

Digital Lead Generation

Three Part Workshop Series

Part 1: July 7th Using your website for lead generation

Part 2: August 4th Using channel management for lead generation

Part 3: September 1st Creating content for lead generation

Agenda



- Workshop Series
- Summary of VPD

Review Workshop 1 – website – Hussain Shah

Review Workshop 2 – channel management B2B -Subodh Nayar

- Creating Content Marketing for Lead Generation
 - Your Business
 - Your Customer
 - Your Message
 - Content Strategy
 - Creating and Promoting Content

What will you get from the workshop series?



- Understand when digital marketing can promote your business and when to use it to sell your capabilities
- Apply a simple funnel framework for lead acquisition, curation and conversion to a prospect
- Learn how to utilize organic lead generation

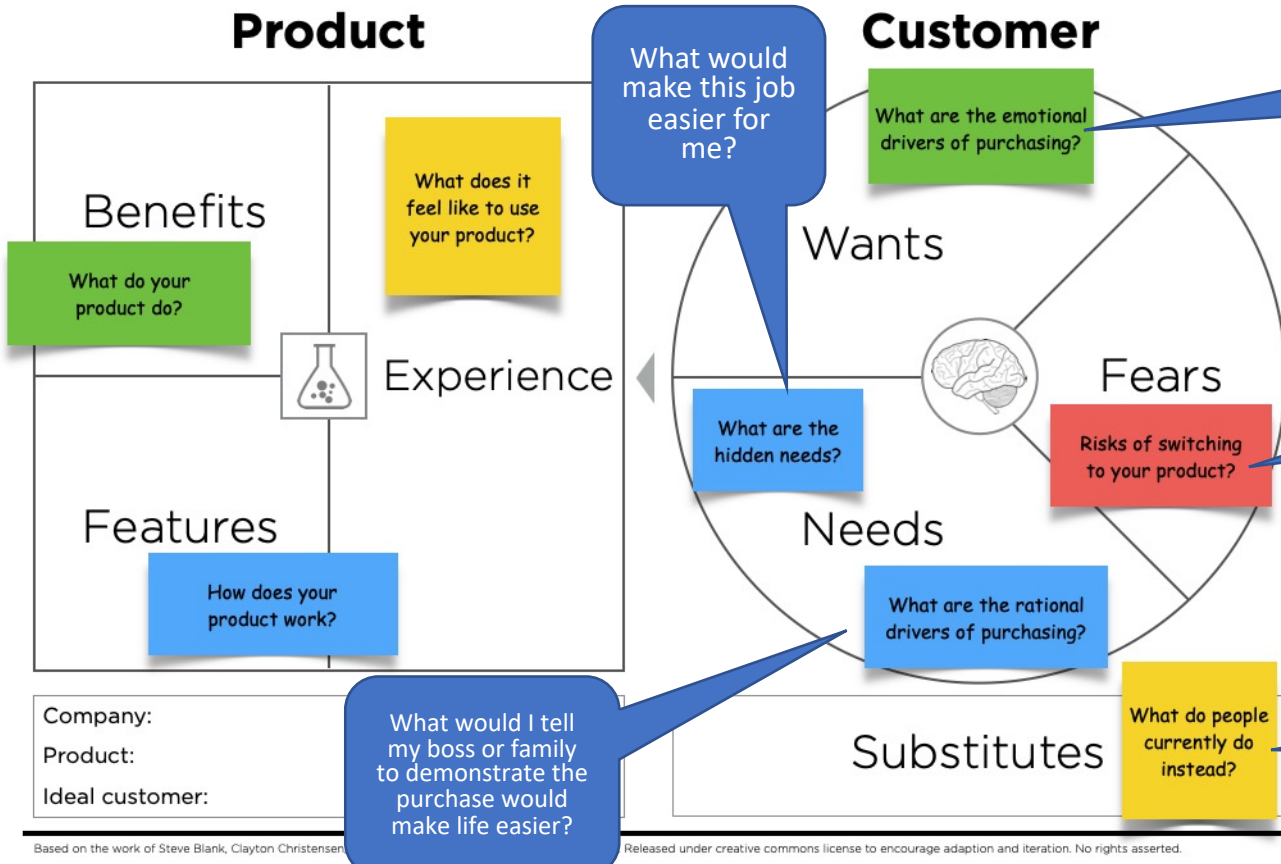
Previous & future workshops



- Value proposition design - <https://youtu.be/tLojDcsHI-A>
- Website design for lead generation (Pt 1)
https://www.youtube.com/watch?v=44_dj-khcfE
- Using digital marketing for lead generation (P2) - https://youtu.be/LpAbo_06YUw
- 9-23-21 Digital lead generation owner roundtable. Register at -
<https://clients.virginiاسبdc.org/workshop.aspx?ekey=900410060>

Summary value proposition design

Value Proposition Canvas



Use VPD to confirm there is a product to solution fit.

How would your product change what the customer does?

Why would they not buy?

What would they do if they did not buy your product or service. Including doing nothing?

Using your website for lead generation

Workshop 1

Summary Workshop 1



- Social media channels are rented property, your website is what you invest in and build on for effective lead generation
- Models of lead generation are rarely singular. Most of the time are a hybrid of traditional and account based marketing campaigns
- Lead capture is good, but without lead nurture, it is too often wasted
- Your martech stack and maturity drives complexity of campaign strategy and execution
- Thought leadership and delivering value is the core of content marketing

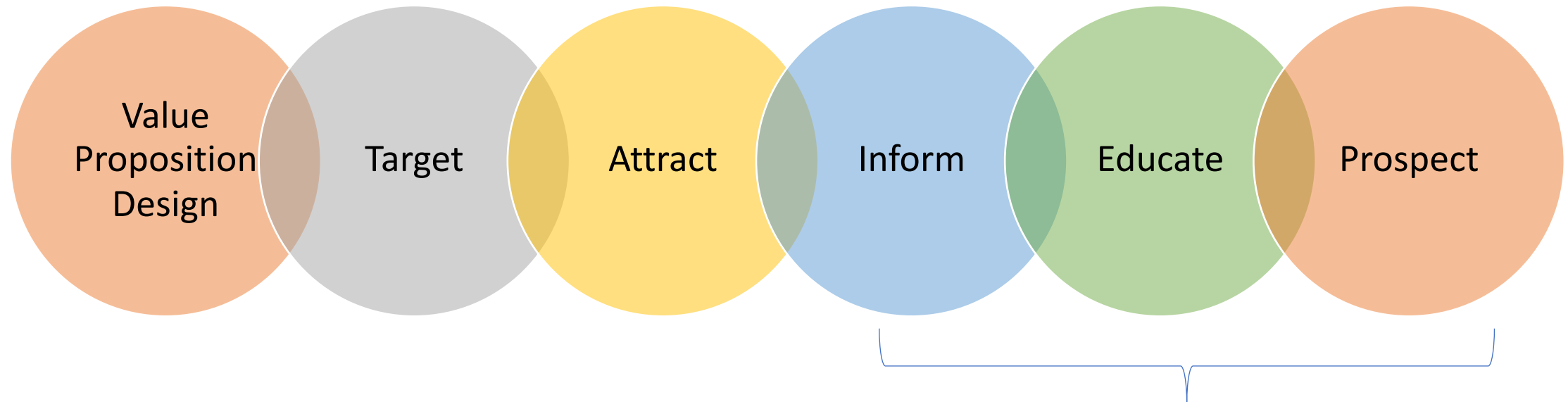
Using digital marketing for lead generation

Workshop 2

Summary Workshop 2



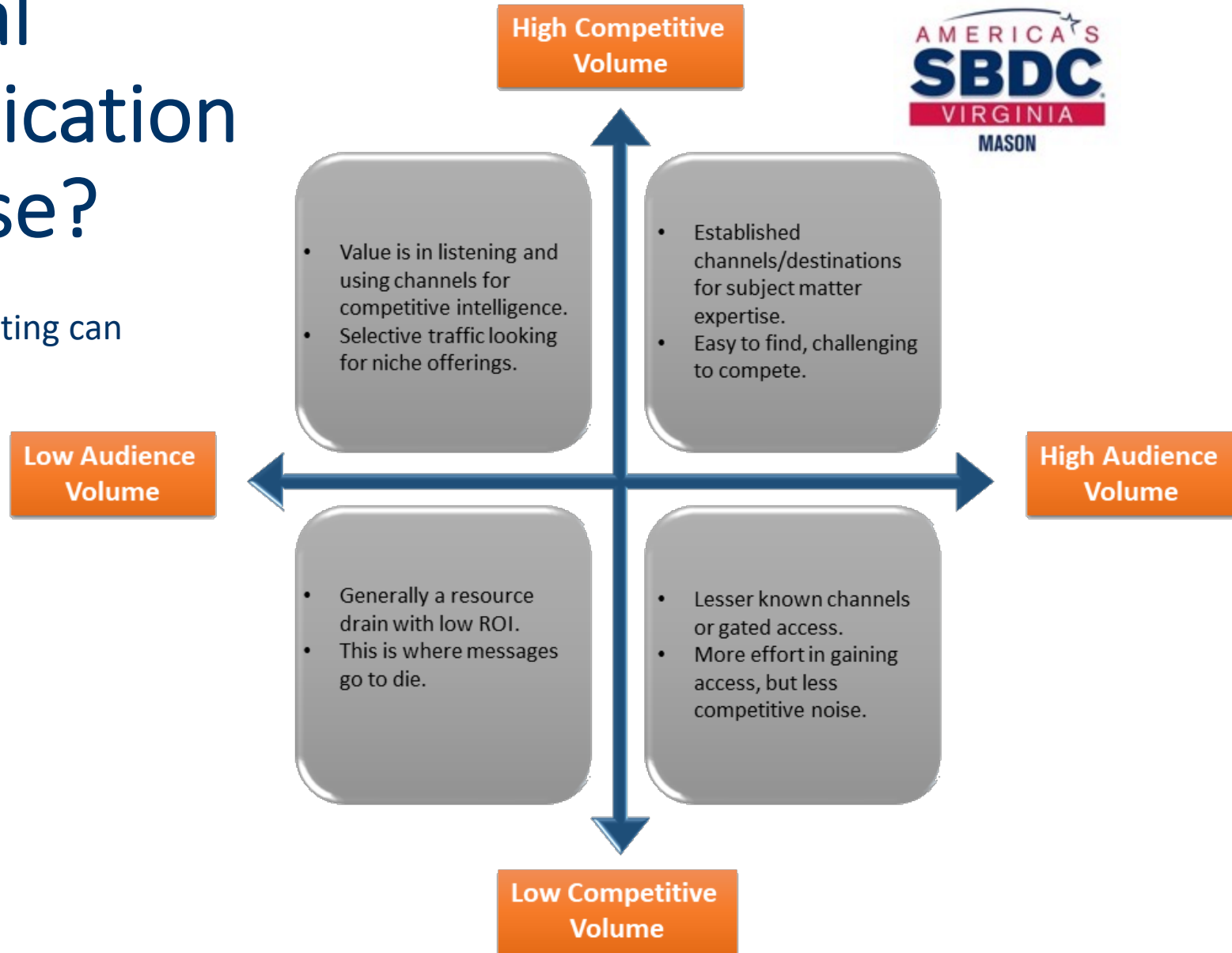
All marketing is intended to educate and engage. How intuitive the match between functionality and desired use dictates effective use of digital marketing for lead generation



Digital marketing's contribution is directly proportional to the role of people/interaction in the conversion of lead to prospect to customer.

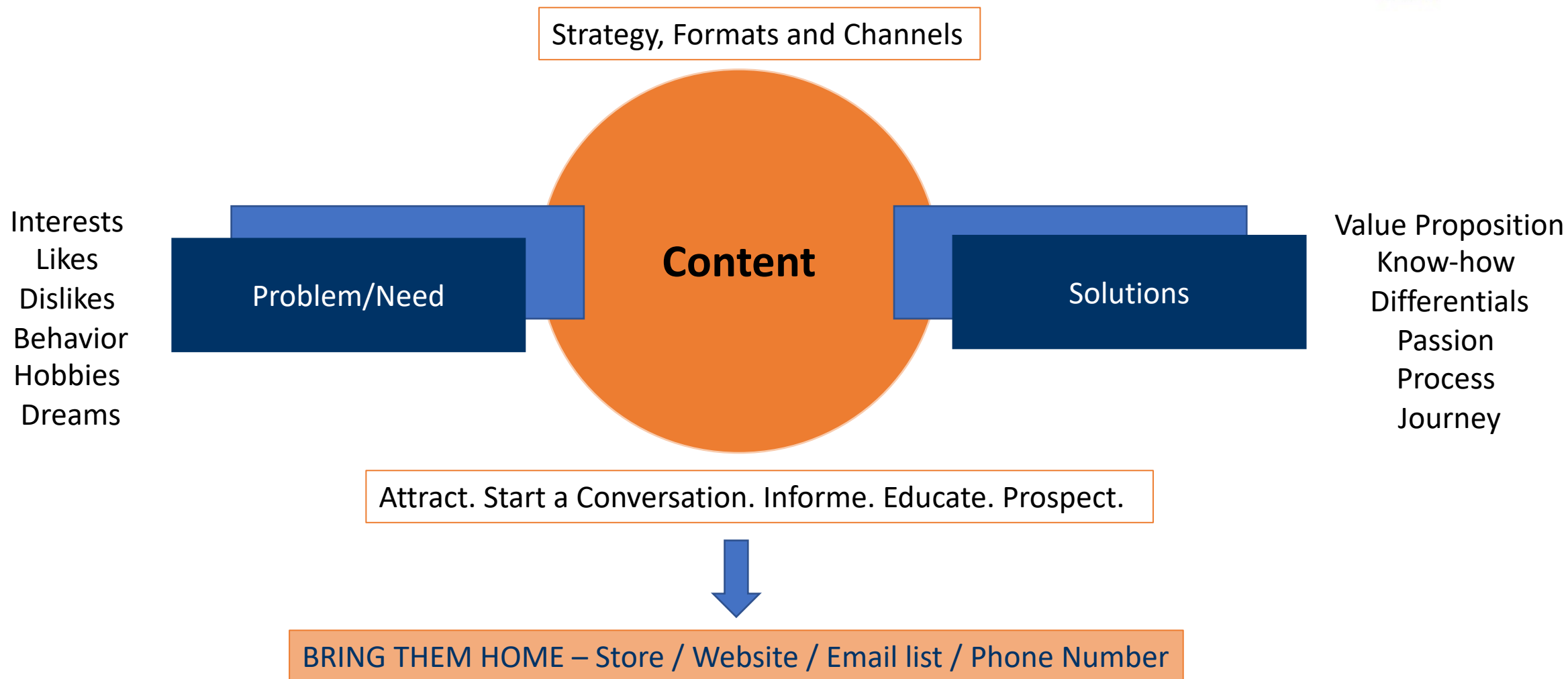
What is your optimal channel of communication and for what purpose?

.... Or how to decide what digital marketing can do for you?



Creating content for lead generation

Workshop 3



Your Business



Your Business



- What's your **value proposition**?
- Why should a **customer** purchase your product or service?
- How will you **deliver your brand promise**?
- How will your offering deliver **value to customers**?
- What does **differentiate you** for the other players or makes your offering 'unique'?
- Why are you the best choice on the market?

Your Business



- Align your offering to the customer's needs
- Have clear goals
- Tell your history and stories
- Create a brand, a message, a voice.
- Be consistent.

Your Business Persona



- Create a business persona demand a greater understanding of your company.
- To make a brand persona for your business, start by looking at how it differs from the competition.

Name
Mission
Slogan
Services

Colors
Vision
Customers
Passions

Design
Values
Employees
Challenges

Voice
Tagline
Products
Pillars



Question1
P x S

Your Target



Your Target



- Understand your customers' needs, challenges, desires.
- Talk to your clients and create an avatar, create buyer personas.
- Discover where your prospects are.
- Follow them, have interest in new relationships.
- Make sure you are part of their groups.

