

9 Ingredients To Bake Your Social Media & Content Marketing Strategy



- 1. Ensure social media and content marketing strategy is added at the right time in the planning process – and that’s never at the end.**
- 2. Let internal stakeholders customize and adapt the foundational social media and content strategy – not create it from scratch**
- 3. Use only the best ingredients for your content. – video, graphics, storytelling copy.**
- 4. Make content that ‘tastes good’ for your variety fo customers.**
- 5. Create content in smaller and ‘snackable’ formats so your prospects can sample – and then commit.**
- 6. Think off your social media & content strategy as a baking production line – everyone has a role.**
- 7. Make sure to have the right resources to create your social strategy, measure it and optimize your operation.**
- 8. Sometimes when you want to make your point It’s all about the presentation.**
- 9. Make it easy for audiences to find you – and deepen their relationship with you**

