

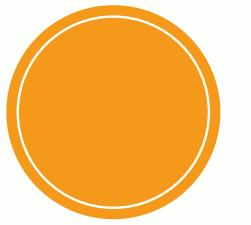
Social Media Strategy & Social Media Content Marketing

Materi ini adalah bagian dari kursus Re.Search
Tidak untuk disebarluaskan dan dikomersialkan



Sekarang, yuk, bahas soal

Strategi awal dalam pelaksanaan SMM!

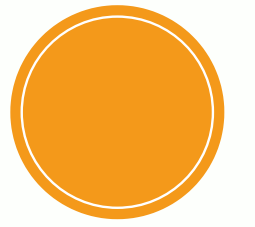


Sudah tau platform yang ingin kamu gunakan?

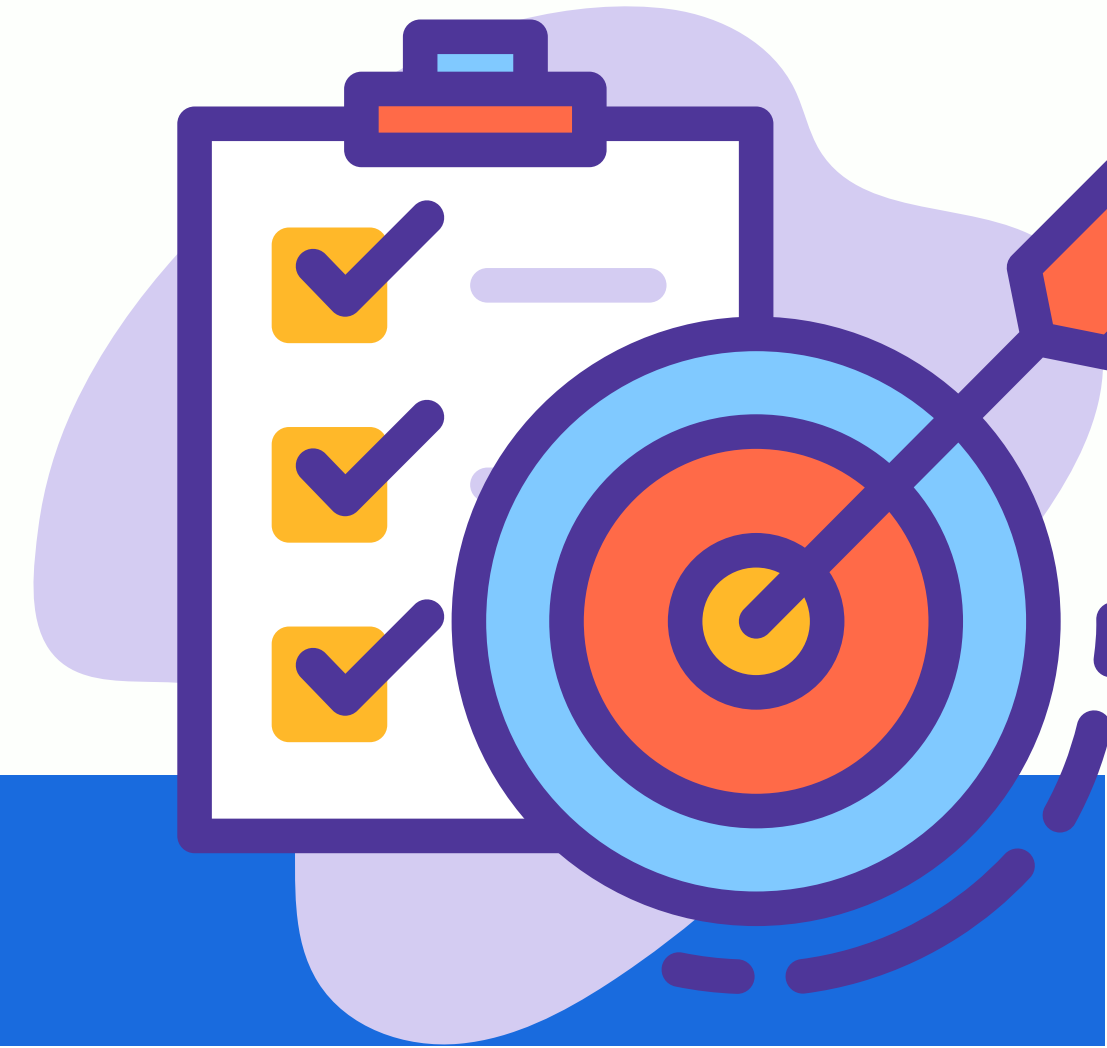
Sudah set up akun sosmed-nya?