Your Target Persona

- Buyer personas – representations of your ideal customers – can help to understand the specific profile of your key customer segments.
- Once you have a clear picture of each persona, creating targeted and compelling messages and content becomes much much easier. Step by step you can build a detailed, relevant persona, including:

Characteristics
Customer needs
Persona names

Behaviors
Value drivers
Company profile

Attitudes
Concerns
Person profile

Dreams
Motivation
The elevator pitch



Your Target Persona



What Is a Buyer Persona?

Learn what a buyer persona is and how to conduct research, surveys, and interviews to build your own.

[Learn More](#)

Make My Persona Tool

Create a buyer persona that your entire company can use to market, sell, and serve better.

[Build My Persona](#)

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<https://www.hubspot.com/make-my-persona>

Buyer Persona Canvas™

Created For:

Date

Iteration #1

Buyer Persona <p>Who are our buyers? What is the archetype of our buyers? What is their archetypal background? What is their archetypal experience? What is their archetypal balance of professional and personal lives? What are their areas of focus and responsibilities? What are the archetypal roles in organizations?</p>	Goals <p>What are our buyer's business goals? What are our buyer's personal goals? What organizational goals affect their buying behavior?</p>	Buying Process <p>What buying process do our buyers follow? What is their archetypal buyer's journey? How does procurement govern the buying process?</p>	Buyer Thinking <p>Which attitudes hurt/help us on the part of buyers? What perceptions & beliefs do our buyers have? How does buyer thinking affect buying behavior?</p>	Why Buy <p>How do our buyers make choices? What risks affect buying choices? How do our buyers balance consequences and payoffs? How does buyer thinking affect "why" choices? What are the unlocked drivers for decisions? What are the unarticulated "why" reasons for decisions?</p>
Initiatives <p>What are the archetypal initiatives of our buyers? What are the archetypal strategies of our buyers and industry? Which programs & projects are important?</p>		Timing <p>What are the seasonal patterns of our buyers? How does formal budget planning affect timing? What is normal end-to-end buying cycle?</p>	Channels <p>Which channels do our buyers use? Where are our buyers socially? What external sources do they frequent?</p>	
Influencers, Stakeholders, Buying Team <p>Who are key stakeholders? Who are internal influencers? External influencers? Who participates on buying team? What role does buyer persona have on buying team? Who participates in the approval process?</p>			Content and Information <p>What information and data references do buyers rely on? How do buyers utilize and share content? What types of content affects purchase decisions? What are content buyers seek and when? How buyers obtain and receive information?</p>	

TONY ZAMBITO

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Your Message

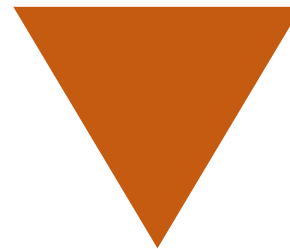


Your Message



Interests
Likes
Dislikes
Behavior
Hobbies
Dreams

Your Customer



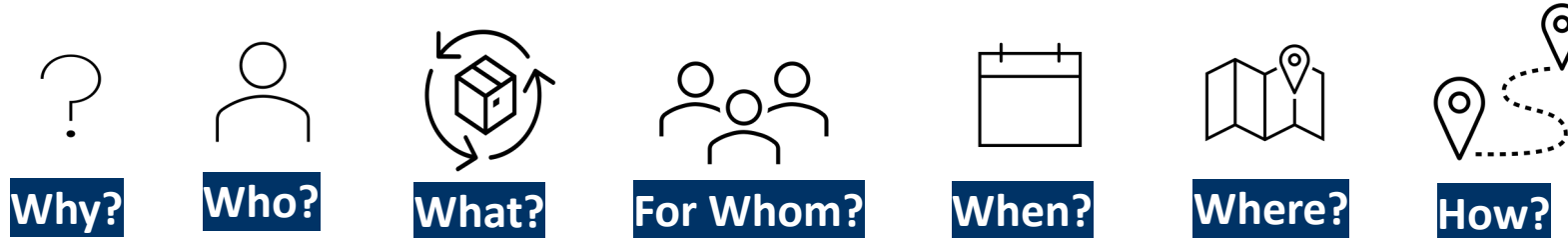
Your Business

Value Proposition
Know-how
Differentials
Passion
Process
Journey

MESSAGE

Your Message

- What does your target want to know?
- Your benefits, solutions and proof.
- Why do you do what you do and why it's ideal for your target?
- A message strategy should comprise of a positioning statement and some points that support it.



Your Message – Essential



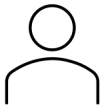
Why?

Why do you do what you do?
Why is it important to you?
Why does it matter to your audience?
Why do they buy from you?



For Whom?

Who is your target?
Who are your buyer personas?
What do you offer better for them?
How can you improve their lives?



Who?

Who are you?
What kind of business you are? B2B, B2C?
What's your name? Logo, colors, voice.
What brought you to where you are today?
What are you selling? What is your story?
Who works for you?



Where?

Where are you located?
Do you have more than one location?
Where can the customer find you online?



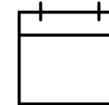
What?

What does your business do?
What solutions do you offer?
Do you provide a service, product or company?



How?

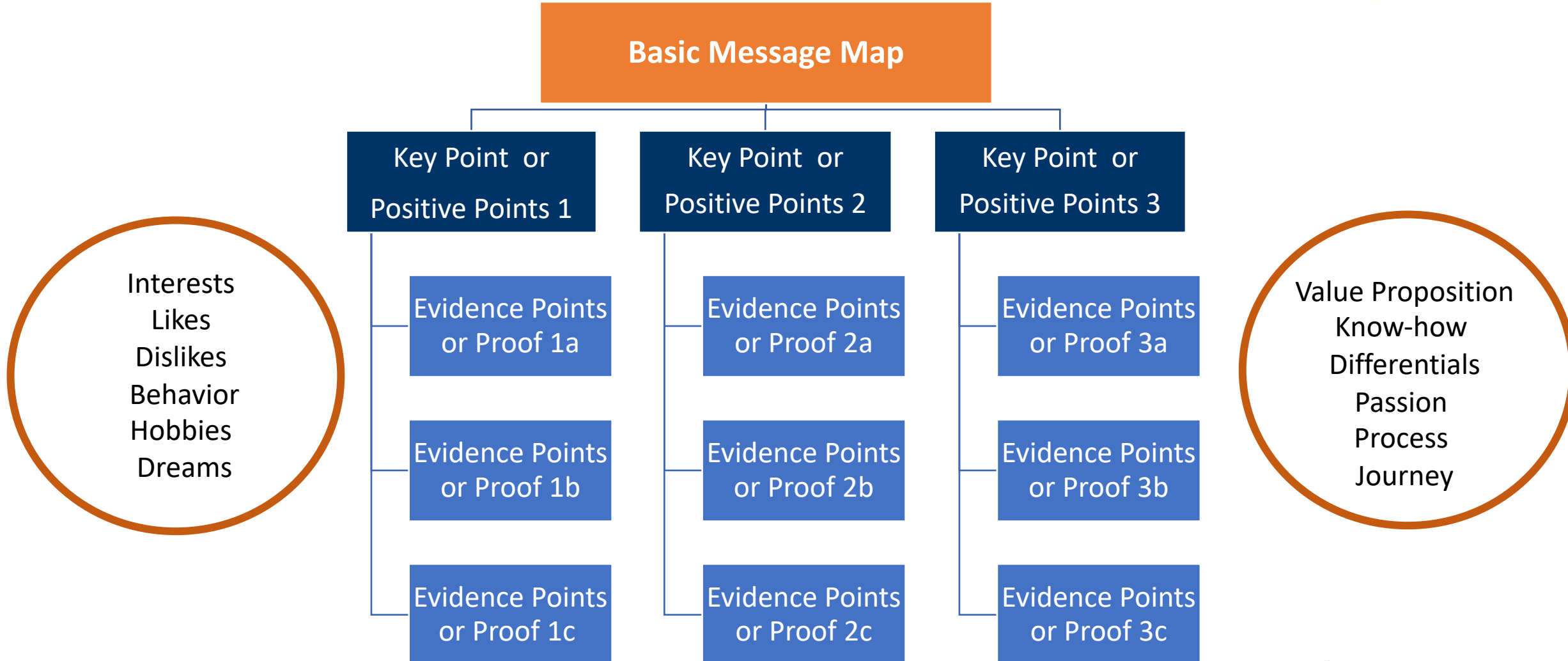
How do the client learn more about you?
How are you selling?
How do you deliver?
How are you making the client's life better?



When?

When are you open?
Are you closed on holidays?
Are you available 24/7, or are you seasonal?
When do you deliver?

Your Message Map



Your Message Map – How to start?

Keto Diet Products

- Research key words
- Talk to your clients
- Understand your target interests
- Read publications
- Check tendencies/market
- Know your competitors

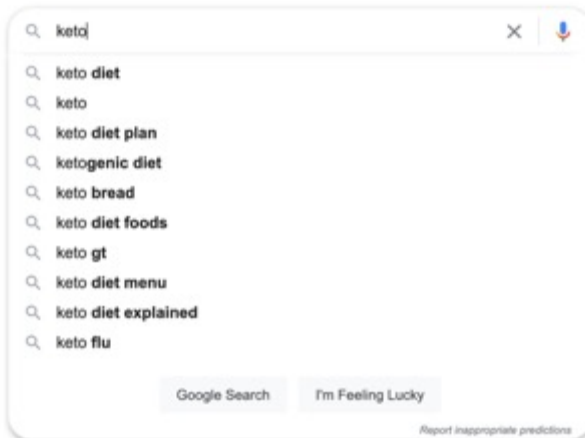


Your Message Map – Example



Keto Diet Products

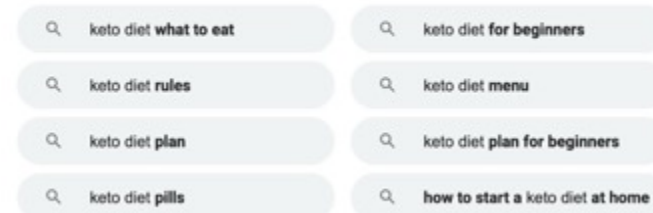
- Key Words



People also ask :



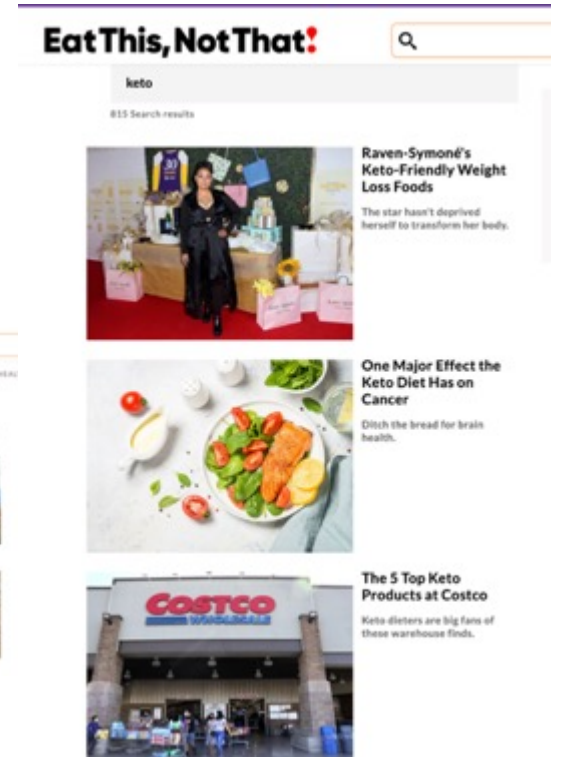
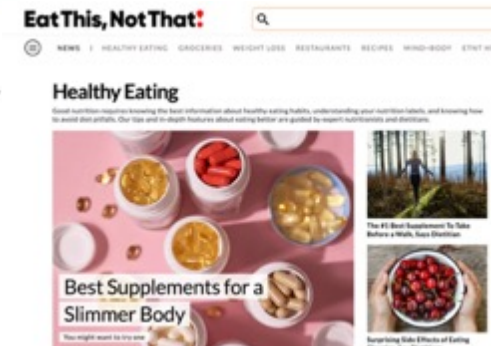
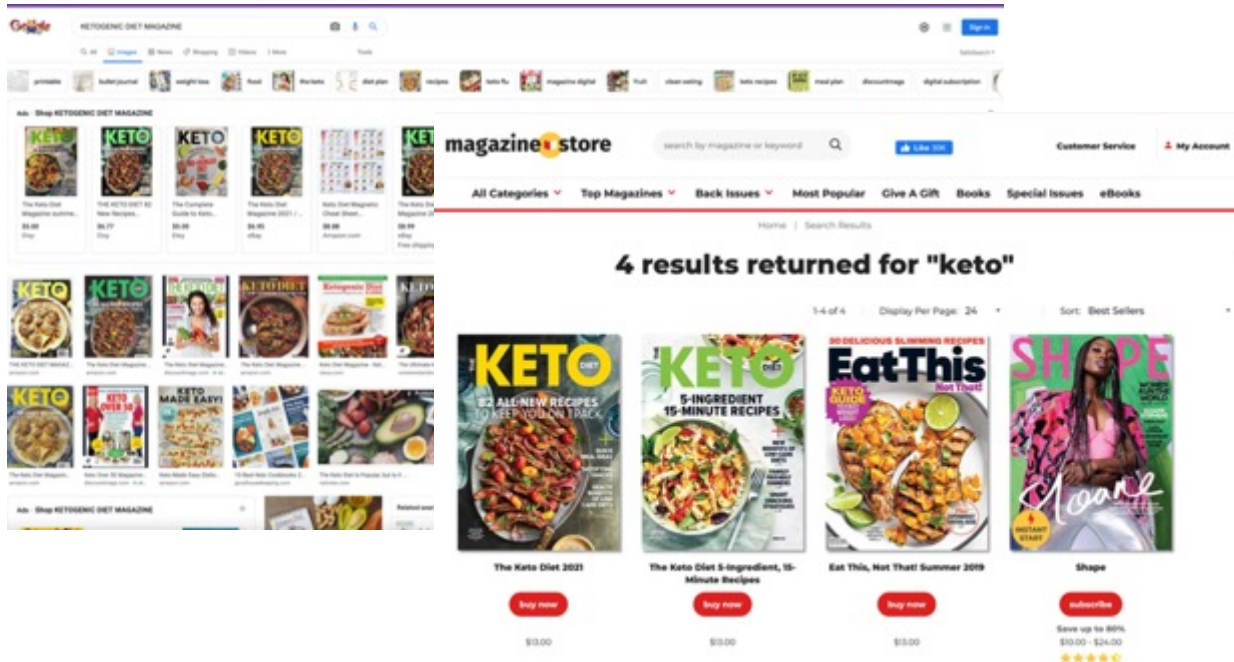
Related searches :



