

Darlene Van de Grift

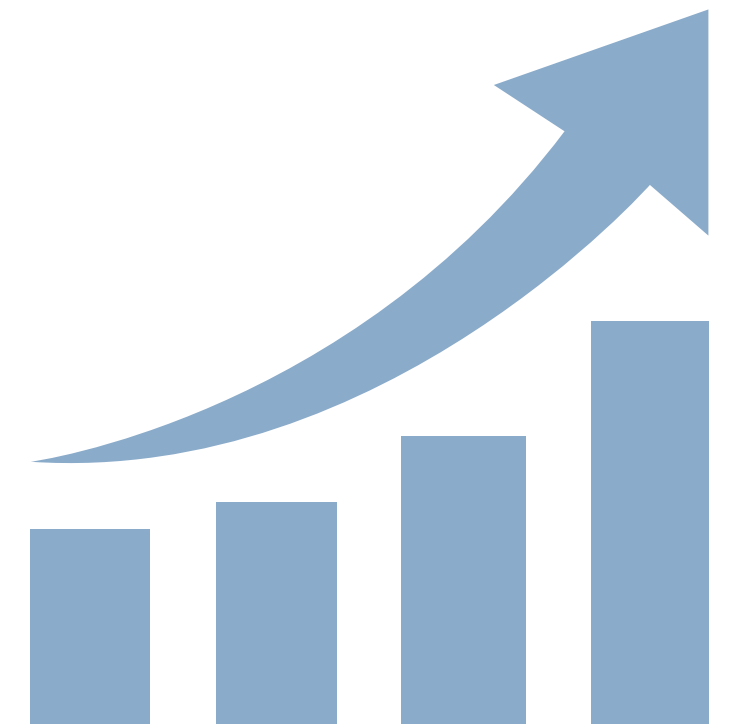
Social Media Strategy

A Strategy to Improve Darlene's Social Media Efforts



3 Benefits of Developing a Social Media Strategy

1. **Increased brand visibility:** Significantly boost brand visibility by reaching a larger audience and increasing brand awareness through targeted content and advertising.
2. **Improved customer engagement:** Enables businesses and creators to actively engage with their customers, fostering relationships, and gathering valuable feedback.
3. **Enhanced market insights:** Gather valuable market insights by monitoring conversations, trends, and customer preferences to help you make informed decisions and stay ahead of the competition.



