

AGENCY RESOURCE:



BUILD YOUR CLIENT'S SOCIAL PUBLISHING NETWORK

Connecting and Leveraging Your Client's Internal Thought Leaders to Generate Killer Social Content

Introduction

Building a sustainable structure for publishing content on social media channels requires the right people in the right roles, working fluidly together on a daily basis. It's no surprise that many businesses are turning to external marketing agencies to help them get started and get sustainable results.

Establishing a process for creating social content in a client's organization can be a daunting task, especially if you know very little about your client's industry. After all, the best social marketing programs require a deep understanding of what interests, ails, and inspires that industry's social audiences.

If you're like most agencies, you won't have a subject-matter expert on staff for every single client and every single industry you serve. So how do you stay connected to the inner workings of your client's industry and audience?

In this workbook, we'll model the setup of a social content ideation and publishing system to keep you connected with what matters most to your client's audiences.

Your client may be relying on you to do all the work, or they may have some internal resources that you'll need to coordinate. Either way, establishing the right processes for content ideation, creation, and approval is the key to success.

Read on to get started!

Establishing A Content Ideation Network



As an agency, constructing and activating a content contribution team is the first step towards a social media marketing plan that involves everyone and keeps your client ahead of the game.

This model is typically centralized within a marketing or social media team, but relies on the expertise of other contributors within the organization to stay fresh and connected to the client's audience.

The function of a content ideation network in the creation process is to provide an avenue for new information and topics to steadily filter in from qualified sources, feeding the main content team.



How Does it Work?

The information that energizes your content ideation network is sourced directly from each respective section of the company, and ensures that the whole organization is vested in the content that represents the organization. In fact, the entire model operates much like a beehive...



The Hive

The hive in this content model is your social hub. The hive can be led by a member of the client company's marketing team, or it may have an agency leader. It is comprised of strategic thinkers, communication experts, and the savviest connoisseurs of social media and marketing, from the company, the agency, or both.

These are the ones busy at the home base, making content "honey." This cross-functional assembly is the team that crafts and distributes your content via different avenues such as the client's own blog, vendor websites, and through the company's social presence.



The Worker Bees

The worker bees are your social ambassadors. They are immersed daily in their respective business sectors, and have the best understanding of the audience's needs within their specific section. Their role in this model is to identify pain points, successes, newsworthy events, and to provide insight to the hive that would otherwise be missed. Social ambassadors could include a company's CEO, members from their product team, sales team members, or customer support representatives. Each team member will have a unique perspective and will be connected with the client's audience in a different way.



The Fields

The fields are where your bees go to collect the best pollen available. They will be filled with industry thought leaders, current clients, and prospects. Most of your insights will come from your current clients, sector-specific news items, and competitor events. It is the duty of your social ambassadors (worker bees) to bring this information back to your hive for evaluation and content creation.

Profiles

The Hive

So, who should you cast as players in your social beehive, and who will work well as social ambassadors? These role descriptions will help you select the right people to be part of the team.

The Hive: Members from the marketing team and/or the agency

Attributes

Well versed in all social /platforms, including their best practices and optimization tricks

Adept and experienced with different forms of online copywriting

Skilled in different social creation, distribution, and monitoring technology

Deep understanding of the brand's buying personas



Duties

Composes content based on their own observations and input from the sector ambassadors in the different fields

Is responsible for the publishing schedule

Monitors and engages in social conversations

Delegates and manages creation of peripheral content such as infographics, white papers, and videos

The Worker Bees

The Worker Bees: Social Ambassadors / Content Contributors

Attributes

A finger on the pulse of current events concerning their individual sectors

Quick to respond, flexible, and adept with time management

Deep understanding of the pain points associated with their portion of the audience



Duties

Monitors off-line and online events related to their area of expertise, and suggests relevant posts

Advises on content pertinent to their sector, and provides insight when necessary

Submits content ideas related to their area of expertise

Create Your Team

The Hive

Use this worksheet with your client to nominate the central Hive team (keep in mind that you, the agency, may also be the best fit for a particular role).

Candidate Name

Qualifying Attributes

Social Savvy

Copywriting Skills

Understands Buying Personas

Experience in Social Monitoring

Responsibilities

Written Content Creation

Publishing Scheduler

Social Conversation Engagement

Peripheral Content Creation

Candidate Name

Qualifying Attributes

Social Savvy

Copywriting Skills

Understands Buying Personas

Experience in Social Monitoring

Responsibilities

Written Content Creation

Publishing Scheduler

Social Conversation Engagement

Peripheral Content Creation

Who will help create a great HIVE?



Remember: your worker bees are your direct line to great ideas and great content. They should be tied very closely to their segment of the business, and should know exactly what pains your demographic.

Create Your Team

Worker Bees

Use this worksheet with your client to nominate Social Ambassadors (keep in mind that you, the agency, may also be the best fit for a particular role).

Candidate Name

Qualifying Attributes

Insightful

Excellent Curator

Flexible and Quick to Respond

Deep Understanding of Pain Points

Business Sector

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Qualifying Attributes

Insightful

Excellent Curator

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Business Sector

Who will make a great Worker Bee?



