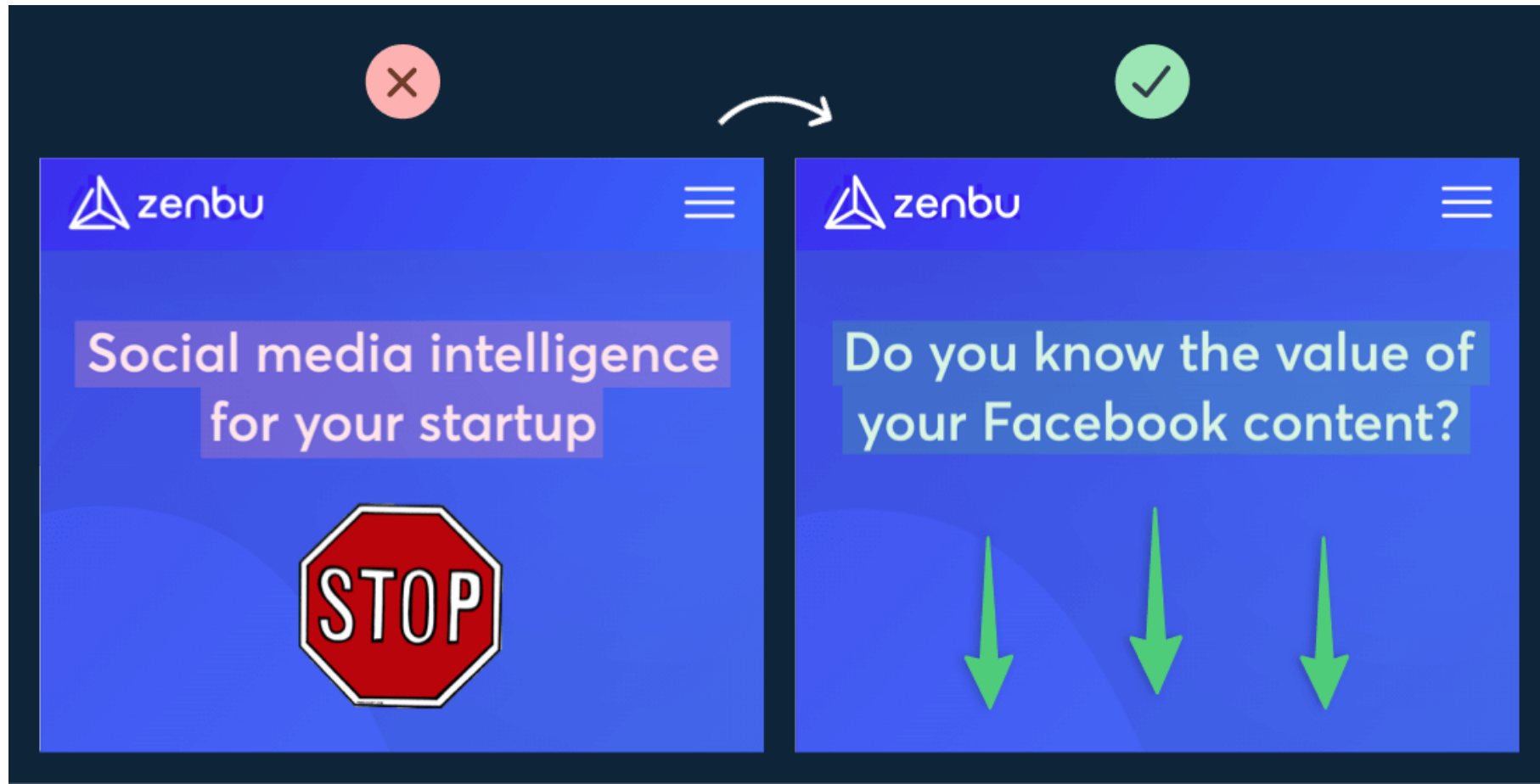
Join 22,000 frontend developers helping each other get better.

Write how you talk

Before Basecamp: The boss is wondering how he'll quickly transition the team to remote work. Employees are stressed, work feels disparate, projects are stagnating, and it's tough to visualise + manage everything.

Before Basecamp: You're wondering how you'll quickly transition your team to remote work. People are stressed, work feels scattered, projects are slipping, and it's tough to see + manage everything.

Clarity



Scannable



I feel sorry for this ad. It's well written. Lots of short sentences. All flowing into each other. But unfortunately, you're reading it second. Or perhaps, not at all. Let me explain. Before your brain *reads* anything your eyes *scan* it. Your eyes then call up your brain and say either "Hey, this looks easy to read!" or "Don't go there soldier". When you dump a lot of words into one long mega-paragraph it's the latter. Your eyes say, "Stay away". Your brain says "Roger that". And no matter how good the copy is, it won't get read.



Everyone scans!

You see, everyone scans the page before they commit to reading the whole thing.

So keep it light!

They think how does this *feel* to my eyes? "Easy" or "Damn that's a lot of words".

And suck 'em in!