Social Media Strategy Steps

Step 1 - Internal Audit

Step 2 - Identify Target Audience and their Needs

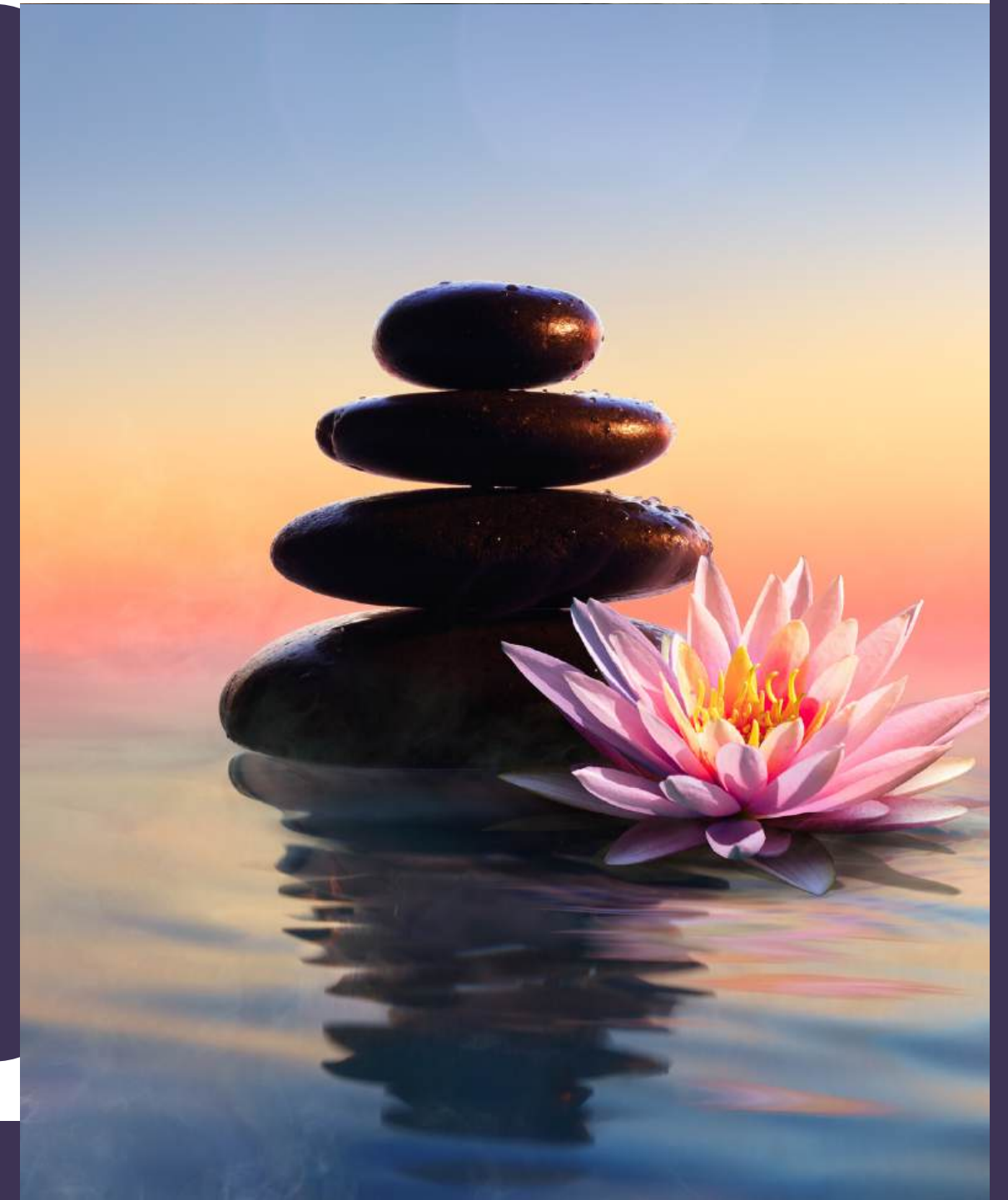
Step 3 - Set Achievable Goals

Step 4 - Be Active and Engaging Online

Step 5 - Video Editing Tips and Posting Process

Step 6 - Sample Content Calendar

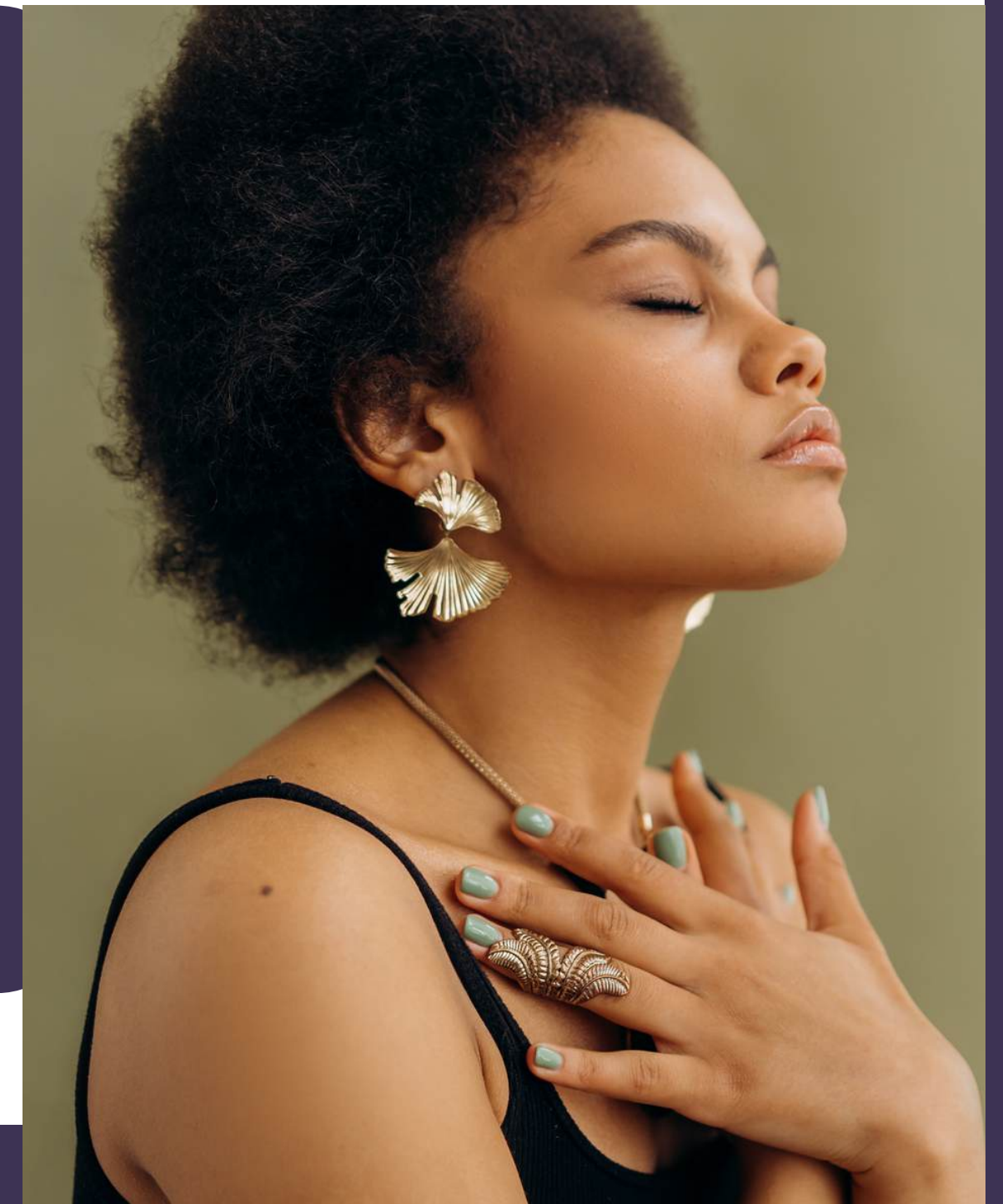
Step 7 - Track Your Results



Internal Audit

What is working?

- **Dynamic Content** - There is potential for a great balance of images on instagram, videos on instagram, tiktok and youtube and audio for the podcast. These various forms of content makes the customer experience more immersive and valuable for your audience.
- **Informative Content** - The podcast episodes provide a significant breadth and depth of knowledge; this content could be repurposed into short-form and visual content.
- **Strong Niche** - There is very clear understanding of the target audience and niche, which allows for very tailored and suitable content for your audience.



Internal Audit

What needs to improve?

- **Inconsistent Visual Brand Representation** - The posts on instagram are not personalized to the brand. The images used for Youtube thumbnails are not visually related to the social media pages and website. It would be nice to have consistent, professional templates with a uniform colour palette.
- **Lack of a Clear Plan** - Linked to the point above; some of the posts feel a bit random and that not too much thought has gone into making there more interesting.
- **Content Gaps** - There is a lack of consistency that has a negative impact on growth; having a content calendar will inspire consistency.



Identify Target Audience and their Needs

»» Who is our Ideal Customer?

If we want to build a relationship with our audience, we need to know who they are. In order to identify our ideal audience member, we need to create **Archetypes**. **Archetypes** describe patterns of behaviors, attitudes and motivations shared between people.

We can give our target Archetype a title and description to help us understand their needs.



The Cosmic Traveler

Cosmic Travelers are spiritually curious individuals, typically in their 30s to 50s, who seek deeper self-understanding and healing. Many have explored traditional therapy, meditation, or energy work but are now drawn to multidimensional healing and cosmic insights. They value spiritual growth, have a creative mindset, and are open to exploring past lives and unseen realms to heal present-day challenges. Often professionals—artists, therapists, or healers themselves—Cosmic Travelers seek guidance that combines compassion with profound insights. They look for actionable steps and transformative experiences to unlock their highest potential.



Identify Target Audience and their Needs



Demographics



The Cosmic Traveler

- **Age:** 30s to 50s – Many Cosmic Travelers are at a life stage marked by introspection, where they are open to examining past experiences and exploring new ways to achieve fulfillment. They may have completed or reached a plateau in traditional life milestones and are now focusing on inner, spiritual growth.
- **Gender:** Predominantly female – This group is largely made up of women, often drawn to spirituality and alternative healing modalities. However, it includes individuals across all genders who are comfortable exploring inner work and spiritual expansion. This openness is common among those who identify with empathic, intuitive, or introspective qualities.
- **Location:** Urban or suburban areas with access to spiritual resources – While physically diverse, Cosmic Travelers tend to live in regions where they can easily access resources like wellness centers, holistic health stores, and spiritual gatherings, either in person or online. They're often comfortable with remote sessions and digital communities, engaging in online courses and workshops worldwide.
- **Occupation:** Therapists, artists, healthcare providers, teachers, creative entrepreneurs – Cosmic Travelers often work in fields where they can explore or integrate emotional intelligence, empathy, and creativity. These professions align with their values of self-discovery and growth, and they view spirituality as complementary to their personal and professional development.

