

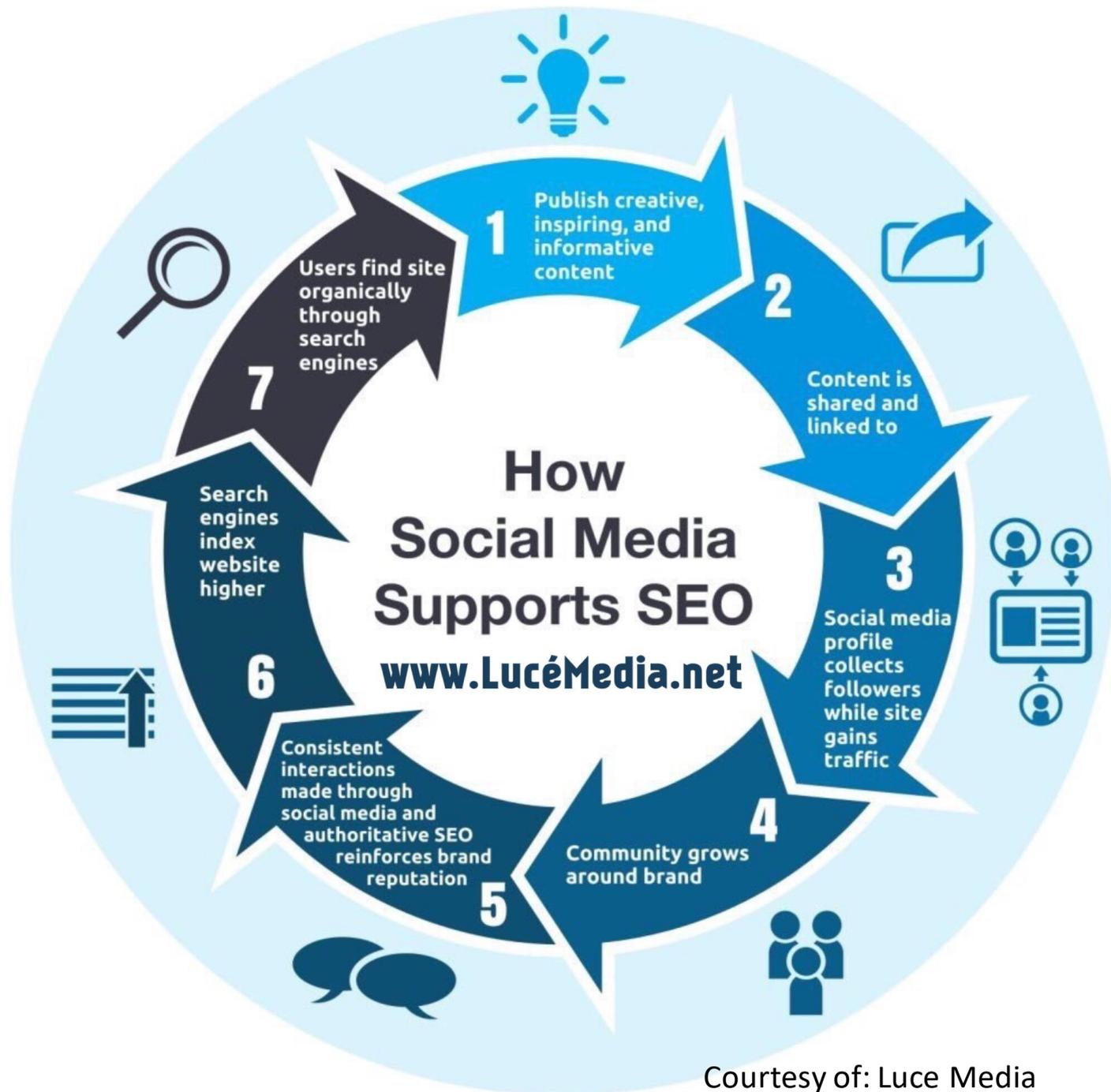
The Content Conundrum

How to improve website traffic using social media.

Kaytee Smith

Digital Media Manager

N.C. Department of Natural and Cultural Resources



Courtesy of: Luce Media



CONTENT



BuzzFeed Video ✓

July 9, 2017 · 🌐

👍 Like Page



Did...did a dog write these?