"Easy" sucks you in. And before you know it, you've read the whole ad!

First Line Matters Most



Jawzrsized

Sponsored ·

We focus on nearly every muscle in our body, yet neglect the one area we value most, our face.

With Jawzrsized, it just takes just 5 minutes every day to exercise the muscles ... [See more](#)



Jawzrsized

Sponsored ·

Your face has 43 muscles. Don't neglect them.

With Jawzrsized, it just takes just 5 minutes every day to exercise the muscles ... [See more](#)

Inspire Action

The image shows two side-by-side screenshots of a Drift chatbot interface, illustrating a change in the call to action (CTA) button. The left screenshot is marked with a red 'X' in a circle, indicating it is the less effective version. It features the text "Connect Your Sales Teams With Your Future Customers" and a blue button labeled "REQUEST A DEMO". The right screenshot is marked with a green checkmark in a circle, indicating it is the more effective version. It features the same text but with the word "NOW" in a pink box added to the end of the headline, and a blue button labeled "SEE DRIFT ON YOUR SITE". A red line connects the "REQUEST A DEMO" button to the "SEE DRIFT ON YOUR SITE" button, highlighting the change. A white arrow points from the left version to the right version, suggesting a transition or improvement.



Adam Grant (He/Him) ·  · Following

Organizational psychologist at Wharton, #1 NYT bestselling author of THINK ...

4h · Edited · 

10 years ago, I published my first book, Give and Take. If I were rewriting it now, here's what I'd add: <https://lnkd.in/egTqQRBa>



Adam Grant 

@AdamMGrant

Success is not about winning a competition. It's about making a contribution.

Takers aim to be better than others. Givers strive to bring out the best in others.

The most meaningful way to succeed is to help others succeed.



Ital Florist Limited

August 27 at 12:01PM · 🌐



Buzz buzz, it's Just Because Day! 🐝🌸 Why not bee extra sweet and send some flowers? Whether it's to say "thanks for being you" or just to remind them they're loved, blooms make everything better. 🍯



Social Text

- Content should be consistent with brand visuals and personality/tone
- Single clear communication point
- Let the visual do the heavy lifting
- Attention spans are short – create “bite sized” messages



Master Florist

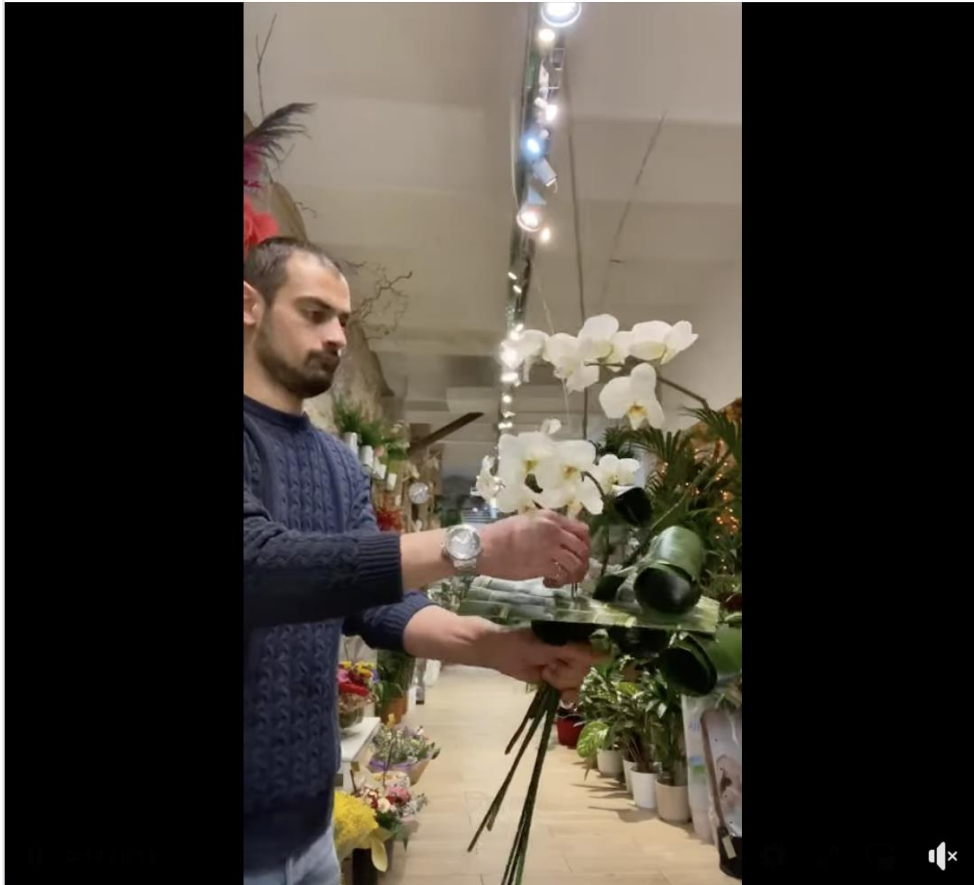
February 7, 2022 · 🌐

Let the beauty of of what you love be what you do 🌟

🌸👤: By Musho

Follow us on Instagram: www.instagram.com/masterflorists

#m... See more



👍❤️ 9K

237 comments 813 shares

Social Text

- Keep it short - eliminate unnecessary text
- Grab attention with interesting content that draws people in
- Focus on the first sentence
- Hashtags increase reach
- Tag other accounts
- Emojis drive visual appeal