Remember:

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Example: Publishing Team

Agency

HoneyComb Creative

Client

John's Accounting Firm

Hive Team

Barbara: VP of Marketing, John's Accounting

Mark: Content Marketing Director, HoneyComb

Maria: Content Writer, HoneyComb

Sal: Graphics Team Lead, HoneyComb

Social/Content Ambassadors

Ted: Personal Finance, John's Accounting

Kevin: Retirement and Savings, John's Accounting

Brooke: Business Taxes, John's Accounting

Eric: Investments, John's Accounting

Tiffany: Small Business Loans, John's Accounting

Katherine: Media Relations Director, HoneyComb



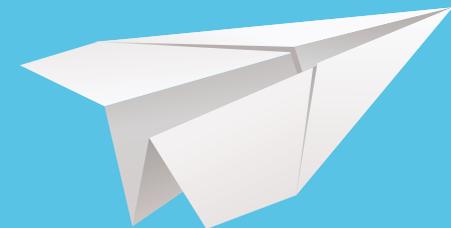
Example: Publishing Process

Let's take a look at the process with a more detailed example that shows how an idea goes from discovery to publishing.

1. Ted, the personal finance advisor at John's Accounting Firm, is working with a client who needs to better manage his budget, so that he can pay off his school loans in the next five years. During their discussions, Ted finds that his client has much the same questions as posed by other clients in the same situation.

He thinks that it would be beneficial to create a short list of these common questions to cover basic ground and save time with new clients who have the same key goal: to manage their student loan debt.

2. Ted writes down his list of common questions, with answers and the reasoning behind his solutions. He submits these through a form on HoneyComb Creatives website, which is then sent to the content team for review and approval.
3. Mark, one of the resident social media and content experts at HoneyComb, receives the list and reviews it for relevance.
4. After reading through Ted's list, Mark agrees that his article would be valuable for recent graduates. Mark assigns Maria to write a blog post based on Ted's submission, and assigns Sal to create an accompanying infographic to supplement it.
5. Both pieces of content are then distributed to current clients and prospects of John's Accounting via various social media channels and segments of their email prospect lists that can benefit from the information, and posted to the blog on the John's Accounting website.



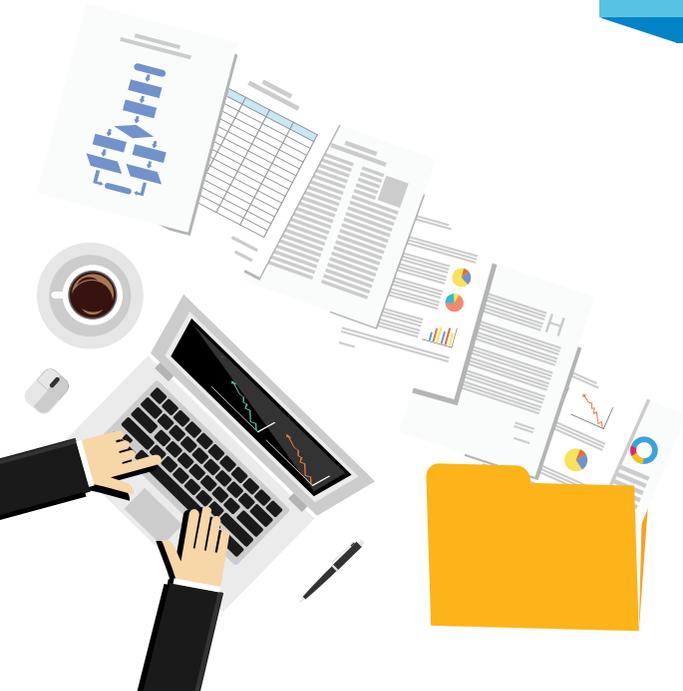
Keep Everyone Motivated with Reports

So how do you keep your worker bees motivated to contribute content?

Well, for many, knowing that their content will be published, distributed, and tagged with their byline is motivation enough. Having a social media microphone is great for establishing authority and progressing your career.

However, you can also give social ambassadors a more immediately tangible payoff with regular reports on content performance. Allowing them to see the number of likes, clicks, shares, and leads generated from the content they help produce goes a long way to motivate contributors. Also, if you get any particularly positive social feedback on the content, be sure to share it with the content contributor – everyone likes a compliment.

You can even take it a step further and run a contest with your social ambassadors. Whose content can get the most likes or generate the most leads? Gamification is a great way to keep people motivated and involved.



Investment in the Process

The more invested your client is in the process, the more likely they are to see value in it. Implementing this ideation and publishing process with your clients will get them more involved, more invested, and hopefully result in a longer lasting, more satisfying and profitable, agency/client relationship.



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About Act-On Software

Act-On Software is a marketing automation company delivering innovation that empowers marketers to do the best work of their careers. Act-On is the only integrated workspace to address the needs of the customer experience, from brand awareness and demand generation, to retention and loyalty. With Act-On, marketers can drive better business outcomes and see higher customer lifetime value. The Act-On platform provides marketers with power they can actually use, without the need for a dedicated IT resource.

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