

MPAW Brand Awareness Strategy

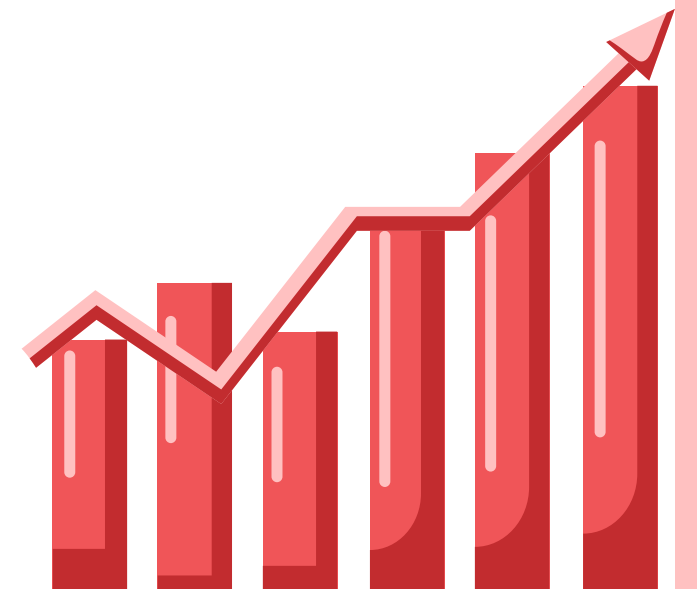


A Strategy to Improve MPAW's Social Media Efforts



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 - Sample Content Calendar

Step 6 - Track Your Results



Internal Audit

What is working?

- **High Quality Content** - The image designs now being posted are aesthetically coherent and of a high quality. There is a good balance of posts with images and posts with text only.
- **Strong Branding** - The idea of empowering working mothers definitely comes through from the text, quotes and images used in the content - the pink, white and grey brand colours are used effectively.



Internal Audit

What needs to improve?

- **Repetitive Content** - Whilst the content is relevant, it feels very repetitive in design/style and is not dynamic - this makes the content feel flat. There are no videos - videos allow for more reach and make the content more engaging, bringing the page to life.
- **Lack of Clear Direction** - Linked to the point above. Although the content is relevant, there doesn't seem to be a clear plan and direction. The content is missing elements of storytelling and there is a need for more original content.



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.



CareerMum Cathy

CareerMum Cathy is a dynamic and driven professional who embodies the essence of Merging Parenthood And Work (MPAW). Cathy is a working mother in her early 30s, balancing a fulfilling career in marketing with the joys and challenges of motherhood. She is married with two young children, ages 3 and 5, and resides in a bustling urban neighborhood.



Identify Target Audience and their Needs

➤➤ Psychographics



CareerMum Cathy

- **Ambitious and Goal-Oriented:** Cathy is driven by a desire to advance her career and achieve professional success while maintaining a fulfilling family life.
- **Family-Centric:** She prioritizes her family's well-being and actively seeks resources and support to create a harmonious balance between work and family.
- **Value-Driven:** Cathy values authenticity, inclusivity, and empowerment, seeking opportunities and platforms that align with her personal values and aspirations.
- **Tech-Savvy:** She embraces technology and digital tools to streamline her workflow, stay organized, and access information conveniently, especially as a busy working mother.

Identify Target Audience and their Needs

➤➤ Behaviours



CareerMum Cathy

- **Organized and Efficient:** Cathy excels at multitasking and managing her time effectively to juggle work deadlines, family commitments, and personal pursuits.
- **Continuous Learner:** She is proactive about seeking out new knowledge, skills, and resources to enhance her career prospects and personal development.
- **Community Engagement:** Cathy actively participates in networking events, professional associations, and online communities to connect with like-minded working mothers and expand her support network.
- **Adaptive and Resilient:** She navigates changes and challenges with a positive mindset, adapting to new work environments, routines, and responsibilities with resilience and determination.

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 does the CareerMum Cathy NEED?



CareerMum Cathy

- 1. Time Management Support:** Cathy seeks tools and resources, such as the Working Mum Planners from MPAW, to help her organize and manage her professional and personal responsibilities effectively.
- 2. Career Guidance:** She values insights, tips, and strategies to navigate maternity leave, return to work, and advance her career, making the "Merging Parenthood and Work" book an invaluable resource.
- 3. Skill Enhancement:** Cathy is eager to enhance her skills and knowledge through interactive workshops and seminars like "Balance Fest" to thrive in both her professional and personal roles.
- 4. Community and Networking:** She appreciates networking events, career development sessions, and the "Working Mum Wisdom" podcast that offer opportunities to connect with other working mothers, share experiences, and gain support and inspiration.