21 Memes Your Dog Would Definitely Laugh At If They Could Read/Laugh

BUZZFEED.COM

👍 😂 ❤️ 8.8K

2.5K Comments 3.5K Shares

👍 Like

💬 Comment

➦ Share



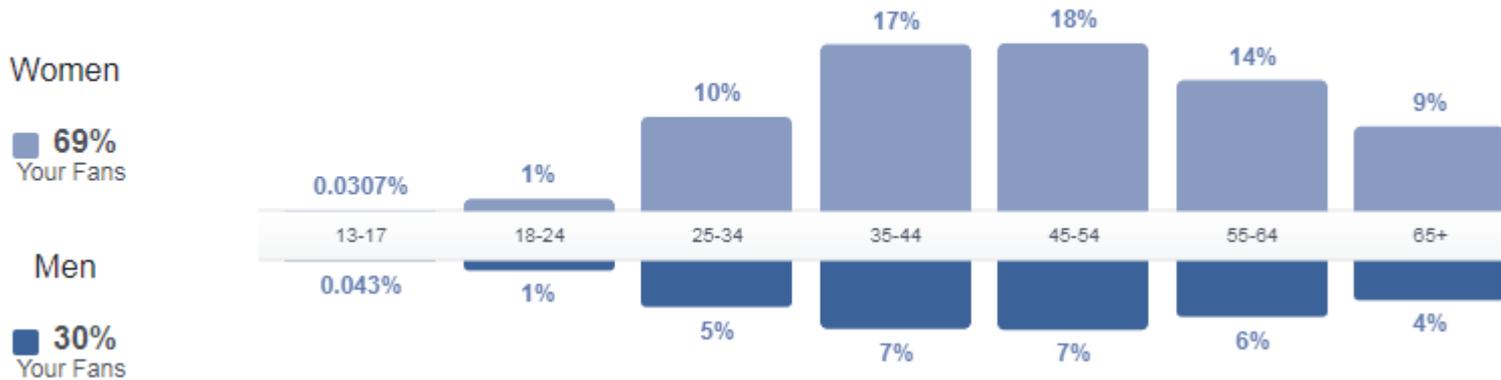


Shareability is one of the greatest ways to disseminate your content. In the era of quick sharing, people are looking for something that resonates with them. That can come in the form of blog posts, pictures, or videos.



Know your audience.

Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles.



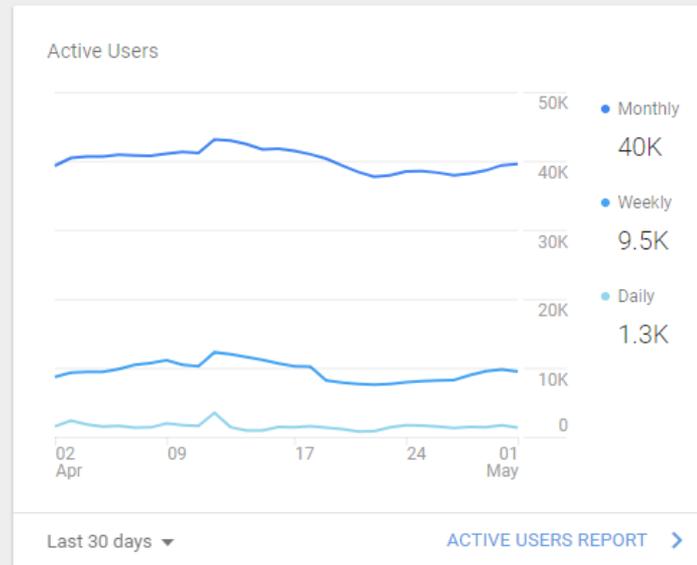
Look at the numbers.

What pages do your users visit?