Sudah tentukan apa goals/tujuan yang mau dicapai lewat media sosial?





- Hanya untuk brand awareness dan semakin dikenal?
- Meningkatkan kunjungan atau traffic website?
- Mencari anggota komunitas baru untuk bergabung dengan komunitasmu?
- Atau yang lainnya?



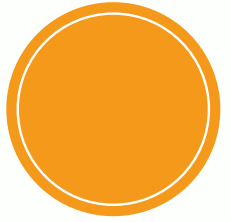
**Tapi sebelumnya,
tentukan dulu
audiens kamu!**



Audiens

- Buat persona audiens yang sesuai dengan target dan tujuan brand kamu berupa audiens fiktif yang menjadi target organisasimu berikut dengan informasi yang spesifik mengenai mereka untuk membantuk pembentukan *branding* dari organisasimu.





Who	Key Characteristics	Social behaviour
<ul style="list-style-type: none">• Job• Marital status• Age• Gender• Location• Income bracket	<ul style="list-style-type: none">• Hobbies• Interests• Attitude to your industry (actively involved, keen user, necessity)• Attitude to your brand (i.e. very engaged, indifferent, transient)	<ul style="list-style-type: none">• Why are they using social media? (Browsing, job hunting, networking, looking for information, looking for inspiration)• Are they likely to be prolific users of social?• Platform preferences – if known (facebook, twitter, instagram)

Clark Andrews

Friendly Clever

Go-Getter

Age: 32
Work: Software Developer
Family: Single
Location: San Jose, CA
Character: The Computer Nerd



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Motivation



Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

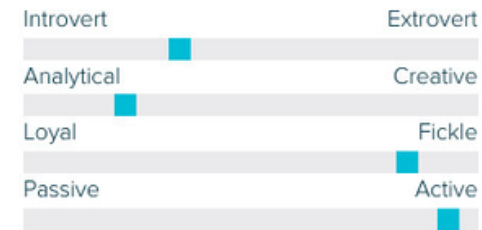
Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

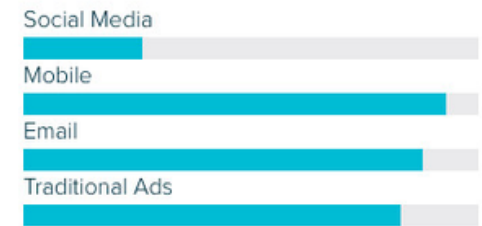
Bio

Clark is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Clark wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

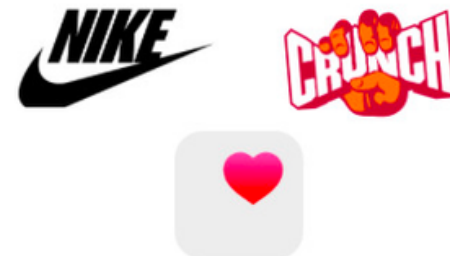
Personality



Preferred Channels



Brands



Julia's Cafe / Ideal User Persona

Janelle Robinson

Age: 26
Status: Undergraduate

Customer Profile: A busy PhD Student who needs a quiet place to study and read without distractions. She spends a lot of time on campus, refuels often and is a major coffee lover. She is the ideal customer for Julia's Cafe. She wants to receive quick and professional service; order online from her smartphone to avoid lineups, and not deal with over-conversational staff members.

Motivations

- High quality, strong coffee.
- Quiet atmosphere for studying.
- On or close to the college campus.