Identify Target Audience and their Needs



Psychographics



The Cosmic Traveler

- **Values:** Inner peace, authenticity, self-discovery, enlightenment – For Cosmic Travelers, inner fulfillment is essential. They're invested in achieving personal authenticity and purpose, aligning their spiritual and practical lives. They value the journey of personal evolution, understanding themselves deeply, and sharing these values with others.
- **Interests:** Spirituality, meditation, metaphysics, creative arts – This group is avidly interested in spiritual practices such as meditation, energy work, and exploring metaphysical concepts (e.g., past lives, chakras, and multidimensional beings). They're also drawn to creative arts as forms of self-expression, often using them to process emotions and connect with their spiritual essence.
- **Mindset:** Open-minded, introspective, embracing mystery – Cosmic Travelers are seekers who believe in the power of the unknown and view life as a journey of continual discovery. They're willing to explore unconventional ideas, considering concepts like reincarnation, cosmic connections, and energy healing as natural extensions of the human experience.
- **Lifestyle:** Balance of routine and exploration – Cosmic Travelers lead balanced lives, blending routines like morning meditations, journaling, or yoga with spontaneous exploration, such as attending retreats, reading spiritual books, or trying new wellness practices. They seek meaningful, holistic growth, integrating mind, body, and soul.

Identify Target Audience and their Needs



Behaviours



The Cosmic Traveler

- **Learning Engagement:** Active seekers of spiritual knowledge – They frequently engage in workshops, online courses, spiritual retreats, and self-paced studies, aiming to expand their understanding of themselves and the universe. They enjoy deepening their knowledge in areas like past life regression, intuitive practices, and quantum healing.
- **Community-Oriented:** Drawn to spiritual and supportive networks – Cosmic Travelers gravitate toward groups where they can share experiences, insights, and support. They find value in belonging to online spiritual communities, Facebook groups, and in-person meetups, viewing these interactions as essential parts of their spiritual journey.
- **Personal Development:** Ongoing commitment to growth – This persona is committed to regular personal growth practices, such as goal setting, emotional healing, and self-improvement. They participate in courses and programs that offer new ways of understanding their life paths, often seeking breakthroughs in health, relationships, career, or spirituality.
- **Spending Habits:** Invest in experiences that align with spiritual and personal growth – Cosmic Travelers prioritize spending on meaningful services, including one-on-one sessions, courses, and products that aid in self-awareness and healing. They are willing to pay for transformative experiences and high-quality spiritual services, valuing those that provide unique, lasting impacts.

Identify Target Audience and their Needs

» What do the The Cosmic Traveler NEED?



The Cosmic Traveler

1. **Clarity and Purpose:** Guidance in understanding life's path and purpose – Cosmic Travelers seek a clear roadmap for understanding themselves and their purpose. They are looking for insights into unresolved experiences or past lives, wanting to understand how these affect their current paths and how they can use this knowledge to achieve alignment and fulfillment.
2. **Healing and Integration:** Holistic approaches to resolving blockages – They need practical tools and support to overcome internal barriers, which often include past traumas, limiting beliefs, or energetic blocks. They seek comprehensive healing methods that address mind, body, and spirit, allowing them to integrate these experiences and find peace.
3. **Connection to the Spiritual Realm:** Experiences that connect them to higher realms and cosmic truths – Cosmic Travelers desire an experienced guide to bridge the physical and spiritual realms, providing insights that affirm their spiritual journey. They are drawn to healing that feels cosmic in scope, revealing deeper truths about their lives and purpose.
4. **Supportive Community:** Belonging and validation through shared experiences – They yearn for a sense of belonging among like-minded souls who are also on their spiritual journeys. They find reassurance and encouragement in communities that embrace spiritual exploration and collective growth, offering them a space to share and evolve together.

Identify Target Audience and their Needs

What Activities are The Cosmic Traveler likely to be involved in?

Activities capture the actions and goals of a customer across their end-to-end experience, from their point-of-view.

Understanding their potential activities will ensure Sonya has engaging content for her target customers.



The Cosmic Traveler

	DREAMING	PLANNING	EXPERIENCING	SHARING
Activities	Get Inspired	Researching and Reading Reviews	Engaging with the community and using The Cosmic Traveler's services.	Review Experience



Identify Target Audience and their Needs

➤➤ Developing Clear Principles Based on Your Audience's Needs



The Cosmic Traveler

Because The Cosmic Traveler...	The experiences must be...
Needs to experience Clarity and Purpose	Transformative
Needs to experience Healing and Integration	Empowering
Needs to Connect to the Spiritual Realm	Enlightening
Needs to experience Supportive Community	Nurturing and Inclusive



Identify Target Audience and their Needs

»» When Might we Interact With our Ideal Customer? How do Principles Help us Communicate a Consistent Message?

Interactions are any moment a brand engages with an audience member.

In order to build a strong relationship with our audience, all our interactions need to be **consistent** and **meaningful**.

In order to remain consistent and valuable through our use of social media and all our interactions, we need the right **principles** to **guide** our interactions, enabling us to make decisions that the target audience will find meaningful.



Identify Target Audience and their Needs



What Features should Darlene Include across their Social Media Platforms?



