

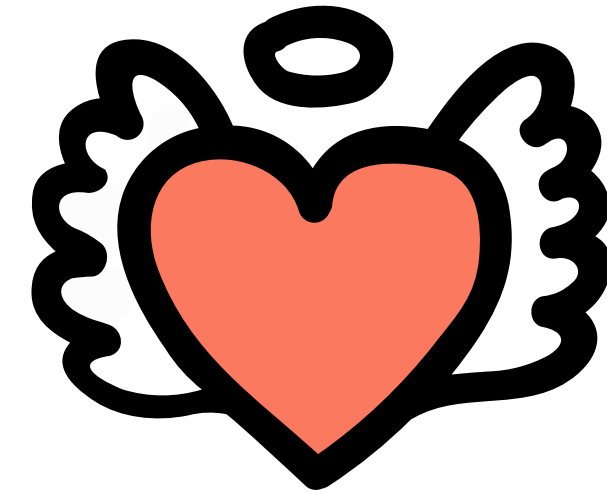
Social — Shepherd



Social Media Content Strategy Template



KPI's & Competitor Analysis



Objectives

Social success should always be defined by engagement.

A large following means nothing unless they're engaged with the brand,
which should in turn, result in more revenue!

Follower Growth Goals

0 - 5,000 Followers - 20% month on month growth

5,000 - 50,000 Followers - 15% month on month growth

50,000 Followers - 200,000 Followers - 10% month on month growth

200,000+ Followers - 5% month on month growth

INSTAGRAM ENGAGEMENT CALCULATOR

@ thesocialshepherd



329 Followers



@thesocialshepherd
ENGAGEMENT RATE

7.65%

Average Interactions per post

26 likes

1 comments

How to measure content performance

Find competitors who are:

- In your industry
- Who you aspire to be
- In similar industries
- All sizes of accounts

Use a free tool called Phlanx which shows you your engagement rate.

Then it's time to benchmark yours vs your competitors.



Things To Consider



Size matters

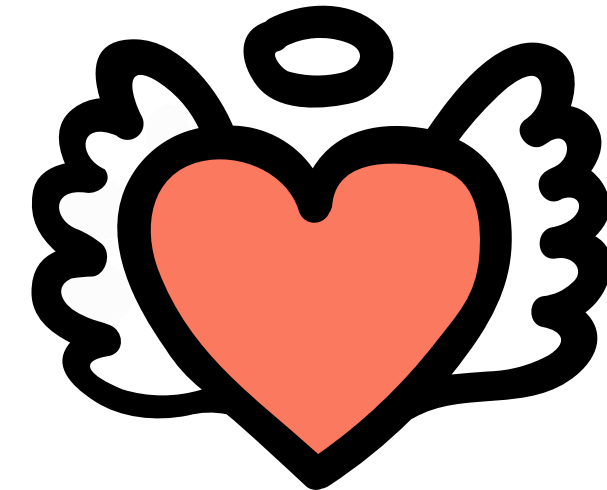
As you can see the average engagement rate typically decreases when you have a larger account on Instagram.

So don't get disheartened by your social media content performance if it decreases as you grow!

Average Engagement Rate on Instagram



4 Pillar Content Strategy



4 Core Content Types

Don't just post stuff for the sake of it... what are you trying to achieve?

Every post should have a purpose, and create some form of emotion with your audience.



Promote

Promote your product and offers, with direct response content and CTA's



Educate

Educate consumers, show them the WHY behind your products



Inspire

Inspire people to want to use your brand. Show them your brand mission and 'personality'

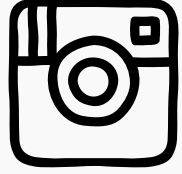

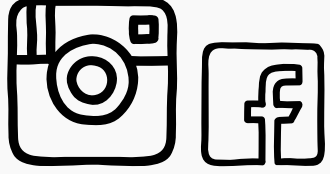


Entertain

Entertain your audience with fun, relatable content that links to your brand

Content Strategy Split

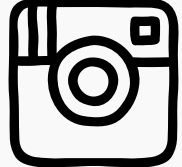

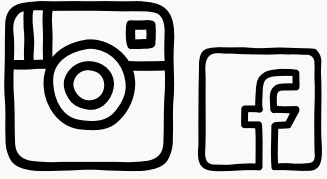
Our general recommendation, but every business is different!

	Promote <i>UGC & Lifestyle</i>	Inspire <i>Lifestyle & Inspirational</i>	Educate <i>on your business</i>	Entertain <i>some light hearted fun</i>
 Feed	30%	30%	10%	30%
 Feed	20%	20%	10%	50%
 Stories	30%	10%	30%	30%

The content split should be adjusted depending on your business. But this is a great general rule of thumb!

Content Strategy Split

Fill in the blanks, to work out your own content strategy split.

	Promote <i>UGC & Lifestyle</i>	Inspire <i>Lifestyle & Inspirational</i>	Educate <i>on your business</i>	Entertain <i>some light hearted fun</i>
 Feed	_____	_____	_____	_____
 Feed	_____	_____	_____	_____
 Stories	_____	_____	_____	_____



Thanks!

Have any questions?

Reach out to any of our team members, or contact us
directly on hello@thesocialshepherd.com