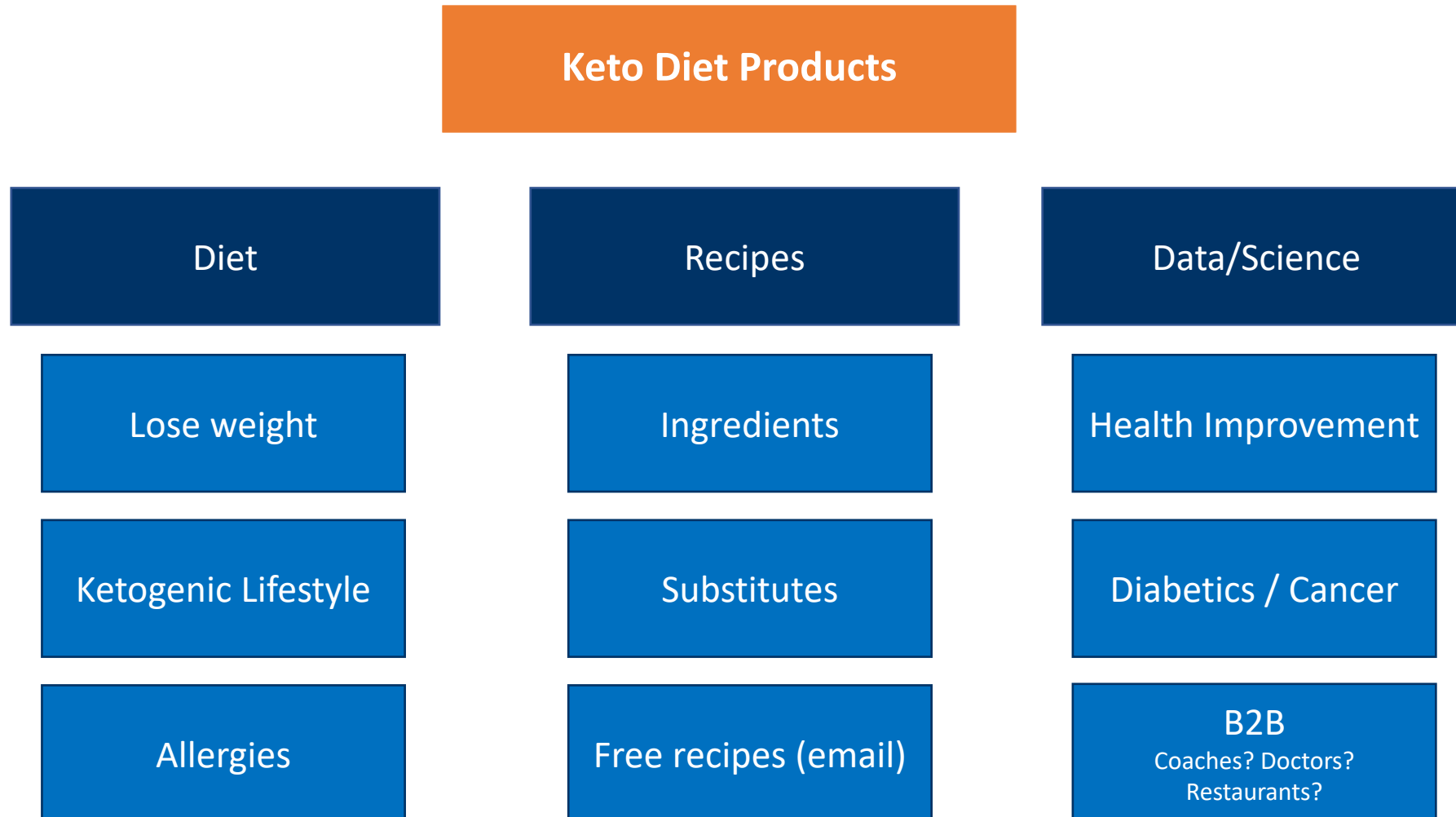
Your Message Map – Example

Keto Diet Products

- Publications



Your Message Map – Example



Interests
Likes
Dislikes
Behavior
Hobbies
Dreams

Your Customer

Content

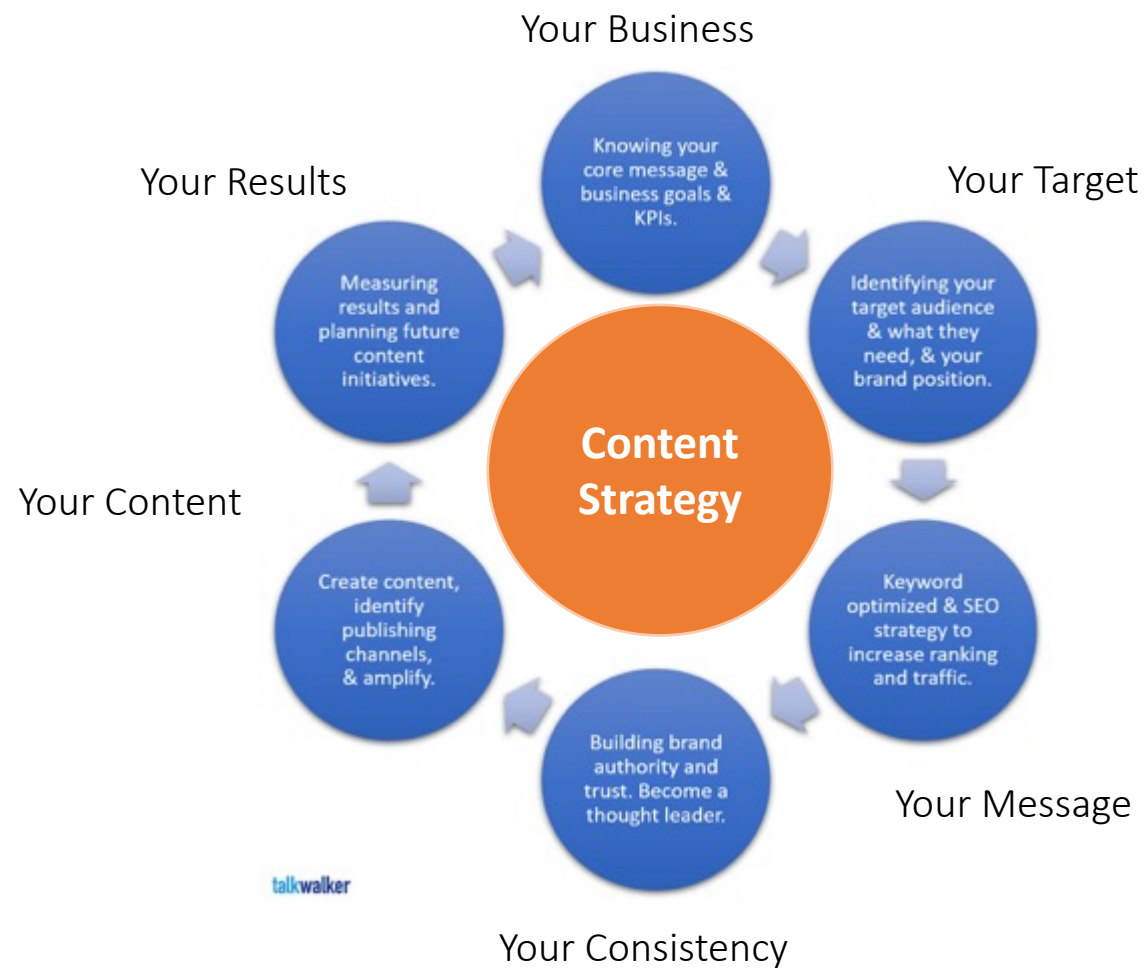
Your Business

Value Proposition
Know-how
Differentials
Passion
Process
Journey

MESSAGE

Your Strategy





Content Strategy



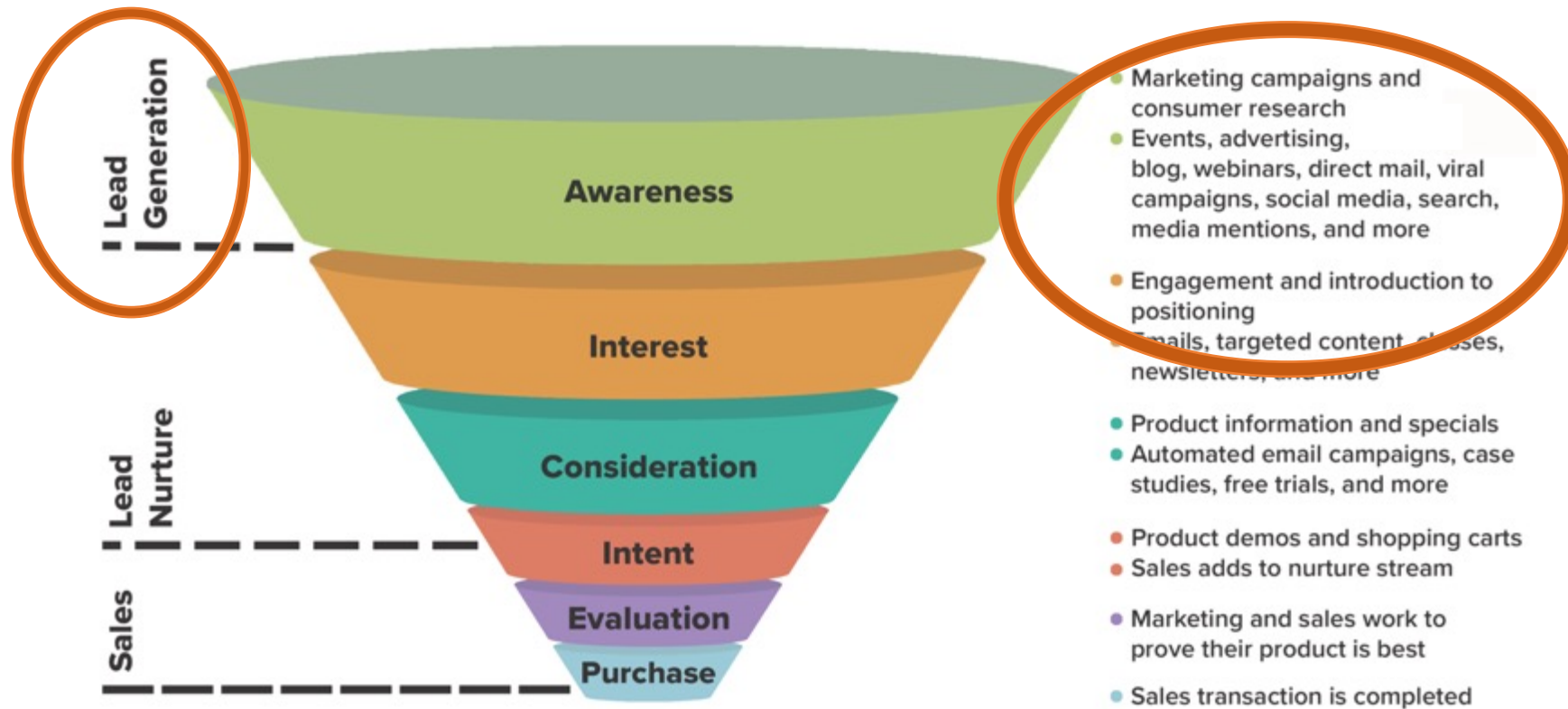
A content strategy is the planning, development, and management of content for print or digital publication, as related to a business' greater goals.

Business objective	Social media goal	Metric(s)
Grow the brand	Awareness <i>(these metrics illuminate your current and potential audience)</i>	Followers, shares, etc.
Turn customers into advocates	Engagement <i>(these metrics show how audiences are interacting with your content)</i>	Comments, likes, @mentions, etc.
Drive leads and sales	Conversions <i>(these metrics demonstrate the effectiveness of your social engagement)</i>	Website clicks, email signups, etc.
Improve customer retention	Consumer <i>(these metrics reflect how active customers think and feel about your brand)</i>	Testimonials, social media sentiment, average response time (for social customer service/support) etc.

Question2
Business

The Customer Journey

The Marketing Funnel



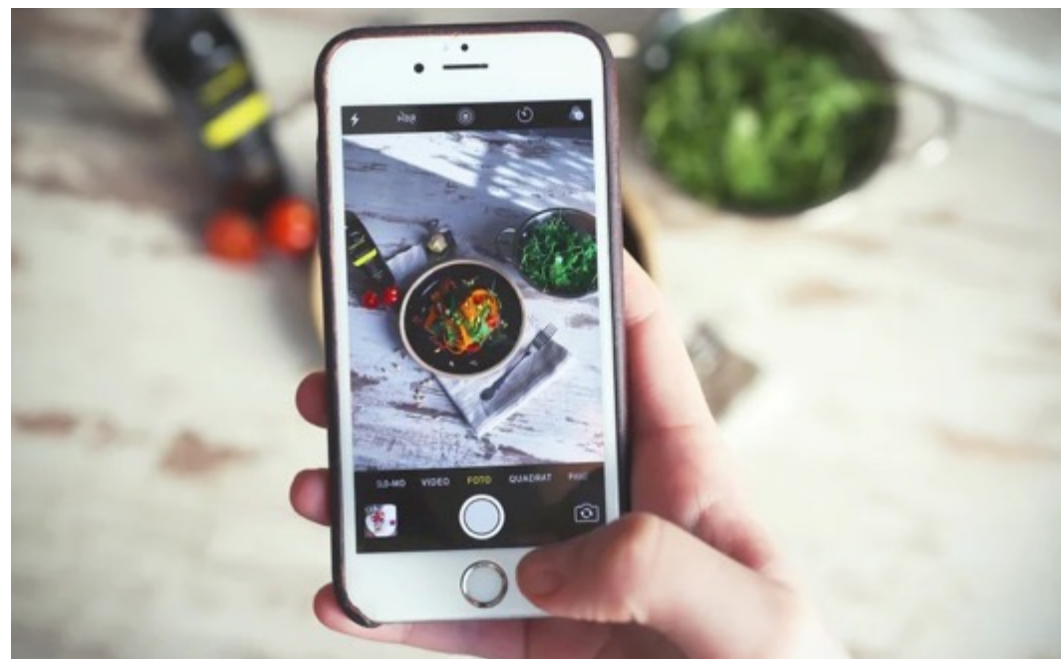
The Customer Journey

The Marketing Funnel



Creating and Promoting Content

Attract to engage



Creating Content



AGAIN: it's about your target

Create content to inspire, motivate, educate them

- Get some inspiration answering the basic questions
- Tell your business history and tell stories, your daily process
- Take your own pictures (or use a free tool to start!)
- Be yourself and be personal - this is a relationship
- Check your competitors and their followers as well

Creating Content – Persona

- Voice:
 - If you are an IT company, maybe you can be Professional, direct, simple and informative.
 - If you are a driver' school, maybe you can be Friendly, honest, fun or serious and educate.
 - If you are a popcorn store, maybe you can be Playful, fun, personal and entertain.



Creating Content



What's the best format to create that content?
How can you get more attention from your target?
What does make sense for your business persona?

- Tutorials
- Check Lists
- eBooks
- Free reports
- Webinars
- Mini-courses
- White papers
- Free trials or demo of a product.

Creating Content - Hashtags

The way people search! Works more on Twitter and Instagram than Facebook and LinkedIn.

Have a strategy, write it down, copy and keep posting!

- Industry, content, solution, your business, brand, product! Use 2 to 5 every time.

Use a bigger companies hashtags when you're sharing their content.



Creating Content – Questions

Posts with questions engage more people. Connect with different answers.

- Pool or hot tub in a new house in VA?
- Read a paper book or on the kindle?
- Microsoft or Apple?
- Chocolate or Peanut Butter?
- Meat or chicken?



Creating Content – Questions



Take notes of all your customers questions!

That's content. That's Q&A / FAQ.

And they can help you with
your website and,
creating more content.



Creating Content - Testimonials



Have a process (Google form, excel file, tool) to collect them!

Create a formal place to put it all together.

**Answer every bad comment
and ask to get a chance to
make it better.**

Say, “we are sorry,
thank you for your feedback”
and try to fix it,
if it’s possible.



Image Credits: [Kivoshi Hiiiki \(opens in a new window\)](#)/ Getty Images

**Answer every good
comment and ask them to
make a review.**

Send a form.

