



Content Marketing & Social Media Guide

Heartfelt Alpaca Creations

Facebook Strategy

Facebook Page

<https://www.facebook.com/HeartfeltAlpaca>

The Facebook page will be branded similar to the website, so that customers easily recognize the company, products and overall brand image.

Goals

1. Increase customer base for Heartfelt
2. Increase overall exposure and awareness of Heartfelt's products

Post Content Recommendations

Posts on social media should contain a variety of relevant and high quality content. Below are some ideas to draw inspiration from.

- Showcase the different products available. Include a link to the website where users can purchase products or learn more
- Showcase the farm and its operations – give customers the behind the scenes view
- Weekly trivia questions related to alpacas and alpaca products that encourage the audience to comment with their answer
- Blog articles and other pieces of content that are housed on the Heartfelt website – social media is a great way to generate traffic to the site
- Client testimonials can be posted (with permission) to help boost brand credibility
- Articles, videos and images that relate to alpacas and the products should be used frequently
- Post about upcoming events and new products as they occur

Post Frequency

Heartfelt should strive to post on social media sites at least **two times per week**.

- One post should be posted Monday-Friday
- One post should be posted on either Saturday or Sunday

The post frequency and content ideas should be used as a guideline in order to encourage maximum engagement with Heartfelt's online presence. Substitutions will be made as needed at your discretion.

Facebook Best Practices

Relevant Content: When creating a post on Facebook, whether it is a blog post, video, picture or website link, be sure that the content is relevant to the company and engaging to the audience. Social media is a great place to showcase Heartfelt's products, so post about them frequently. Also, including questions in the post are a great way to engage your audience in conversation.

Post Length: Posts with 120 characters or less typically perform best. Try to keep the majority of posts short and sweet, and use lengthy posts sparingly.

Images: Pictures and images posted on Facebook typically receive the highest engagement, and should be used very frequently. Recent algorithm changes show that posts without an image can receive extremely little engagement and minimize the reach to your audience.

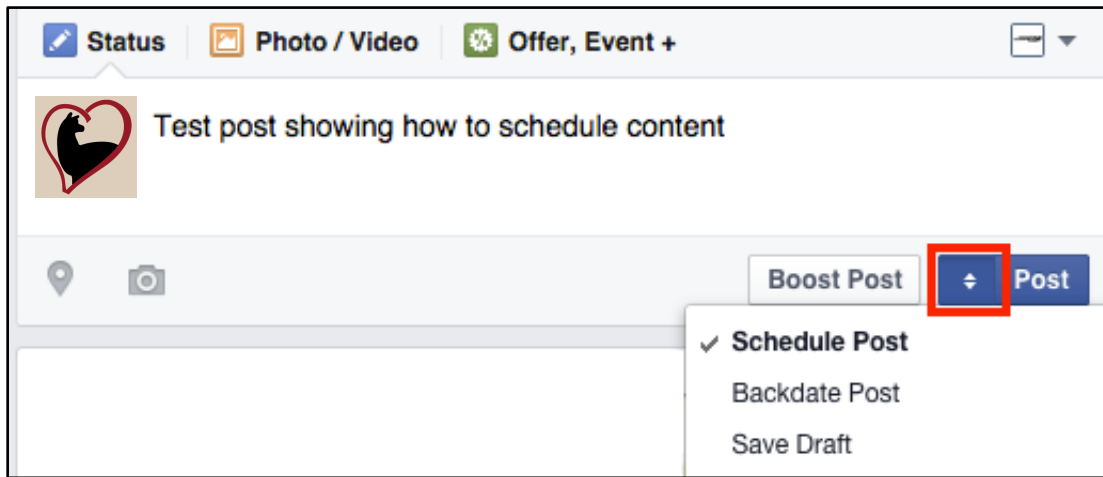
Call-to-Action: Including a call-to-action in the text of a Facebook post can help prompt users to engage with your content. Example calls-to-action are listed below:

- Click "Like" if you love your Heartfelt insoles!
- Share your comments on our latest blog post below

