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CHLO & CO CREATIVES'
marketing tips
FOR DIGITAL MEDIA

Do you want to...

Get more engagement on Insta?

Get more exposure on Facebook?

Find more clients via your socials?



5 marketing tips

Looking for some ways to spruce up your digital marketing?

These ideas can be applied to most digital methods including emails, blogs and

on social media platforms like Facebook and Instagram

to help increase your exposure and engagement.

Marketing tip 1 | Be Consistent

The number one best way to help build up your marketing is to be consistent with it.

Your audience wants to build a connection with you and you do this when you share content with them. By showing up and sharing with your audience you help create trust and also make the algorithms happy.

Think about it, if accounts you follow aren't very active after a while you will unfollow them or when they do post, you might have forgotten who they are and what they're about.

Furthermore, if you don't post very often you won't be receiving a lot of engagement with any accounts placing you in the bottom of feeds, making it less likely that your audience will see what your putting out there.

So what does being consistent mean?

Posting on on your chosen platform regularly

Creating valuable posts for your audience

Posting to your account's feed and on your stories

But how do you do this?

Content planning is the a great way to help you keep your posting consistent.

Planning out your ideas and content in advance really helps when you want to be delivering valuable, consistent content.

Everyone is different and you may find you prefer to plan monthly, fortnightly or weekly. This is totally up to you! The important thing is you are able to post consistently!

Looking for examples? There's lots of free content planners out there, just give it a Google!

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Create different posts for your different social media channels

It is super important that you create new posts for each of your social media channels.

This is because each platform is built a little differently and users can tell that you have simply pushed your post from one social media platform to the next, and this can come across as a little lazy to both your audience and to the algorithms!

For example, I always cringe when I see a post that has been pushed from Instagram straight through to Facebook.

How can I tell?

This content is easy to spot as after an often lengthy caption there are many, many hashtags.

Both of these techniques work really well on Instagram, the platform that these posts were created for, but both the hashtags and lengthy caption could actually hinder this post on Facebook.

This by no means that you have to create new content however!

Instead, take the time to re-write a new caption for your content depending on the social media platform you want to post it on.

This may mean you need to expand or condense your info.

You can absolutely still post the same image/s and information on each of your social media platforms, you just need to alter it to allow it to perform best on your different platforms.

Tip Three

HERO CONTENT

Creating content can be really time consuming, not to mention stressful! Not only does it take time to develop valuable ideas you can share with your audience and create them in a visually appealing way, but the process of producing interesting content each week to keep your engagement up can be very demanding and down-right challenging.

To help you with this process you can develop content that we call a 'Hero Piece'. A hero piece is a larger piece of work, something like a podcast, a blog post or a video that is jam-packed full of interesting information that your audience will find valuable and engaging. Due to your hero content usually being a larger piece of work, you are then able to repurpose some of the information used in the hero content into smaller bite-sized marketing chunks that you can distribute on appropriate platforms over a series of weeks – cutting down on the dreaded what-do-I-post syndrome!

Still a little confused? Here's an example!

Say you created an excellent blog post about the best free wedding photography locations in Albury Wodonga that included:

- Seven different free wedding photography locations in Albury Wodonga
- Information on the seven different locations
- Photographs of the locations or other images like maps

You could then create marketing material from this hero piece that you can use on digital platforms. You could:

- Use the photographs to create an Instagram post about the locations
- Create an email using the information from the blog post but in a condensed form
- Share just one location's image with its matching information on Facebook
- Share some of the locations photos and info on stories on Instagram or Facebook
- Place the information on your blog and share it on Facebook

As you can see, the hero piece allows for you to create a variety of marketing material based off of just one piece of content, and the best bit is that a large amount of this material can be used over a series of weeks depending on how you manage it.



What is Hero Content?

- Blog posts
- Podcasts
- Web pages
- Video tutorials
- Email content
- E-booklets

Find your timing sweet spot

Essentially this marketing tip means that you need to be posting your content when your audience is online and engaging!

By doing this, it allows for you to have quick initial reactions that tells social media algorithms that your post is interesting, and therefore have the post shown in more feeds.

It also helps your audience interact with your content if you post when they have the time to read, react and comment.

So how do you know when to post?

Everyone's best time to post is different.

The best way to work this out is by testing out various posting times and seeing what works for you.

For example, I like to post on Chlo and Co's socials:

On weekdays

After work, between 5 in the evening and 8:30 at night

On Saturdays

Before 11:30am or not at all as many people are busy today

On Sundays

After 2 in the afternoon to make sure everyone is awake!

It has taken me a long time to build up my preferred times but I find this method works best for me. Posting too early on week days means my audience is often at work and if I post too late they have already switched off and gone to bed.

On Saturdays my audience are often off their social media unless posting themselves and on Sundays I need to wait until the afternoon to ensure my audience is up and awake, after all I am often posting content of weddings which can mean sleep-ins for my target audience!

You will have your own timing sweet spots so test your posting time by posting at different times for a few weeks and recording your results.

5

Don't be afraid of 'sales posts'

→ TIP

Use this tip sparingly!

Carefully plan when you will implement sales posts into your marketing - you don't want to over stuff your content or you'll end up looking like you don't know how to use social media!

If you have done any reading about social media or digital marketing of late, you would know that you are greatly discouraged from being 'salesly'.

You will have read that today's audience does not want to be sold to.

They don't want advertising when they jump onto their social channels.

That including sales posts will kill all your hard-earned engagement.

Although I, and many others, will strongly discourage you from posting sales content on every post, I do highly recommend reminding your audience of what you are selling now and again.

This can be done in a variety of ways, a link to your website, a review of your services, a post that explains something that you offer or do in your business.

It is important to occasionally remind your audience of what you do to ensure they know what you offer. Some of your audience will have joined your community due to only one of the services you have, so you are missing opportunities if you forgo adding in a few 'sales' posts into your marketing plan.

As always, it is important to test posts and see what resonates with your audience on the different platforms. You may find that some of your posts that outline your services will do fine on some platforms such as Facebook but not as well on platforms like Instagram. Test, consider and alter your marketing strategy if needed!

Want more tips?

CHECK OUT THESE FREE RESOURCES

Podcasts

STEVIE SAYS SOCIAL

This Podcast is jam-packed with so much useful information to help you in all areas of your marketing. Stevie also provides heaps of freebies which match with the info she is giving you on the Podcast, very cool and worth checking out!

THE EMPOWERED CEO - ELLEY MAE

'The Empowered CEO show' digs into how your branding, business mindset and marketing are connected and provides you with actionable tips on each. Elley's podcast is particularly helpful if you are interested in taking a side-hustle to a full-time gig!

Instagram

EMILY FOLEY (@BYEMILYFOLEY)

Emily Foley is a whiz at all things Instagram. I love reading her interesting tips over on her account! She is super relatable and tells it how it is. I have definitely implemented some of Emily's ideas myself, so do yourself a favour and give her a follow!

HEXA COPY INC (@HEXACOPYINC)

Nav from Hexa Copy Inc has some amazing tips for you about your caption writing and how to communicate with your clients. Nav does some amazing Insta stories that are stacked with super useful content that you can implement yourself. Give her a follow right now!

Need more help?

CONTACT CHLO & CO CREATIVES

Now that you have signed up to our marketing and design email list

you will be receiving plenty of awesome tips to help you with your digital and social media marketing,

but if you want more, individualised assistance Chlo & Co Creatives is here to help!

We can help with most areas of marketing including social media management

or content creation, blog development, email newsletter creation and marketing strategies.

Contact us today: maddi@chloandcocreatives.com for further information or packages.



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