Identify Target Audience and their Needs

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



CareerMum Cathy

Because CareerMum Cathy...	The experiences must be...
Wants to experience Time Management Support	Practical and Actionable
Wants to experience Career Guidance	Insightful
Wants to experience Skill Enhancement	Interactive and Engaging
Wants to experience Community and Networking	Supportive



Identify Target Audience and their Needs

What Activities is the CareerMum Cathy 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.



CareerMum Cathy

Stages	DREAMING	PLANNING	EXPERIENCING	SHARING
Activities	Get Inspired	Read Reviews	Engaging with the community and using products and services.	Review Experience



Identify Target Audience and their Needs

➤➤ **What Features should MPAW Include across their Social Media Platforms?**



CareerMum Cathy

Stages
Activities
Interactions

	DREAMING	PLANNING	EXPERIENCING	SHARING
Activities	Get Inspired	Read Reviews	Engaging with the community and using products and services.	Review Experience
Interactions	Consistent High quality picture and video content	Authentic reviews by trusted celebrities/influencers and strong brand positioning	Reposting user-generated content to encourage posting	Repost reviews and provide Rating Options

Experience Principles: **Practical and Actionable, Insightful, Interactive and Engaging, Supportive**







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 31st June, 2024.
- **Increase Instagram Engagement:** Achieve an average of 100 likes on each post within the next 3 months.



Be Active and Engaging Online

STEP 4

- 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**.



Instagram Content Strategy

Content Themes:

- **Behind-the-Scenes:** Share insights into MPAW's events, workshops, and podcast production process.
- **Testimonials and Success Stories:** Feature testimonials from CareerMum Cathy and success stories of working mothers empowered by MPAW.
- **Tips and Strategies:** Provide actionable tips, career strategies, and time management hacks for working mothers.
- **Visual Quotes:** Share inspirational quotes related to work-life balance, career growth, and motherhood.



Instagram Content Strategy

Content Formats:

- **Carousel Posts:** Use multiple images or videos to showcase event highlights, planner features, or book excerpts.
- **Reels and IGTV:** Create engaging short videos, reels, and longer-form content like masterclass snippets or podcast teasers.
- **Stories:** Share behind-the-scenes content, polls, Q&A sessions, and user-generated content.



Be Active and Engaging Online

Instagram Content Strategy

Engagement Tactics:

- **Interactive Polls and Quizzes:** Engage followers with polls about career challenges, time management, or parenting tips.
- **Live Q&A Sessions:** Host live sessions with experts, CareerMum Cathy, or guest speakers to answer audience questions.
- **User-Generated Content:** Encourage followers to share their MPAW experiences, success stories, and tips using branded hashtags.

Hashtags: Use a mix of branded hashtags (#MPAW, #CareerMumCathy) and industry-specific hashtags (#WorkingMums, #CareerDevelopment) to reach the target audience.





Be Active and Engaging Online

LinkedIn Content Strategy

Content Themes:

- **Thought Leadership Articles:** Share articles, blog posts, and industry insights related to working mothers, career development, and workplace diversity.
- **Case Studies:** Highlight success stories of companies implementing strategies to support working mothers and achieve diversity and inclusion.
- **Professional Development Tips:** Provide actionable tips, resources, and strategies for career advancement and work-life integration.
- **Corporate Coaching Highlights:** Showcase the benefits of MPAW's corporate coaching services for organizations.



LinkedIn Content Strategy

Content Formats:

- **Long-Form Posts:** Publish in-depth articles, case studies, and professional tips directly on LinkedIn.
- **Company Updates:** Share news, events, and achievements of MPAW to showcase credibility and expertise.
- **LinkedIn Live:** Host live sessions featuring industry experts, discussions on workplace trends, and Q&A sessions.



Be Active and Engaging Online

LinkedIn Content Strategy

Engagement Tactics:

- **LinkedIn Groups:** Join and engage in relevant LinkedIn groups focused on working mothers, career development, and diversity.
- **Comment Engagement:** Respond to comments, initiate discussions, and encourage dialogue on MPAW's posts and industry topics.
- **Thoughtful Connections:** Connect with industry professionals, HR leaders, and influencers to expand MPAW's network and visibility.