The Cosmic Traveler

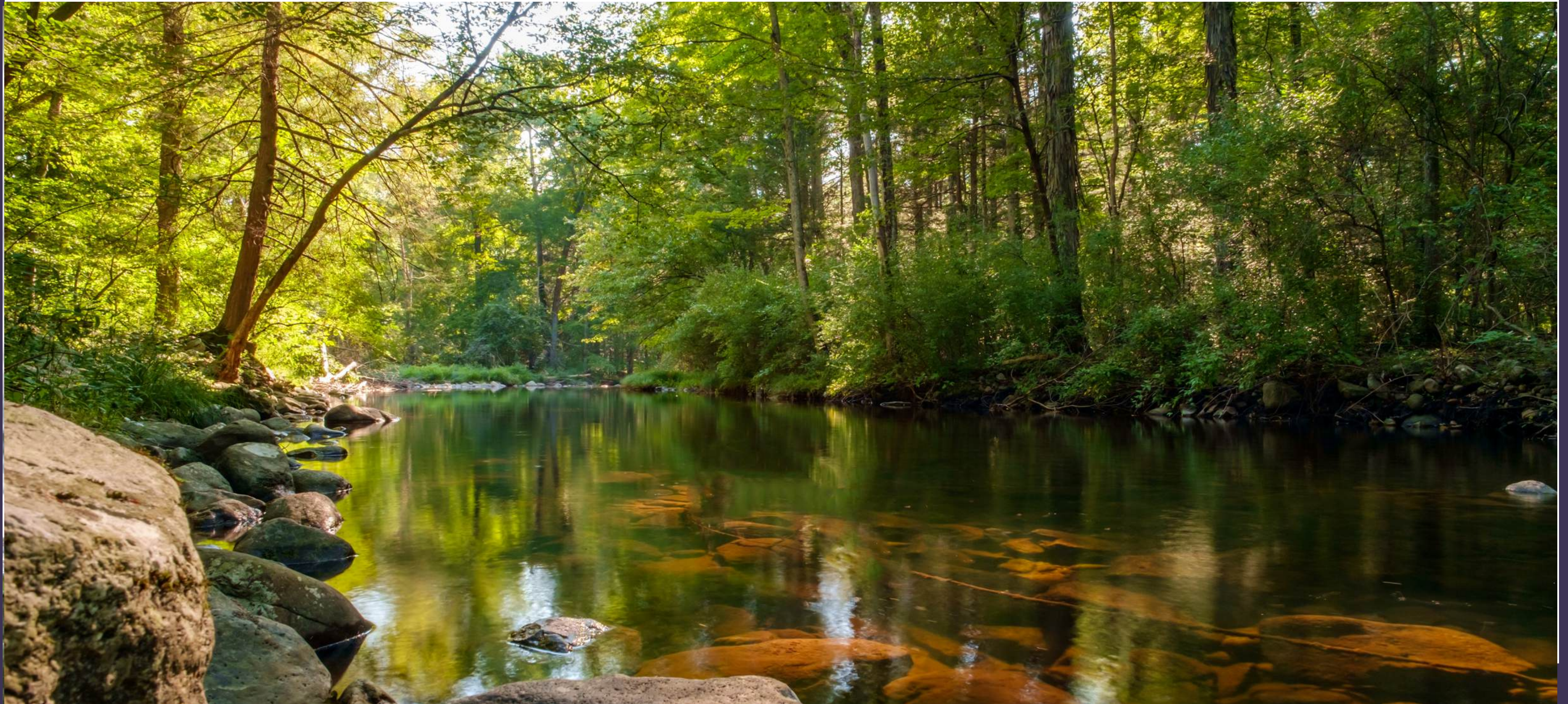
Stages
Activities
Interactions

	DREAMING	PLANNING	EXPERIENCING	SHARING
Stages	Get Inspired	Researching and Reading Reviews	Engaging with the community and using The Cosmic Traveler's services.	Review Experience
Activities	Consistent High quality informative, picture and video content	Authentic reviews by trusted friends/celebrities/influencers and strong brand positioning	Reposting user-generated content to encourage posting	Repost reviews and provide Rating Options
Interactions				

Experience Principles: **Transformative, Nurturing and Inclusive, Empowering and Enlightening**



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Set Achievable Objectives

STEP 3



It is essential for all objectives to be **SMART** - **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime-bound. SMART goals are essential for tracking meaningful Metrics/Key Performance Indicators.

Examples:

- **Grow Instagram Followers:** Grow to 2,000 followers by 30th March, 2024.
- **Increase Instagram Engagement:** Achieve an average of 100 likes on each post within 3 months.

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Be Active and Engaging Online

- »»» Great Content is **Findable**.
- »»» Great Content is **Shareable**.
- »»» Great Content is **Usable**.
- »»» Great Content is **Memorable**.
- »»» Great Content is **Quotable**.
- »»» Great Content is **Actionable**.
- »»» Great Content is **Readable**.
- »»» Great Content is **Measurable**.



Be Active and Engaging Online

Content Themes

- **Holistic Healing:** Exploring various methods and practices for physical, emotional, and spiritual healing, including mindfulness, energy work, and natural therapies.
- **Personal Growth and Development:** Content focused on self-discovery, empowerment, and the journey of personal transformation, including workshops, webinars, and resources for self-improvement.
- **Spiritual Exploration:** Discussions on spirituality, meditation, past lives, and the connection to multidimensional beings, offering insights and tools for deepening spiritual awareness.
- **Community Connection:** Highlighting stories and testimonials from community members, fostering connections through shared experiences, and encouraging collaboration and support within the group.
- **Creative Expression:** Encouraging creativity as a form of healing and self-exploration, featuring art, writing, and other creative outlets that resonate with the members' journeys.
- **Guided Practices and Tools:** Providing practical exercises, guided meditations, and tools for navigating personal challenges and enhancing overall well-being.



Be Active and Engaging Online

Posting Schedule

Instagram

- **Frequency:** 3-4 posts per week, including a mix of static posts, stories, and reels.
- **Consistency:** Maintain a consistent theme and aesthetic that aligns with the brand identity, focusing on visually engaging content related to holistic healing, spiritual exploration, and community connection.
- **Timing:** Posts should be scheduled during peak engagement times, typically in the late morning or early evening when followers are most active.

TikTok

- **Frequency:** 2-3 videos per week.
- **Consistency:** Content should focus on short, engaging clips that highlight quick tips, insights, or creative expressions related to spiritual practices and personal growth.
- **Timing:** Posting in the late afternoon or early evening is ideal to catch the audience when they are unwinding and looking for entertaining yet meaningful content.



Be Active and Engaging Online

Posting Schedule

Cosmic Travelers Facebook Group

- **Frequency:** Daily posts, encouraging active participation and interaction among members.
- **Consistency:** Include a variety of content types, such as discussion prompts, shared resources, live Q&A sessions, and member spotlights.
- **Timing:** Posts should be spread throughout the day to cater to members in different time zones, with more engaging content in the evening when members are likely to be online and participating.

Podcast Seasons

- **Frequency:** Release one season per quarter, with 6-8 episodes per season.
- **Consistency:** Each episode should follow a consistent format and theme that resonates with the Cosmic Travelers' interests, featuring guest interviews, discussions on spiritual topics, or guided meditations.
- **Timing:** Episodes should be released bi-weekly on a specific day (e.g., every other Tuesday) to build anticipation and establish a routine for listeners.