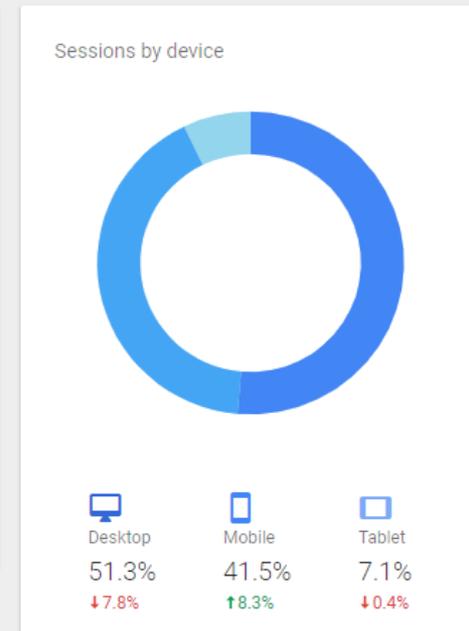
Page	Pageviews	Page Value
/	2,506	\$0.00
/blog/2014/04/28/car...ndoned-in-laurinburg	970	\$0.00
/news/press-releases...ounces-appointments	724	\$0.00
/events	520	\$0.00
/blogs/this-day-in-north-carolina-history	439	\$0.00
/learn/raleigh-field-trips	391	\$0.00
/education/history-day	372	\$0.00
/blog/2017/01/19/sieg...ashington-april-1864	343	\$0.00
/education/history-day/this-year	331	\$0.00
/about/leadership	198	\$0.00

Last 7 days ▾ [PAGES REPORT >](#)

How are your active users trending over time?



What are your top devices?

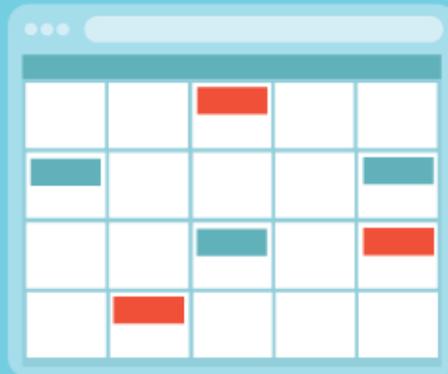


How well do you retain users?

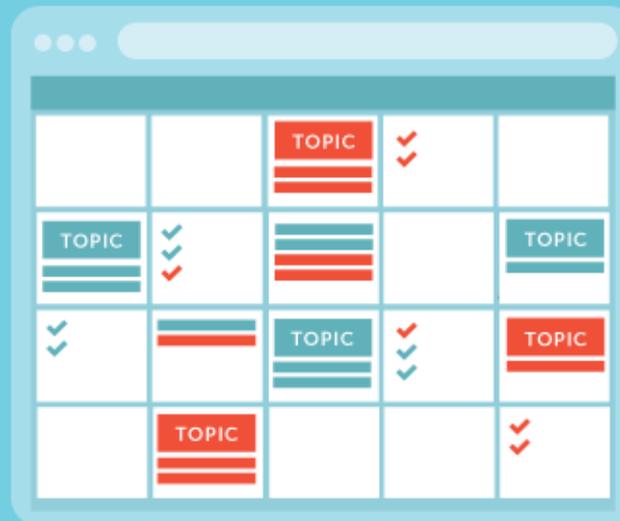
Create a content calendar.

Turn Your Topics Into Content

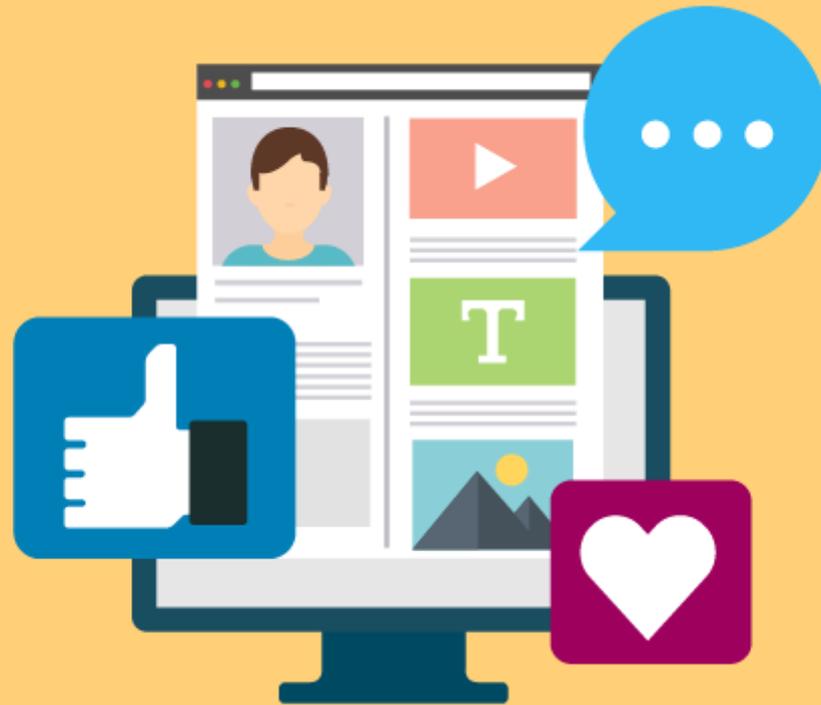
Topic Calendar



Campaign Calendar



What kind of content?



eBooks

Marketeto

Sponsored ·

[Like Page](#)

Having trouble creating a #social plan for your company pages? Download to get started!

