

Enhancing Your Brand's Social Media with Content Marketing

GoSkills online course syllabus

Skill level

Beginner

Lessons

27

Pre-requisites

No prior experience needed

Video duration

1h 18m

Estimated study time

1h 18m

Instructor

Kelli Schutrop

Introduction

- 1 Accelerate your social media content**
Social media is constantly gaining new users.

Selecting Social Media Platforms

- 2 Finding the right audience**
Your messages will fall flat if you can't reach the right audience. After watching this video, you'll be able to identify your preferred audience.
- 3 Finding the right content types**
With the large variety of content types it can be confusing to know which works best.
- 4 Finding the right feature**
Different platforms offer different benefits and features.
- 5 Finding the right advertising**
When spending money to promote content, be sure you're advertising on the right platform.

Promoting Content with Social Media

- 6 Teasing content**
One of the best uses for social content, is to promote other content efforts.
- 7 Encouraging content sharing**
No social strategy is complete without a clearly defined sharing and engagement plan.

8

Advertising content

Social media advertising is a great opportunity to expose your content.

Managing and Growing a Social Media Audience

9

Planning a cadence of content updates

To be great on social, you need to be consistent. After watching this video, you'll be able to manage a content calendar for your social media posts.

10

Creating unique content for social media

In a world full of reposts and noise, creating original content can help you get attention.

11

Setting the right tone for engagement

Your brand has a voice and a style; you should also have a consistent tone.

12

Encouraging user-generated content

Your audience is often the best content creation team you didn't know you had.

Partnering with Influencers

13

Researching an influencer's audience

Influencers have massive audiences that can match your target audience.

14

Understanding an influencer's brand

Brand alignment is vital before partnering with an influencer.

15

Creating an influencer campaign

The best use of influencers is to drive awareness to your brand with a campaign.

16

Using an influencer program service

There are many great platforms that help you find and hire great influencers for your brand.

Tips for Major Social Networks

17 **Content marketing on LinkedIn**
LinkedIn is rapidly growing and an incredible space for selling to businesses and professionals.

18 **Content marketing on Facebook**
Facebook is a relational platform with access to a global audience.

19 **Content marketing on Twitter**
Twitter is a great way to increase your two-way interactions with your customers.

20 **Content marketing on YouTube**
There are millions of people on YouTube waiting to discover your content.

21 **Content marketing on Pinterest**
Pinterest provides a powerful platform for discovery. After watching this video, you'll be able to create an aesthetic for your business's profile.

22 **Content marketing on Instagram**
Offering unique visuals increases your ability to engage with users.

23 **Content marketing on TikTok**
TikTok is the most popular social media app in the world. After watching this video, you'll be able to use this short format to engage your audience.

Evaluating Impact

24 **Tracking social media reach**
Getting your content seen is half the battle. After watching this video, you'll be able to assess reach in your content marketing strategy.

25 **Tracking social media engagement**
Engagement can tell you if your content is working.

26 **Tracking social media sentiment**
Do you know how your audience feels about your social media interactions?

Conclusion

27

Next steps

Thank you for watching this course!

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