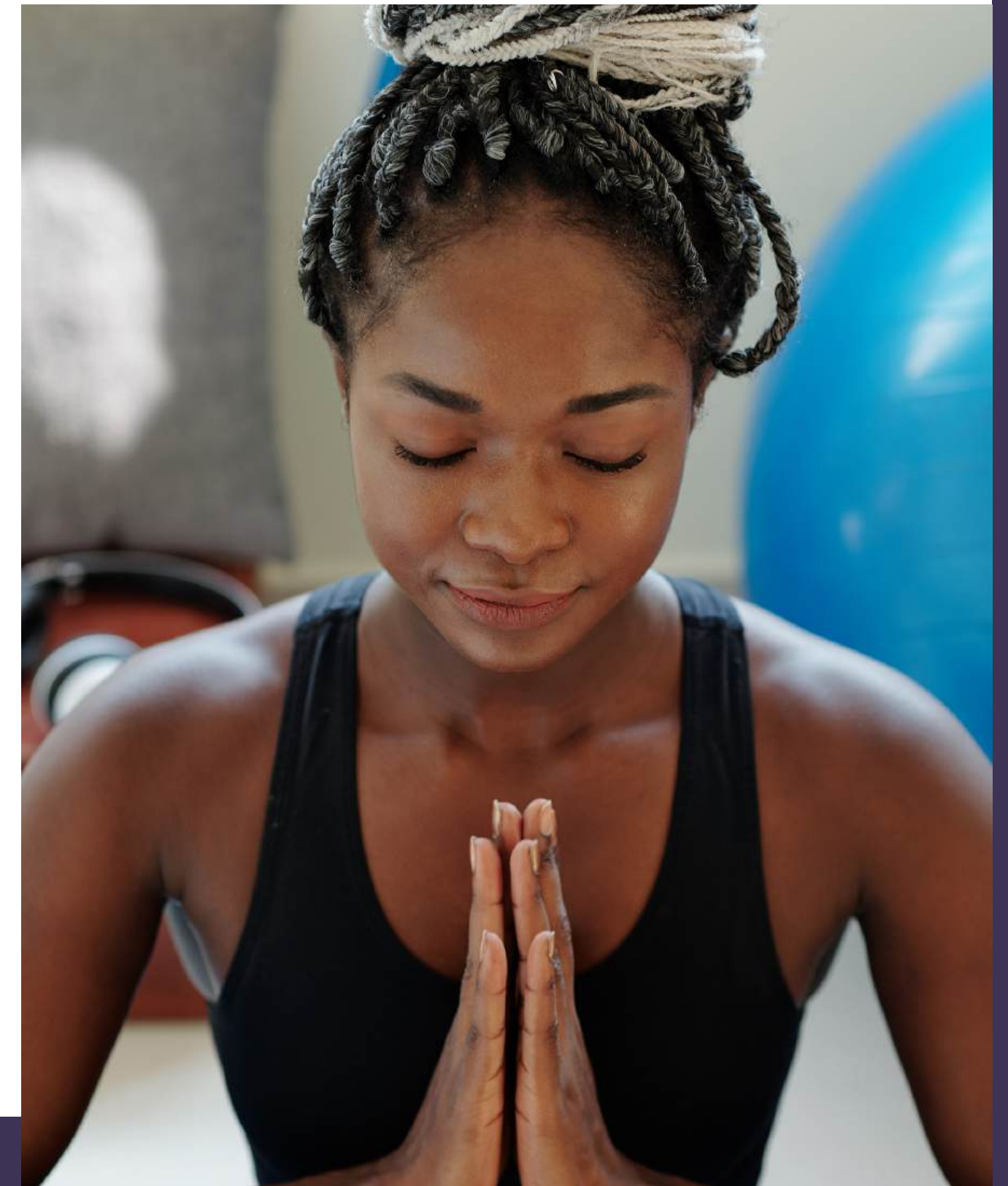
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Instagram Engagement Strategy

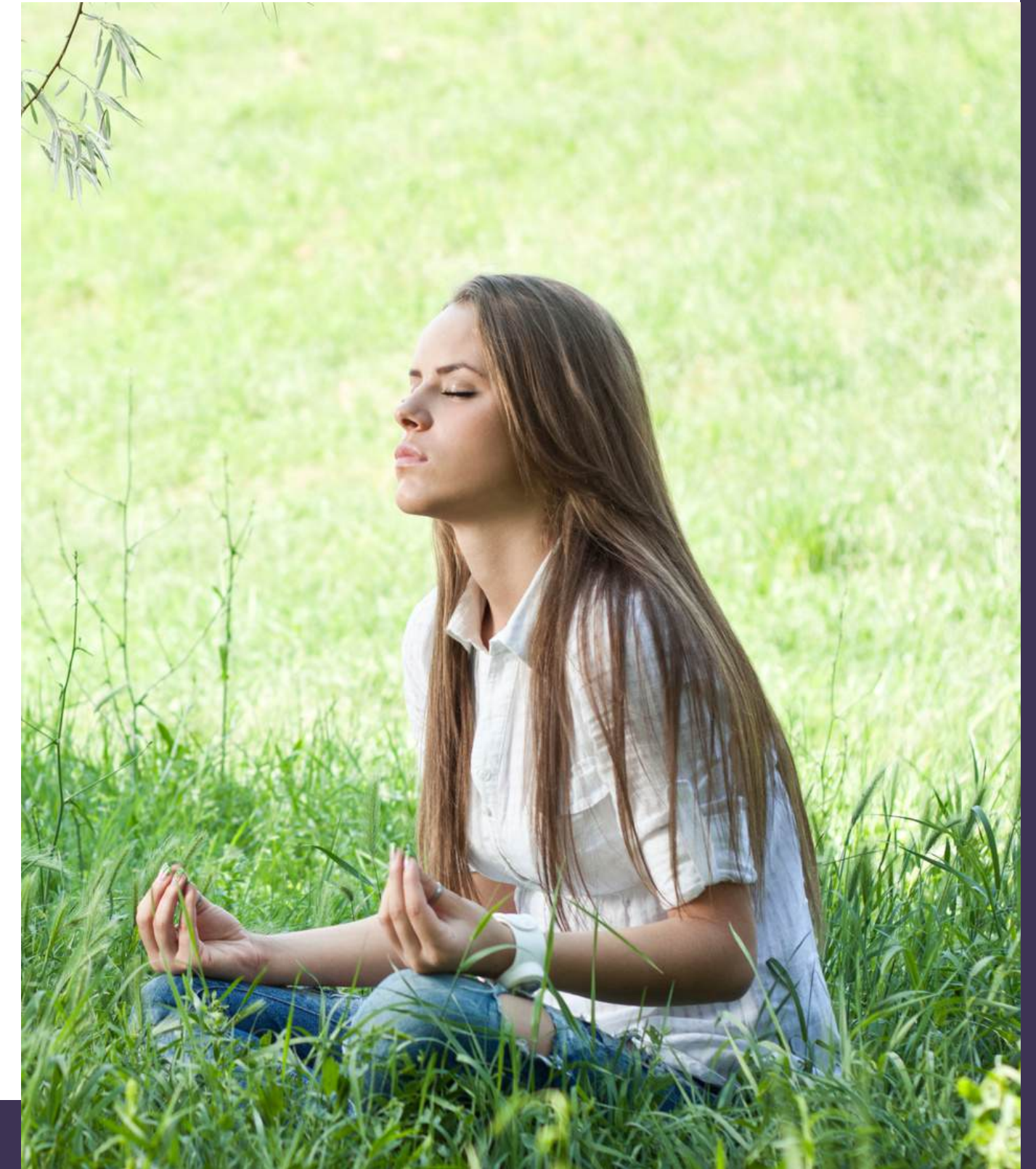
- **Visual Storytelling:** Use high-quality images and videos to showcase healing practices, personal stories, and testimonials.
- **Engaging Captions:** Write thought-provoking captions that prompt followers to share their thoughts in the comments.
- **Instagram Stories:** Utilize stories for behind-the-scenes content, quick tips, or daily affirmations, encouraging followers to respond or share.
- **Reels and IGTV:** Create short, informative videos on healing techniques and spiritual insights, inviting followers to engage through comments and shares.
- **Hashtag Strategy:** Use brand-specific and trending hashtags to increase post visibility and encourage community engagement.