Social Media Tactics!

Check out this sample plan to drive more unique traffic to your website and convert visitors through social media...

MRK.TO

[Download](#)

Like · Comment · Share · 17 1 3

To be successful on social, your strategy needs to include high-level objectives, as well as specific, granular action items.

In other words, you need a social media tactical plan.

Use our sample plan to determine:

- Key objectives and action items
- How many hours to devote to each social network
- How your goals differ across networks
- The most important metrics for your campaigns

[Download the 2014 Sample Plan Now -](#)

DOWNLOAD NOW!

First Name:

Last Name:

Work Email:

Job Function:

Company:

[DOWNLOAD](#)

* Required. Your privacy is important to us.

Marketing Software. Easy. Powerful. Complete.

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How-to Posts

How to begin

1. Step 1: Hold crochet hook in right hand and make a slip knot on hook.
2. Step 2: Bring yarn over hook from back to front and grab it with hook.
3. Step 3: Draw hooked yarn through slip knot and onto hook. ...
4. Step 4: Skip the first chain stitch.
5. Step 5: Insert hook into center of next chain stitch.

More items...

[Learn Single Crochet | Welcome to the Craft Yarn Council](#)

https://www.craftyarnCouncil.com/instructions_cr.php3

hair

fingers

a dreamcatcher

without needle



www.anniescatalog.com n 4

Infographics



Buffer

Posted by Buffer [?] · Yesterday at 5:01am · 🌐

All the best tips on optimal lengths for tweets, headlines, and more.

