

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.





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Identify your target audience

What's their ...

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

Ideal customer



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

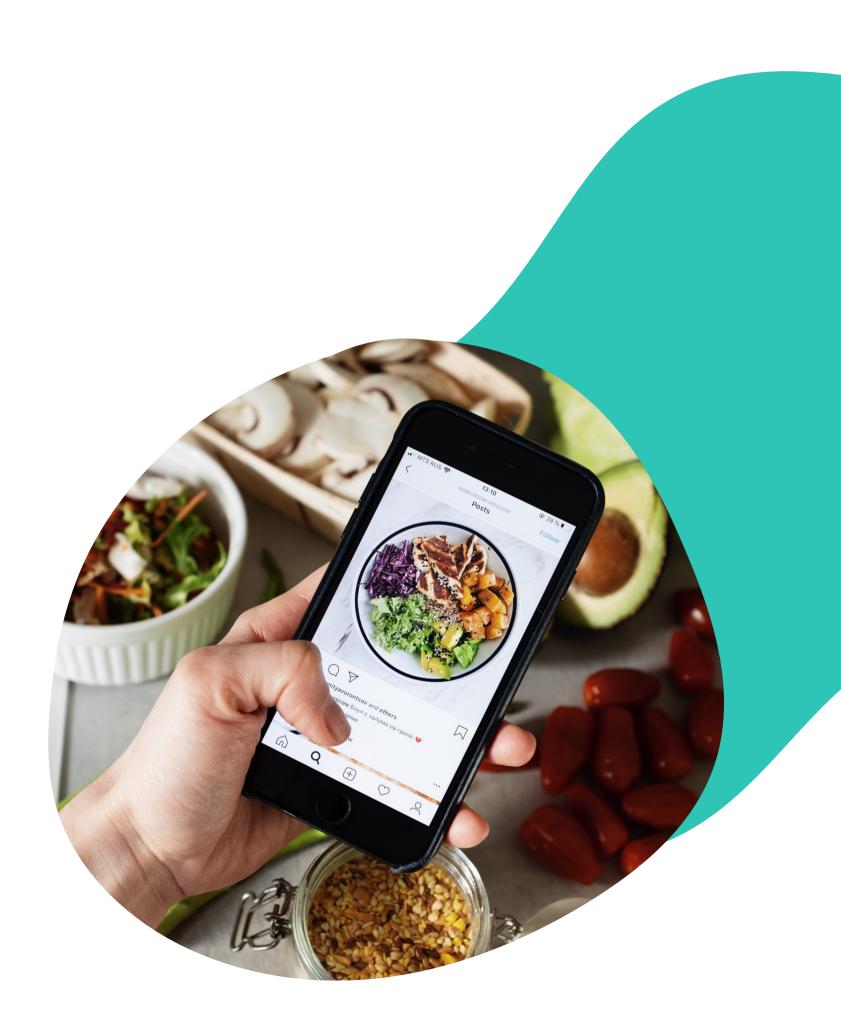
- Videos
- Live videos

- Events

 Links to your blog posts • Links to third party content

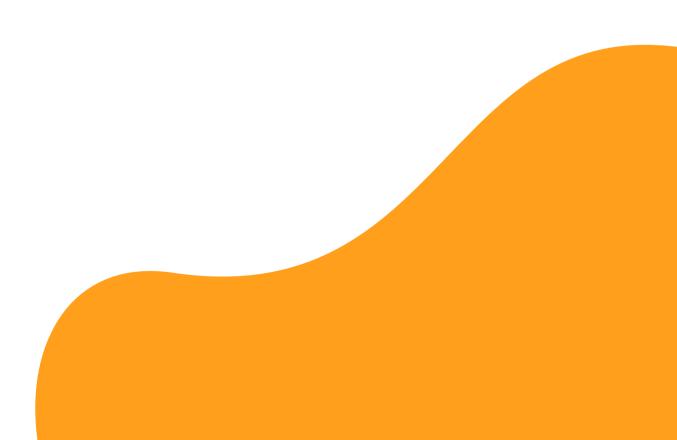
Instagram

- Beautiful photos
- Inspirational quotes
- IG Stories
- Reels



- Job and career info
- Company news
- Professional content

LinkedIn





- Tips
- Tutorials
- Comedy

TikTok

• Dancing and movement

• Spin-off of trends

Keep it short and simple

Sim

Use Easy

Reac

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...



interaction

And hide, don't delete

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





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

industry Nyour local area

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Facebook Groups

Business Groups

Industry Groups

Event Groups

Promotion Groups

Groups that your ideal customer belongs to

Share your posts to groups



@wordcraftingrid

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





STAY CONNECTED!

- Contact Business Development
 <u>TNSBusiness@novascotia.ca</u>
- Newsletter
 Sign-up for *inTouch*
- Twitter
 Follow @TourismNS
- LinkedIn
 Follow Tourism Nova Scotia
- Website Visit tourismns.ca
- COVID-19 Resources
 tourismns.ca/coronavirus