Be Active and Engaging Online

Facebook Engagement Strategy

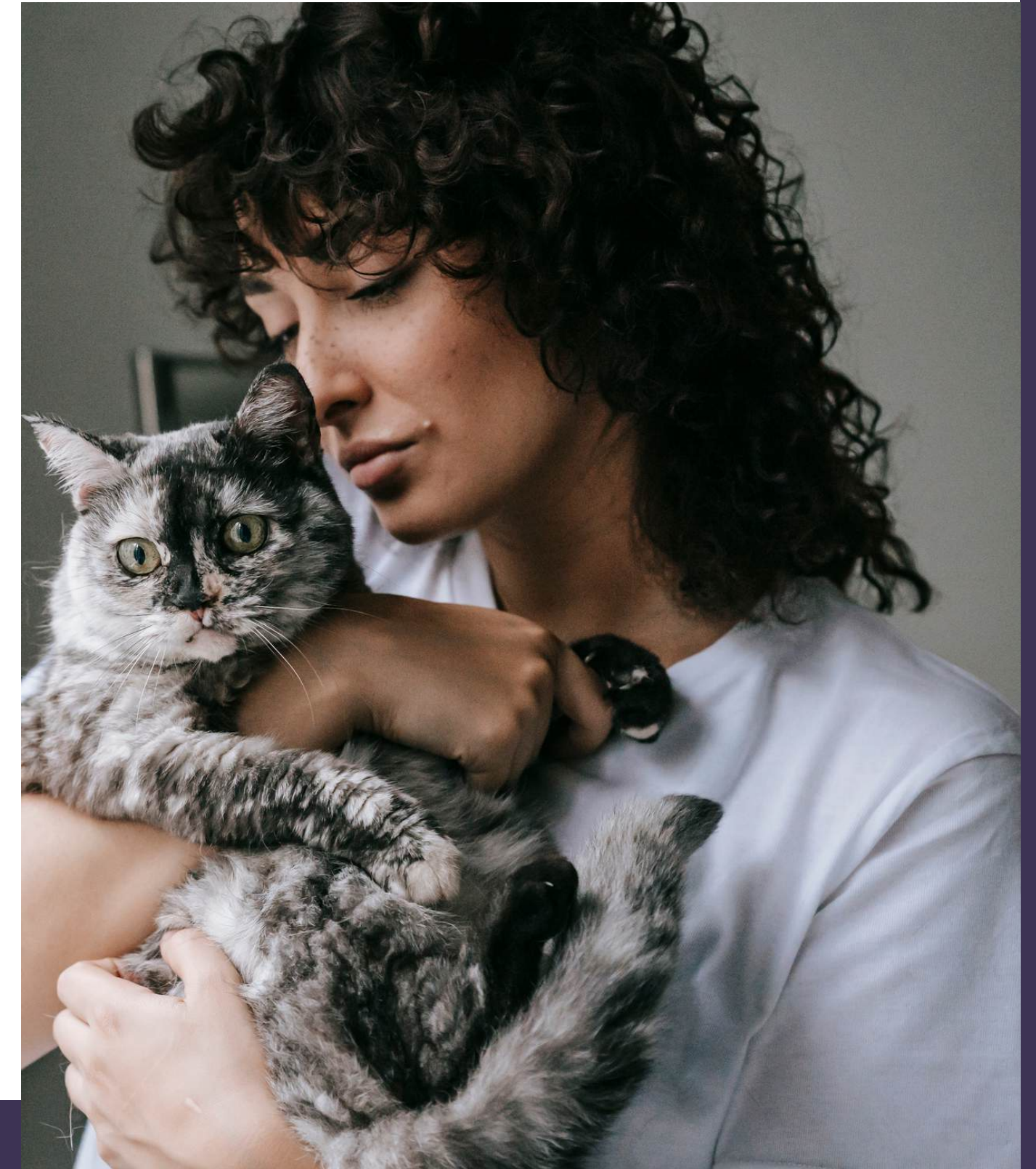
- **Content Sharing:** Regularly post engaging content, including articles, videos, and quotes related to holistic healing and spirituality.
- **Interactive Posts:** Use polls, questions, and prompts to encourage group discussions and gather insights from members.
- **Live Q&A Sessions:** Host monthly live sessions where Darlene addresses member questions about spiritual practices and healing.
- **Member Spotlights:** Feature group members who share their success stories or experiences to foster community and inspire others.
- **Thematic Challenges:** Introduce monthly challenges (e.g., gratitude journaling) to encourage participation and sharing of experiences.