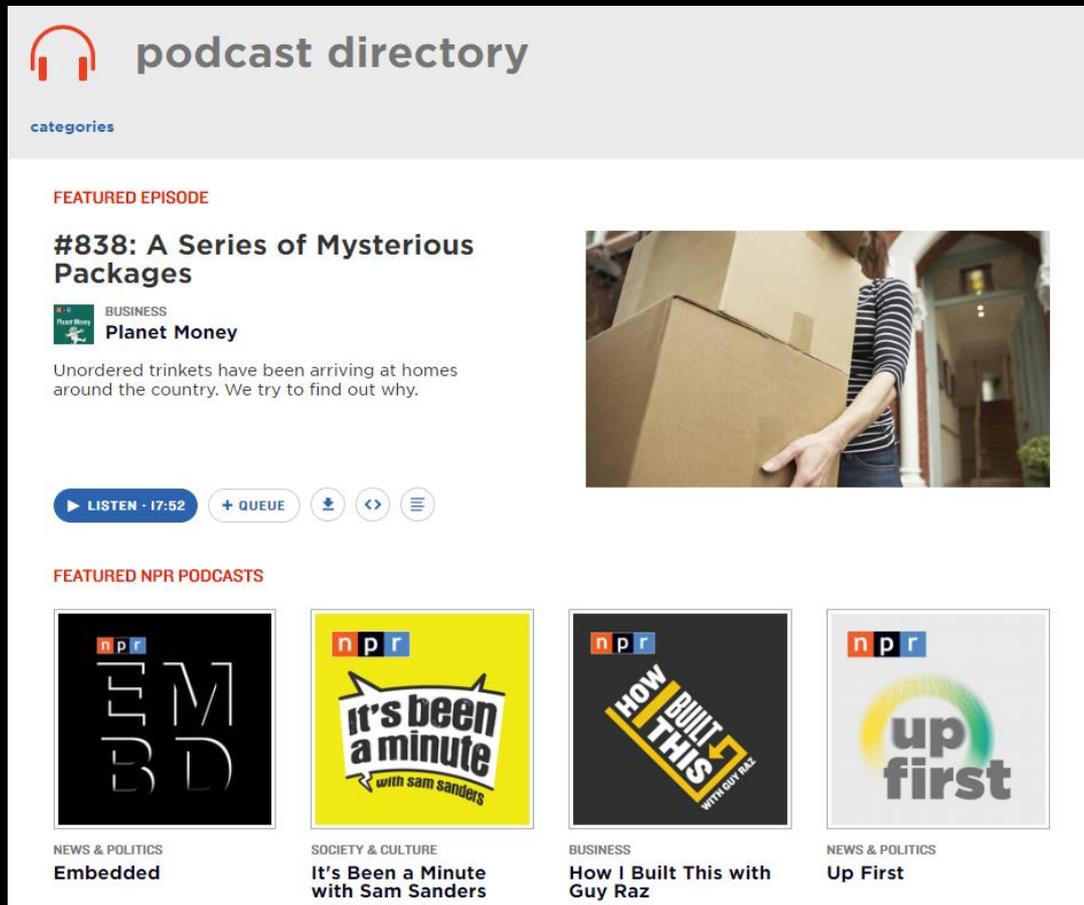


Infographic: The Optimal Length for Every Social Media Update

The optimal length for social media posts and all other forms of online content. Get best practices for tweets, posts, blogs, and more.

BLOG.BUFFERAPP.COM

Podcasts



The image shows a screenshot of a podcast directory website. At the top left is a red headphones icon followed by the text "podcast directory". Below this is a "categories" link. The main content area features a "FEATURED EPISODE" section with the title "#838: A Series of Mysterious Packages" and a "Planet Money" logo. A description follows: "Unordered trinkets have been arriving at homes around the country. We try to find out why." To the right is a photo of a person moving boxes. Below the episode are buttons for "LISTEN · 17:52", "QUEUE", and social sharing icons. A "FEATURED NPR PODCASTS" section follows, displaying four podcast covers: "Embedded" (News & Politics), "It's Been a Minute with Sam Sanders" (Society & Culture), "How I Built This with Guy Raz" (Business), and "Up First" (News & Politics).

podcast directory

categories

FEATURED EPISODE

#838: A Series of Mysterious Packages

 BUSINESS
Planet Money

Unordered trinkets have been arriving at homes around the country. We try to find out why.

[▶ LISTEN · 17:52](#) [+ QUEUE](#) [📧](#) [◀▶](#) [☰](#)

FEATURED NPR PODCASTS



NEWS & POLITICS
Embedded



SOCIETY & CULTURE
It's Been a Minute with Sam Sanders



BUSINESS
How I Built This with Guy Raz



NEWS & POLITICS
Up First

Webinars

FREE LIVE WORKSHOP:

"HOW TO GROW YOUR LIST AND START MAKING MONEY WITH WEBINARS"

WITH MARIAH COZ OF FEMTREPRENEUR.CO



SAVE YOUR SEAT

WEDNESDAY, MAY 3RD

AT 2:00 PM EASTERN / 11:00 AM PACIFIC



HERE'S WHAT YOU'RE GOING TO LEARN:

- Why webinars are essential for **growing your brand** and business
- The **4 phases** of webinars and what to do in the crucial 12 hours after your webinar ends (most people screw this up)
- How to use webinars to **grow your email list** and sell your first product
- The **simple step-by-step** breakdown of what to do on your webinar (even if you're shy!)
- How to **make money with webinars** even if you do not have your own product
- Exactly how you can make **your first \$1,000** or more from your blog in the next 14 days



SAVE YOUR SEAT FOR THE FREE WORKSHOP RIGHT NOW!

And I'll see you at the free workshop!

SAVE YOUR SEAT



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EPISODES VIDEO **NEWS** PODCAST IMAGES SPECIES COLLECTIONS CLASSROOMSCHEDULE

Nature**NOW**

6 Tips to Beckon a Bevy of Butterflies

March 29, 2018 | Marianna T. Wright



It's no wonder butterflies have fascinated human beings for as long as we have coexisted. These colorful creatures appear delicate—fragile, even—but perform dazzling feats of acrobatics and endurance, by design. Many members of this diverse family have the strength to withstand whatever nature throws at them, from high winds and heavy rains to frigid winters [...]