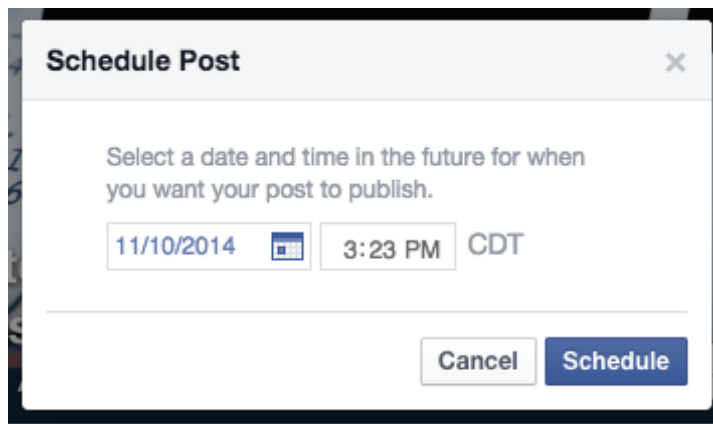
Scheduling Posts on Facebook

How to Schedule Facebook Posts

1. Go to the Heartfelt Facebook page
2. Create the content for your post, but do not click "Post." Instead, click on the arrows to the left of "Post."



3. After clicking on the arrows, a drop down menu will appear. Click the “Schedule Post” button.
4. Next, a new screen will appear giving you the option to select the date and time you want your post to be scheduled for. Lastly, click “Schedule.”



Best Times to Schedule Facebook Posts

(Studies have shown that engagement on Facebook posts is often highest at these times)

Monday – Friday

- 9am, 11am, 3pm, or 6pm

Saturday and Sunday

- 12pm, 3pm, or 8pm

However, you may want to take note of the time when you notice highest engagement on your posts, as each industry may have slight variances.

Customer Relationship Management

Many potential and current customers will turn to Facebook as a way to communicate with the company. They will often choose to do this through commenting on a post that Heartfelt created, posting directly on Heartfelt's Facebook page, or sending a private message to the page. This direct access to the customer is very important, and when a user interacts with the page (positive or negative), Heartfelt should be monitoring and responding to these comments as quickly as possible.

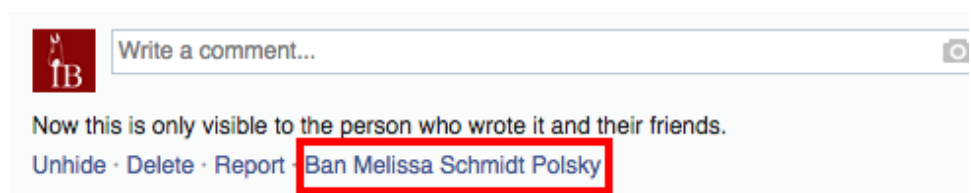
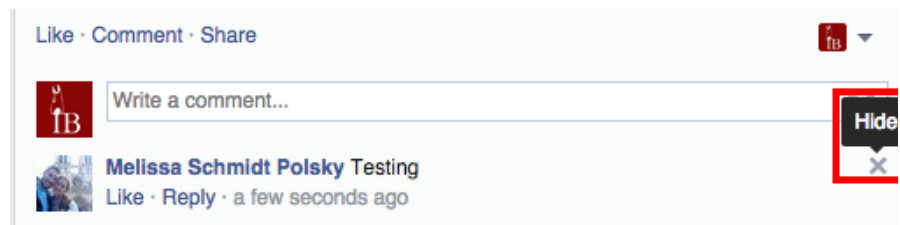
As a general rule, the Facebook page should be monitored *at least* twice per week for customer comments. However, an email and Facebook notification will be sent to the page admins if a user posts on the page, comments on a post, or sends a private message (depending on the notification preferences the user has selected). All messages should all be responded to as soon as possible.

How to Handle Negative Comments

If a user posts something negative about the product or brand, do not delete it. Instead, respond appropriately and apologetically in hopes of recovering the customer's business.

If a user is being vulgar or inappropriate, these comments should be hidden from the page. Do this by hovering over the right corner of the comment and clicking on the "X" marked as Hide.

Further action can be take by banning the person from the page completely, meaning they will not have any access to the page.