Be Active and Engaging Online

TikTok Engagement Strategy

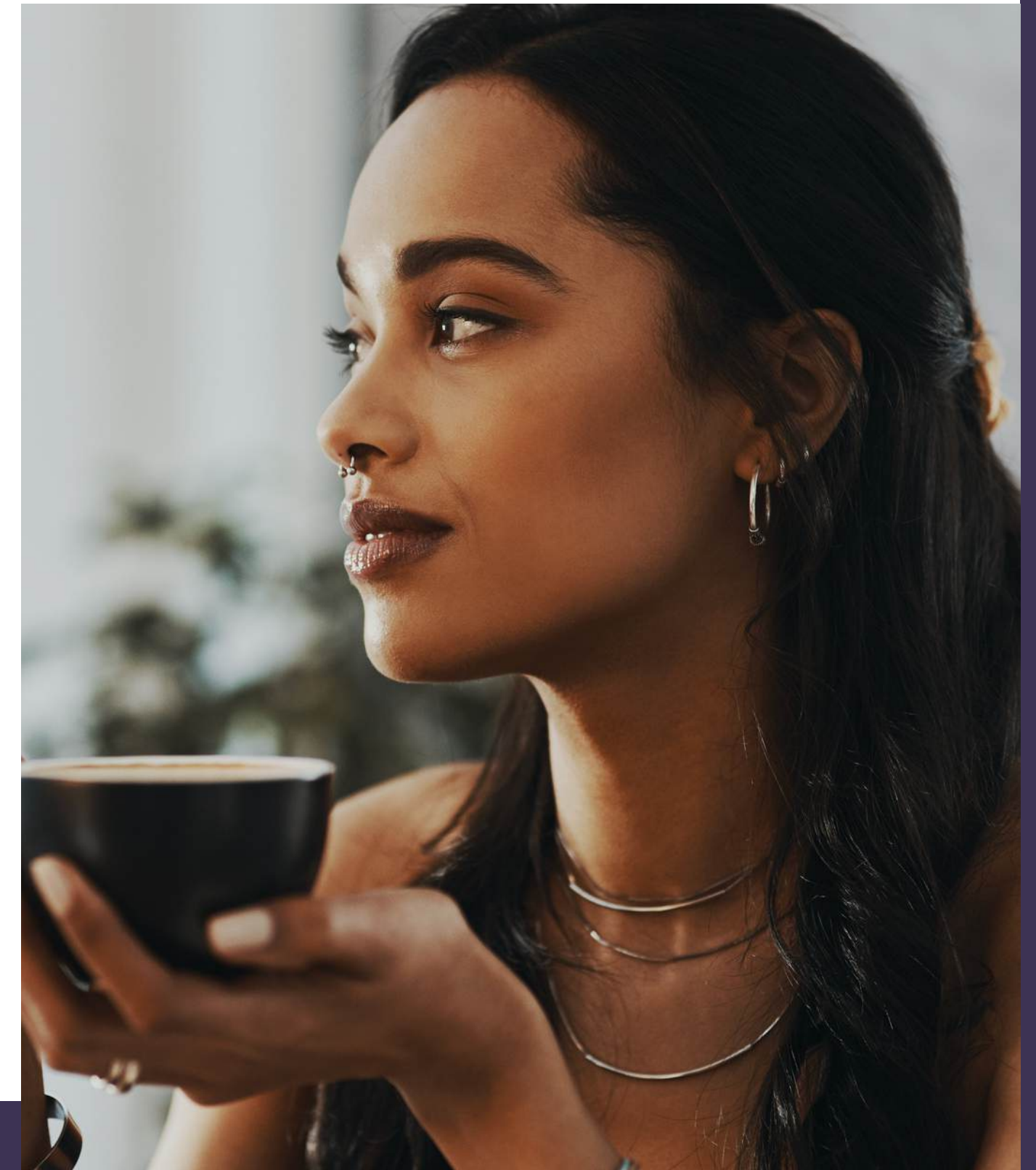
- **Short, Informative Videos:** Create bite-sized content that provides quick tips on spiritual practices, healing, and wellness.
- **Trendy Challenges:** Participate in TikTok trends while incorporating brand messages and themes to attract wider audiences.
- **Engagement Prompts:** End videos with questions or prompts that encourage viewers to comment or share their experiences.
- **Duets and Collaborations:** Collaborate with other creators in the holistic and wellness niche to tap into their audiences and increase engagement.
- **Consistent Posting Schedule:** Aim for 3-5 posts per week to maintain visibility and keep the audience engaged.



Be Active and Engaging Online

Podcast Engagement Strategy

- **Guest Interviews:** Feature experts and thought leaders in holistic healing and spirituality, allowing listeners to engage with different perspectives.
- **Listener Q&A Episodes:** Dedicate episodes to answering listener-submitted questions, making the audience feel involved and valued.
- **Call to Action:** Encourage listeners to share their thoughts and experiences on social media, fostering a sense of community.
- **Thematic Series:** Create series focused on specific topics (e.g., self-discovery, trauma healing) to build anticipation and keep listeners engaged over time.
- **Promote Across Platforms:** Share episode highlights and key takeaways on social media to drive traffic and engagement for both the podcast and the social platforms.





Be Active and Engaging Online

Importance of Brand Specific Hashtags

- **Increased Visibility:** Hashtags categorize content, making it easier for users interested in holistic healing and spiritual growth to discover Darlene's posts.
- **Building Community:** Consistent use fosters engagement and connection among followers, creating a sense of belonging within the brand.
- **Brand Identity and Recognition:** Unique hashtags reinforce Darlene's messaging and values, aiding in brand recall.
- **Tracking Engagement:** Hashtags enable monitoring of post performance, allowing Darlene to refine her content strategy based on audience interactions.



Be Active and Engaging Online

How SEO Works with Hashtags

- **Categorization:** Hashtags function like keywords in SEO, helping users find relevant posts by grouping similar content.
- **Trending Topics:** Using popular hashtags can enhance visibility, attracting users searching for or following those trends.
- **Engagement Metrics:** Hashtags increase engagement, which social media platforms reward by boosting content reach, similar to how optimized keywords improve search rankings.



Be Active and Engaging Online

Brand Specific Hashtags

#SoulUnionJourney

#CosmicTravelers

#HealingThroughConnection

#MultidimensionalHealing

#InnerWisdomAwakening

#TransformativeInsights

#CreativeHealing

#SpiritGuidedLiving

#MindBodySpirit

#FindYourTruth



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Video Editing and Posting Process

Planning and Scripting

1. Planning and Scripting:

- Outline the key points and structure of your video.
- Create a script or storyboard to ensure a smooth flow of content.