[Read More >](#)

Recent Posts

- [6 Tips to Beckon a Bevy of Butterflies](#)
- [Problem-Solving Abilities Help Explain the Grey Squirrel's Success](#)
- [Talking Rhinos and Stem Cells with Award-Winning Journalist Rachel Nuwer](#)
- [Nearly 150,000 Bornean Orangutans Have Disappeared Since 1999, Halving Population](#)
- [For Pacific Mole Crabs, It's Dig or Die](#)

Problem-Solving Abilities Help Explain the Grey Squirrel's Success

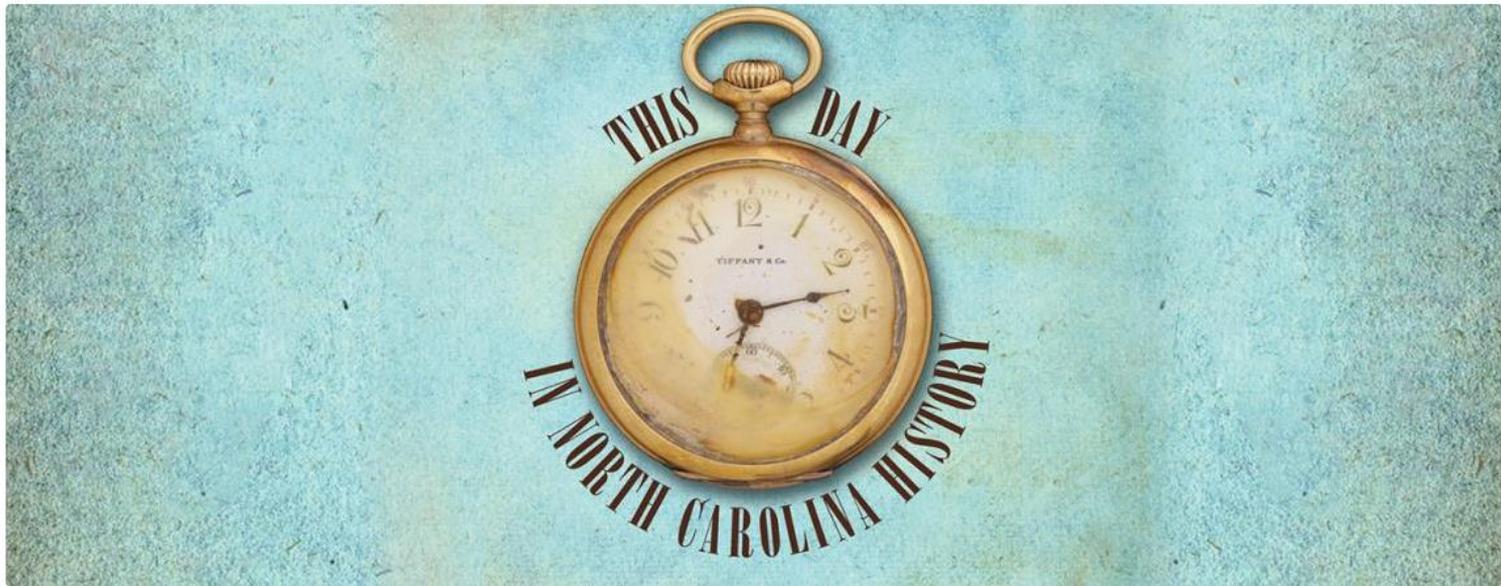
March 1, 2018 | Douglas Main



1 friend likes this

Our Most Popular Content

This Day in North Carolina History



The NC Department of Natural and Cultural Resources, the Office of Archives and History and the State Library bring you a daily blog featuring historically significant events that have occurred throughout our state.

Blog Types

Which Types Of Posts Are Your Favorites?



Lists



Step-by-Step



3-Point Outline



Interview



Case Studies



Research



Narrative



Checklist

Write emotional headlines to increase shares and clickthroughs.

Write 30 Headlines Using The Best Structures *To Increase Your Clickthroughs*

How To

How To Start _____ That Will Help You _____
How To Improve _____ So You'll Feel Like A _____
How To Grow _____ To Be A Successful _____
How To Increase _____ When You _____
How To Boost _____ With A _____
How To _____ For The _____
How To Make A _____ In A _____
How To Create The Best _____ In The World
How To Run A Successful _____ To _____
How To Do Outstanding _____ On A _____

Question

When Is The Best Time To _____?
How Do You _____ When You _____?
Will _____ Help You _____?
Why Is _____ Better Than _____?
What Can _____ Teach You About _____?
Where Is The Best _____ To _____?
How Can You _____ To _____?
How Will _____ Make Your _____ More Successful?
Is _____? Insider Advice to _____
What Really Is The Best _____?

