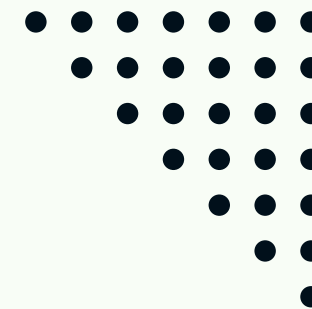


Ignite **YOUR BUSINESS**



Small business workshops that will spark inspiration and creativity and encourage participants to take action.





BUILDING A SOCIAL MEDIA STRATEGY

WITH THE HELP OF AI



AGENDA

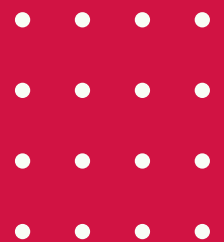
Introduction

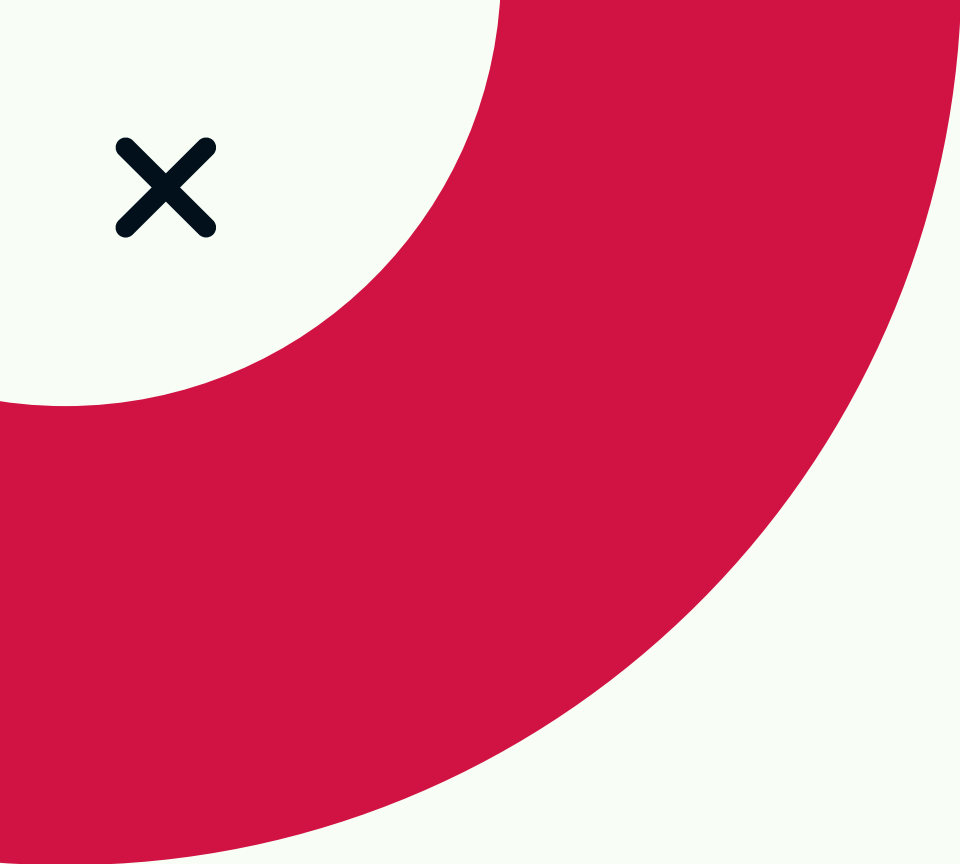
Part 1: Social Media Strategy

Part 2: Social Media Channel

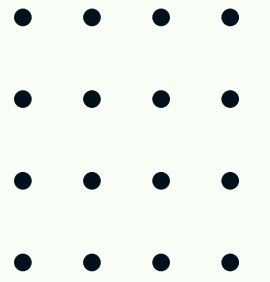
Part 3: Content Planning

Part 4: AI - Your Personal Assistant





151

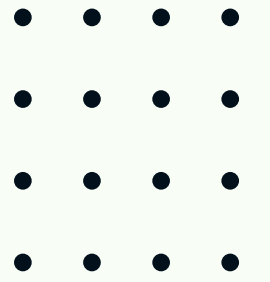


**Minutes are spent on average
by people on social media daily.**





45%



of all internet users turn to social networking sites to research products or services they're thinking of buying