2. Filming:

- Use a high-quality camera or smartphone to record your video.
- Ensure good lighting and clear audio. Natural light is ideal, but if unavailable, use softbox lights or ring lights.
- Film in an appropriate environment to avoid background noise.



Video Editing and Posting Process

Editing

Select Your Editing Software:

- a. **InShot:** User-friendly mobile app for quick edits, adding music, text, and filters. (Highly recommended)
- **Adobe Premiere Rush:** Offers advanced editing features, available on both desktop and mobile.
- **Final Cut Pro:** Professional-grade software for Mac users with extensive features.
- **Filmora:** Easy-to-use software with a wide range of effects and tools, available for both Windows and Mac.



Video Editing and Posting Process

Editing Steps

1. Trim and cut unnecessary parts of the video to keep it concise.
2. Add transitions between scenes for a smooth flow.
3. Incorporate background music or sound effects where appropriate.
4. Overlay text for key points or captions to enhance accessibility.
5. Apply filters or color correction to improve visual quality.
6. Include your logo or branding elements to maintain brand consistency.



Video Editing and Posting Process

Scheduling and Posting

Exporting:

- Export the video in a high-quality format suitable for Instagram (e.g., MP4).
- Ensure the aspect ratio matches Instagram's preferred formats (1:1 for feed, 9:16 for Stories and Reels)

Select Your Scheduling App:

- **Later:** User-friendly app for scheduling and managing posts on Instagram and other social media platforms.
- **Buffer:** Offers scheduling, analytics, and team collaboration features.
- **Hootsuite:** Comprehensive social media management tool with scheduling, monitoring, and analytics capabilities.



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Sample Instagram Calendar

Weekly Content Calendar Sample - Instagram

Monday

- **Post Type: Inspirational Quote**
- **Visual Description:** A serene landscape, such as a sunrise over a tranquil lake, with the quote overlaid in elegant, flowing typography.
- **Caption:** "Your journey to healing begins with self-awareness. In our fast-paced world, it's easy to overlook our inner selves and the need for reflection. Today, I encourage you to take a moment to pause and ask yourself: What does healing mean to you? This week, let's start with intention and curiosity. Share your thoughts in the comments below, and let's create a space of support and inspiration together."
- **Hashtags:** #SoulUnion #HealingJourney #SelfDiscovery #Mindfulness #PersonalGrowth #SpiritualAwakening #Inspiration



Sample Instagram Calendar

Weekly Content Calendar Sample - Instagram

Tuesday

- **Post Type: Educational Carousel**
- **Visual Description:** A carousel post featuring five slides, each with vibrant illustrations or icons that correspond to each step. For example, someone meditating then a journal etc.
- **Caption:** "Swipe to discover how to identify and release emotional blockages. Each step we take towards understanding our emotions brings us closer to our true selves. **1** Recognize your feelings—acknowledge what you're experiencing; **2** Journal your thoughts—writing helps clarify emotions; **3** Meditate for clarity—find stillness in the chaos; **4** Seek guidance—whether through mentors or communities; **5** Take actionable steps—small changes can lead to significant shifts. What's your experience with these practices? Let's support each other on this journey of healing and growth."
- **Hashtags:** #EmotionalHealing #SoulUnion #SpiritualGrowth #SelfHelp #MentalHealthAwareness #Transformation #MindBodySpirit



Sample Instagram Calendar

Weekly Content Calendar Sample - Instagram

Wednesday

- **Post Type: Testimonial or Success Story**
- **Visual Description:** A video or a well-designed graphic featuring a client's photo (with permission) and a short excerpt from their testimonial in an attractive font, with a soft, warm background.
- **Caption:** "Hear how [Client's Name] transformed their life through our sessions. 'I felt stuck and lost, but after working with Darlene, I finally discovered my true path and purpose. The insights and tools provided were invaluable.' Every journey is unique, and the breakthroughs that each client experiences reflect the power of dedicated healing work. Have you had a transformative experience recently? I invite you to share it below—your story might inspire someone else to take their first step."
- **Hashtags:** #ClientSuccess #SoulUnion #Transformation #HealingStories #WellnessJourney #PersonalGrowth #Inspiration



Sample Instagram Calendar

Weekly Content Calendar Sample - Instagram

Friday

- **Post Type: Behind-the-Scenes**
- **Visual Description:** A candid photo of Darlene in her workspace, perhaps adjusting her camera for a podcast recording or reviewing notes, with natural lighting highlighting her focused expression.
- **Caption:** "A little sneak peek into my world! Behind every session and podcast episode lies a lot of heart and hard work. Today, I'm preparing to share insights that can help you on your journey towards healing and self-discovery. I believe that sharing the behind-the-scenes aspects creates a deeper connection between us. What do you love to see behind the scenes? Your feedback is invaluable as I continue to curate content that resonates with you."
- **Hashtags:** #BehindTheScenes #SoulUnion #CreativeProcess #PodcastPreparation #HolisticHealing #Mindfulness #Authenticity



Sample Instagram Calendar

Weekly Content Calendar Sample - Instagram

Saturday

- **Post Type: Weekly Reflection Prompt**
- **Visual Description:** A calming image of a peaceful nature scene, like a quiet forest path or a zen garden, with the reflection prompt text beautifully integrated into the image.
- **Caption:** "Take a moment to reflect: What did you learn about yourself this week? Sundays are perfect for introspection and personal growth. Reflecting on our experiences helps us understand our journeys better and prepares us for the week ahead. Share your insights in the comments below, and let's encourage one another to embrace our individual paths. Remember, you are not alone on this journey."
- **Hashtags:** #WeeklyReflection #SoulUnion #Mindfulness #SelfDiscovery #PersonalGrowth #Introspection #HealingJourney



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Key Performance Indicators (KPIs)

- **Follower Growth Rate:** Monitor the monthly increase in followers.
- **Engagement Rate:** Track likes, comments, and shares on posts.
- **Thought Leadership:** Measure the number of mentions and profile views.
- **Content Reach:** Analyze the reach of posts through impressions and shares.
- **Number of Sales:** Keep track of how many sales and repeating customers keep coming back for more.



Track Your Results

STEP 7

What should I continue doing? Best tracked after 3 months of consistent posting.

Instagram/Facebook
What's working:
Why is it working:
Action items:



Track Your Results

STEP 7

What should I STOP doing?

Instagram/Facebook
What is not working:
Why is it not working:
Action items:



Track Your Results

STEP 7

What should I START doing?

Instagram/Facebook
What can I do:
Why will it work:
Action items:



