Welcome!

Yarra Ranges Tourism

the digital picnic®

Welcome to the nicest place on the internet.
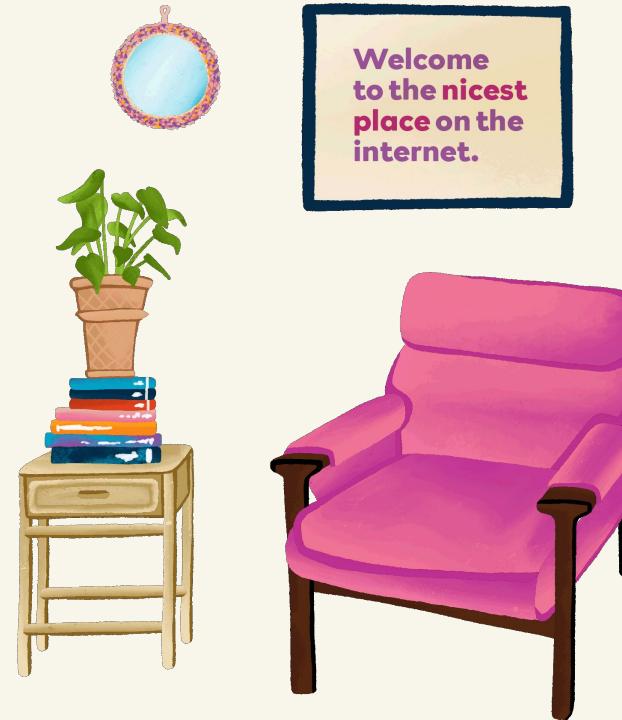
Wominjeka

We here at TDP respectfully operate on Kulin Nation land, and we would like to take this opportunity to acknowledge that we live, work and play on the lands of the oldest living culture known to the world.

We honour this privilege and responsibility with respect, humility and curiosity.

We acknowledge the wisdom, diversity and innovation of Aboriginal and Torres Strait Islander ways of seeing and being, and their elders past, present and emerging.

Meet Jordan (JLO)

- Digital Marketing Expert(ish!)
- Social Media Lover
- 7 x university swapper
- Strategy + Design Lover
- Ex-Masterchef Contestant
- Ex-Artist Interviewer
- Once Viral TikToker
- Bad Joke Teller

Ask Questions

And engage, PLEASE.

PSA

This is an interactive session (and don't worry, I'll give you coffee breaks!)

My Question First

Who are ya? Where ya from?

Facey & Insty

and those flippin' algorithms

Get on the two-week train!

The Algorithms.

There are many different ways of analysing the FB & IG algorithms and a host of different factors that go into the machine learning that determines what's relevant to each individual.

Possibly the best explanation and way of looking at the algorithm is through the two-week train.

Every time you grow your channel and get a new person following your page, you have two weeks to generate an engagement with that user before you start to fall off their feed.

The FB & IG algorithms takes more than 100,000 factors into account to determine whether something's likely to appear in your 'top news' stream.

Let's have a look at a few of them.

Good content plan

Bad content plan

How does one get on the two-week train!

So, let's just get our heads around that, i.e what snags us all another x2 weeks in our followers "2 week trains"?

- Simply stopping their scroll
- Liking, commenting on or sharing your content
- Giving any emoji as a reaction to your content
- Clicking 'read more' on a caption
- Viewing one of your videos [see also: dwell time]
- PM'ing your content to a friend
- 'Saving' a post
- Searching for your account
- Basically? ... almost any interaction

And for IG? What we've mentioned, as well as;

- Watching your IG stories
- Interacting with your IG stories [e.g polls etc.]
- DM'ing a content to a friend

Did you just realise you've been snagging 'x2 week train' action without even realising it?

So, how does the algorithm prioritise content

There are thousands of factors that influence how you perform against Facebook's algorithm, but today we'll be focusing on the 'Big 3' - **Affinity**, **Level of interaction**, and **Timeliness**.

Affinity

An object's affinity score is based on the regularity of interaction you have with the friend or page who published a particular piece of content. Friends or pages with whom you regularly interact and engage receive a higher affinity score. Each time you visit a business page, click the "like" button, comment on a user's status or look at a picture, you increase the affinity score with that person or business.

So, what do we know about the Facebook algorithm?

Level of interaction

Different types of interactions are weighted differently by Facebook and Instagram.

Activities that require higher levels of user engagement get a higher score than those that don't. For example, leaving a comment on a photo takes more effort on the user's part than clicking the "like" button.

Objects that receive **higher** levels of interaction are more likely to show in a user's newsfeed.
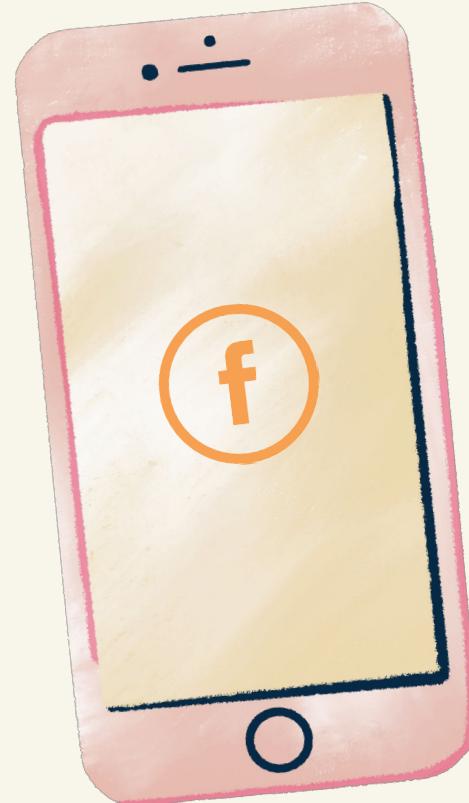
So what do we know about the Facebook Algorithm?

Timeliness

Most people don't want to read yesterday's news. Newer objects have a better chance of showing up in your news feed than older ones. It's important to maintain a regular posting schedule [with content that's varied and interesting to different niches within your main audience] in order to keep your content as visible as possible.

Armed with an understanding of these three elements, we are now going to go through our top tips on how to increase engagement and increase the likelihood that your content will appear in the news feeds of people who like your pages [and their friends]

Content Marketing

here's where we show you
how to do your daily do

It starts with some reverse engineering

We get it, staring at a blank document and trying to map out what the assets and copy for your next two weeks of content looks like can be super overwhelming!

But when we show people just how easy it is to reverse engineer their content marketing strategy, they're genuinely shocked at how simplistic the process can be!

By simply knowing who your demographic is [and mapping out content themes/pillars accordingly], and then knowing what type of content works, you immediately open up the possibility to fill your content calendar with themes and reverse engineer the process of adding assets and copy.

and they go and become our content buckets

Content for dayzzzzz

→

Content pillars.

- Thought leadership.
- Workplace culture.
- Small business honesty.
- Working Motherhood.
- Social media tips.
- Authority pitching.
- Before & After.
- Client share.
- Highlight good SM.
- Relatable articles.
- BTS.
- Holistic to social content.
- Relatable content.
- Memorable content.
- Endearing content.
- TDP LOL's.
- Product push.
- Blog posts.
- Feminist / advance gender content.
- Support TDP grad community.
- Memes.
- Monthly features.
- Staff shares.
- Client wins.
- Milestones.

First, brainstorm as many ideas as possible

No idea is off limits

Pillar				

Now you want to decide which theme belongs on which platform

Platform	Facebook	Instagram	Instagram Stories	LinkedIn

Day	Day	Day	Day	Day	Day	Day
		1 Product Fact	2	3	4	5
6	7	8	9	10 Product Fact	11 Recipes	12
13	14 Recipes	15 Product Fact	16	17	18	19
20	21	22	23	24 Recipes	25 Product Fact	26
27	28	29	30	31		

Affinity placing

Now that we know what affinity is [and how important a role it plays in a) creating memorable content, but more importantly b) ensuring that we actually even remain in people's news feeds, we now want to explain to you how to incorporate affinity placing as a content marketing strategy into your overall strategy.

So first? You'll need to know what actually generates affinity [and it's ok if you don't, that's exactly why you're here: to *learn* how to build affinity with your content], and then once you're regularly tapping into affinity posts within your weekly / fortnightly schedule … you'll want to know exactly where to place them [both mathematically, and therefore? Strategically].

We call this Affinity Placing™ and it's a powerful content marketing strategy TDP taps into on the reg. [not just for TDP, but for our clients too!]. All it is, is simply knowing [and ultimately being able to predict] the posts that build "guaranteed" affinity with your audience [and subsequently send off *powerful* signals to the social platforms you've shared that content on]. When you reach that point of knowing what is - almost - guaranteed reach? You're in a power position, and we jokingly refer to this as being the "Nostre Damus" of the content marketing game, i.e knowing how to predict the future ;)

1:6 Ratio

From there? You'll then want to build a formula with regards to how often you tap into affinity-based content, and that's where you'll need to decide on a ratio [your ratio is essentially what Affinity Placing™ actually is].

For TDP? We've decided on aiming for 1:6, but if that ratio scares you [i.e you feel pressured to have x1 standout post in every x6] ... reduce it to 1:9 while you build your Affinity Placing™ confidence and subsequent prowess. The reason you need a ratio? Well, because it keeps you accountable to a much better content marketing strategy, and it spares many a content marketer from the dreaded "content for content's sake" [a.k.a the fastest way to drop out of a person's news feed]. Additionally? Something like 1:6 will just about ensure that you're not out there ... dropping out of people's news feeds.

Another reason why we 1 in 6? Well, because it's a far more realistic approach to measuring our content marketing success online, i.e so many TDP-humans we meet are aiming for a standout post on every-single-post, and we're sorry to say this ... but that's virtually not impossible, organically.

1:6 Ratio

Instead? You should focus on x1 standout post in every x6 ... and the other x5 posts? Concentrate on ensuring that they;

- Hit your average reach [or slightly above. Bonus. #yay]
- Served an important purpose [we all know the overtly promotional = reach tanking, but it still needs to be there, doesn't it?].

So what do you need to know in order to operate a 1:6 ratio effectively?
- Your average reach per post
- Average amount of likes / comments per post
- Average amount of IG story views
- Basically? You'll want to know what your PB is, so you can work on surpassing it.

When you surpass your PB? ... congratulations content marketing frand, that's your 1 in 6 [!].

Care to see it in action?

Day	Day	Day	Day	Day	Day	Day
		1	2 Animal Pics	3 Shop Information	4	5
6	7	8 Goats	9 Supermarket Promos	10	11	12
13	14	15	16	17 Goats	18	19
20	21	22 Goats	23	24	25	26
27	28	29	30	31 Goats		

Video Marketing

[because the future?... it's video]

Why video? Well, let us count the [many] reasons ...

- Social platforms love video: so if you wanna make an impact on social? You'll need video.
- Mobile viewers love video: the demand for fast content is rapidly growing, and video meets all o' the fast content needs [and then some].
- Video commands more attention: particularly when we think about paid ads attention/conversion
- Video drives stronger emotional connections: and it's those emotional connections that create higher ROI and audience engagement
- Video drives organic traffic: actually? It's estimated that by 2021 82% of consumer traffic will be driven from video, and the most recent stats suggest that a brand is 53 times more likely to show up on Google if you have video embedded on your website.

[Hot tip: in order to help Google rank your video, you'll need to put your keywords in your title, description, and in your actual video].

Short form vs. long form video

Short form

- Attention catching
- Highly snackable
- To the point
- Engaging
- Short and snappy
- Conveys a point easily

Long form

- Start a discussion
- Educate and inform
- Tutorial style content
- Give your audience deeper insight
- Communicate complex ideas
- Introduce yourself and your business

Types of videos

Boomerang

Timelapse

Gif

The look on our faces when a brand new client requires zilch changes to first round of content.

Dani scheduling LinkedIn

MADE WITH LIVE CULTURES

Types of videos

Vlog

Slow Motion

Going Live

Video
Marketing

[and how it increases your engagement]

Why is video so relevant today to all of us?

- We are the most time poor, over-communicated, overly stressed, overly stimulated, impatient, and distracted generation.
- We are hungry for easily digestible, bite-sized chunks of information, education, demonstrations and entertainment.
- We like to feel connection [beyond an ad or image] to a brand, product or person.
- Video cuts through the chaos online and supersedes all of our social media needs as a consumer.
- FACT - It keeps us interested / engaged for longer [30 seconds is the sweet spot]
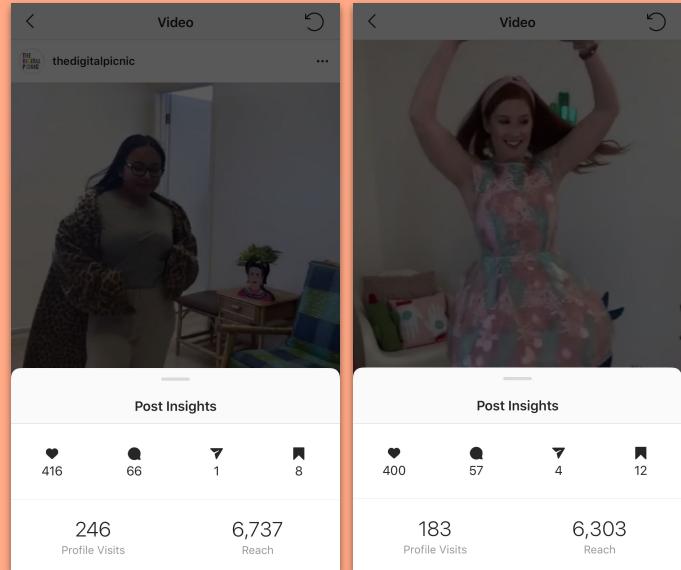
Video Marketing

[and the common mistakes you all make]

Uh-oh. I made a [video marketing] boo-boo.

- Sharing a YouTube video to Facebook. #lol #reachTANKED
- Get straight to the point on IG stories. Seriously? First x3 seconds [maximum x10 seconds]
- You're not cross-pollinating across the platforms enough
- Paralysis by [over]analysis [drop the perfectionism, folks!]
- Leaving captions off [86% of people watch vid on silent, so they've got no idea what you're saying]
- You've put your weakest link on video [#cringe]
- You're not humanising your content marketing experience
- You're not diversifying your IG stories schedule enough
- You're not commanding interaction from your IG stories, and are dropping out of the 2 week train
- You're not implementing a DM strategy for your IG stories

The solution? Stop thinking in static content, and start thinking in video.

Video Marketing

Let's get our hands
dirty then? Let's play.

So, let's play

Let's practice with IG stories:

- ❏ Put an IG story together
- ❏ How to post your 'latest post' to IG stories
- ❏ How to insert a photo or gif into moving video via your IG stories
- ❏ Let's look at IGTV + IG reels
- ❏ How to add music to your IG stories
- ❏ How to change your IG story backgrounds to branded colours
- ❏ How to insert the swipe up feature
- ❏ How to add an IG stories poll
- ❏ How to create IG story Canva templates
- ❏ Using frames/filters
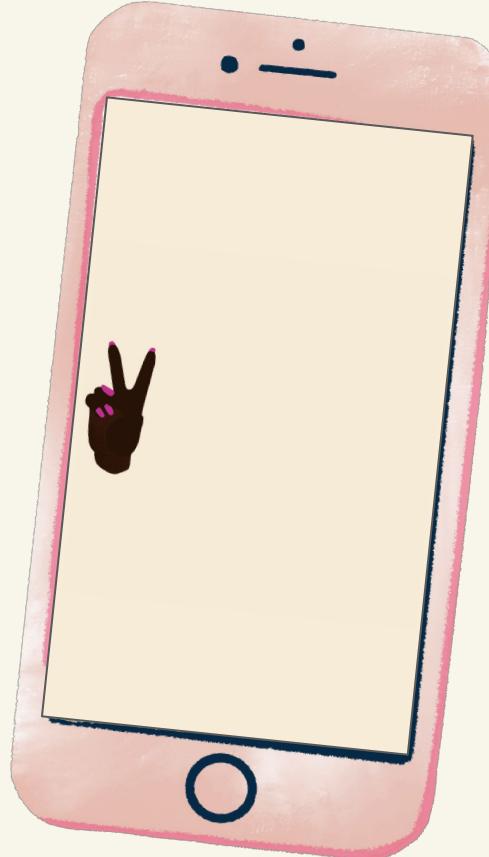
Your turn!

Send your videos to
@jlomaxx

Video Marketing

**The tools we use.
Like, as much as daily.**

Video apps to make your life easier

- **InShot Video Editor Music**

- **Enlight Pixaloop**

- **Unfold**
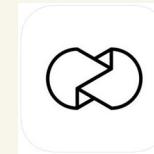
- **Hyperlapse [Apple]**

Video apps to make your life easier

- **TimeLapse [Android]**

- **Premiere Rush**
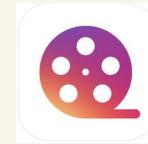
- **CutStory**
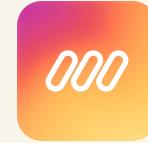
- **Mojo**

Video apps to make your life easier

- **Magisto**

- **1 Second Everyday**

- **Continual**

- **Canva**

My fav:

Canva!

Who's the caption for?

(no point writing, if you don't know who it's for)

We Categorise Our Followers...

BUSINESS OWNERS

MARKETING PROFESSIONALS

SMALL SUB-GROUP / STUDENTS

NON SALES'Y PAIN POINTS

Who Are Yours?
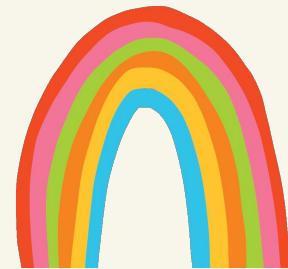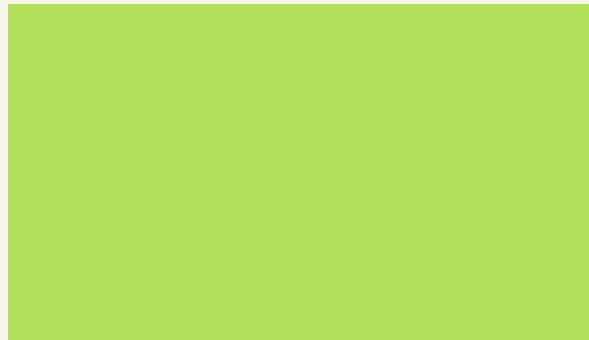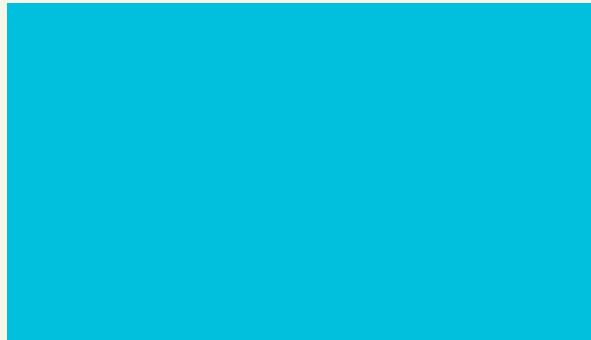
From There?
We Flesh Out Their Pain Points / Pleasure Points

BUSINESS OWNERS
- UPSKILL
- REINVIGORATE
- OVERSEE SM PROFESSIONALS
- DEEPER UNDERSTANDING OF STRATEGY
- CLIENTS LOOKING TO OUTSOURCE SM
- COMMITMENT TO LIFELONG LEARNING
- BUSINESS MINDSET
- RELATABILITY, MEMORABILITY, ENDEARMENT

MARKETING PROFESSIONALS
- FREELANCE UPSKILLING / REINVIGORATION
- FREELANCE LONELINESS / ISOLATION
- POST MAT. LEAVE CONFIDENCE RESTORE
- ADDING TO SERVICE SKILL SETS
- ADDING MORE CLIENT SERVICES [FB ADS]
- TEAM TRAINING
- GETTING EVERYONE ON THE SAME PAGE
- ALLOCATION OF TEAM RESOURCES

SMALL SUB-GROUP / STUDENTS
- CURRENTLY STUDYING RELEVANT STUDIES
- CURRICULUM OUTDATED
- NEEDING PRACTICAL EDUCATION
- LOOKING FOR JOB OPPORTUNITIES

NON SALES'Y PAIN POINTS
- MEMORABILITY
- RELATABILITY
- ENDEARMENT
- BASICALLY?

What Are Yours?
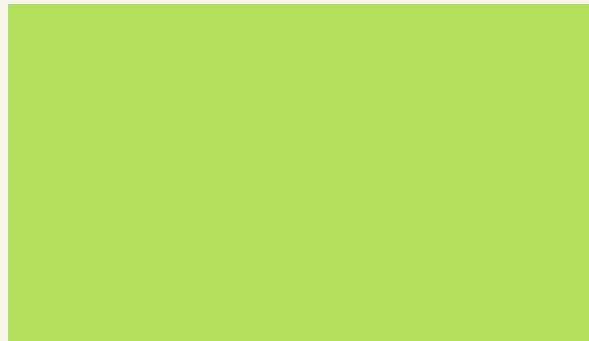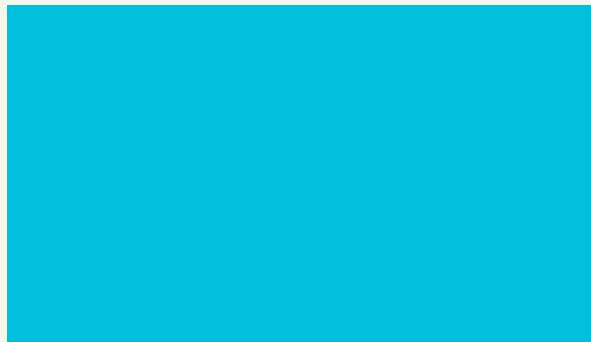
Activity time: like, a lot of activities [ahem].

Do all o' these [and make it a more regular habit], and we promise that writing captions will come a *lot* easier.

- **Pain point**: practice writing a social media caption, which addresses a pain point.

- **Pleasure point**: practice writing a social media caption, which addresses a pleasure point.

- **Your '70' in your 70/30**: these are the *much* easier ones to write, so write your '70'.

- **And your '30'**: these are usually your affinity posts, so it's time folx. Go and get you your '30'.

- **LIFE CHANGIN [post]:** these don't come all the time, but when they do? Sparks *fly*. Keep a notepad handy > listen to a poddy > go for a drive > blast music, and when inspo hits? ... *write.*

TDP's caption formula

(and by TDP? We mean ... Jonah Berger's)

Meet Our Caption Burger. #NomNom

attention grabbing
first line

consistent brand voice

knowing who you're speaking to

strong CTA

readability

The anatomy of a gewd social media caption [less'get medical]

The currency of social media marketing is - of course - the post, so we thought y'all might benefit from us breaking down what is within the anatomy of a good social media caption [and subsequently, good content marketing presence].

First up? It's about your audience, *not* you: the minute you stop posting about you / your business / your organisation 24/7, and start designing your captions around your audience and what *they* like is the minute your social media presence[s] will "blow up".

So stop asking your audience to do something on every post [like this, save that, add to cart, read more etc.], and instead focus on producing content that is funny, or entertaining, or that provokes emotion, or brings legitimate value to your online community.

Now let's break down that aforementioned currency of social media caption success that I just spoke about, i.e what is the anatomy of a highly engaging social post?
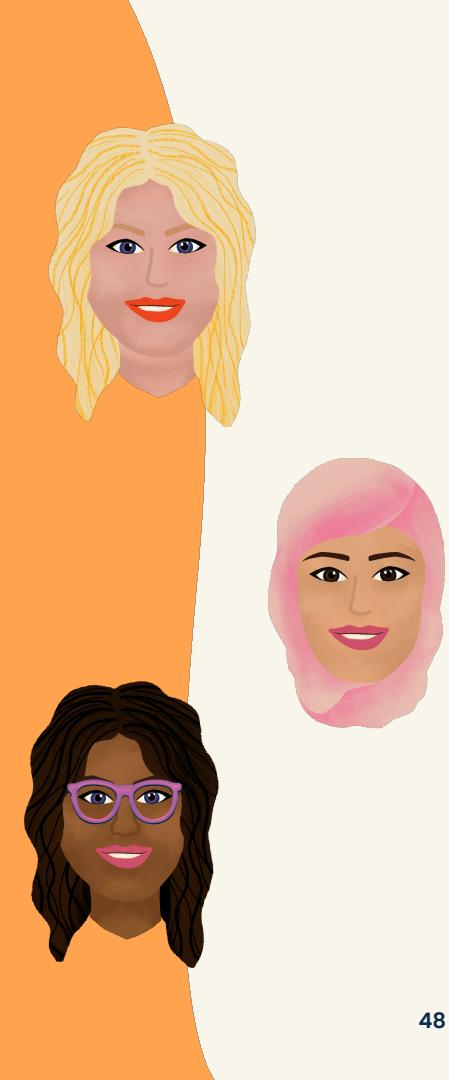
Can we introduce you to the STEPPS model by Jonah Berger?

[FYI? We use the STEPPS model by Jonah Berger]

- **S**ocial currency [content that gives your audience status and leverage over others]
- **T**riggers [hooks that keep an idea top of mind, and tip of tongue]
- **E**motion [content that creates *any* kind of emotional response within people]
- **P**ublic topics [content about topics that the world is already talking about]
- **P**ractical value [knowledge that people are looking for and can apply immediately]
- **S**tories [that people can relate to].

Because within the STEPPS? You build affinity

Y'see it's the captions with affinity that bring home that "social media bacon", tbh.

An object's affinity score is based on the regularity of interaction you have with the friend or page who published a particular piece of content. Friends or pages with whom you regularly interact and engage receive a higher affinity score.

Each time you visit a business page, click the "like" button, comment on a user's status, look at a picture, watch a video, or basically *interact in any way at **all** ...* you increase the affinity score with that person or business.

What captions do you write that are almost guaranteed affinity?

Or [and this is ok, this is why you're here] have you realised now you've potentially never achieved affinity?

So what're your affinity guarantees, then?

Amazin' idea #1	Amazin' idea #2
• Small business honesty	• Thought leadership [or leadership in general, tbh]

Amazin' idea #3	Amazin' idea #4
• Workplace culture	• Neurodiversity

Your homework!

Amazin' idea #1	Amazin' idea #2

Amazin' idea #3	Amazin' idea #4

Questions?

Please. srsly. we live for them.

Thank you

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