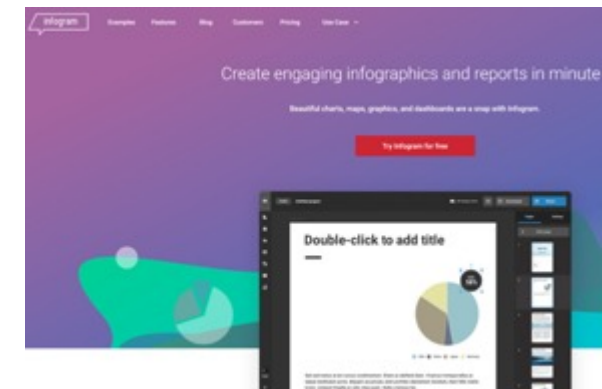
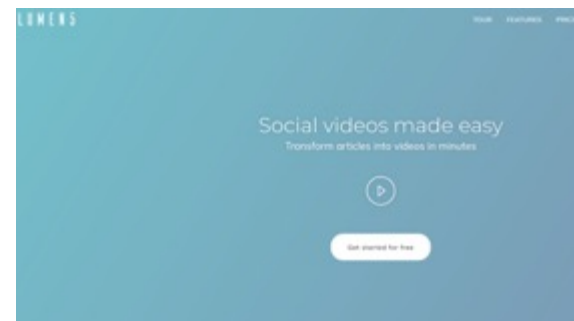
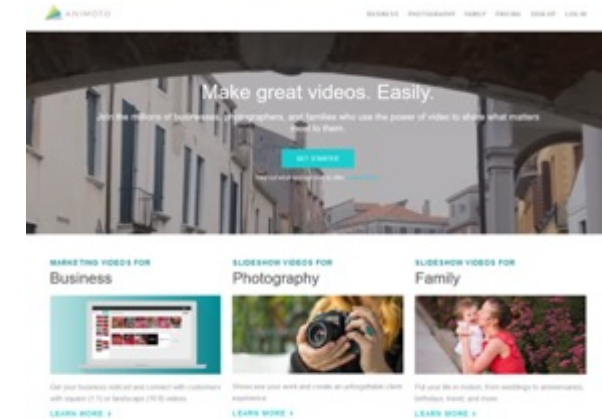
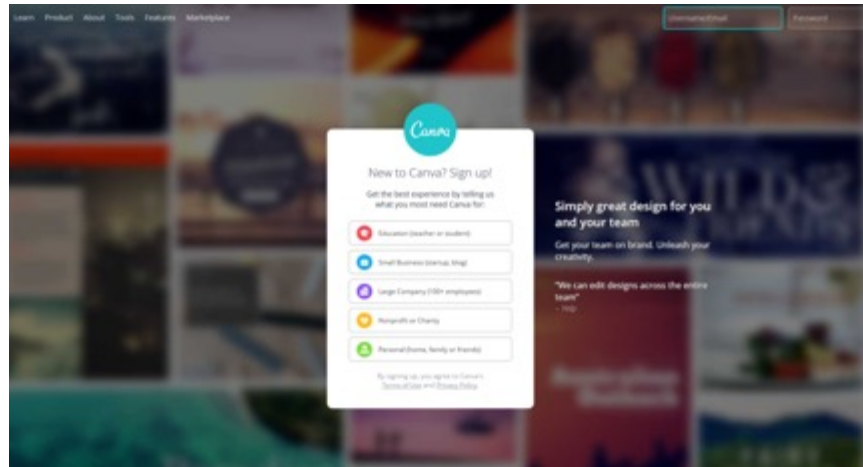
Ask for pictures.

Make the connection with
the client.

Have a gift: free sample,
gift card, e-book, discount.

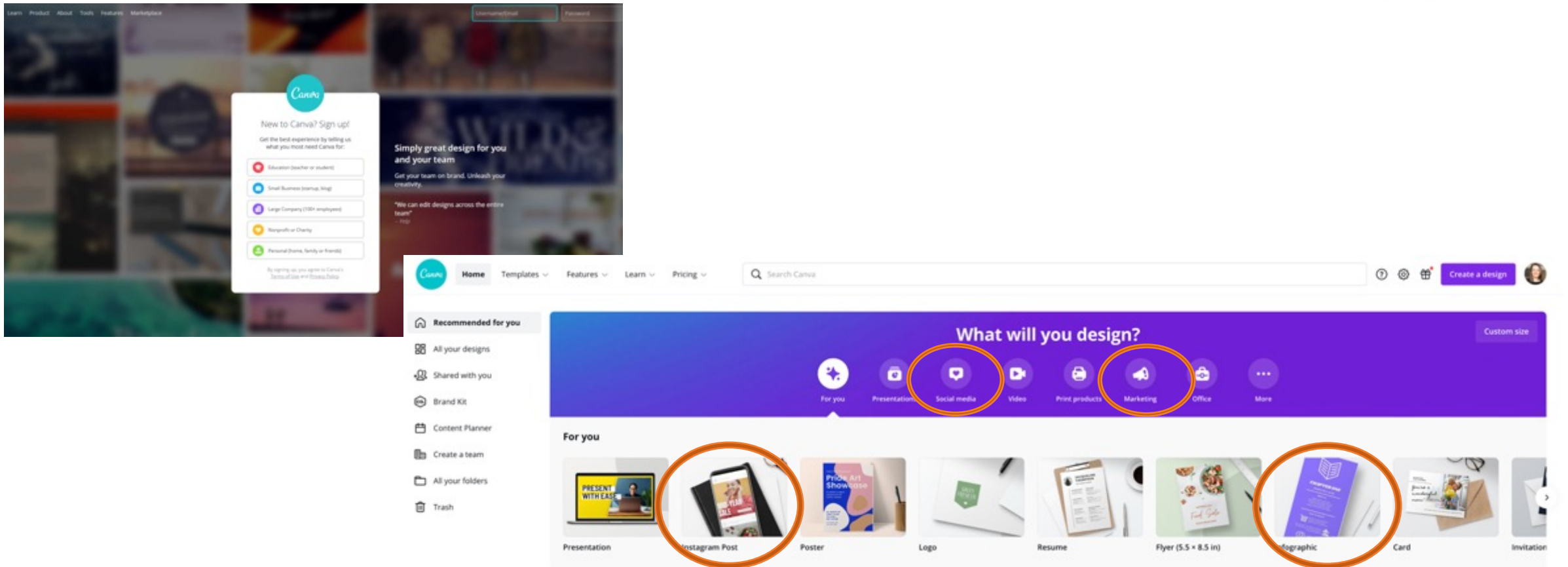
**Question3
Content**

Creating Content - Tools



5 Low-Cost Visual Creation Tools to Help Improve Your Digital Marketing Efforts:
Canva, Crello, Animoto, Alumen5 and Infogr.am.

Creating Content - Tools



Creating Content - Help



You can ask for help:

- Freelancers
- Editorial professionals
- Student's agencies
- Interns



Creating Content for new leads

Attract to engage! Grow your audience.

Have landing pages.

Improve your website.

Write good BIOs!

Use keywords and social media keywords.

Have a call to action.

Create content every week!

Promote your content but, where?



Promoting Content



Social Media Channels



- Facebook is more about friends and groups, open for debates, opinions. Almost same male and female audience (51% and 49%). More people and bigger audience in the US. Use stories, posts, lives and more.
- Instagram is about friends as well but more individual perspectives. Videos are increasing audience! Use stories, pictures and videos, lives, etc.
- Twitter is more for information, data, news. Be creative and share, use pin when you can. Promote your blog, publications.
- LinkedIn is all about business and your professional profile. Make sure you have your personal page there if you are a business owner as well!
- Pinterest is all inspiration. Check their mission first. Less busy and a good opportunity to connect with your target.
- We have more: Tik Tok, YouTube, WhatsApp, Nextdoor, Snapchat and Clubhouse.

Promoting Content - B2B

- Linked In. Make connections, 'talk' with people.
- Write a blog and promote the content.
- Facebook Groups and, if you have time: Twitter.



Promoting Content - B2G

- Cyber security first.
- LinkedIn. Website. Blog.



Promoting Content - B2C

- Google Business profile if you are a retail, have a store or an office
- Reviews (Yelp, Google, Trip Advisor)
- After that, choose one social media channel and start



Question4
Channel



Why Facebook



<https://blog.hootsuite.com/social-media-demographics/>

Facebook



Who?

your personal profile
your business profile
your groups



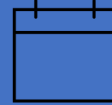
Where?

FACEBOOK BUSINESS
Facebook Marketplace
Facebook e-commerce
profile, stories, lives, groups



For Whom?

2,8 bi users per month
mostly 25 to 49 years old
56% man, 19% 25 to 34 years old
34 min per day



When?

twice a day!
early morning and evening –
lunch break!
(for example! if you have time, post more!)



What?

pictures, videos
help them first, be a specialist
your story

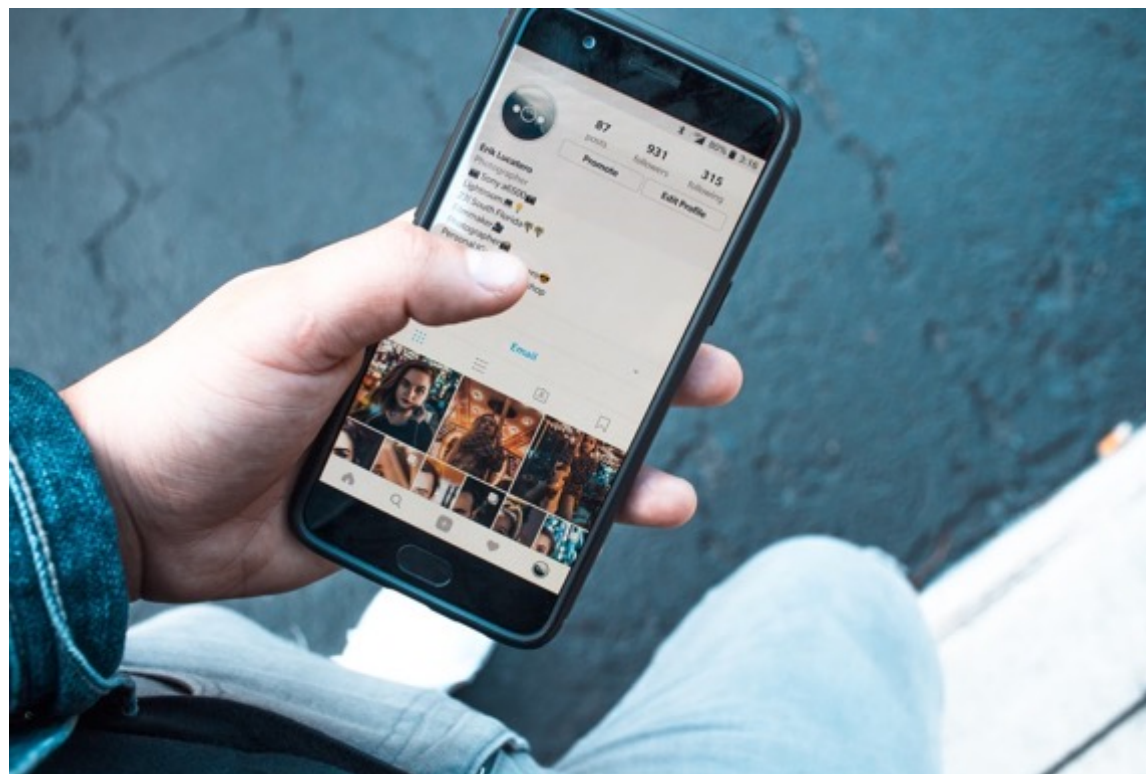


How?

Simples and short – your voice
More videos and lives!
Partnerships/groups



Why Instagram



Instagram



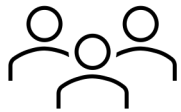
Who?

your personal profile
your business profile



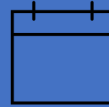
Where?

BIO!
profile, stories, lives



For Whom?

1 bi users per month
mostly 25 to 34 years old (33%)
57 female % man
29 min per day



When?

live – once a week?
pictures – twice a day?
videos – be ready to create content!



What?

pictures and videos
IGTV / lives



How?

show your product,
daily routine
what are you doing now?
hashtags



Why Twitter



Twitter



Who?

your personal profile
your business profile



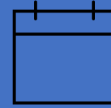
Where?

profile
replies, retweets and tags



For Whom?

353 million monthly active users
57.1% between 25/49 years old
68.5% of Twitter users are male
Twitter US 158.2 minutes per month



When?

Three to seven tweets per
day to maximize engagement
– but look at competitors



What?

news, entertainment
pictures, videos, PIN



How?

Post visual content
Create an inviting profile
Identify followers - network
Draw in followers outside of Twitter



Why LinkedIn



LinkedIn



your personal profile
your business profile

Who?



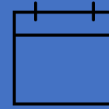
profile
activities and groups
messages

Where?



For Whom?

738 million monthly active users
80% of B2B leads are generated by
LinkedIn 13% on Twitter and 7% on
Facebook.



When?

Before your audience begins
its workday. Every day.
During lunch hours



What?

news, articles, business ideas
pictures, videos

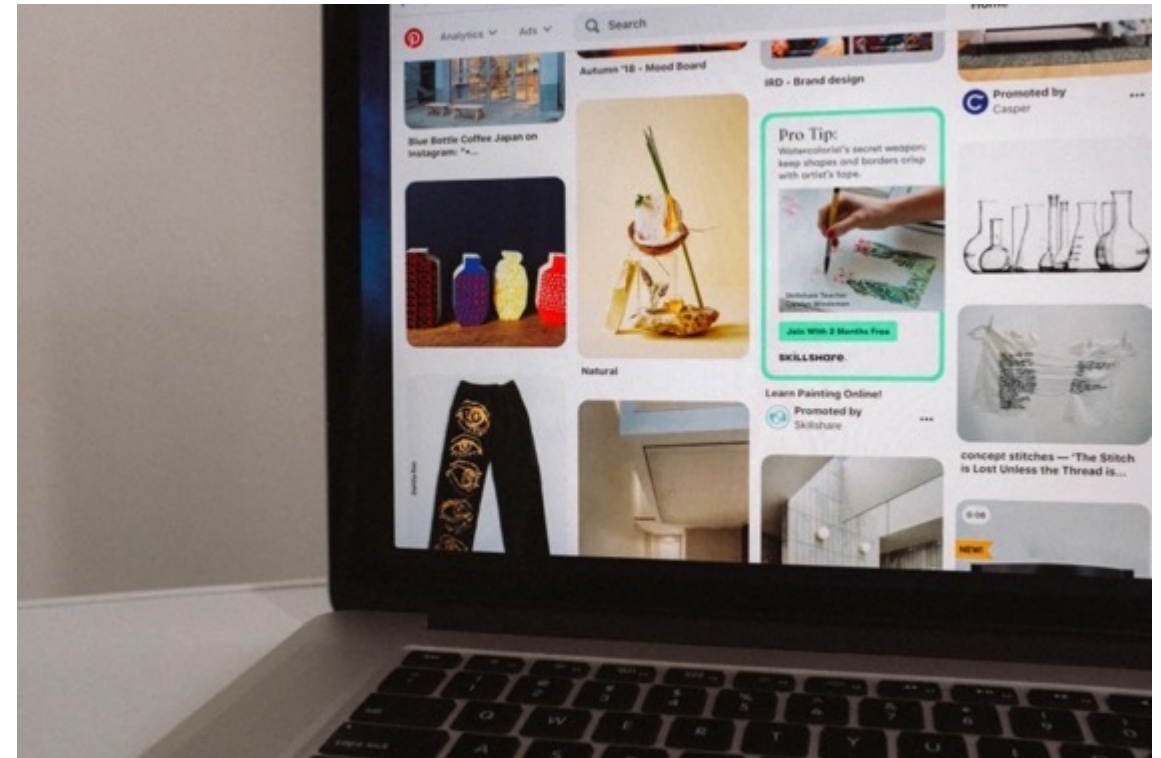


How?

Leverage the educational nature
Share thought leadership content
Nurture your connections



Why Pinterest



Pinterest



your business profile

Who?



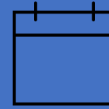
profile

Where?



400 million monthly active users
Largest group 30 to 49 years old,
78% female. 14 min per day

For Whom?



The users open their profile a few
times per day.

When?



Pictures, recipes, lifestyle.

What?

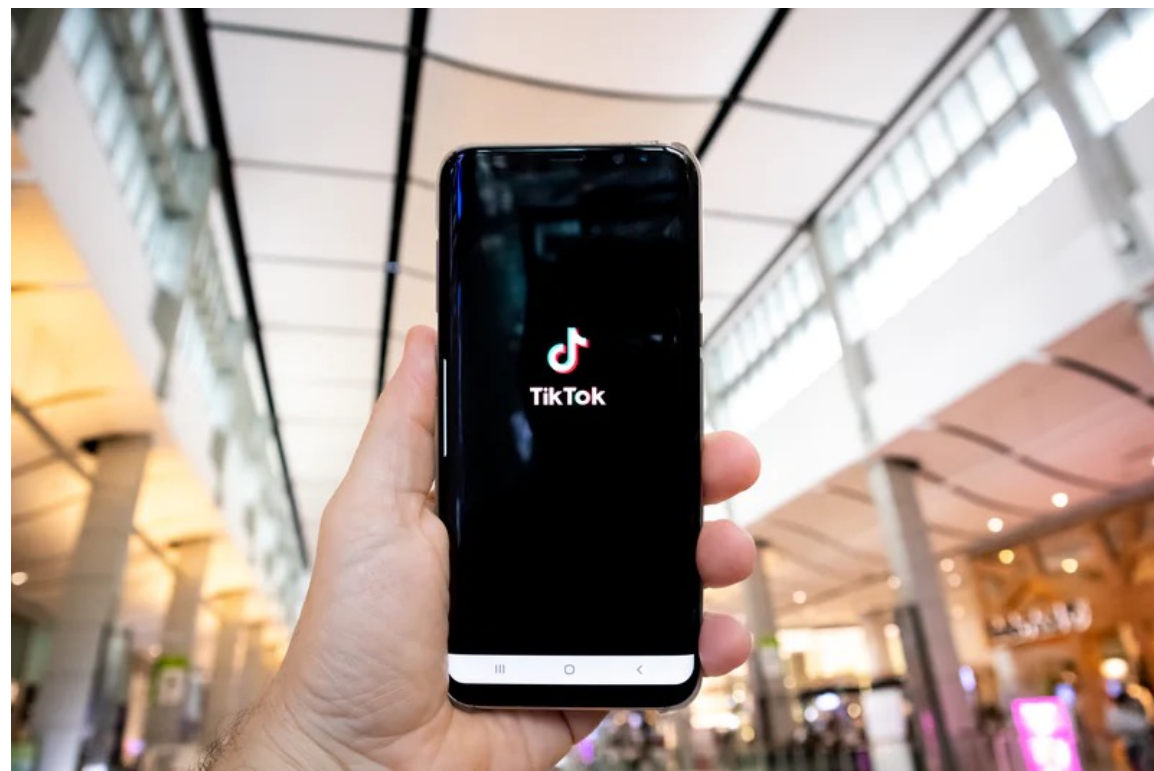


Inspire. Share your daily life.

How?



Why Tik Tok



Tik Tok



Who?

your personal profile
your business profile



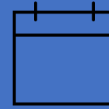
Where?

profile



For Whom?

689 million monthly active users
34% between 10 and 19 years old.
52 min per day.



When?

Before the audience goes to
school and after they come
back home.



What?

Everything you can share and create
In videos! Normally more fun.



How?

Creative videos.
Share on your other channels.

Creating Content – next steps



Chat / Message / Email Marketing / Newsletter

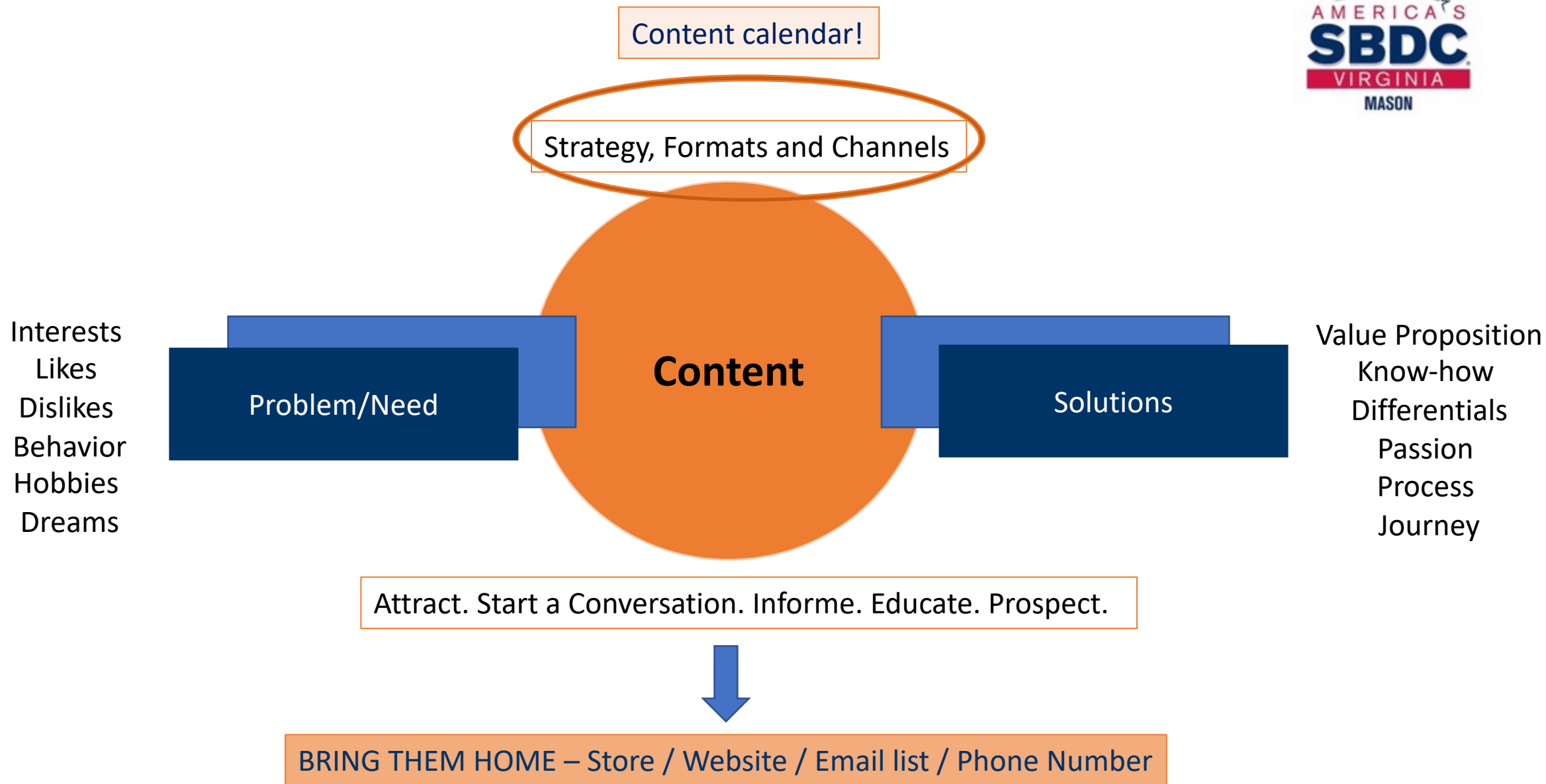
- Continue the conversation
- Guarantee it's a simple message and, clickable

 sendinblue

 ConvertKit

HubSpot

 Constant Contact



Content Calendar

A content calendar
or an editorial calendar is
a written **schedule of when and where you
plan to publish** upcoming content.

Choose important days, holidays, etc.

A tip: create content for a month or two
before starting your posts - be consistent.



Content Calendar – Tool



[INSERT MONTH + YEAR]							Ebook
							Webinar
							Blog Post
							SlideShare
							Product Launch
							Experiment
							Other
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		New Product Launching		Holiday SlideShare Holiday Blog Post			
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Social Media Ebook Social Media Blog Post					
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
				Holiday			
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Facebook Experiment	Facebook Experiment	Facebook Experiment			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Social Media Webinar					

<https://offers.hubspot.com/social-media-content-calendar>

<https://blog.hubspot.com/marketing/social-media-calendar-tools>

Schedule your Content Calendar - Tool

A Content scheduling involves uploading content to be published in the future.

- Buffer
- Hootsuite

Social media scheduling apps



Buffer



TweetDeck



Feedly



Zoho
Corporation



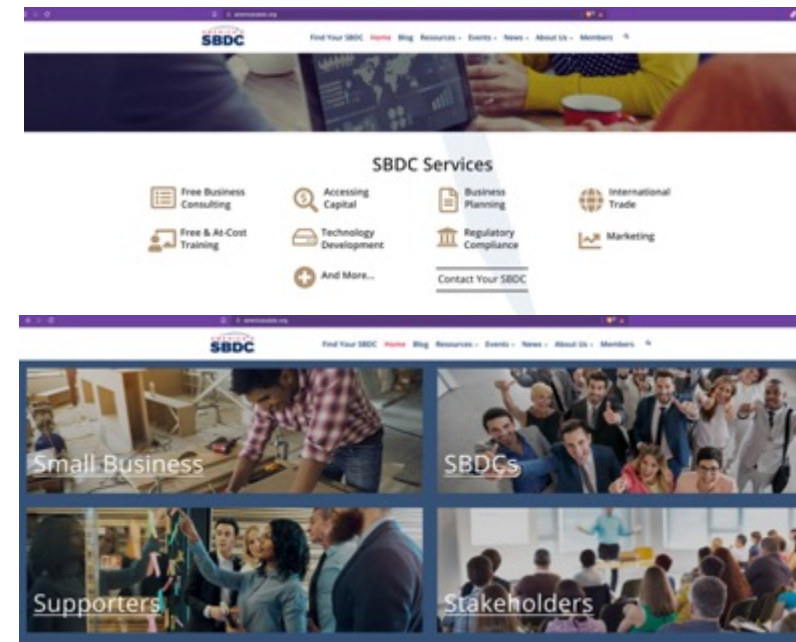
Examples



Examples - SBDC



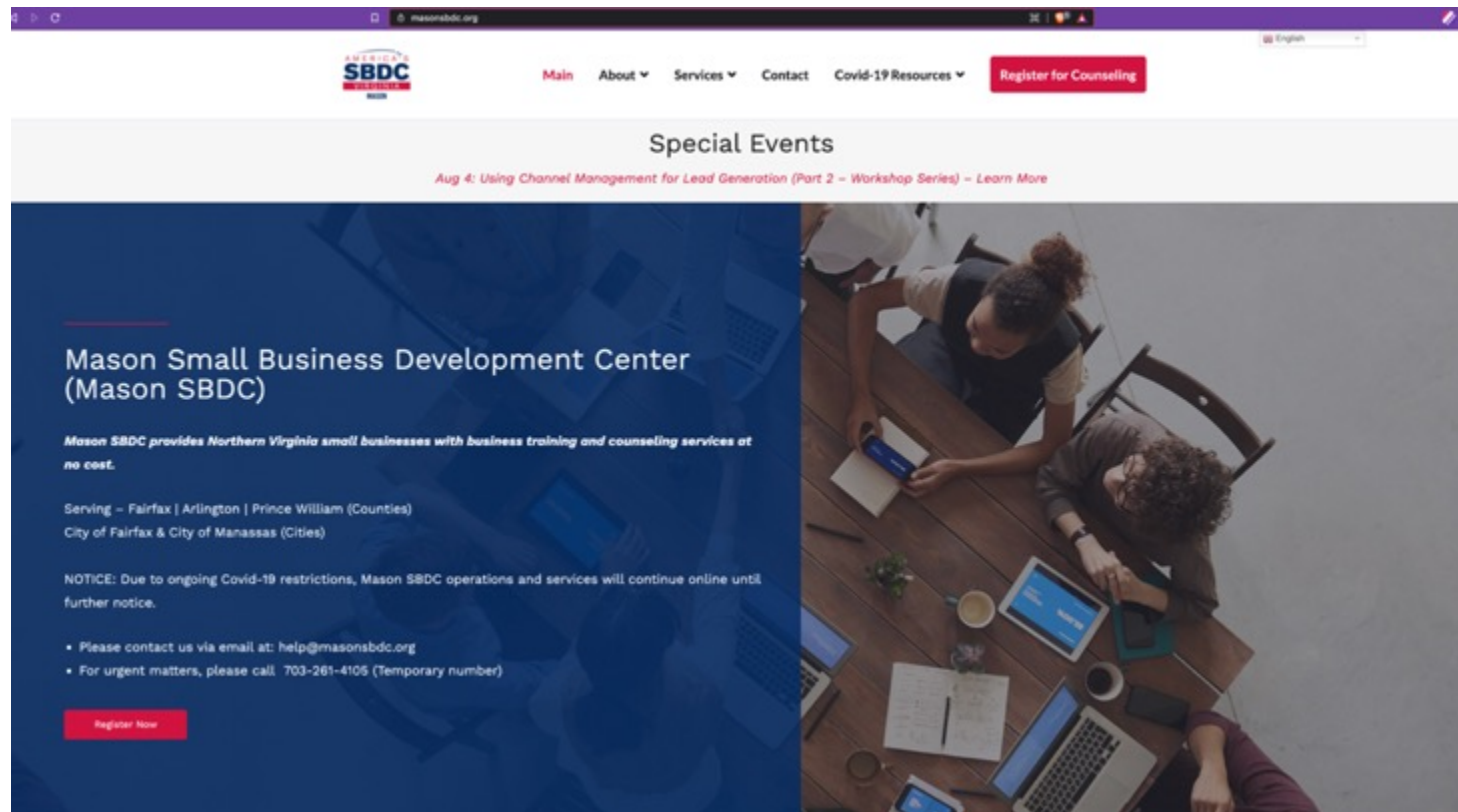
- B2B, Website, No-profit – answering the basic questions.



Example Mason SBDC



- B2B, Website, No-profit – where, write zip code and find Mason SBDC.



Example Mason SBDC by Sindhu Mathew



- B2B, Small Business, No-profit and not for profit.
- Upcoming Project - 'Mission Ignition' Promotion.
- Promoting via Social Media (Linked In, Facebook and Twitter) and partners.



Mason Small Business Development Center

Mason SBDC provides no-cost business counseling and training services to small ...
3d • 5

Hoping to start a business in Prince William County?

Have you heard of 'Mission Ignition'?

*10-week program

*Speakers include seasoned business mentors and experts.

*Application deadline is 9/3.

*Visit <https://lnkd.in/dYMHE6ui> to learn about eligibility and apply today!



Example Mason SBDC by Sindhu Mathew



Linked In

- 2 Reshares
- 35 Views

Your post posted on August 27, 2021

35 views

2 reshares



Colleen Chaplin • 1st

Executive Assistant at Prince William Chamber of Commerce
30m •

Starting a new business? Check out the program below.



Mason Small Business Development Center

Mason SBDC provides no-cost business counseling and training services to small ...
3d •

Hoping to start a business in Prince William County?

Have you heard of 'Mission Ignition'?

*10-week program

*Speakers include seasoned business mentors and experts.

*Application deadline is 9/3.

*Visit <https://lnkd.in/dYMHE6ui> to learn about eligibility and apply today!



