

## Key elements to content marketing and social media campaigns

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It is no secret that social media has changed the way we as a society communicate with each other and how companies market their services. The maturation of the latter is now what's called content marketing.

Content marketing is a fancy term for creating an experience on the web, across a multitude of sites and social media networks in order to create a brand experience and drive business. For a campaign to be effective and successful, it should include four key elements:

### Editorial Planning

Similar to writing a college thesis, plan your story. Answer, why is it important for your customers to know how you are and what you do? Lastly, you should have an understanding of how will your story interest them enough to buy your product or services.

### Community Management

Once you've developed the content for your program and determined the timing of the campaign, it is important to manage your online community on a daily basis. "Talking" to your customers in real-time is an invaluable sales tactic in today's "always on", social media world.

### Technology Toolbox

To manage your online community, you should consider using a social media management system such as Hootsuite or SproutSocial. These programs will allow you to manage each of your social media properties in one dashboard, simplifying the process.

### Be Creative

Telling a good story includes the use of video and photography so it is important to use visual aids in your content marketing and social media campaigns.

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