Frustrations

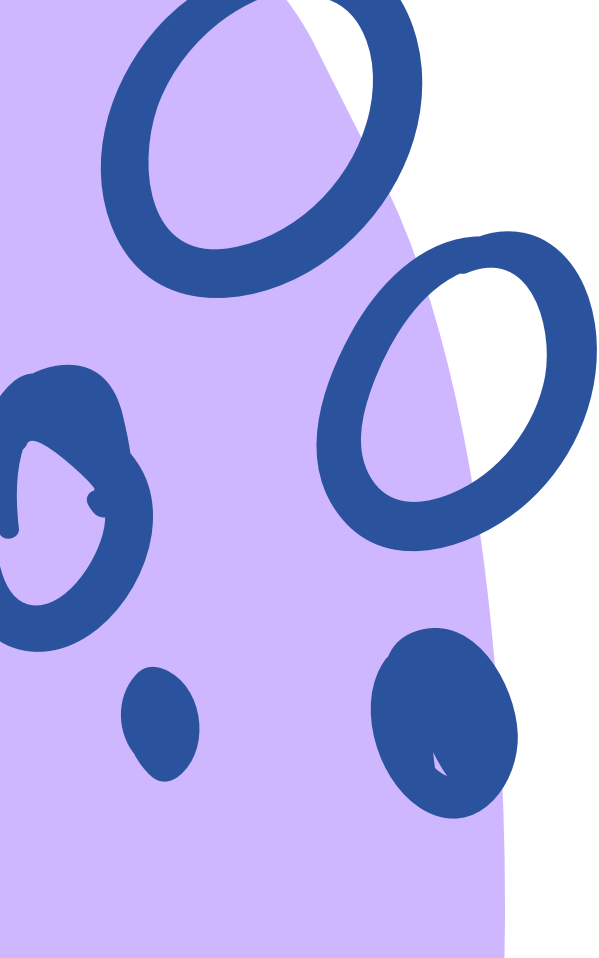
- Hates waiting too long for her coffee.
- Doesn't want to be bothered by the staff while studying.
- Actually relies on strong coffee to help her concentrate later in the day.

Goals

- She needs information on the type of coffee a cafe serves, in order to determine the quality.
- She wants to find the menu and the daily specials as quickly and easily as possible.
- She wants to order with her smartphone, avoid the usual line-up, and experience minimal distractions.

Favorite Coffee Beans

- Ethiopian Yirgacheffe Coffee
- Sumatra Mandheling Coffee
- Ethiopia Charbanta Natural



Location:

Indonesia

Age:

21-33

People who match:

Interests: Community issues, Primary education, Non-profit organisation, University, Social movement, Charitable organisation, Secondary school, Education, Student, Undergraduate education, Charity and causes, UNICEF, Instagram, Social media or Donation

Advantage detailed targeting: ✦

Off



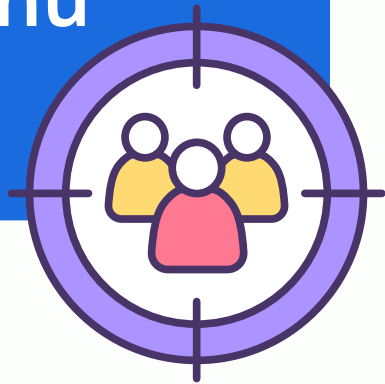
Golden Rules 😊



Tentukan Goals
atau Tujuanmu

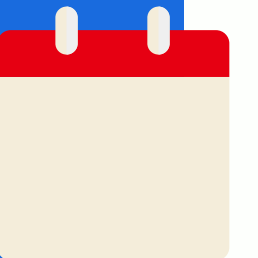
Conversions, leads, payment, profile
visit, engagement, reach, etc.

Tentukan
target audiens
dan pahami
audiensmu



Tentukan nilai
& kepribadian
organisasimu

Pastikan kamu
aktif di
platform
media sosial



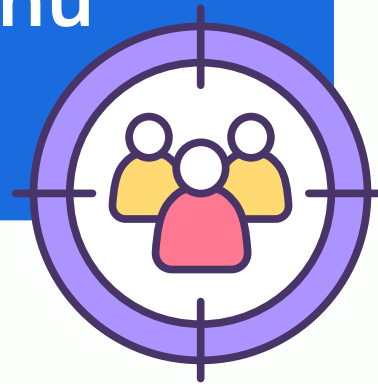
Golden Rules 😊



Tentukan Goals
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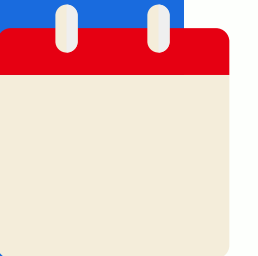
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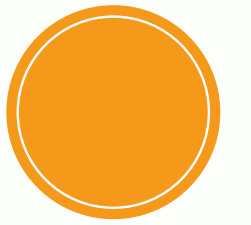


Tentukan nilai
& kepribadian
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Pastikan kamu
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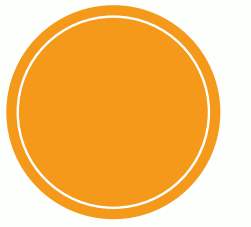
Sekarang, kamu bisa mulai
**buat konten dan
terhubung dengan
audiensmu!**



Visual guideline

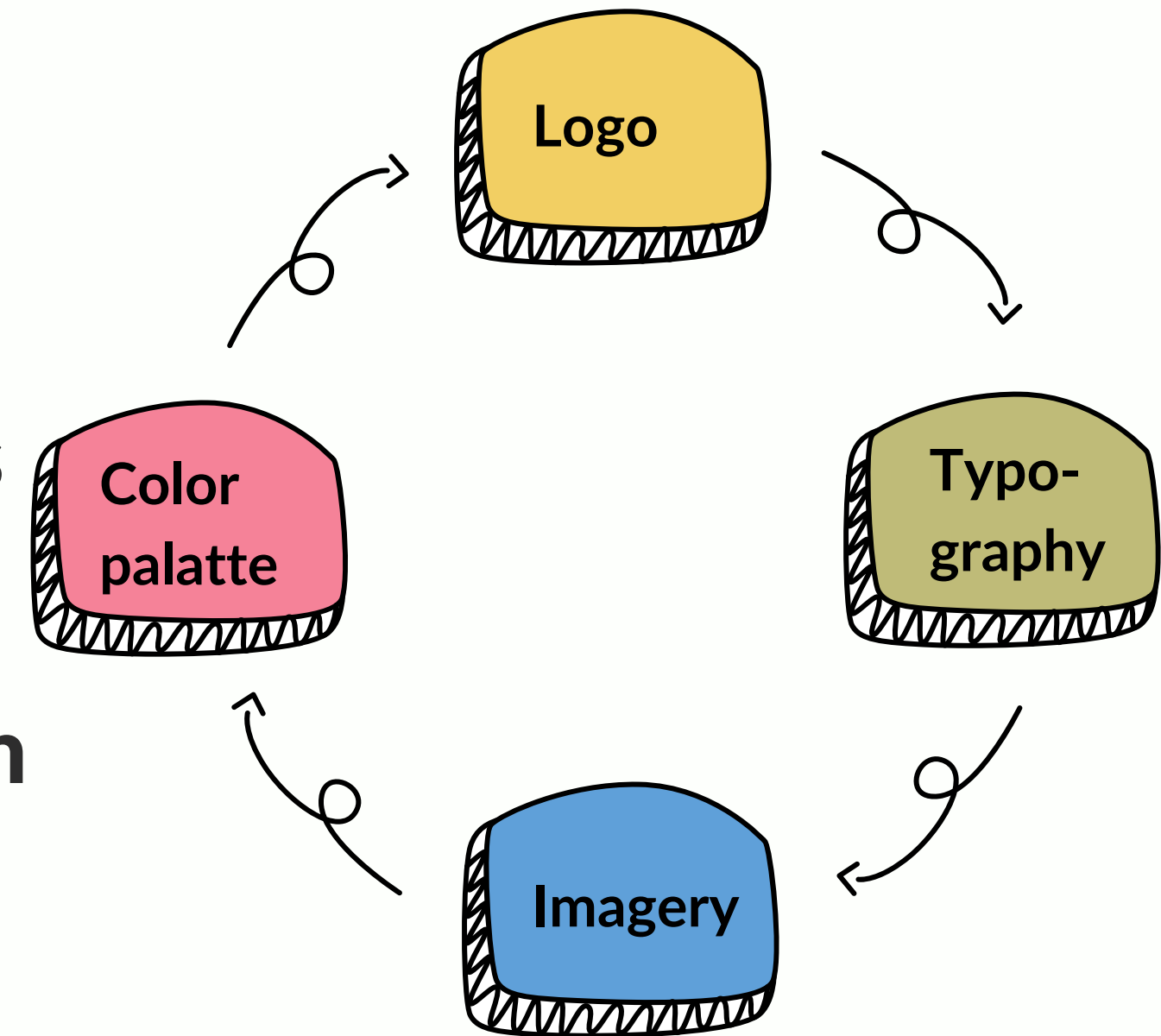
Content pillars

Brand voice



Kenapa butuh *visual guideline*?

- Mudah dikenali dan menjadi ciri khas
- Menjadi standarisasi konten
- Menunjukkan nilai yang dianut oleh komunitas/organisasimu



Primary Color

Campaign Blue



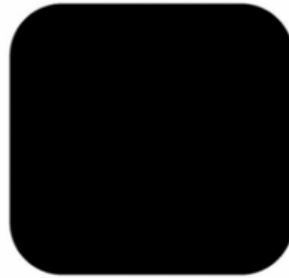
CMYK: 76, 49, 0, 0
RGB: 0, 130, 255
Hex: #0082FF

White



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Hex: #FFFFFF

Black



CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
Hex: #000000

Campaign Blue



Use Campaign Blue Color as dominant and brand color as accent such as font or illustration.

Neutral



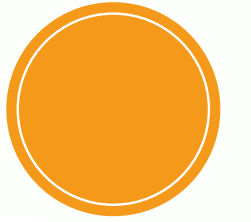
Use White Color as dominant and brand color and campaign blue as accent such as font or illustration.

Brand Color

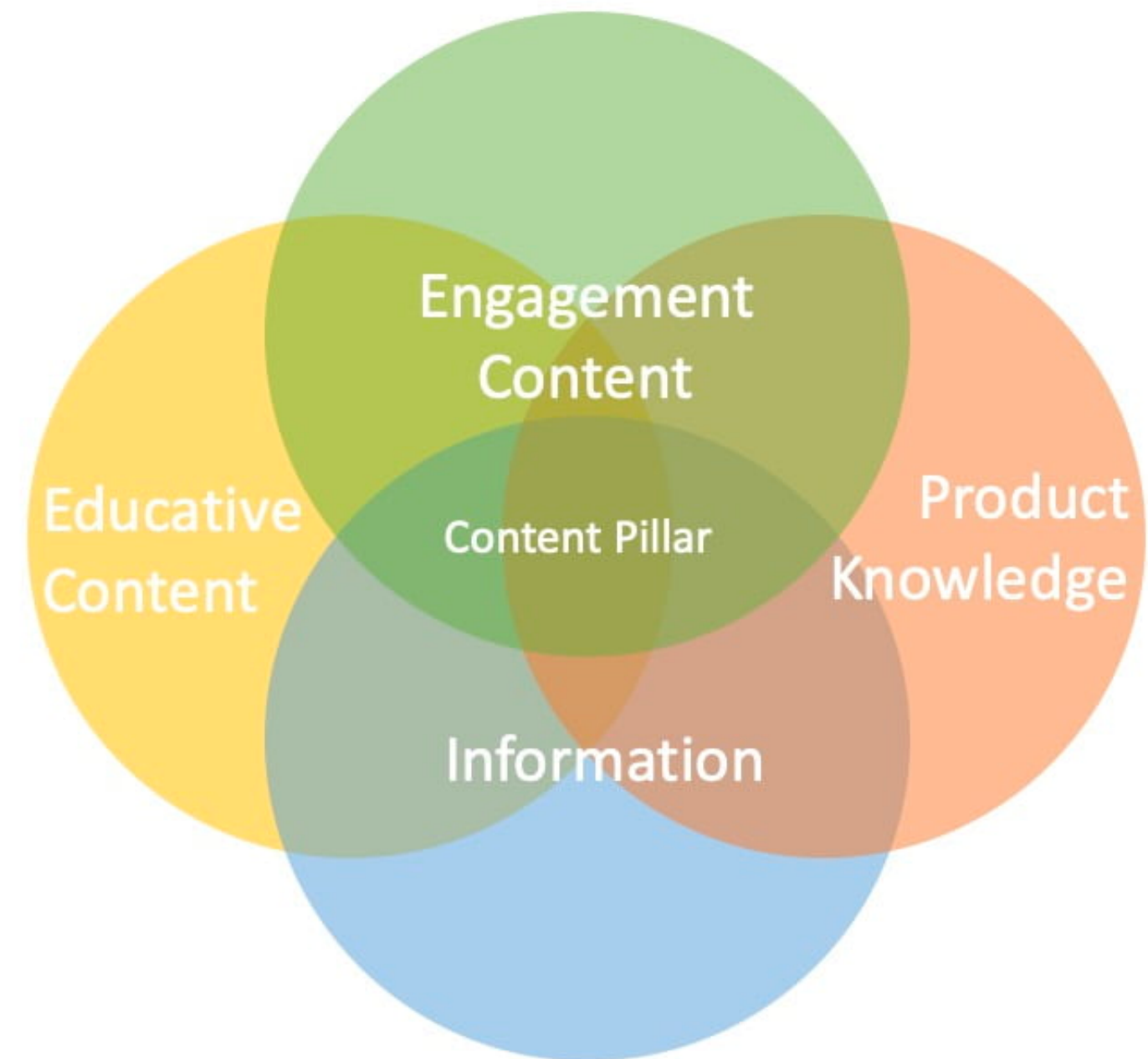


Use brand color as dominant and campaign blue as accent such as font or illustration.

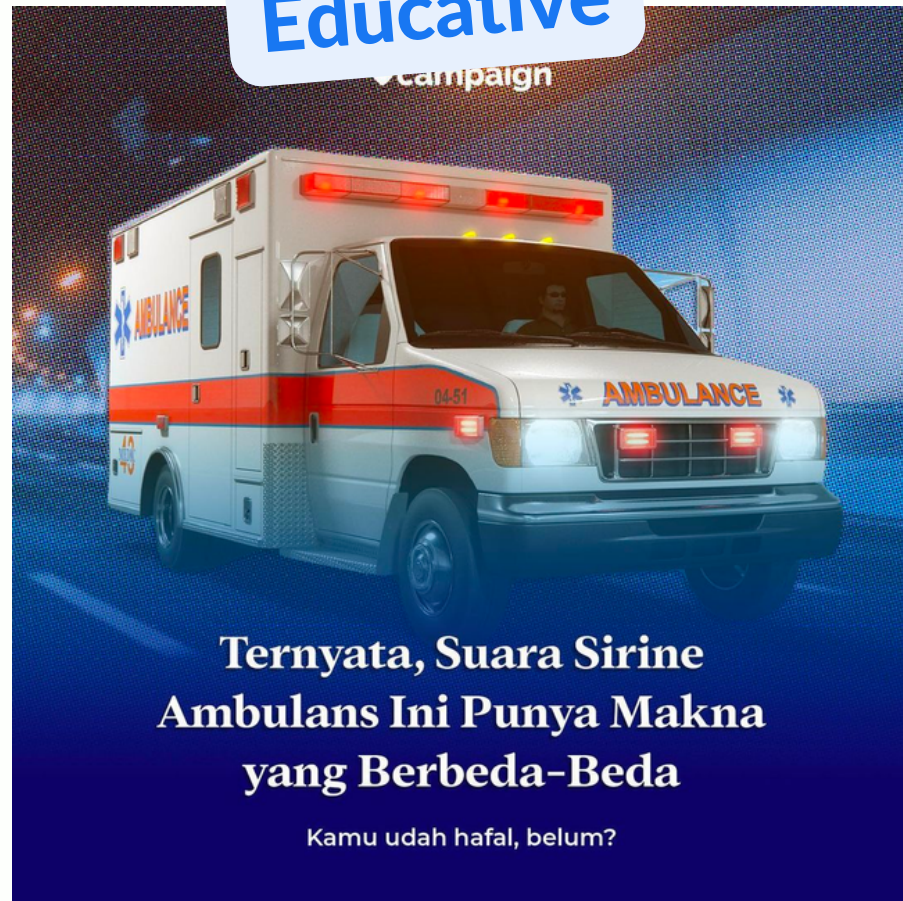




Buat pillar konten yang sesuai dengan strategi prioritas pencapaian *goals!*



Educative



campaign_id Original Audio

campaign_id !!Dicari Digital Volunteers!!

Bukan ajang volunteer biasa loh!

Sebagai Social Changemaker, kamu bisa sekaligus berkontribusi untuk membuat dunia menjadi lebih baik 🌟

Tujuan udah mulia banget, belum lagi ntar dapet benefit lainnya👉

So, tunggu apalagi?!

Daftarkan dirimu sekarang <http://bit.ly/daftarsocialchangemaker>

#openrecruitment #volunteer #relawan #infovolunteer #volunteerIndonesia #oprec #aksisosial #mahasiswa #siswa #marryme #volunteerIndonesia #oprecvolunteer #kuliah #careerdevelopment #cvmenarik

5w

adhamazisme Wkwkw totalitas👉

5w 1 like Reply

— View replies (2)

avanasantoso Kreatif bgt, Champ!!

5w 1 like Reply

— View replies (1)

Like by lalasila and 250 others

MAY 22

ment...

Post

Product

Engagement



**Pillar-pillar-nya
juga bisa kita
tentukan sendiri,
ya!**

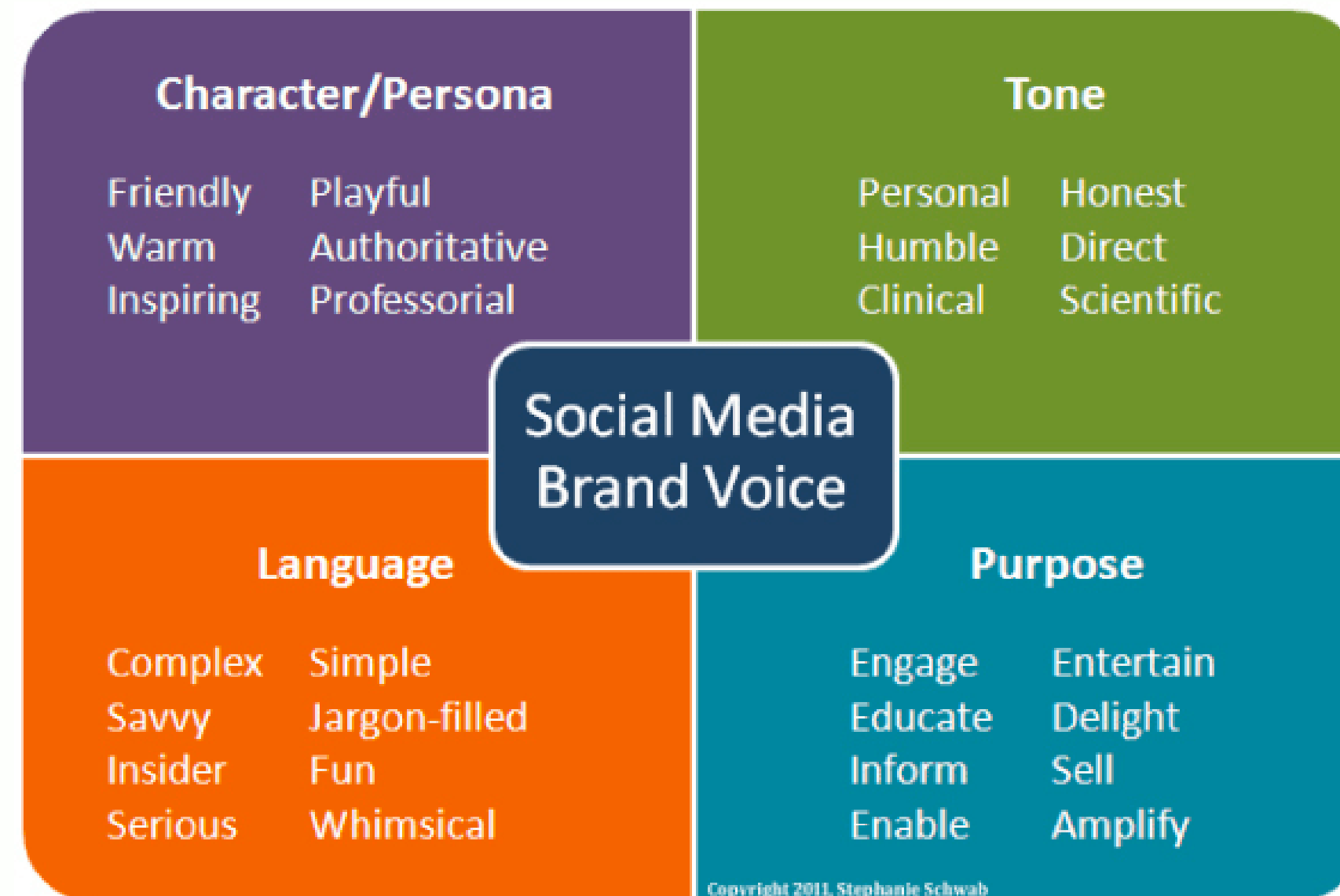


Brand Voice

Brand voice adalah kepribadian organisasi yang ditunjukkan melalui cara komunikasi, termasuk gaya bahasa, *style visual*, dan lain sebagainya. *Brand voice* biasanya bersifat unik dan mencerminkan nilai-nilai perusahaan.

Brand voice dapat membangun kenyamanan dan hubungan saling percaya dengan audiens serta menunjukkan tujuan dari publikasi konten.





Perencanaan Konten

**Content
fuel**

**Calendar &
Channel**

**Brainstorm
& ideas**

**Content
Production**

- Editorial Plan
- Content Plan
- Content Calendar
- You name it!

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
45	July 2019																
46	S	M	T	W	T	F	S		PROMO		BLOG TOPICS		NEWSLETTER TOPICS		S	M	
47	30	1	2	3	4	5	6				Finding your unique voice for your online shop		Dear 10 years ago me...				
48	7	8	9	10	11	12	13						How to improve your SEO 👉 Plus, new theme sneak				
49	14	15	16	17	18	19	20		Launch ChicShop		Announcing....ChicShop: The WordPress Theme for Online Shop		ChicShop Launch Emails				
50	21	22	23	24	25	26	27						4 ways to lower shopping cart abandonment				
51	28	29	30	31	1	2	3				How to create an amazing lead magnet that turns followers into		How to Create an Amazing Lead Magnet that turns				
52																	
53	August 2019																
54	S	M	T	W	T	F	S		PROMO		BLOG TOPICS		NEWSLETTER TOPICS		S	M	
55	4	5	6	7	8	9	10						Dear Bluchic: Where did you get your ideas for your new				
56	11	12	13	14	15	16	17				The Best WordPress Plugins for Your Service-Based Business		The WordPress plugins you MUST have				
57	18	19	20	21	22	23	24				Top 8 Must-Haves For Your Virtual Assistant Website		It's time to start planning for the most wonderful time of the				
58	25	26	27	28	29	30	31		Flash Sale				Flash Sale Emails				
59																	
60	September 2019																
61	S	M	T	W	T	F	S		PROMO		BLOG TOPICS		NEWSLETTER TOPICS		S	M	
62	1	2	3	4	5	6	7				6 Things you must have on your OPT-IN PAGE		The secret to creating opt-in pages that convert				

APRIL							Due Date	Title/Theme	Format	Caption	Link	Content	Images	Design	Proofreading	Status
S	M	T	W	Th	F	S	4/1/2023					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
						1	4/2/2023									
2	3	4	5	6	7	8	4/3/2023									
9	10	11	12	13	14	15	4/4/2023									
16	17	18	19	20	21	22	4/5/2023									
23	24	25	26	27	28	29	4/6/2023									
30							4/7/2023									
							4/8/2023									
							4/9/2023									
							4/10/2023									
							4/11/2023									
							4/12/2023									
							4/13/2023									
							4/14/2023									

Contoh Content Plan/Calendar bisa diakses di [sini](#)

- Ada tanggal/keterangan waktu
- Tema konten yang diunggah
- Caption
- Link konten
- dll.

Tools yang Bisa Kamu Gunakan

Perencanaan

- Google Workspace
- Notion
- Trello/JIRA
- Calendar

Pembuatan Konten

- Canva
- VN/Splice/Capcut
- Grammarly
- Ginger software
- Google Images

Inspirasi & Ide

- Google Trends
- Twitter
- Answer The Public