Actions consumers take when they follow brands on social

- **92%** Visit the brand's website or app
- **89%** Buy From the brand
- **85%** Choose that brand over a competitor
- **84%** Recommend that brand to friends/family



Part 1: Content Strategy

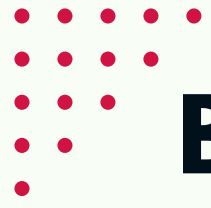
- Should align with your business goals and values
- Increase Sales, Brand Awareness, Customer Engagement, Lead Generation, Customer Relationships



Audience Targeting

- Define Ideal Audience(s)
 - Demographics - Age, gender, location, income, education
 - Psychographics - interest, values, lifestyles
- Research
 - Customer Discovery
 - Tools - Social Media analytic tools, Google Analytics, Google Insights



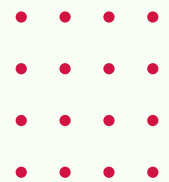


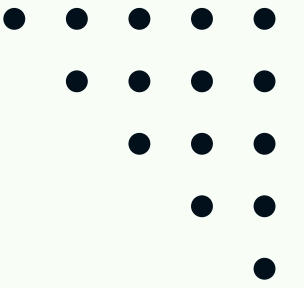
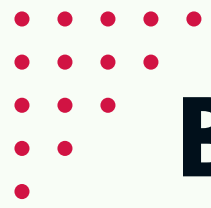
Business Strategy

Crafting your message

*What **problem** are you solving or what **needs** are you fulfilling - for **who** - and what makes you **better than anyone else***

What are they searching for!?





Hashtag Strategy

- Create your Brand Hashtags
- Create your common hashtags
- Research relevant trending Hashtags.
- Use location-based hashtags - #councilbluffsmallbusiness
- Invite them to interact directly with your posts by giving "likes" and relay "shares"



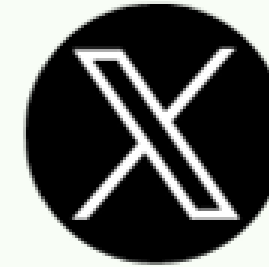
**#SBDC, #SmallBusiness,
#Entrepreneurship,
#BusinessAdvice,
#LocalBusiness,
#CouncilBluffs,
#SouthwestIowa**



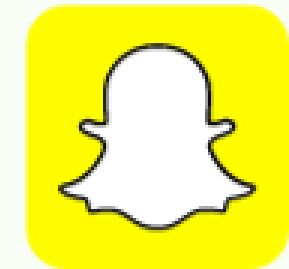
Choosing channels

Choose the channels where your customers are at

B2B



B2C



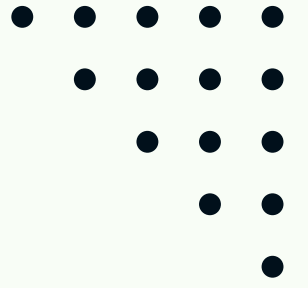


Part 2: Content Plan Creation

- Planning will help make it smoother, easier and less time consuming



Content Plan



- Content Types
- Social media Brief
- Content Calendar
- Scheduling

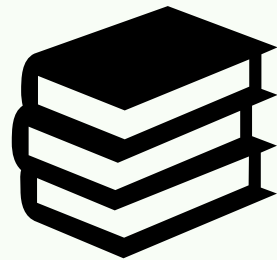




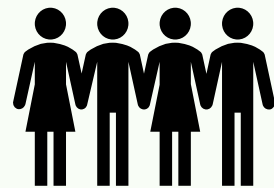
Content Plan

Content Types

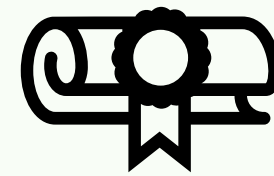
Choose the best content type for your product/service and audience



Inform/Educate



Humanize/Connect



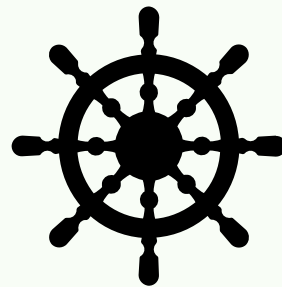
Recognize/Celebrate



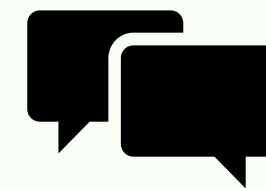
Promote/Brag



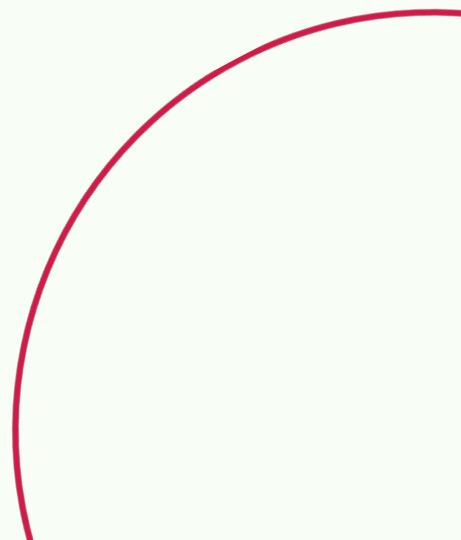
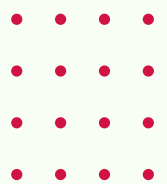
Motivate/Inspire



Position/Lead



Entertain/Engage





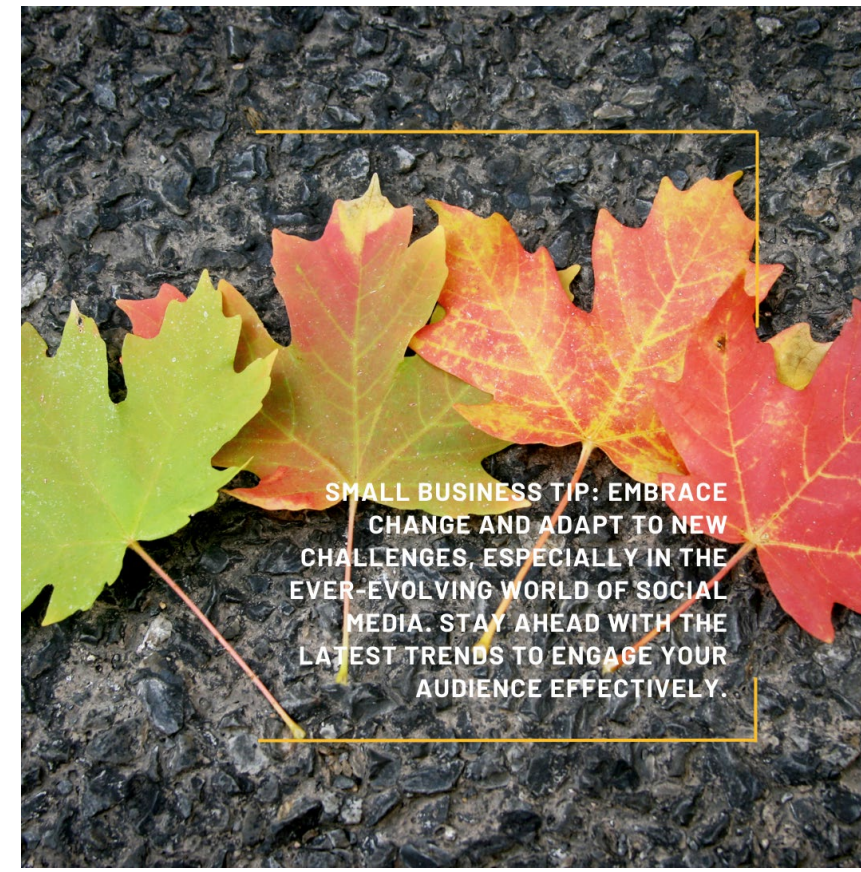
DID YOU KNOW THAT NETWORKING IS A SUPERPOWER FOR SMALL BUSINESS OWNERS? SHARE YOUR FAVORITE NETWORKING TIP IN THE COMMENTS BELOW AND CONNECT WITH FELLOW ENTREPRENEURS. LET'S BUILD A SUPPORTIVE COMMUNITY!

Motivate/Inspire



POSITION YOUR BUSINESS AS A LEADER IN YOUR INDUSTRY WITH SBDC SOUTHWEST IOWA. WE PROVIDE VALUABLE MARKET INSIGHTS, COMPETITIVE ANALYSIS, AND GROWTH STRATEGIES TO HELP YOU STAND OUT.