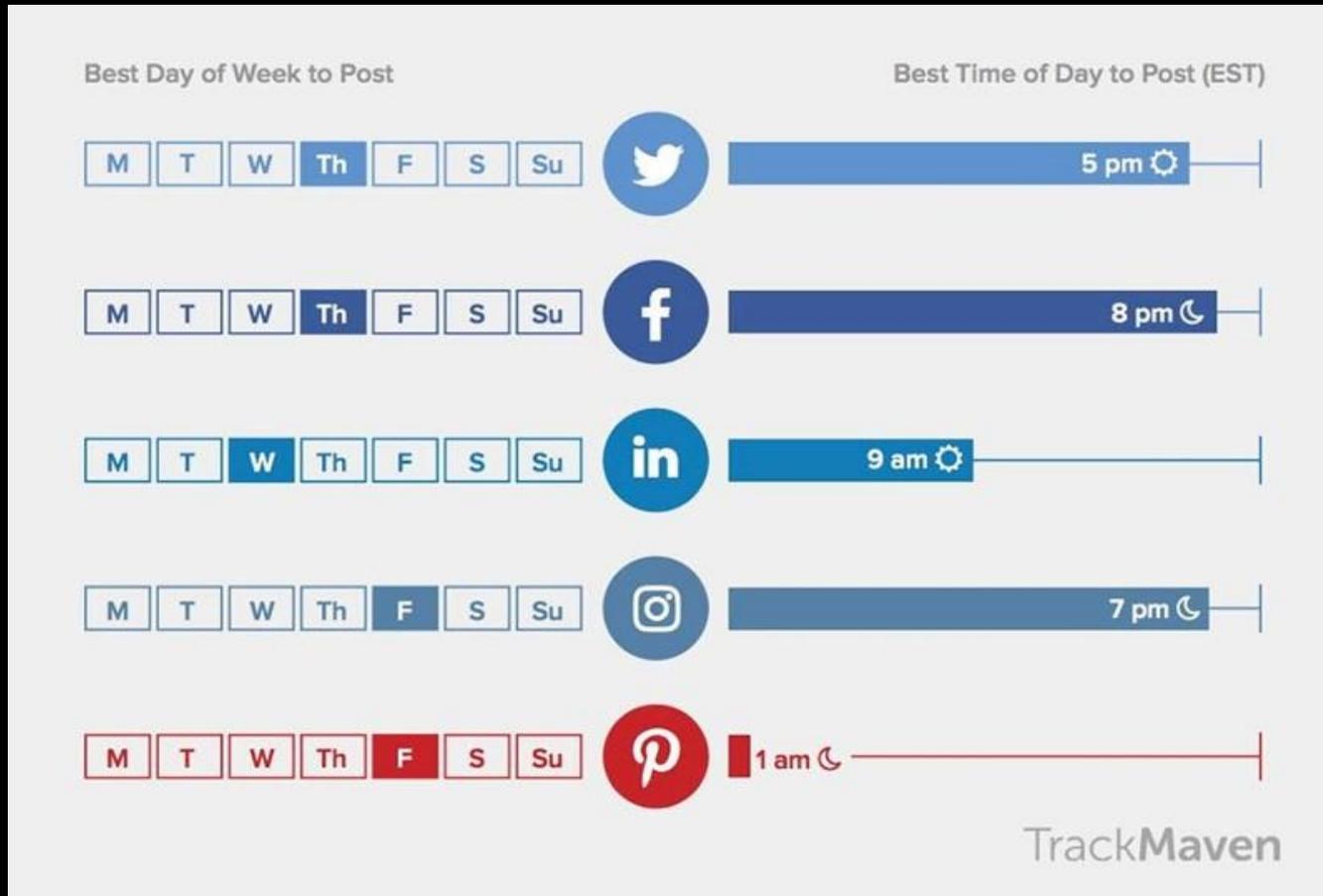
List

43 _____ From _____ Of The Most Popular _____
20 Ways To Be _____ When You Don't Feel _____
25 _____ That Will Amplify Your _____
The 6 Types Of _____ That Will Give You _____
11 _____ That Will Make You _____
23 Ways To Get Even More From _____ To _____
10 Rules For _____ Your _____ Will Love
The Easy 5-Step Process To _____ In Just 30 Days
The 10-Minute, 10-Step Solution For The Best _____
21+ Easy Ways To _____ That Will Skyrocket By _____ In 1 Year

Promote your blog.