Social Images



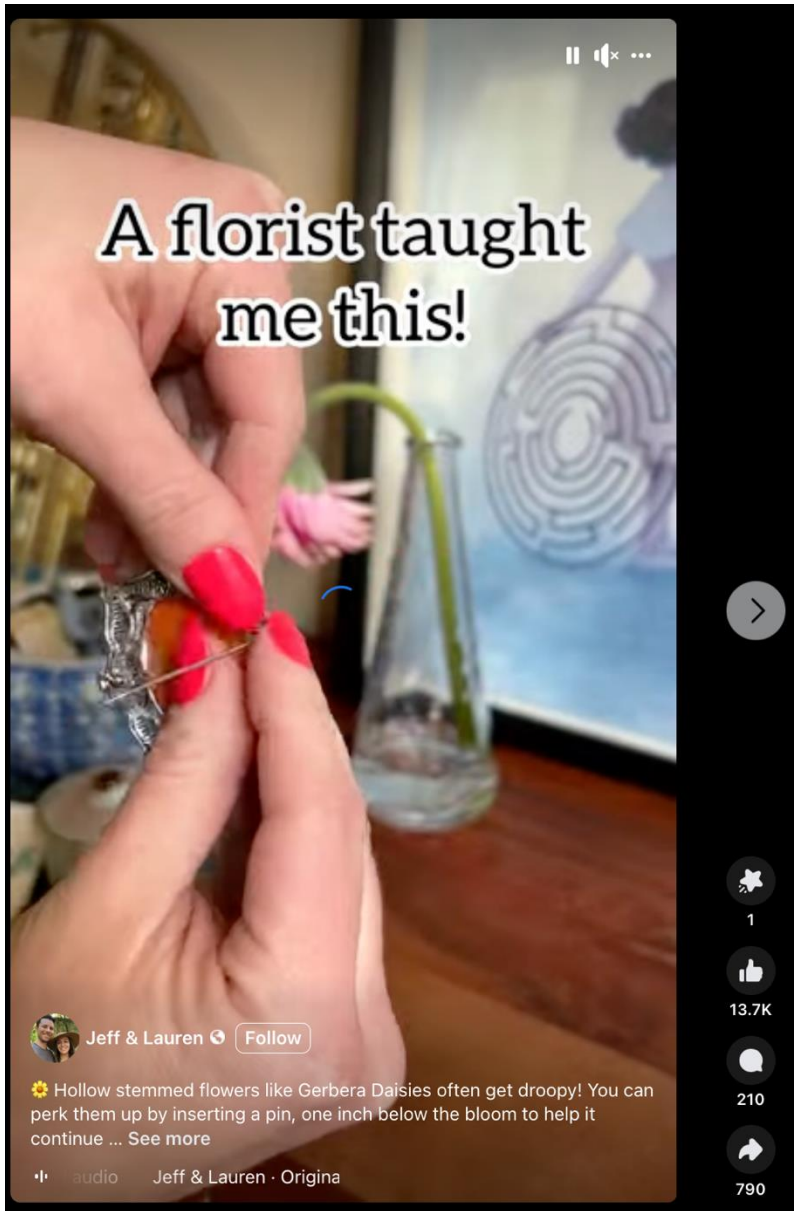
- Visuals should have a single clear focal point.
- Apply the rule of thirds for the focal point.
- Visual consistent with brand.
- Incorporate product or brand in a natural & relevant way.
- Don't over brand every post, but try to include the brand in context.



Social Images

- Less is more. Reduce text and visual clutter.
- Color contrast captures attention.
- Authentic photos stand out more in social newsfeeds.
- A Picture is Worth 1,000 Words – Let the image tell your story. Choose images that are relevant and communicate visually what you are trying to say, instead of

text



Social Videos

- NEVER start with a logo build – get straight to the point
- Branding + key communication message in three seconds
- Square video (or vertical)
- Brand in first three seconds
- Works without audio (captions)

Social Videos



How to Keep Cut Flowers Fresh and ...

980 views



How to make your roses last for days!

48K views



Keep your fresh flowers longer with these tips

120K views



Make your flowers last longer #shorts

391K views

- Fast cut/fast moving images & scenes
- Brand visible for over half duration
- Product integrated into video concept in a relevant way
- Reveal message in first ten seconds
- Consistent with brand visual image, tone and personality
- Integrate the product or brand into the video
- Single, clear message (don't explain too

Let's Connect!



**Krista
Neher**

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Krista Neher



@KristaNeher

Training
Strategy
Speaking
Consulting



Boot Camp Digital



#BootCampDigital



Boot Camp Digital



@BootCampDigital