Position/Lead



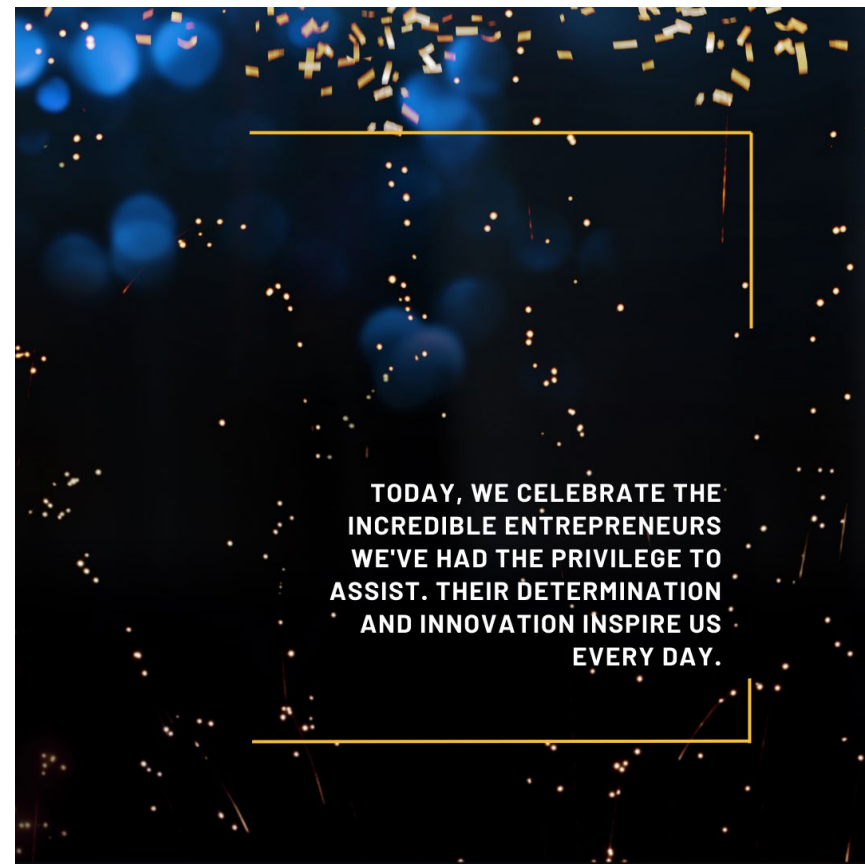
SMALL BUSINESS TIP: EMBRACE CHANGE AND ADAPT TO NEW CHALLENGES, ESPECIALLY IN THE EVER-EVOLVING WORLD OF SOCIAL MEDIA. STAY AHEAD WITH THE LATEST TRENDS TO ENGAGE YOUR AUDIENCE EFFECTIVELY.

Inform/Educate



AT SBDC SOUTHWEST IOWA, WE BUILD RELATIONSHIPS, NOT JUST BUSINESSES. CONNECT WITH US TO RECEIVE PERSONALIZED ADVICE AND SUPPORT TAILORED TO YOUR SPECIFIC NEEDS.

Humanize/Connect



TODAY, WE CELEBRATE THE INCREDIBLE ENTREPRENEURS WE'VE HAD THE PRIVILEGE TO ASSIST. THEIR DETERMINATION AND INNOVATION INSPIRE US EVERY DAY.

Recognize/Celebrate



WE TAKE PRIDE IN OUR TRACK RECORD OF HELPING BUSINESSES SUCCEED. OUR EXPERT ADVISORS HAVE GUIDED COUNTLESS ENTREPRENEURS TO REACH THEIR GOALS.