Example Mason SBDC by Sindhu Mathew



Facebook

- 2 shares

MISSION IGNITION
10 WEEKS, 12+ TRAINERS, ONE-ON-ONE COUNSELING
BUILT TO LAUNCH YOUR BUSINESS
APPLY BY SEPT. 3, 2021

POWERED BY

PRINCE WILLIAM COUNTY, VIRGINIA
DEPARTMENT OF ECONOMIC DEVELOPMENT

BRICKYARD

PRINCE WILLIAM CHAMBER OF COMMERCE

GEORGE MASON UNIVERSITY

AMERICA'S SBDC VIRGINIA MASON

210 People Reached 14 Engagements ↑ +11.5x Higher Distribution Score **Boost Post**

2 Shares

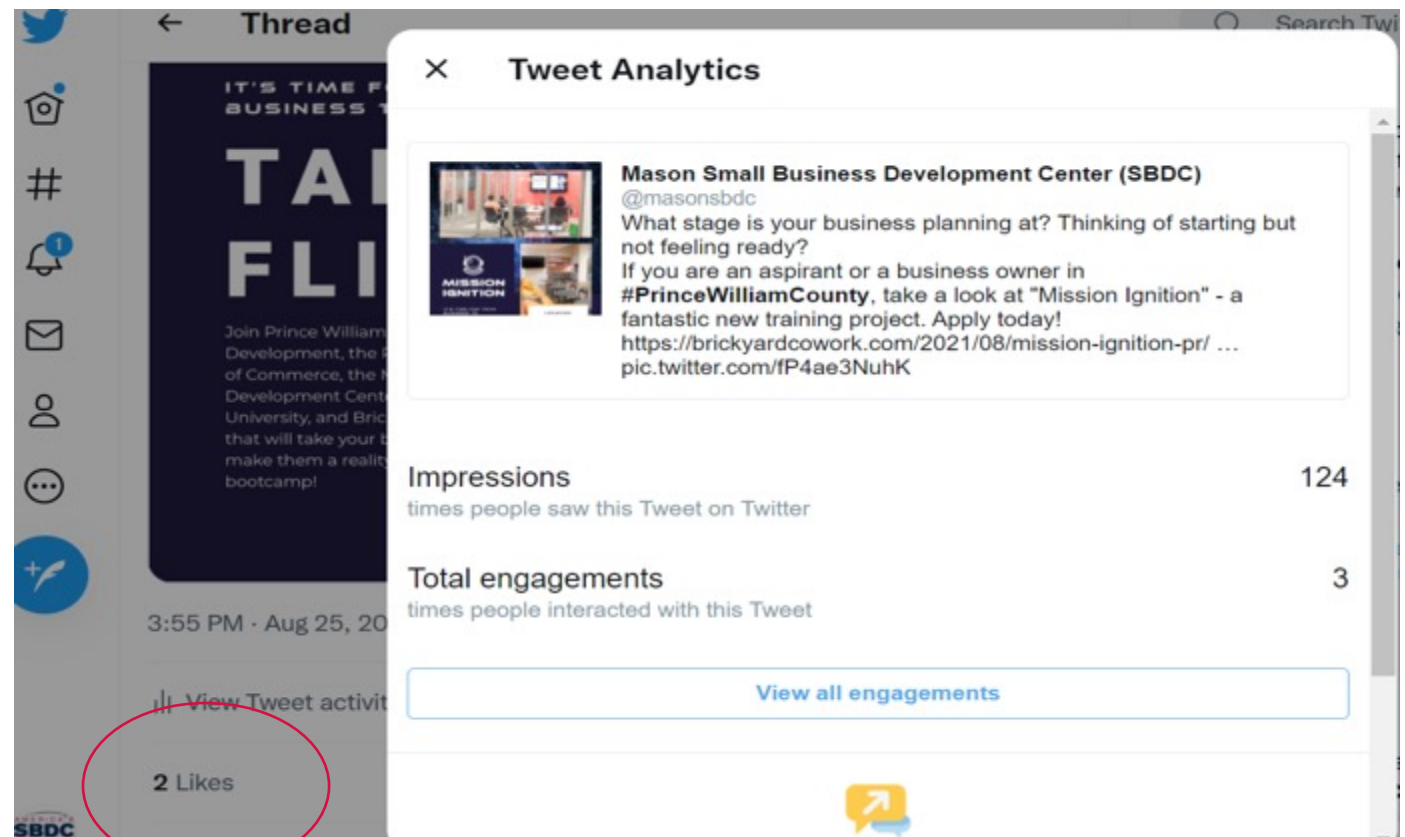
Like Comment Share

Example Mason SBDC by Sindhu Mathew



Twitter

- 2 likes



Example Mason SBDC by Sindhu Mathew



Email Promotion - Mission Ignition (Upcoming Project)

Email - Why?

What did we do to promote Mission Ignition via email?

- Highlighting Key Information (Dates, Value, Why, Call-to-Action)
- Content – Visual (Flyer) + Messaging + Call-to-action
- Goal - send people to Landing Page and send them soon
- Hyperlinks to program information
- Drive - Instructors, cost, deadline driven (Sep 3 - application deadline)

Example Mason SBDC by Sindhu Mathew



Email Sample



Mason Small Business Development Center

Providing guidance that will change your ideas into an enterprise

Mission Ignition

Want customized mentorship to get your small business off the ground by 2022?

Apply for 'Mission Ignition', a **10-week program (training + 1-on-1 counseling)**, designed for small business aspirants and owners in Prince William County!

Cohorts will meet on-site at Brickyard CoWork (Woodbridge) with some sessions offered *online. Mentorship and training to be provided by Mason SBDC business instructors, regional leaders & subject matter experts! Click here to learn about eligibility, curriculum, speaker line-up, and more!

Application deadline is September 3rd! (next week)



Clickable Flyer



Example Mason SBDC by Sindhu Mathew



Email Sample

subject matter experts! Click [here](#) to learn about eligibility, curriculum, speaker line-up, and more!

Application deadline is September 3rd! (next week)

Key Information

- **Program Start:** Sep.15 (Virtual Session)
- **Program Conclusion:** Nov. 17
- **Session Times:** 6:30 PM - 8:30 PM (Wednesdays)
- **Venue:** [Brickyard CoWork](#) (in-person) & Online

*Please note - 9/15 session will be offered online. All other sessions to be held in-person.

Call-to-action

APPLY TODAY!!

A joint venture by [Brickyard CoWork](#), [Mason Small Business Development Center](#), [Prince William County Dept. of Economic Development](#) and [Prince William Chamber of Commerce](#)

Register for other no-cost business webinars! Visit www.masonsbdc.org/workshop

Follow us on social media!

[f](#) [t](#) [in](#)

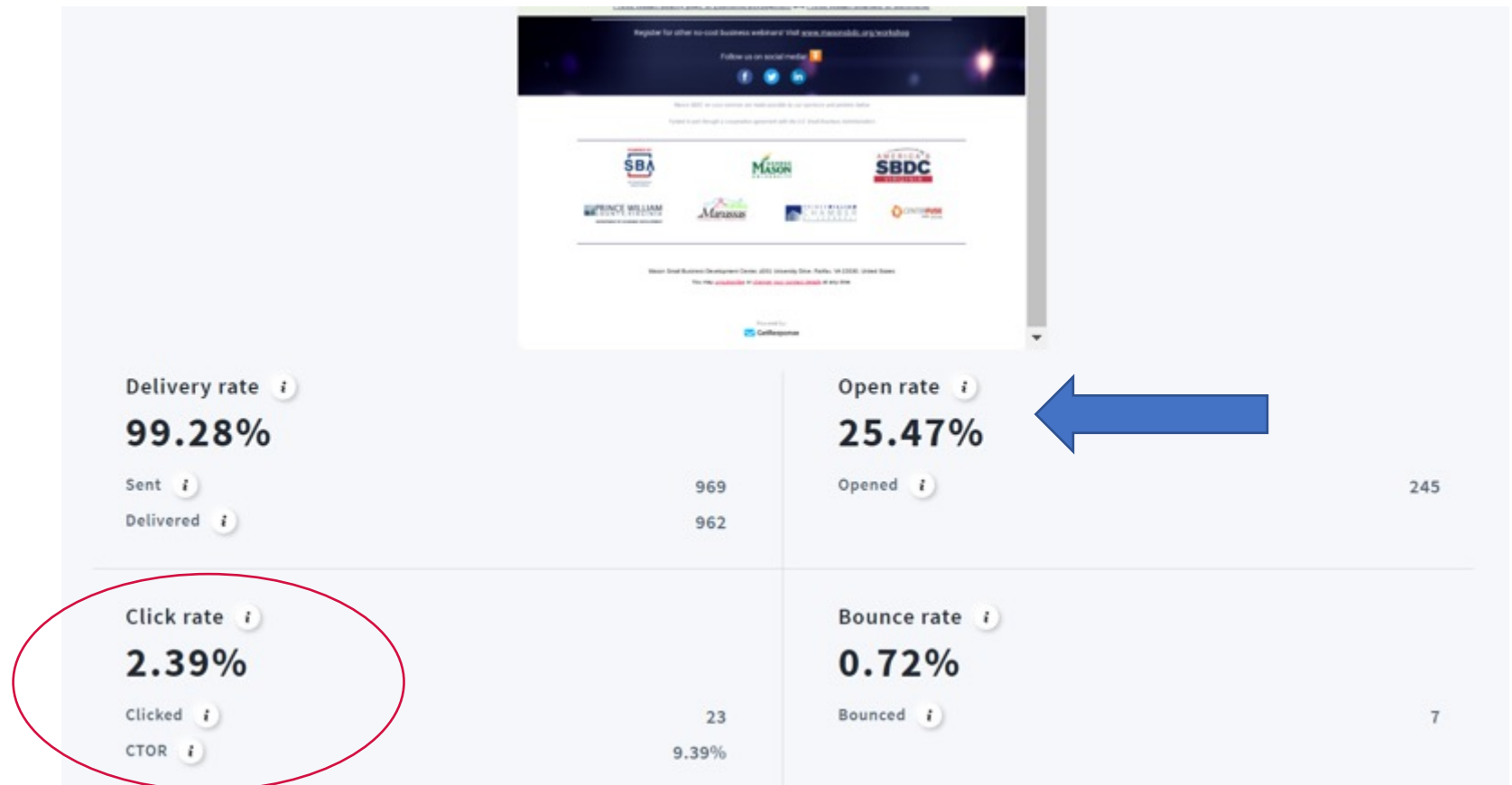
Mason SBDC no-cost services are made possible by our sponsors and partners below.

Example Mason SBDC by Sindhu Mathew



Email Performance

- 24-hr Performance
- 245 opened
- 23 clicks



Example Mason SBDC by Sindhu Mathew



Tools

- Email - **Get Response**, **Constant Contact**, CRM
- Social Media Scheduling – **Hootsuite**, **Buffer** or directly on sites. (LinkedIn does not currently allow scheduling posts; **Twitter/FB**- Yes)
- Content Creation – **Canva** (Short videos, static and animated flyers), **Piktochart**
- Content Calendar – **Smartsheet** / **Excel**

Example Mason SBDC by Sindhu Mathew



Follow Us!

Are you following us on social media?



Twitter: <https://twitter.com/masonsbdc/>

<https://facebook.com/masonsbdc/>

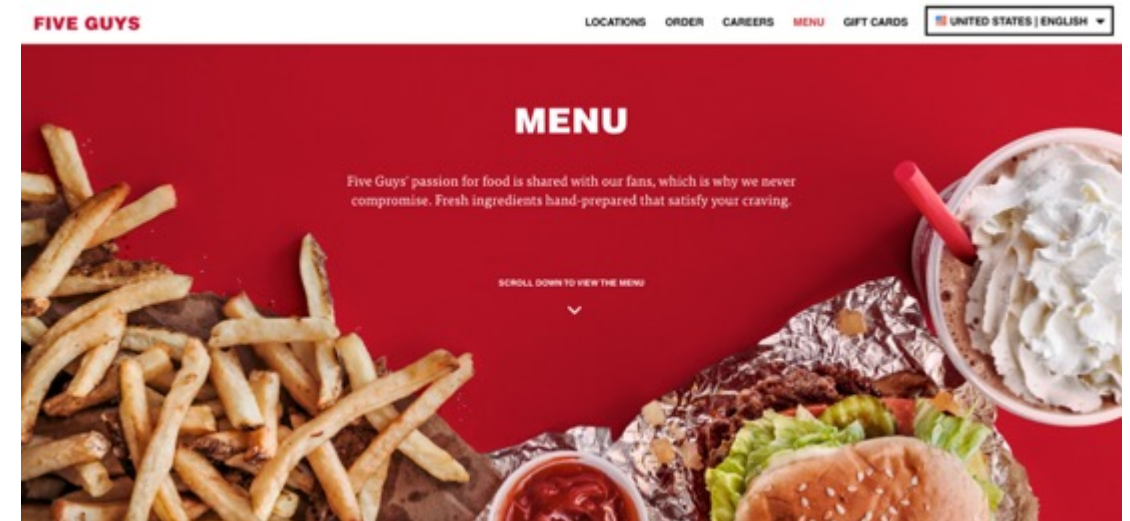
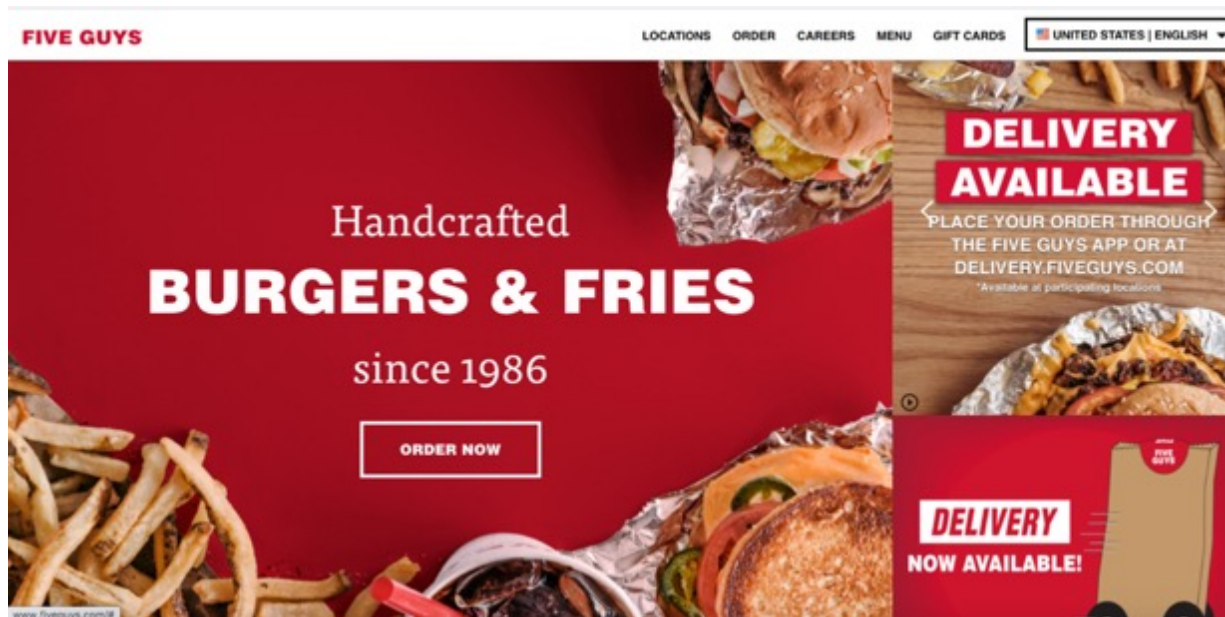


Linked in: <https://www.linkedin.com/company/mason-sbdc>

Example – Branding and Consistency



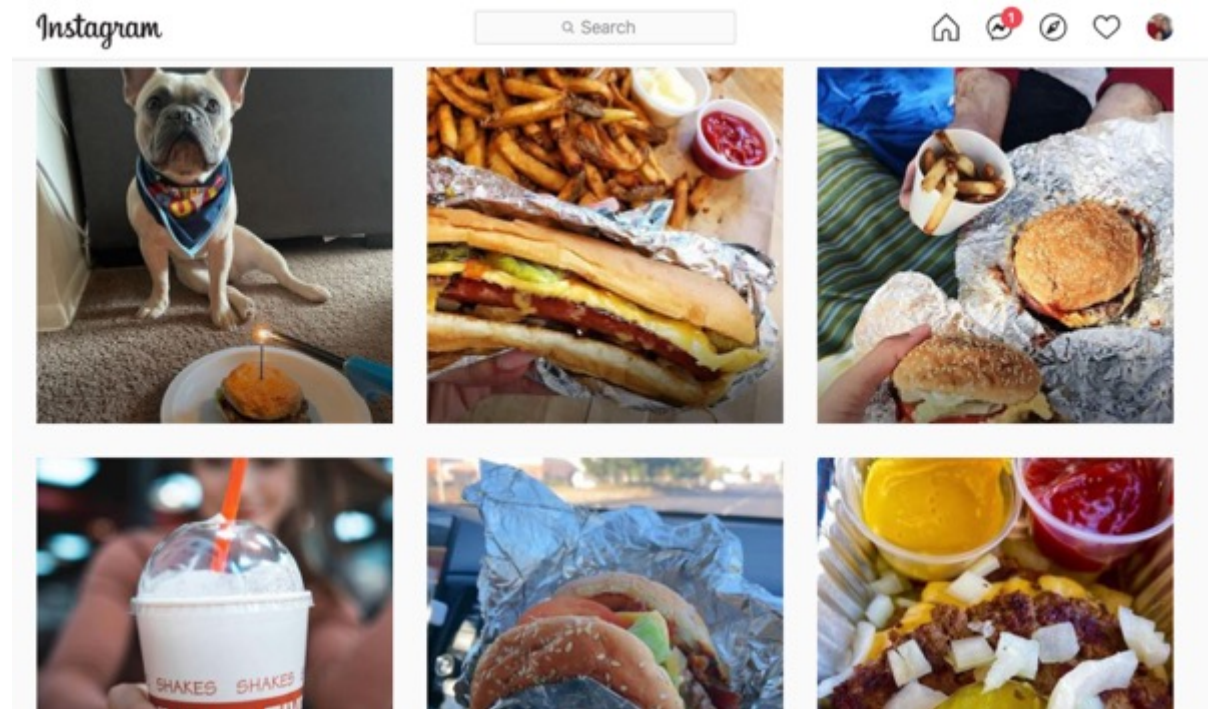
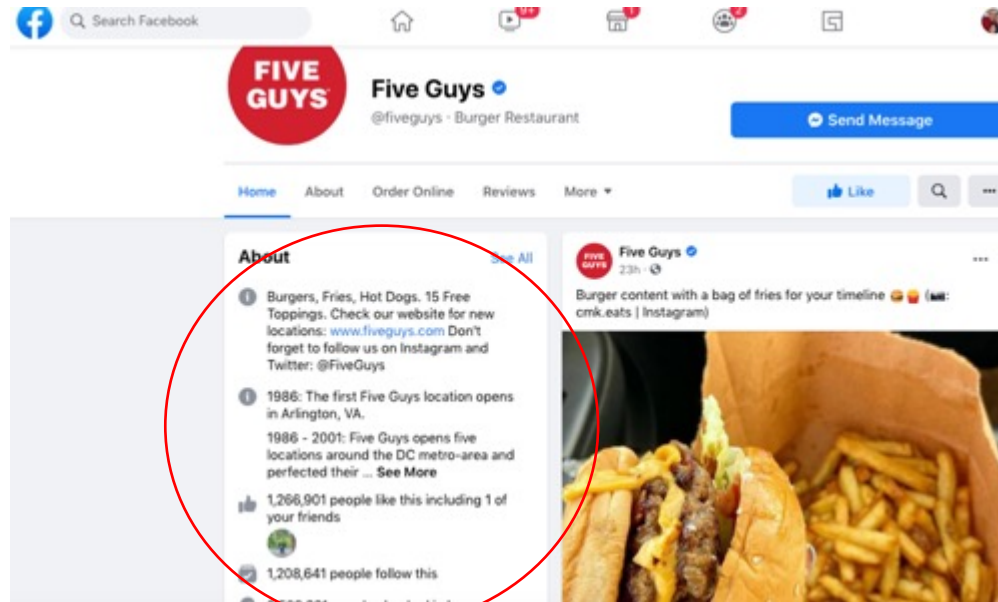
- Five Guys



