

NOTES

UNDERSTANDING SOCIAL MEDIA EVOLUTION

- SOCIAL MEDIA IS CONSTANTLY EVOLVING WITH NEW FEATURES, ALGORITHMS, AND TRENDS, REQUIRING BUSINESSES TO STAY INFORMED AND FLEXIBLE.
- PLATFORMS LIKE TIKTOK AND INSTAGRAM ARE INTRODUCING ADVANCED SHOPPING FEATURES (E.G., TIKTOK SHOP) AND SHORT-FORM VIDEO OPPORTUNITIES, CHANGING HOW USERS INTERACT WITH CONTENT.
- LEGISLATIVE CHANGES IN MAJOR MARKETS LIKE THE US MAY FURTHER ACCELERATE THESE SHIFTS.

BREAKING OUT OF THE BUBBLE

- A FEW YEARS AGO, SOCIAL MEDIA CONTENT MOSTLY REACHED EXISTING FOLLOWERS. TODAY, THANKS TO ALGORITHM-DRIVEN DISCOVERY, CONTENT CAN BE SHOWN TO THOUSANDS OR EVEN MILLIONS OF USERS WHO DO NOT FOLLOW THE CREATOR.
- TIKTOK'S "LEVEL PLAYING FIELD" ALLOWS EVEN NEW ACCOUNTS TO GAIN MASSIVE VISIBILITY IF THE CONTENT IS ENGAGING AND OPTIMIZED FOR THE PLATFORM.
- METRICS SUCH AS FOLLOWER COUNT ARE NO LONGER AS CRITICAL AS THE QUALITY AND VIRALITY OF CONTENT.

THE RISE OF SOCIAL SELLING

- TIKTOK'S SOCIAL SELLING FEATURES ARE LEADING THE WAY, WITH LIVE SESSIONS SHOWCASING PRODUCTS DRIVING SALES DIRECTLY FROM THE APP.
- INSTAGRAM AND FACEBOOK ARE ADOPTING SIMILAR SHOPPING EXPERIENCES, WHILE NEW PLATFORMS LIKE WHATNOT ARE EMERGING WITH A SOLE FOCUS ON SOCIAL SELLING.
- BUSINESSES SHOULD EXPLORE SUBTLE APPROACHES, SUCH AS FEATURING PRODUCTS NATURALLY DURING LIVE SESSIONS OR VIDEOS, MAKING IT LESS ABOUT HARD SELLING AND MORE ABOUT DISCOVERY.

NOTES

CONTENT STRATEGY REFINEMENT

- TAILOR CONTENT FOR EACH PLATFORM. FOR EXAMPLE:
 - FACEBOOK: SHORT, SIMPLE CAPTIONS AND REAL-SPECIFIC FORMATTING.
 - INSTAGRAM: UTILIZE LONGER CAPTIONS AND PLATFORM-SPECIFIC FEATURES LIKE POLLS OR QUESTION BOXES.
 - YOUTUBE SHORTS: SEO-DRIVEN TITLES AND DESCRIPTIONS FOR DISCOVERABILITY.
- CREATE NATIVE CONTENT THAT FEELS ORGANIC AND OPTIMISED FOR EACH PLATFORM'S STYLE. FOR EXAMPLE, WHILE A SINGLE VIDEO CAN BE REPURPOSED ACROSS PLATFORMS, SMALL ADJUSTMENTS LIKE ADDING NATIVE MUSIC OR TWEAKING CAPTIONS CAN SIGNIFICANTLY ENHANCE PERFORMANCE.

FULL CIRCLE MARKETING

- A ROBUST CONTENT STRATEGY CONNECTS EVERY POST TO THE NEXT STEP IN A CUSTOMER'S JOURNEY.
- EXAMPLES:
 - USE TIKTOK OR INSTAGRAM REELS TO DRIVE TRAFFIC TO A LONGER YOUTUBE VIDEO OR LIVE WORKOUT SESSION.
 - FUNNEL AUDIENCES INTO SIGNING UP FOR FREE RESOURCES LIKE EBOOKS OR GUIDES IN EXCHANGE FOR EMAIL SUBSCRIPTIONS.
- EACH PIECE OF CONTENT SHOULD HAVE A PURPOSE, FROM DISCOVERY TO CONVERSION.

CREATIVE CONTENT IDEAS

- EPISODIC VIDEOS: FOR EXAMPLE, CREATE A SERIES ON "HOW TO DO SQUATS FOR DIFFERENT NEEDS," TARGETING SPECIFIC ISSUES LIKE ARTHRITIS, KNEE INJURIES, OR POST-SURGERY RECOVERY.
- HOW-TO CONTENT: TUTORIALS, SUCH AS "5 EXERCISES WOMEN OVER 50 SHOULD TRY," DRAW ATTENTION WITH THEIR PRACTICAL VALUE.
- CAROUSELS: BREAK DOWN COMPLEX IDEAS INTO MULTIPLE SLIDES, CREATING ENGAGING AND EDUCATIONAL POSTS.
- B-ROLL AND POV VIDEOS: FILM EVERYDAY ACTIONS LIKE PACKING A BAG OR PREPARING FOR A WORKOUT, OVERLAYING KEY TIPS OR STORIES FOR ENGAGEMENT.
- GREEN SCREENS: USE VISUALS LIKE APP SCREENSHOTS OR WEBSITE TOURS TO HIGHLIGHT PRODUCTS OR SERVICES INTERACTIVELY.

NOTES

THUMBNAILS AND TITLES

- **THUMBNAILS:** DESIGN VISUALLY COMPELLING THUMBNAILS THAT INCLUDE CLEAR, BOLD TEXT AND INVITING VISUALS.
- **TITLES:** ENSURE THEY ARE SEO-FRIENDLY, CONCISE, AND TARGETED. USE TOOLS LIKE CHATGPT TO BRAINSTORM EFFECTIVE TITLES, SUCH AS “5 EXERCISES FOR CORE STRENGTH” OR “HOW TO CREATE VIRAL SHORT-FORM CONTENT.”

PAID ADS AND AMPLIFICATION

- **BOOST SUCCESSFUL POSTS WITH A “POUND-A-DAY” STRATEGY.** THIS LOW-COST APPROACH ENSURES MORE PEOPLE SEE YOUR CONTENT, INCREASING ENGAGEMENT AND POTENTIAL CONVERSIONS.
- **USE TARGETED ADS FOR FOLLOWERS AND LOOKALIKE AUDIENCES TO REFINE VISIBILITY.**

REPURPOSING CONTENT FOR EFFICIENCY

- **ADAPT A SINGLE VIDEO FOR MULTIPLE PLATFORMS WITH PLATFORM-SPECIFIC FEATURES. FOR EXAMPLE:**
 - **FACEBOOK:** SHORTER CAPTIONS.
 - **INSTAGRAM:** ENHANCED WITH POLLS, STICKERS, AND ENGAGEMENT TOOLS.
 - **TIKTOK:** ADD TRENDING AUDIO FOR GREATER REACH.
- **REPURPOSE CONTENT FOR BLOGS, NEWSLETTERS, OR EMAIL FUNNELS, TURNING ONE IDEA INTO MULTIPLE FORMS OF ENGAGEMENT.**

INSIGHTS BASED ON NUMBERS

- **MILLIONS OF REACH POTENTIAL:** THE ALGORITHMIC PRIORITISATION OF ENGAGING CONTENT OVER FOLLOWER COUNT ENABLES VIRAL VISIBILITY.
- **FREQUENCY FOR GROWTH:** CONSISTENT, HIGH-VOLUME POSTING (2-3 TIMES A DAY ON INSTAGRAM) IS ESSENTIAL FOR STANDING OUT.
- **LIVE FEATURES:** TIKTOK’S LIVE FEATURE DRIVES HUNDREDS OF INSTANT FOLLOWERS BY PROMOTING SESSIONS ON THE “FOR YOU” PAGE.