Promote/Brag

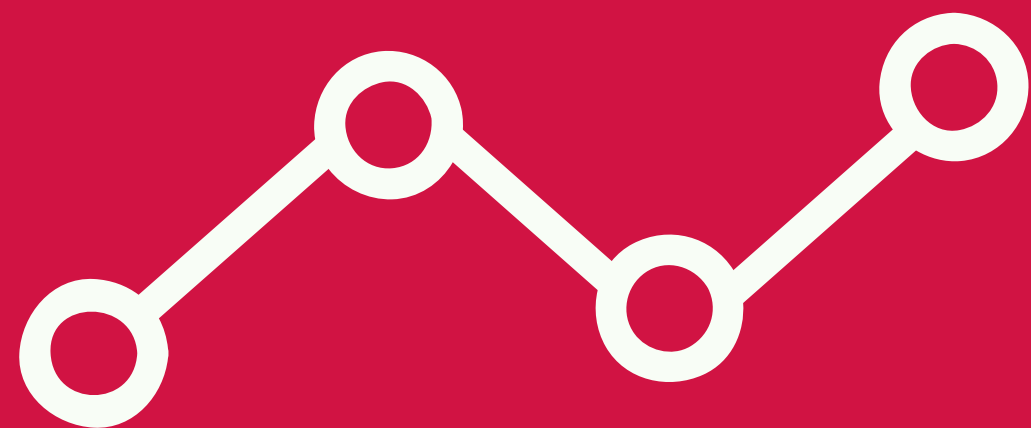
Content Type Examples

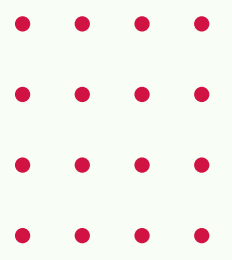
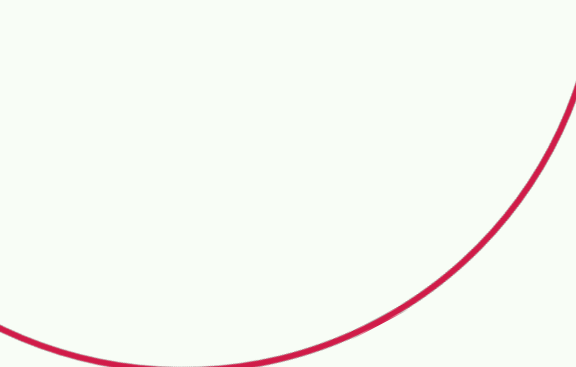
Consultants - Inform and Educate

Gym Owner - Inspire and Motivate

Family Restaurant - Humanize and Connect

Clothing - Entertain and Engage





Content Types Weekly Plan

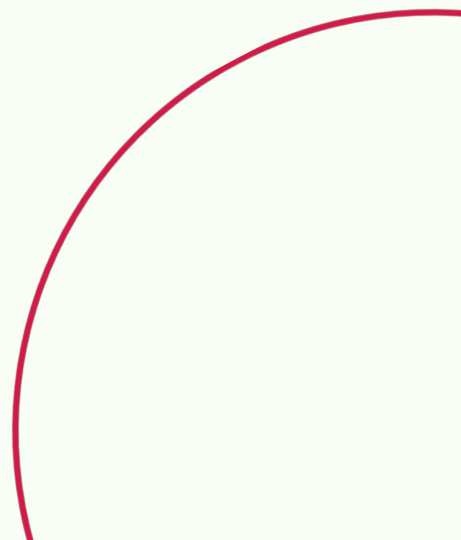
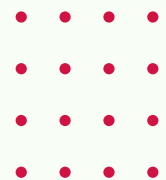
- Monday - Inform/Educate
- Wednesday - Motivate/Inspire
- Friday - Entertain/Engage



Content Plan

Creative Brief

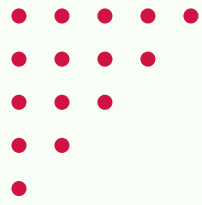
- Project overview and goals
- Target Audience and Key Messages
- Tone and Style
- Content Formats - (post, reel, blog post, carousel)
- Visual Elements
- Holidays, Seasons, etc
- Hashtags/Keywords
- References
- Review and Approval Process





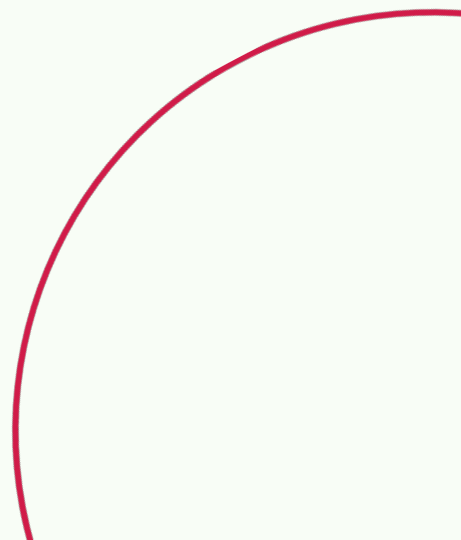
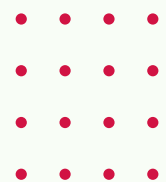
CONTENT CALENDAR TEMPLATE