Example – Branding and Consistency



- Five Guys



Example – Branding and Consistency



FIVE GUYS
COMMUNITY
Night

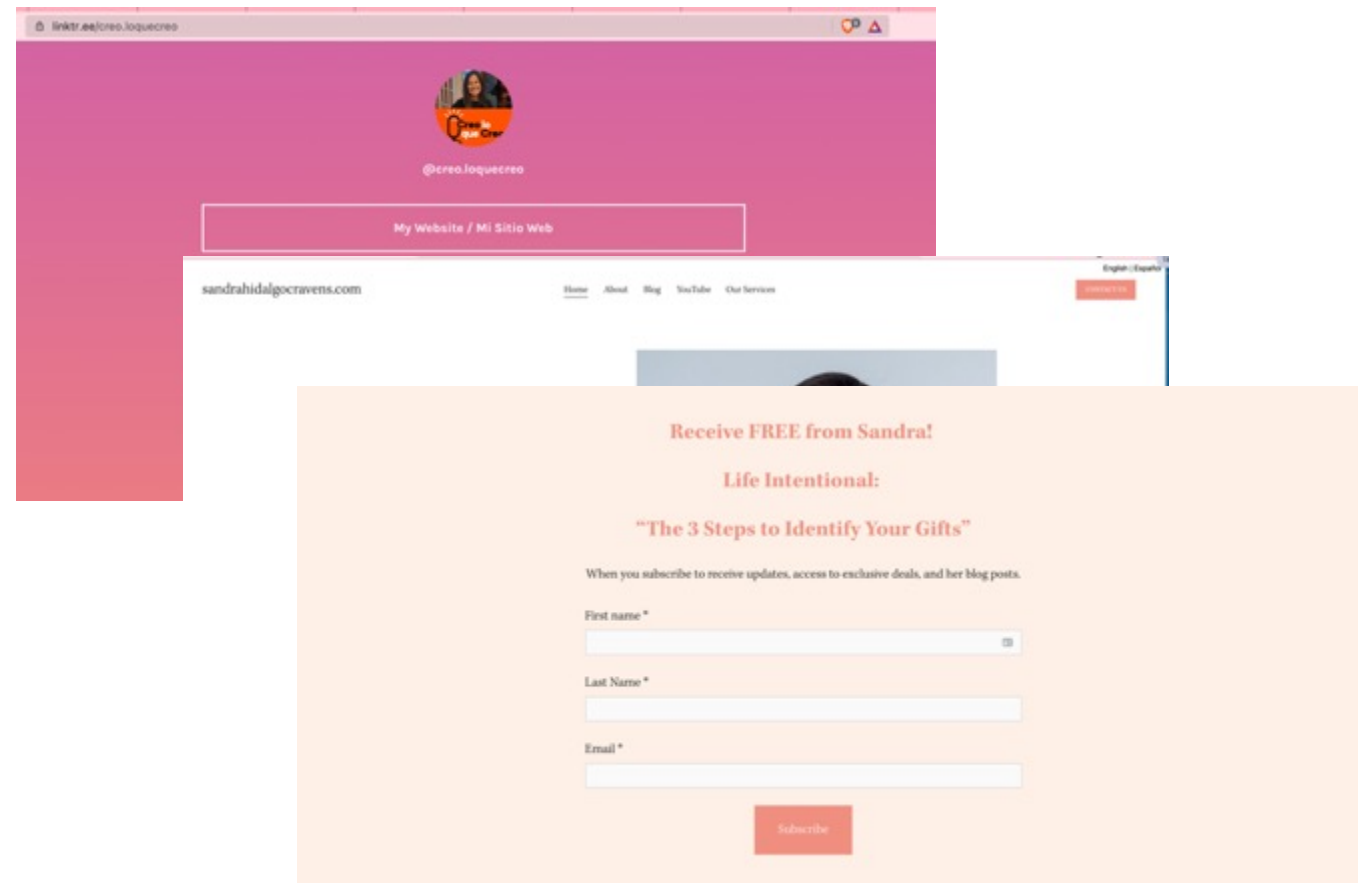
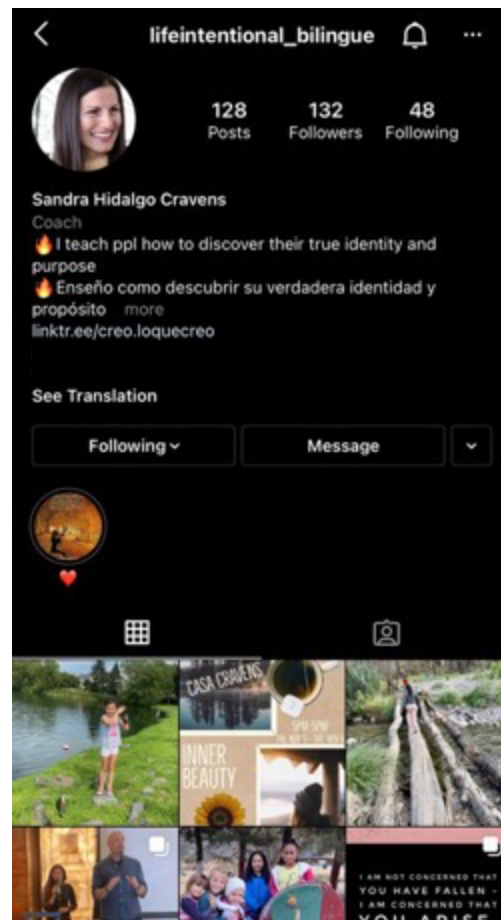
Join us
December 11, 2017 from 4:00 p.m. - 9:00 p.m. at
Five Guys Burgers And Fries Five Guys
5040 E 2nd St, Casper, WY 82609

Benefiting Wyoming Housing Network

FIVE GUYS RESTAURANTS - ©2017 FIVE GUYS RESTAURANTS

Example

- Instagram, mostly B2C, Women/Mothers, Bilingual.



The 5 musts of Social Media



Focus on the client



Keep branding consistent



Make messaging simple



Be engaging



Be personal

Thank you



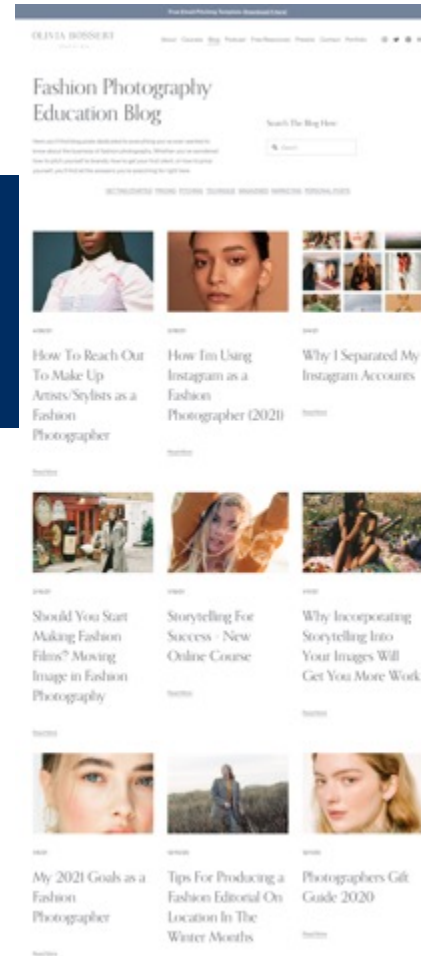
Schedule a session with us.
Let's talk about your digital presence!
help@masonsbdc.org

