



Teacher Writers

SOCIAL MEDIA MARKETING STRATEGY

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This social media marketing strategy will outline:

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STRATEGY AIMS

The purpose of the social media strategy is simple:

increase brand recognition.

The focus will, at first, be solely on increasing follower numbers and encouraging engagement in posts (likes, comments, shares). Therefore, calls to action (CTAs) will centre around encouraging **follows** rather than chasing sales.

Maintaining a **consistent posting schedule**, as well as consistent branding, will improve brand recognition; **providing valuable advice** in posts will increase trustworthiness and establish a reason for people to follow and engage.

This will be achieved through two social media platforms, one focussed on **longform** content and one on **shortform** content, with content designed to interlink the two seamlessly, encouraging people to engage in both.

KPI metrics - initially, **followers/subscribers, with some attention on engagement in social posts.**

YOUR WHY

Many teachers already have books out there. **They're not our target audience.**

Others have aspirations to write one and the confidence to do it alone. **They're not our target audience.**

And others already have a strong support network surrounding them to carry them forward. **They're not our target audience either.**

But others have a 'big idea' without the practice, confidence or network required to make it a reality. What they probably do have is imposter syndrome.

They are our target audience.

And this marketing strategy will be based on solving that pain point.

TARGET AUDIENCE

6 questions to answer:

✎ **How old are they?**
(30-55)

Includes people aspiring to headship and those already there.

✎ **Where do they live?**
(Find the places)

This helps target ads more productively.

What is their most common gender?
✎ **(Marginally more female)**

Consider the ways competitors market to female target audience members - images, language, designs. HOWEVER at all times ask: 'Would this put male readers off?'. All content and copy should appeal to both.

✎ **How do they want to see promotion?**
(Long-term) - multi-post strategy

Trust-building long term to reflect gravity of decision made in hiring Teacher Writers.

✎ **Where do they spend their time online?**
Align with platform choices.

What type of content do they like to consume?


✎ Text (long/shortform)? Video? Visuals?
Likely a combination - test these formats out in the first few weeks of the marketing strategy.



Content ratio:
educate : entertain : promote
7:3:2



POSTING SCHEDULE

 Teacher Writers	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1	Interact Repeat post	5pm Educate TT/LI/BS/SS	Interact Repeat post	5pm Educate TT/LI/BS/SS	Interact Repeat post	8am Educate (Ins) SS blog	Interact Repeat post
Week 2	Interact Repeat post	5pm Educate TT/LI/BS/SS	Interact Repeat post	5pm Educate TT/LI/BS/SS	Interact Repeat post	Interact Repeat post	Interact Repeat post
Week 3	Interact Repeat post	5pm Educate TT/LI/BS/SS	Interact Repeat post	5pm Educate TT/LI/BS/SS	Interact Repeat post	8am Educate (Ins) SS blog	Interact Repeat post
Week 4	Interact Repeat post	5pm Educate TT/LI/BS/SS	Interact Repeat post	5pm Educate TT/LI/BS/SS	Interact Repeat post	Interact Repeat post	Interact Repeat post

POSTING

The posting schedule is based on the following considerations:

Posting days:

- On average, **Tuesday, Thursday** and **Saturday** are the best days for engagement on social media. However, all days will be targeted to maximise exposure and test which are most effective.
- On average, **5pm** during the **week** is the optimum time for post visibility on social media. This will be reflected in many posts, but other times can be tested.
- On average, the **AM** is the best time to post on social media on **weekends**.

Content ratio:

educate : entertain : promote - 12 posts created per four-week cycle
7:3:2

Typically, this is a recommended content strategy for posting on social media.

Platforms:

Substack: a fast-growing platform dedicated to writers, with strong audiences for both teaching and writing. Writing about writing is a heavily consumed form of content. Longform posts can be delivered here, either as stand-alone pieces or in a series, and content can be repurposed to LinkedIn, BlueSky and TikTok.

LinkedIn: growing as a social network. Carousels and short videos incredibly popular at present and should be used.

BlueSky: short, informative introductions to longform posts/services.

TikTok: short, catchy videos used on LinkedIn also delivered through TikTok.

BRANDING CHOICES

✍ **Font:** Canva Sans or alternative (corporate, upright, unjoined, neutral)

✍ **Colours:** Black (#000000) and Phillipine Yellow (#FEC700)

✍ **Icons:** company logo used extensively to build familiarity; design built to suit target audience.

✍ **Images:** photos of people that align with target market.

✍ **Company voice:** like a mentor, guiding writers past the obstacles that prevent them publishing a book, helping them navigate the publishing scene (whether traditional or self-publishing). Warm, welcoming, trustworthy, encouraging.



**Teacher
Writers**



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