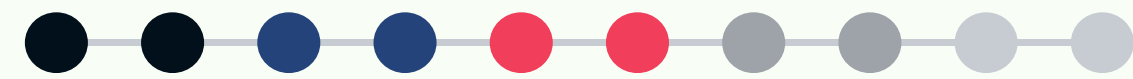
DATE	CONTENT TYPE	CREATIVE ASSETS	COPY	HASHTAGS	LINK	NOTES
MONDAY						
TUESDAY						
WEDNESDAY						
THURSDAY						
FRIDAY						
SATURDAY						
SUNDAY						



SCHEDULING

App	Best For	Features
Hootsuite	Scheduling posts to multiple social media platforms	Social media monitoring, analytics
Buffer	Scheduling posts to Facebook, Twitter, Instagram, Pinterest, and LinkedIn	Simple interface
Later	Scheduling visual content	Creating and editing visual content
Sprout Social	Comprehensive social media management	Scheduling, monitoring, analytics, reporting
MeetEdgar	Automating social media posts	Creating libraries of content
Sendible	Managing multiple social media accounts	Collaboration with team members
Planoly	Scheduling visual content on Instagram and Pinterest	Drag-and-drop planner, creating and editing visual content
Loomly	Teams that need to collaborate on social media content	Workflow management, approvals





Part 3: AI – Your Personal Assistant

- Needs direction and guidance
- You lead conversation

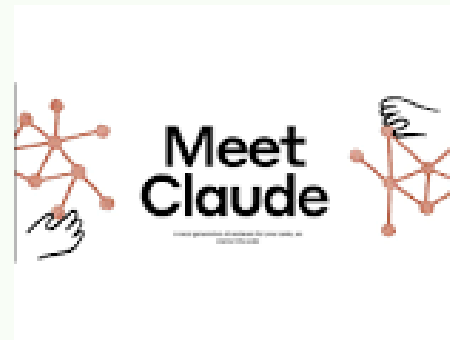




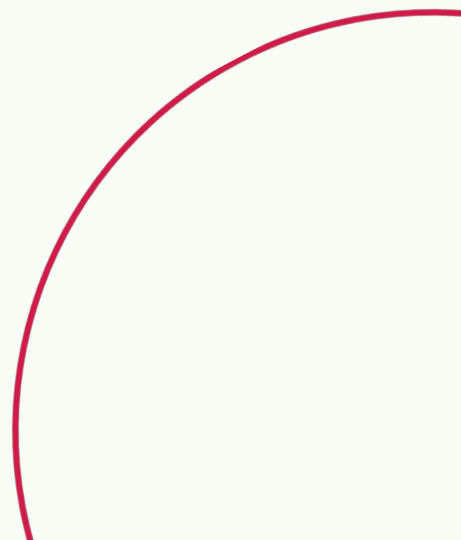
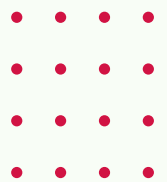
AI

Generative AI Tools

Large Language Models Chatbots



Integrations - The Wild West

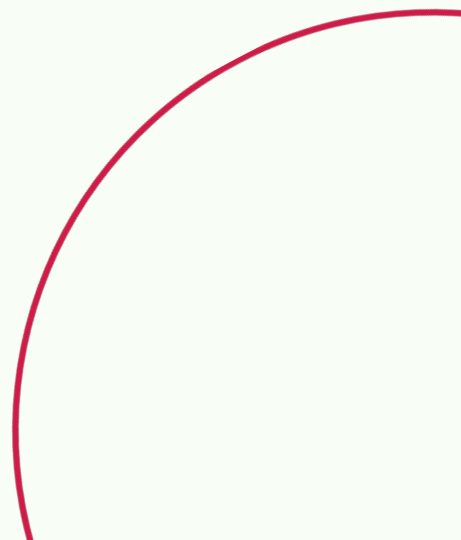
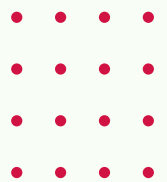




AI

Prompt

I own a business in Southwest Iowa. I am a boutique collecting other small businesses unique gifts. My mission is to offer sustainable beautiful products made or sold by small businesses. These include housewares, clothing, baby gifts, etc. can you create a creative brief for me for a social media plan for a year including special seasons and holidays.



