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LISBOA 2023

# Crafting Compelling Social Media Content

**Tips, Strategies & AI Tools**

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# Introduction



# Intro

- This presentation is about crafting compelling social media content that resonates with your audience and drives engagement
- We will explore key factors that make social media content compelling, including audience understanding, storytelling, visual appeal, relevance, and reach
- We will also discuss how to use AI-powered tools and strategies to create effective social media content that saves time and effort
- By the end of this presentation, you will have practical tips, strategies, and tools to improve your social media content and build stronger connections with your audience
- Whether you are a small business owner, marketer, or social media manager, this presentation will provide valuable insights to help you create more compelling and effective social media content





# Importance of social media in modern communication

Social media has revolutionized the way people communicate, connect, and share information in the modern era.

Social media platforms have billions of users worldwide, making them an essential communication tool for businesses, individuals, and organizations

Social media offers a low-cost, high-impact way to reach a vast and diverse audience, regardless of geographic location or time zone.

Social media enables real-time, two-way communication between brands and their audiences, allowing for immediate feedback, engagement, credibility and relationship-building.

Social media can help to establish a brand's voice, personality, and values, making it an essential component of modern brand identity and marketing strategies.



# The value of compelling content

How does your audience **relate** to you/your brand?

How do you/your brand **differentiate** in a very saturated social media market?



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# 54%

of social media users say they browse SM when they are looking for ideas, inspiration, or to research products or services.\*

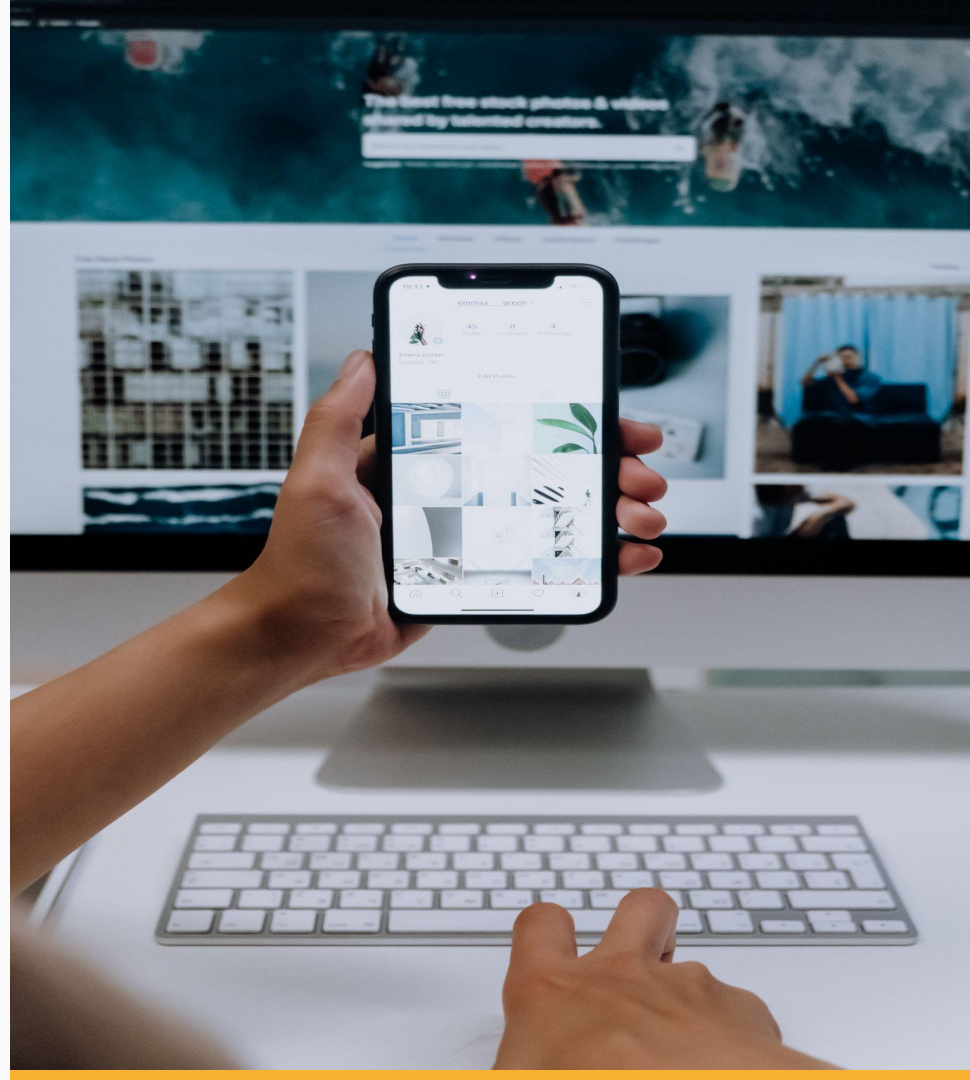
\*according to study by HubSpot



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# Key factors that make for compelling content

Compelling content is both relatable to your audience's experiences and differentiated from the sea of information, providing value that captures attention, builds trust, and drives engagement.





# Understanding Your Audience



# Identifying target audience

Now, let's talk about understanding your audience's needs, interests, and behaviors to create social media content that resonates, engages and provides value.

If you are selling a product or a service, who is that person? What is their demographic? What do they like, dislike? Which social media platforms are they usually on?





**Understanding your audience is important for ads, content aesthetic and diversification of platforms**

# User Generated Content (UGC)

UGC is important for social media marketing because it provides authentic, real-life examples of how your brand is being used and enjoyed by your customers.

UGC can help build trust and credibility with your audience, as people are more likely to trust recommendations and endorsements from other customers than from brands or advertisers .

Brands can save time and resources by leveraging content that their customers are already creating and sharing rather than creating their own from scratch.

UGC can also increase social media engagement, as it encourages the user to participate in the conversation/post, share their own experiences, and contribute to the brand's overall story.

Using UGC is an effective way to humanize your brand, build community and trust, and create social media content that resonates with your audience.



# Storytelling and Visual Appeal

Storytelling allows you to connect with your audience on an emotional level and provide a narrative that captures their attention and imagination. Leverage your brand's mission and identity in telling your story.

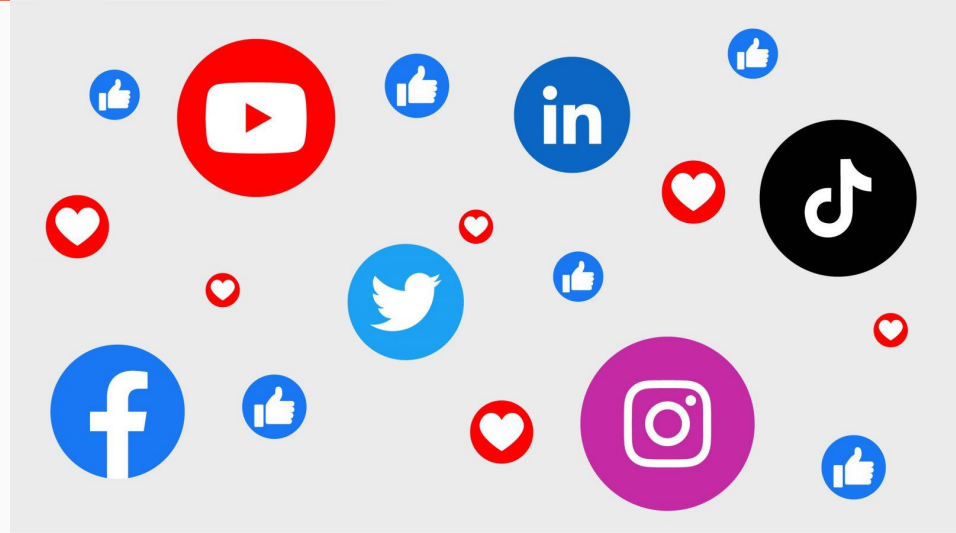
Visual appeal is also essential as people are naturally drawn to images and videos that are aesthetically pleasing, creative and visually engaging.



# Relevance and Reach

Continuous monitoring of your social media metrics is important to understanding what is working and what is not and to tailor your content accordingly.

Diversification across various social media platforms can also help to increase your reach and engagement, as different platforms attract different audiences and serve different purposes.



# 91%

of businesses use three or more social media platforms for their marketing efforts, with the most common platforms being Facebook, Instagram, Twitter, LinkedIn and YouTube.



# Understanding Your Audience

To create social media content that captivates your audience, understand their interests, leverage their creativity through UGC, prioritize relevance and reach across multiple platforms and tell stories that emotionally connect and visually inspire.





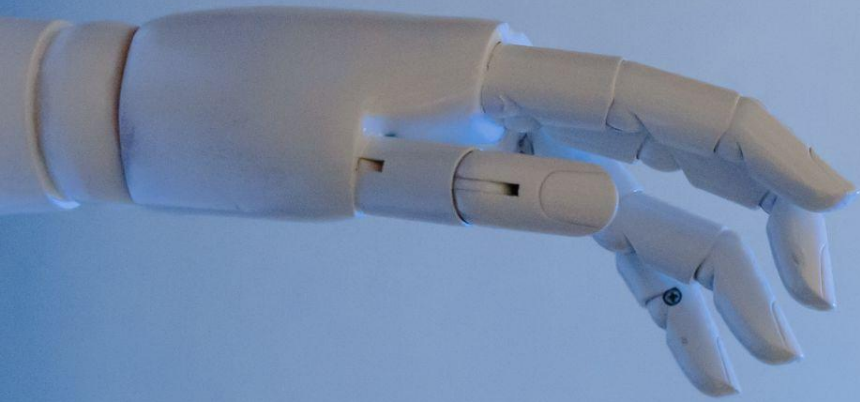
# Using AI to Create Compelling Social Media Content



# Overview of AI in Content Creation

- Chatbots, creation, and optimization, oh my!





**AI is going to Change Everything**

# AI Powered Social Media Tools

## Content Creation

- [Adcreative.ai](https://adcreative.ai)
- [Contentstudio.io](https://contentstudio.io)

## Insights and Analytics

- [emplifi.io](https://emplifi.io) (previously SocialBakers)
- [meltwater.com](https://meltwater.com) (previously Linkfluence)

## Chatbots

- [heyday.hootsuite.com](https://heyday.hootsuite.com)



# Advantages of using AI in content creation

Speed and efficiency

Personalization

Consistency

Optimization

Creativity



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**“Social Media is not a media. The key is to listen, engage, and build relationships.”**

- Gary Vaynerchuk

**Value, value, and  
more value.**



**Thanks!**  
**Any questions?**

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