

# The Latest in Social Media: Content Creation and Integrated Marketing

## Defining Terms

### **Integrated Marketing Communication (IMC):**

Delivering a consistent and unified brand message across all media channels.

*“Consistent branding across all channels increases revenue by 23%” - [Forbes](#).*

### **Traditional Media** - One-way communication

Examples:

- TV commercials
- Radio ads
- Newspapers
- Magazine ads
- Press Releases
- Direct mail

### **New Media** - Two-way communication

Examples:

- Social media
- Blogs
- Live-streaming
- Wikis
- YouTube

### **Content Marketing:**

Creating and sharing content to engage a specific and targeted audience.

## **Questions to Ask *Before* Posting on Social Media:**

- Do I believe in it (*as a brand*)?
- Does it add value?
- Is it visually attractive?
- What are the objections?
- Am I willing to spend time defending it?

# 10 Steps of Integrated Marketing

aka How We Serve and Love Others

**Step # 1:** \_\_\_\_\_

We feel loved when we: \_\_\_\_\_

*Notes:* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Step # 2:** \_\_\_\_\_

We feel loved when we: \_\_\_\_\_

*Notes:* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Step # 3:** \_\_\_\_\_

We feel loved when we: \_\_\_\_\_

*Notes:* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Step # 4:** \_\_\_\_\_

We feel loved when we: \_\_\_\_\_

*Notes:* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Step # 5:** \_\_\_\_\_

We feel loved when we: \_\_\_\_\_

*Notes:* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Step # 6:** \_\_\_\_\_

We feel loved when we: \_\_\_\_\_

*Notes:* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Step # 7:** \_\_\_\_\_

We feel loved when we: \_\_\_\_\_

Notes: \_\_\_\_\_

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**Step # 8:** \_\_\_\_\_

We feel loved when we: \_\_\_\_\_

Notes: \_\_\_\_\_

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**Step # 9:** \_\_\_\_\_

We feel loved when we: \_\_\_\_\_

Notes: \_\_\_\_\_

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**Step # 10:** \_\_\_\_\_

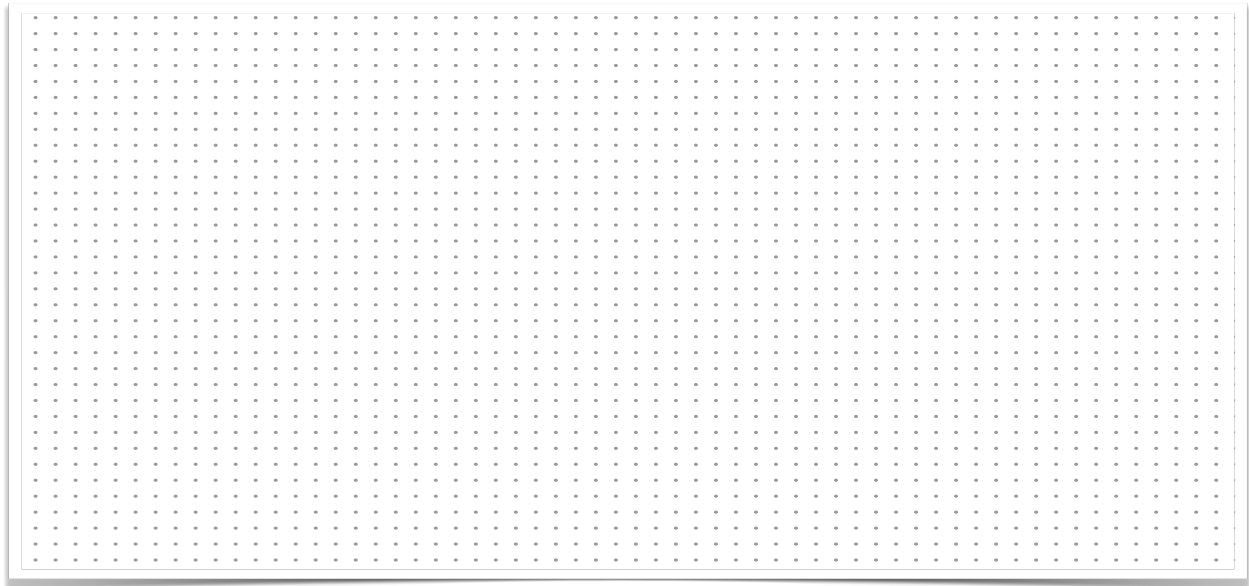
We feel loved when we: \_\_\_\_\_

Notes: \_\_\_\_\_

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Notes:



## Strategies & Tactics

### **Strategy: Facebook**

Tactic 1: \_\_\_\_\_

Tactic 2: \_\_\_\_\_

### **Strategy: Instagram**

Tactic 1: \_\_\_\_\_

Tactic 2: \_\_\_\_\_

### **Strategy: Tik Tok**

Tactic 1: \_\_\_\_\_

Tactic 2: \_\_\_\_\_

### **Strategy: YouTube**

Tactic 1: \_\_\_\_\_

Tactic 2: \_\_\_\_\_

### **Strategy: Twitter**

Tactic 1: \_\_\_\_\_

Tactic 2: \_\_\_\_\_

### **Strategy: Pinterest**

Tactic 1: \_\_\_\_\_

Tactic 2: \_\_\_\_\_

### **Strategy: LinkedIn**

Tactic 1: \_\_\_\_\_

Tactic 2: \_\_\_\_\_

**Strategy: Articles / Blog Posts**

Tactic 1: \_\_\_\_\_

Tactic 2: \_\_\_\_\_

Tactic 3: \_\_\_\_\_

Tactic 4: \_\_\_\_\_

**Strategy: Email Marketing**

Tactic 1: \_\_\_\_\_

Tactic 2: \_\_\_\_\_

Tactic 3: \_\_\_\_\_

Tactic 4: \_\_\_\_\_

**It's Time to Niche!!!!**

**Content Three:**

Three umbrella categories that define you as a brand. Under each category, list the specifics of what that category means to you.

Example:

Category #1: Writing

Nonfiction / Devotionals

Young Adult

Writing process

Author tools

<b>Category 1:</b> _____ • _____ • _____ • _____	<b>Category 2:</b> _____ • _____ • _____ • _____	<b>Category 3:</b> _____ • _____ • _____ • _____
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## G.R.A.C.E. Campaigns for Marketing & PR

The acronym is often a RACE acronym for PR, and in fact, if you Google that exact phrase, you'll find a lot of information on how to create a campaign. I like the "goals" portion, so I choose to use GRACE. Also, I've bulleted the words into the action statement for effect, but the actual acronym stands for **G**oals, **R**esearch, **A**ction, **C**ommunication, and **E**valuation.

**Goal:** [quantitative data & timeframe]

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**Research:** [active listening]

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**Act (planning):** [create & schedule]

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**Communicate:** [timeframe starts]

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**Evaluate:** [analytics]

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# Resources

*I'm often asked about the tools I use. Some links might be affiliate links, but I only recommend products that I love. Enjoy!*

## Tools to Try:

- Websites - [WordPress.org](https://WordPress.org) (self-hosted)
- Hosting provider - [Bluehost](https://Bluehost.com)
- Email Service Provider - [ConvertKit](https://ConvertKit.com)
- Social Media Scheduler - [MeetEdgar](https://MeetEdgar.com) & Facebook's Creator Studio
- Graphic creation / 3-D covers - [Book Brush](https://BookBrush.com)
- Photo Editing - [Canva for Work](https://Canva.com) (Pro)
- Stock photos - [HauteStock.ca](https://HauteStock.ca)
- Planners - Happy Planners!!!
- Landing pages and opt-in marketing outside of your ESP - [LeadPages](https://LeadPages.com)
- Customer Management - [17Hats](https://17Hats.com)

How to do a "Content Three" and #Bookstagram account well:

- Abby, [@CrimeByTheBook](https://www.instagram.com/CrimeByTheBook) (IG)
- [@BrunchWithBabs](https://www.instagram.com/BrunchWithBabs) (IG & Tik Tok)
- [@JillComesClean](https://www.instagram.com/JillComesClean) (IG)
- [@MelanieMRedd](https://www.instagram.com/MelanieMRedd)

## Helpful links:

- [Brand Marketing Masterclass from Red Bull](#)
- [Integrated Marketing Customer Experience](#)
- [8 Key Components of Integrated Marketing](#)
- [The complete guide to post distribution for marketers](#)
- [7 BigCommerce Marketing Apps We Love](#)

## Books to Read:

- *[Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World](#)* by Gary Vaynerchuk
- *[Fascinate: How to Make Your Brand Impossible to Resist](#)* by Sally Hogshead
- *[How the World Sees You: Discover Your Highest Value Through the Science of Fascination](#)* by Sally Hogshead
- *[Crushing It!: How Great Entrepreneurs Build Their Business and Influence-and How You Can, Too](#)* by Gary Vaynerchuk
- *[YOU are a Brand! In Person and Online, How Smart People Brand Themselves For Business Success](#)* by Catherine Kaputa
- *[Likeable Social Media: How To Delight Your Customers, Create an Irresistible Brand, & Be Generally Amazing On All Social Networks That Matter](#)* by Dave Kerpen