+ New Chat

Today

- Social Media Plan Brie

Yesterday

- Content Creation Brief Summ
- Social Media and Business

Previous 7 Days

- Business Modeling and Prop
- Shopper's Cooking Preferenc
- Christmas State Tags & Label
- AI Tips for SBDC
- SQL: Add Status Column
- November Business Tips Pla
- Coffee Shop Daily Videos
- Create Learn 2 Work
- Online Apple Sales Strategy
- Media Strategy & Content
- Templates

Upgrade

Sue Pitts

Templates



Certainly! Creating a social media plan for your boutique business in Southwest Iowa that specializes in sustainable and unique products from small businesses is a great way to engage with your audience and drive sales. Here's a creative brief for a year-long social media plan, including special seasons and holidays:



Pls Continue

Objective:

To increase brand awareness, engagement, and sales for your boutique business in Southwest Iowa by showcasing sustainable and unique products from small businesses, while aligning with special seasons and holidays.

Target Audience:

1. Local residents in Southwest Iowa who appreciate unique, sustainable products.
2. Shoppers interested in supporting small businesses.
3. Environmentally conscious consumers.

Social Media Platforms:

1. Instagram
2. Facebook
3. Pinterest

Content Themes:

1. Sustainable Product Showcases: Regular posts featuring your boutique's unique, sustainable products with high-quality images and detailed descriptions.
2. Small Business Spotlights: Weekly features on the small businesses you collaborate with, including their stories and products.
3. Seasonal Promotions: Tailor your content to specific seasons and holidays, showcasing products relevant to these occasions.
4. Customer Testimonials: Share positive feedback from satisfied customers, along with

Regenerate

Input field with a green send button

ChatGPT can make mistakes. Consider checking important information.

+ New Chat

Today

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Templates


Upgrade


Sue Pitts

Templates

• Hashtags: #Passion #LoveWhatYouDo


Feel free to post these inspirational quotes and messages at any time to motivate and engage your social media followers while reinforcing your brand's values and mission.


 can you just give me the quotes with no emojis or formatting at all

 Of course! Here are the 12 quotes without emojis or formatting: 📄 👍 🗨

1. "Sustainability is not about being perfect; it's about making better choices every day."
2. "Supporting small businesses is like giving a little bit of your heart with every purchase."
3. "The future depends on what we do in the present." - Mahatma Gandhi
4. "Every small action, when multiplied by millions, can transform the world."
5. "Sustainability is not a one-time effort; it's a way of life."
6. "Nature is not a place to visit; it is home."
7. "Small changes can make a big difference in the world."
8. "The greatest threat to our planet is the belief that someone else will save it."
9. "In every walk with nature, one receives far more than he seeks." - John Muir
10. "The future belongs to those who believe in the beauty of their dreams." - Eleanor Roosevelt
11. "Your life is your message to the world. Make it inspiring."
12. "The only way to do great work is to love what you do." - Steve Jobs

You can use these quotes as standalone social media posts or to complement your other content throughout the year.

 Regenerate

Send a message 

See the latest updates to the [Privacy Help Hub](#)

+ New chat

Recent

- Target markets for handmade ...
- Best AI Integrations for Business...
- explain generative AI and list th...
- Show more



I am a small business in iowa that sells handmade and small business sustainable gifts and items. Can you look through demographic informatin and suggest the best target markets



Sure, here are some of the best target markets for your small business in Iowa that sells handmade and small business sustainable gifts and items:

Affluent consumers: This group is typically willing to pay a premium for high-quality, eco-friendly products. They are also more likely to be interested in supporting local businesses. Look for affluent consumers in communities with a high median household income.

Eco-conscious consumers: These consumers are concerned about the environmental impact of their purchases and are more likely to choose products that are made from sustainable materials. Look for eco-conscious consumers in communities with a strong environmental ethos.

Craft enthusiasts: These consumers appreciate the craftsmanship and artistry of handmade products. They are also more likely to be interested in unique and personalized gifts. Look for craft enthusiasts in communities with a vibrant arts scene.

Millennials: This generation is more likely to value experiences over possessions and is more interested in supporting brands that have a social or environmental mission. Look for millennials in urban and college-educated communities.

Women: Women are the primary gift-givers in the United States, so they are a key target market for your business. Look for women in all communities.

Here are some specific demographic groups to target in Iowa:

- **Women aged 25-54:** This group is the most likely to be gift-givers and has a higher income than other groups.
- **College graduates:** This group is more likely to be interested in sustainable products and has a higher income than other groups.

Mention a specific extension

Quickly select from your available Extensions by using "@" in front of the name

Got it



Enter a prompt here





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