Google Plus Strategy

Google.com/+HeartfeltAlpaca

*Note This URL will be live once the website launches. Current access can be found here:

<https://plus.google.com/u/0/b/103707107979548953130/103707107979548953130/about>

Goals

1. Create a page and community that reflects Heartfelt's products and the alpaca industry
2. Post relevant content to help boost search rankings and credibility

Google Plus Best Practices

Content: Users on this platform respond best to rich media, such as vibrant photos, inspiring videos, and informative charts. Focusing on these types of content will help boost engagement on Google Plus. Use this platform to offer help, align your brand with industry specialists, and spread your insights. Remember that your recent posts appear with your business information when you are Googled.

Interact: Show you like something by clicking "+1," commenting or sharing posts. You can explore [public communities](#) that align with your services or industry. Search topics related to alpaca products and interact with users who are conversing about these topics. Here you can join conversations and share content.

Use hashtags: Include hashtags in your posts, and Google will automatically turn them into hyperlinks, which you (or your followers) can use to dive deeper into topics. Google will also suggest related hashtags — you can keep them or remove them. For businesses and products, hashtags are helpful because they can expose your content to a broader audience.

Communities: Google Plus communities are a place for people with similar interest to interact. It is highly recommended to be active in the alpaca communities to help position Heartfelt as a positive and helpful brand. These are great places to share thoughts on current events, share recent blog articles, and engage with potential customers.

Hangouts: Google Plus hangouts are a way to interact with users face-to-face using webcams. This is a helpful tool for hosting webinars, tutorials, discussing new services or offerings, or hosting a Q&A with clients. Up to 10 people can actively participate in a hangout. Once the hangout is completed, a recording will be publicly available on your G+ page, and will be posted to your YouTube channel for others to view.

Measuring Social Media Goals

Facebook

- Monitor any increase in “page likes” on a monthly basis. It is helpful to keep a Social Media Excel document to measure ongoing success and look at trends in page likes.
- Take note of the “Talking About” metric on a weekly basis. This shows how many people are engaging with your brand through comments on a post, shares, mentions, etc.
- Ensure you are monitoring which types of posts receive the highest engagement (images, videos, questions, etc.). This can be quickly found in the Insights section on the admin panel. Try to gain the most engagement by focusing on post types that users respond best to.

Google +

- Review the Dashboard section on your G+ page to see all recent activity and interactions with the page.

Resources

Relevant keywords to use on company blog and social media

Keyword	Average Monthly Searches
Alpaca Yarn	13,200
Alpaca Wool	11,100
Alpaca Products	10,100
Alpaca Rugs	7,800
Alpaca Accessories	6,300
Local Alpaca Farm	5,700
Local Alpaca Products	4,800
Alpaca Socks	4,600
Alpaca Clothing	3,200
Alpaca Art	2,300

Company Blog

Posting Policies

Heartfelt should strive to post **at least 1 article per week to the company blog**. This will help customers engage with the brand and will also help www.heartfeltalpaca.com rank well in search engine results for related search queries.

Customer Relationship Management Policies

Heartfelt's staff will be notified via email when a new comment has been posted on the blog. Please login to your website and respond to the comment within two business days in order to ensure maximum impact.

Best Practices

Keywords Matter – For the sake of search engine optimization, the keywords and phrases you use matter significantly, especially in the title of your blog post. Try to incorporate the keywords mentioned above in order to boost the posts' success.

Share Your Posts – After posting to the company blog, it is important to share the article on social media platforms and social media communities to help drive traffic to your website. This can be done by simply copying the URL and pasting it into the posting box on the desired social network, or by using Hootsuite to manage all social platforms.

Focus on the Content – Make sure that the content is always relevant to the website, services, and end goal of increasing traffic and adding new customers.

Selecting a Blog Category/Tags – It is critical to select the appropriate tags and/or categories for your blog post when adding a new post to the website. At times you may want to select more than one tag; however, it is critical to select only the tags to which your post corresponds for Search Engine Optimization purposes.

Keep in mind that there is a delay, typically between 4-10 days, for your blog post to be indexed by Google. The more often that you post, the more frequently Google will index your content.

For instructions on updating your blog, see the documentation that was provided with your website

Promoting Your Blog

It is important to cross promote your blog via other social media platforms and directly sending interested individuals to the blog. This encourages individuals to return to your blog more frequently for relevant content and interact directly with your company.

You can use the social media sharing icons or the Bookmark selector found at the bottom of each post in order to quickly share it to the social media platforms on which you belong, or simply share the link for that particular blog post.



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