

WELCOME

# Creating Content to Engage Customers on Social Media

Thursday, April 8, 2021



# Ingrid Deon, Owner, word-craft

- Ingrid Deon specializes in social media strategy and content creation
- Started her career as a newspaper and radio reporter
- Ingrid made the switch to social media five years ago, working for the digital agency, Colour.
- She started her own business in 2019 and currently works with clients such as Nestlé Canada, Kraft-Heinz Canada, Manulife Bank, The Opulent Alpaca and D'Eon Oysters.



# Creating Content to Engage Customers on Social Media

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**Identify your  
target audience**

# Ideal customer

## What's their . . .

- Name
- Age range
- Location
- Interests
- Hobbies
- Work
- Income
- Important life events

# Ideal customer

***What are they struggling with?***

What are their pain points?

***What are their desires?***

What do they need?

***How can you help?***

How does your product or service help them solve their pain points and bring them closer to their desires?



# Ideal customer

Share success stories from  
satisfied customers



# Ideal customer

## **SPEAK THEIR LANGUAGE**

*Tailor your language to the social  
platform*





# **What to post and where?**



# Facebook

- ***Videos***
- ***Live videos***
- ***Links to your blog posts***
- ***Links to third party content***
- ***Events***

# Instagram

- *Beautiful photos*
- *Inspirational quotes*
- *IG Stories*
- *Reels*





# LinkedIn

- *Job and career info*
- *Company news*
- *Professional content*

# TikTok

- *Dancing and movement*
- *Tips*
- *Spin-off of trends*
- *Tutorials*
- *Comedy*



# Keep it short and simple

## *Simple language*

No higher than an 8th grade level

## *Use bullet points*

Easy to read

## *Check your spelling*

Read out loud or get a second opinion



# **Add a Call To Action (CTA)**

*Tell your audience what you want  
them to do*

# Avoid promotional CTAs

***Instead of "Comment below"***

Use "Let us know what you think"


***Instead of "Like this post"***

Use "Double tap if you agree"

***Instead of "Tag a friend"***

Use "Drop an emoji below"





# Posts that start a conversation get more engagement

*Should . . .*

*Would . . .*

*Which . . .*

*Who . . .*





# **Answer everything**

except spam and trolls!

***Treat social media comments  
as you would treat an in-person  
interaction***

And hide, don't delete



# Increasing engagement

- *Use engagement tools*
- *Post regularly, consistently and with purpose*

# Proactive engagement

- *Engage with influencers in your industry*
- *Engage with other businesses in your local area*
- *Follow relevant hashtags*
- *Like/comment on 5-15 posts/day*
- *Offer freebies to fans of competitors*





# Share your posts to groups

## Facebook Groups

Business Groups

Industry Groups

Event Groups

Promotion Groups

Groups that your ideal customer belongs to

# Thank you

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# UPCOMING WEBINARS

## **Succeeding and Growing your Business in Challenging Times**

- Date: Thursday, April 15, 2021
- Time: 10:00 a.m. to 11:00 a.m. Atlantic Time
- Delivered by: Matt Symes, CEO, Symplicity Designs
- Free for anyone to join

<https://tourismns.ca/webinar-series>

# UPCOMING WEBINARS

## Join us for our Spring Tune-Up Webinar Series

- Each Thursday in April will feature a new webinar on topics designed to help your business prepare to welcome visitors.
- Time: 10:00 a.m. to 11:00 a.m. Atlantic Time
- Upcoming Topics: Succeeding in Challenging Times, Packaging and Promotion, Health and Safety and Smartphone Photography

<https://tourismns.ca/webinar-series>



# TOURISM NOVA SCOTIA PROGRAMMING

## Website Bootcamp Program

- Build your own new mobile-friendly website with web developer support, and learn the skills to create and maintain effective web content.
- Workshop: May 4-5, 2021
- Program Application Deadline: Monday, April 12, 2021 at 4pm
- \$150 fee per participant

<https://tourismns.ca/programs/website-bootcamp-program>

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