Example – Blog examples

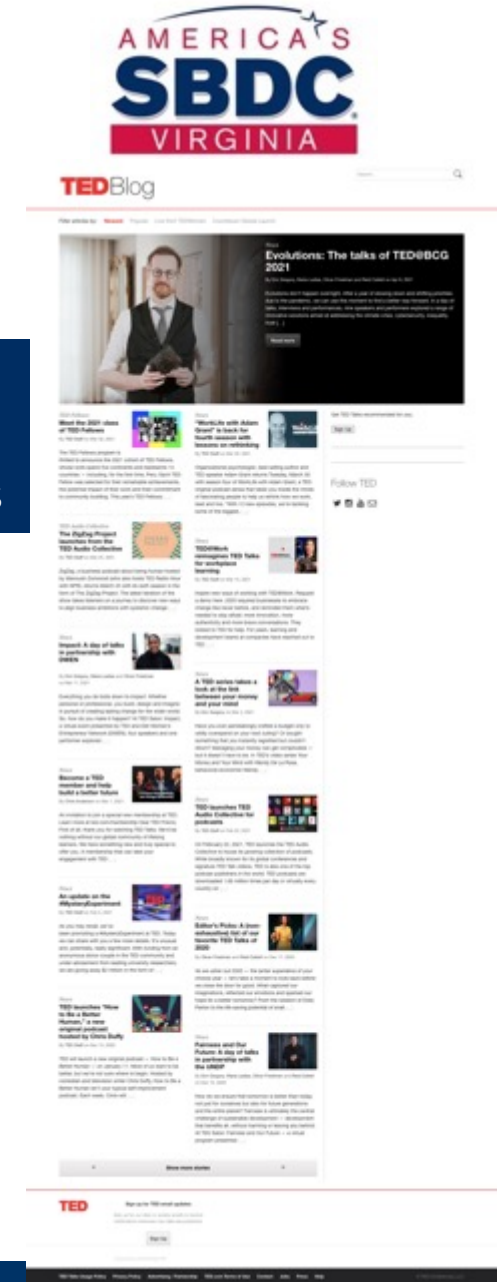
Categories
for easy
searching



Easy
searching and
compelling
imagery



Imagery
and clear
descriptors



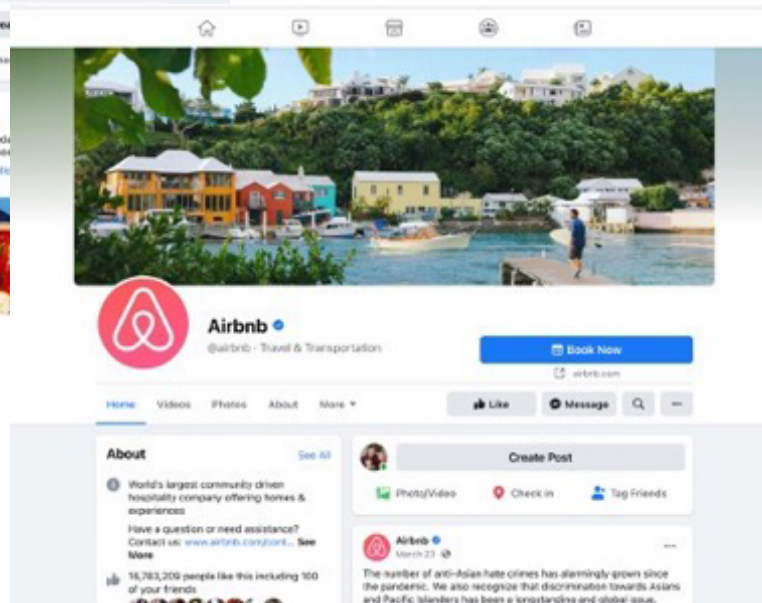
Example – Facebook examples



A lot of followers,
provide recipes and
foods suggestions and
frequent content

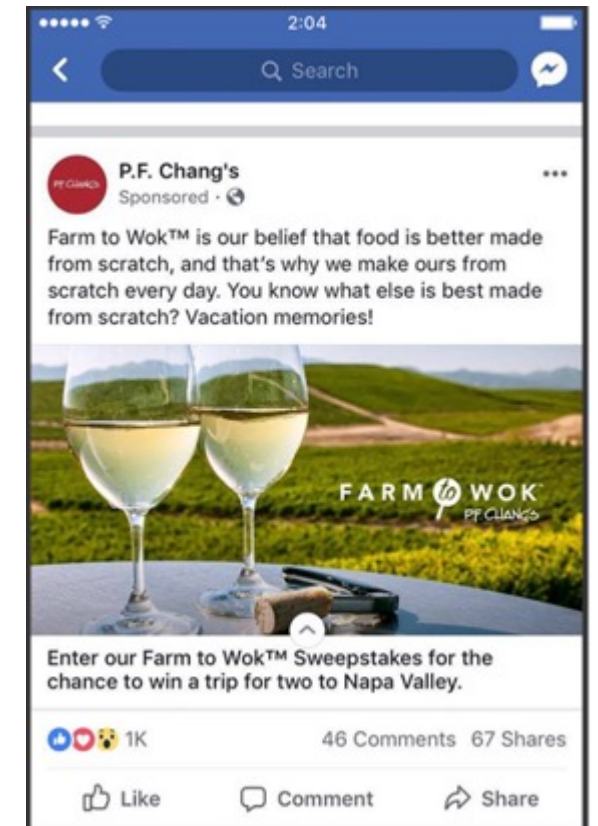


Compelling imagery,
change frequently and
button

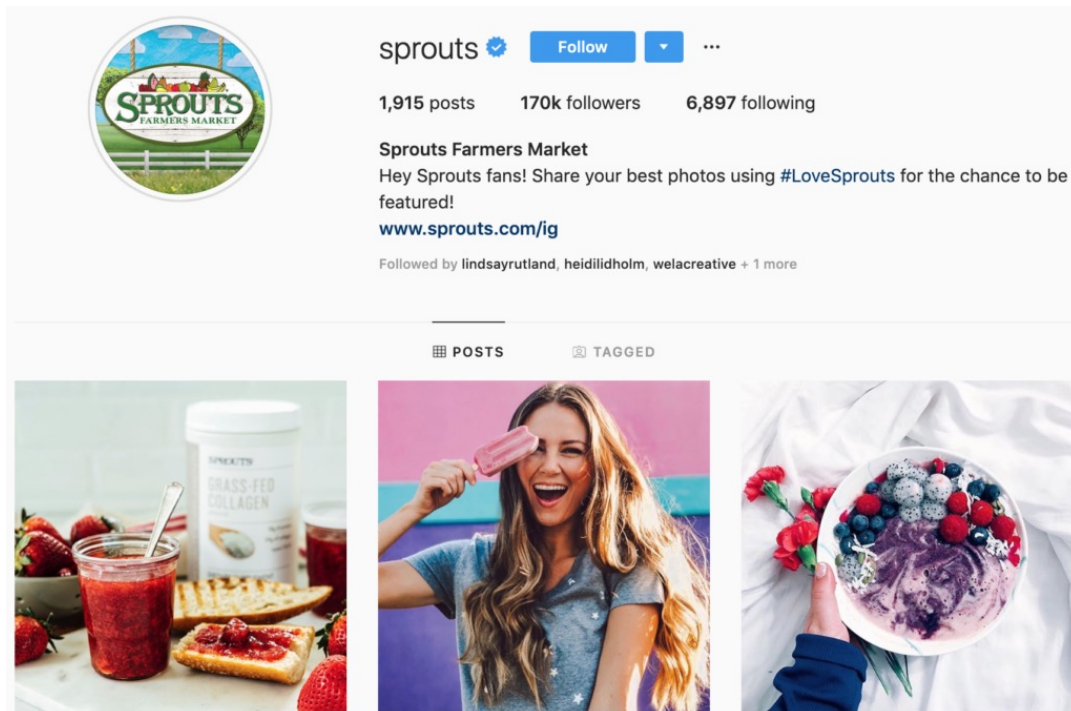


Relating to other
brands and sharing
recipes

Fun, consistent, engaging
with followers

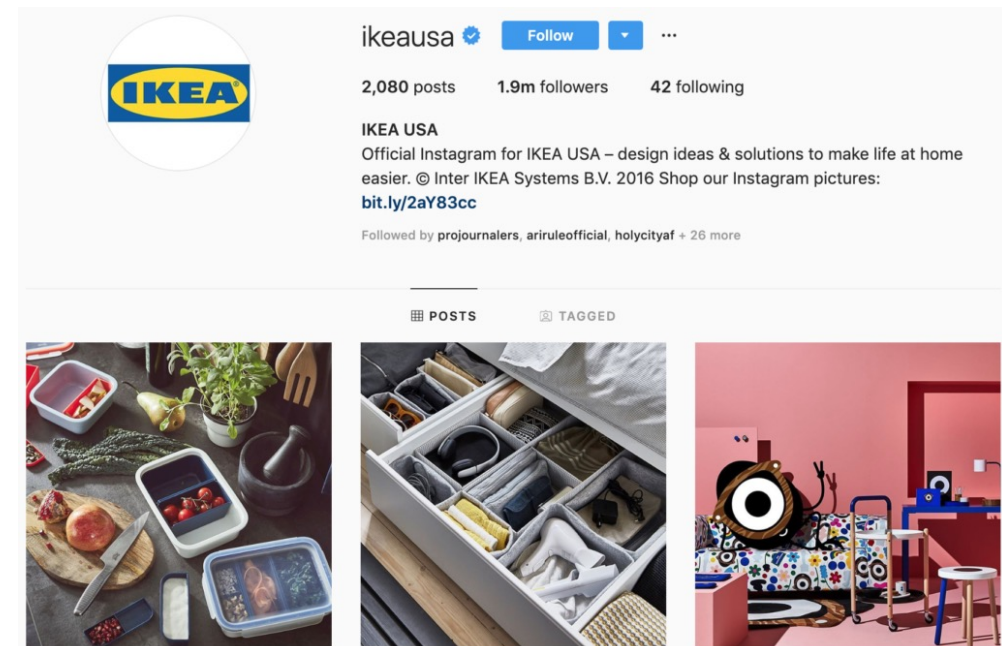


Example – Instagram examples

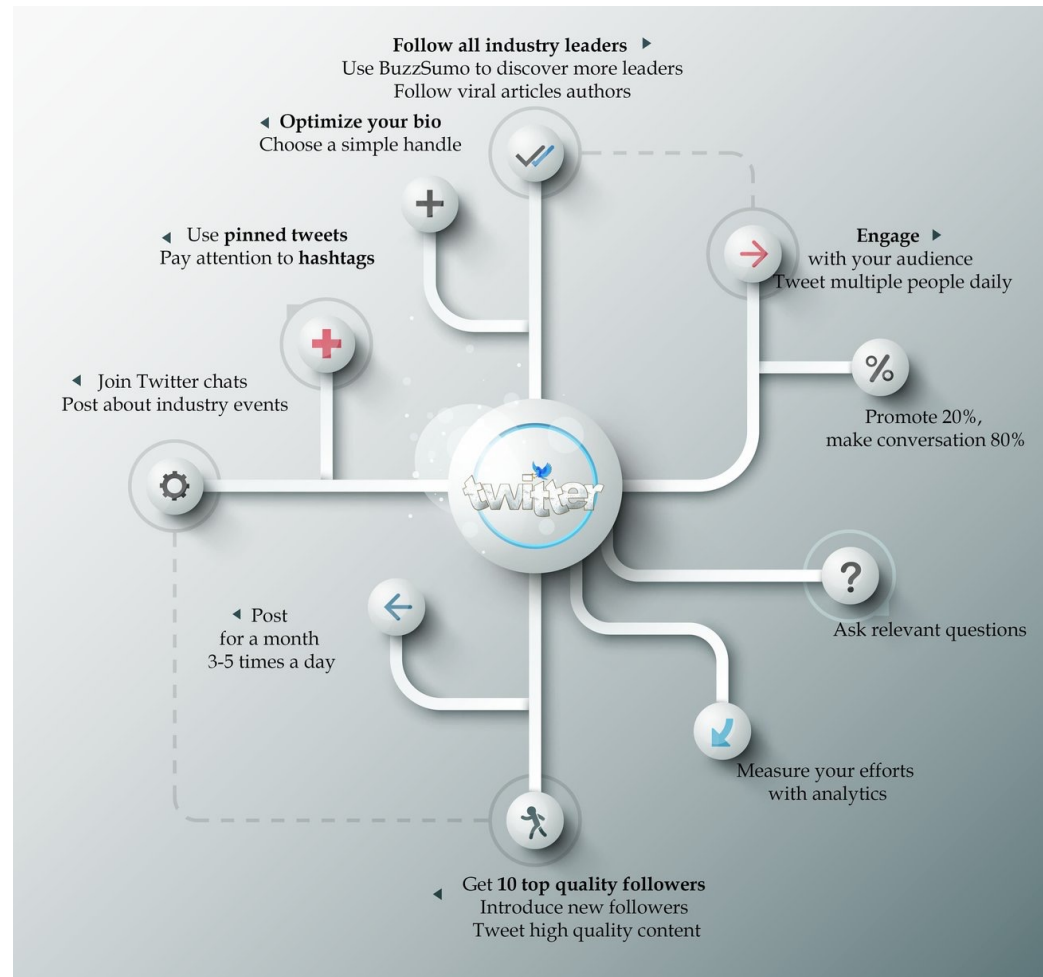


Farmer's market, colorful,
fun, engaging

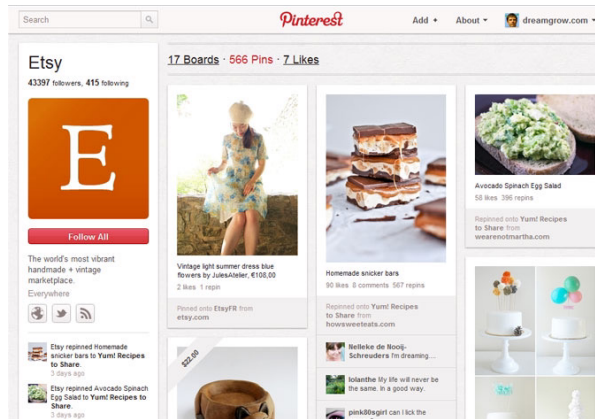
Showing products
in use, fun



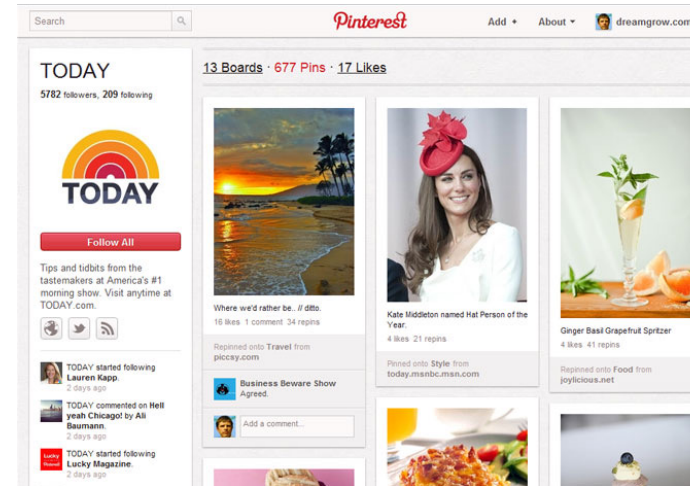
Example – Twitter examples



Example – Pinterest examples

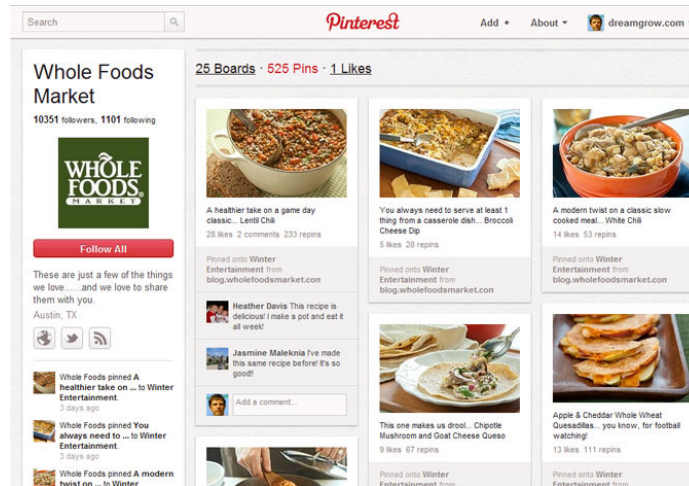


Selling
lifestyle,
colorful

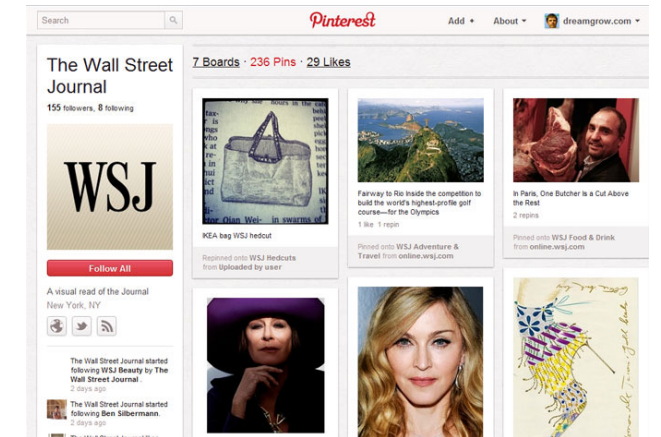


Selling news,
colorful, large
following

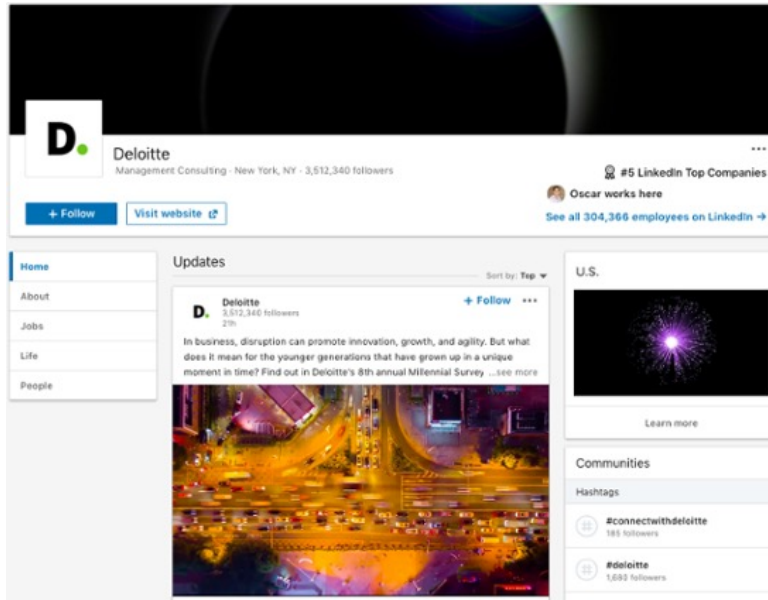
Providing
recipes,
lifestyle and
delivery



Less
followers but
engaging

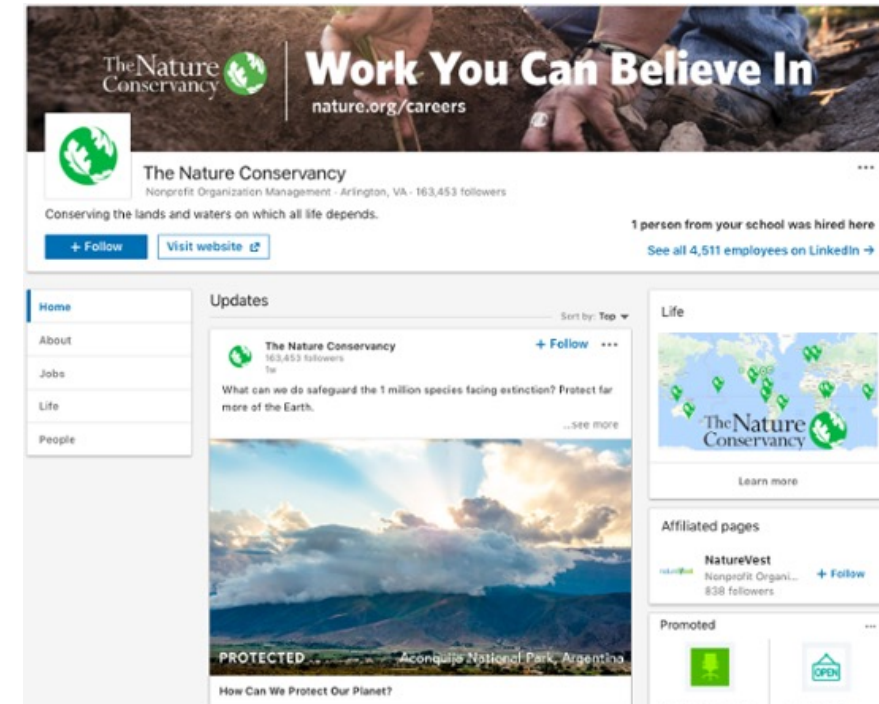
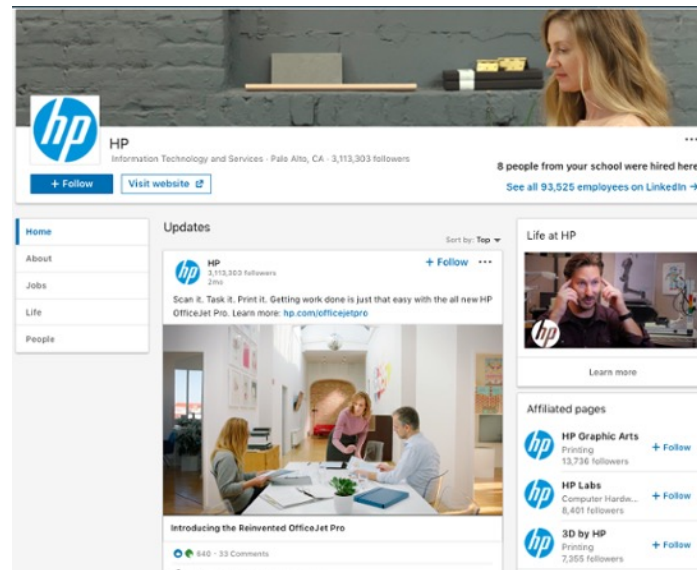


Example – LinkedIn examples



mix of engaging videos, event announcements, company news, and thought leading industry articles

uses their home feed to showcase a wide range of different content that is extremely engaging



posts regular weekly thought leadership content and impactful photos