- Add sharing buttons to your blog article.
- Share your article on Twitter with images.
- Keep up with your content as it circulates on social, and be sure to participate in the conversation.
- Encourage blog authors, contributors, and team members to use their existing social networks to share the article.

Post when people will see it.



1 | Post Title, "New Blog Post" designator

 New Blog Post: A Beginner's Guide to Lead Conversion with Social Media [http://.....](#)

 Same day as post, Same time as post

2 | Ask A Question

 Are you wondering how to use #socialmedia to drive leads for your business? [http://.....](#)

 Same day as post, 3 hours after post

3 | Cite A Fact

 71% of adults now use Facebook. Here's how you can get started with #socialmedia lead conversion [http://.....](#)

 Day After Post

4 | Share A Quote

 Done right, social media can be an extremely powerful tool for lead generation. Here are a few tips [http://.....](#)

 Week After Post

4 | Add Intrigue

 See how one company generated 150 unique leads from a single Facebook campaign [http://.....](#)

 MonthAfter Post

Share multiple times, but change the message.

Use the tools.

- MailChimp
- Zapier
- Hootsuite
- Insights





1-2 hashtags is optimal.
More than two hashtags
drops engagement
by an average of **17%**



21% higher
engagement on tweets
with **1-2 hashtags**



55% more likely
to be retweeted on
tweets with **1**
or **more hashtags**



25% of tweets
without hashtags
gets retweet



40% of tweets
with hashtags
gets retweet

Use
trending
hashtags.

Optimize
your calls-to-
action.

facebook CTAs

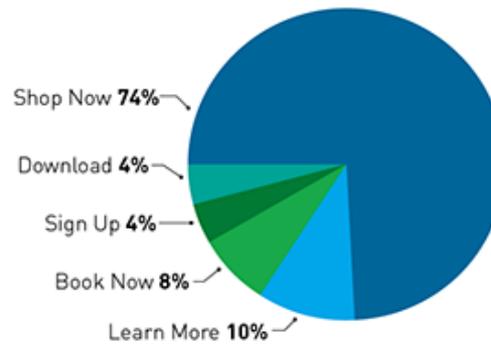
BIG RESULTS FOR A LITTLE BUTTON

RESULTS FROM OCTOBER 2014

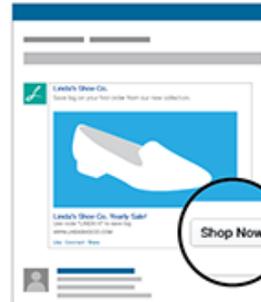
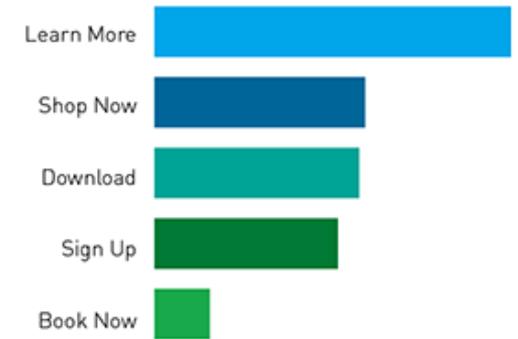
A one-month review of AdRoll advertisers running Facebook campaigns with CTA buttons

Overall click-through rate (CTR) lift from adding a CTA button: **2.85x**

Popularity of buttons



Top CTR performers



Most popular industries for the most popular CTAs

SHOP NOW

Apparel
Consumer electronics
Home
Crafts and hobbies

LEARN MORE

Education
Finance
Healthcare

BOOK NOW

Travel
Real estate

SIGN UP

Technology
Media and entertainment

DOWNLOAD

Technology
Games
Social

Focus on sharing visual content.

Imagine reading this while driving at 60mph:

While you are travelling down this road there is a chance that one or more rocks of a varying size may fall from the slopes on one or both sides of you. You should be aware of this before you travel this way so that you are cautious of this particular type of hazard.

Now imagine seeing this:



Graphs

GIFs

Videos

Photos

Infographics

Animations