Hashtags: Use industry-specific hashtags (#WorkingMothers, #CareerGrowth) and professional hashtags (#HRLeadership, #DiversityandInclusion) to enhance visibility and reach on LinkedIn.





Be Active and Engaging Online

Facebook Content Strategy

Content Themes:

- **Video Content:** Share informative videos, live sessions, and tutorials on career tips, time management, and work-life balance.
- **Community Stories:** Feature user-generated stories, testimonials, and experiences of CareerMum Cathy and MPAW's community.
- **Event Promotions:** Advertise upcoming events, masterclasses, and career workshops targeting working mothers.
- **Interactive Posts:** Create engaging polls, surveys, and discussions to gather insights and feedback from the community.



Facebook Content Strategy

Content Formats:

- **Facebook Live:** Host live sessions with experts, interviews, and interactive Q&A sessions to engage the audience.
- **Photo Albums:** Share event photos, planner features, book excerpts, and behind-the-scenes glimpses in organized photo albums.
- **Interactive Posts:** Create engaging posts with questions, fill-in-the-blank prompts, and interactive content to encourage participation.



Be Active and Engaging Online

Facebook Content Strategy

Engagement Tactics:

- **Community Building:** Foster a sense of community by responding to comments, encouraging discussions, and acknowledging user contributions.
- **Contests and Giveaways:** Organize contests, challenges, and giveaways related to career development, planner features, or book promotions.
- **Event RSVPs:** Use Facebook Events to promote and manage RSVPs for career events, webinars, and networking sessions.

Hashtags: Utilize relevant hashtags (#WorkingMumsCommunity, #CareerEmpowerment) and brand-specific hashtags (#MPAWCommunity, #CareerMumJourney) to increase visibility and engagement on Facebook.





Weekly Content Calendar Sample - LinkedIn

Day 1: Thought Leadership Article

- **Description:** Share an article titled "Navigating Maternity Leave and Career Growth: Insights for Working Mothers" written by MPAW's founder, highlighting key strategies for balancing motherhood and career advancement.
- **Caption:** Discover valuable insights on managing maternity leave and accelerating your career as a working mother. Read the full article here: [Link] #WorkingMothers #CareerGrowth #MPAWInsights



Weekly Content Calendar Sample - LinkedIn

Day 2: Career Development Tips

- **Description:** Post a tip graphic with the caption "Tip Tuesday: Prioritize Your Tasks for Effective Time Management. Here's a tip from MPAW's Working Mum Planners to help you stay organized and productive."
- **Caption:** Stay organized and boost productivity with this time management tip from MPAW. What's your go-to strategy for balancing work and family? Share in the comments! #TipTuesday #TimeManagement #WorkingMumWisdom



Weekly Content Calendar Sample - LinkedIn

Day 3: Corporate Coaching Highlight

- **Description:** Share a testimonial video from a corporate client discussing the benefits of MPAW's coaching services in supporting working mothers within their organization.
- **Caption:** Hear from our corporate client on how MPAW's coaching services empower working mothers and enhance workplace diversity. Ready to elevate your organization? Let's connect! #CorporateCoaching #WorkplaceDiversity #EmpoweredMums



Weekly Content Calendar Sample - LinkedIn

Day 4: Career Event Promotion

- **Description:** Promote an upcoming career event for working mums with a graphic featuring event details and registration information.
- **Caption:** Join us for an empowering career event designed exclusively for working mothers! Register now to gain valuable insights, network with like-minded professionals, and take your career to new heights. #CareerEvent #WorkingMumsNetwork #CareerGrowthOpportunity





Sample Instagram Calendar

STEP 5

Weekly Content Calendar Sample - LinkedIn

Day 5: Community Engagement Post

- **Description:** Share a heartwarming story or testimonial from CareerMum Cathy or another community member about their experience with MPAW's resources and support.
- **Caption:** Our community is our strength! Today, we're sharing a powerful testimonial from CareerMum Cathy on how MPAW has transformed her career journey. Share your success story with us! #MPAWCommunity #EmpoweredMums #CareerSuccessStory



Weekly Content Calendar Sample - LinkedIn

Day 6: Podcast Teaser

- **Description:** Share a teaser video or audio clip from the upcoming "EmpowerMum Podcast" episode featuring an inspiring interview with a successful working mother.
- **Caption:** Get ready for an inspiring episode of the EmpowerMum Podcast! Tune in as we chat with [Guest Name], a trailblazing working mother sharing her career insights and personal journey. Stay tuned!
#EmpowerMumPodcast #CareerInspiration #WorkingMumWisdom





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 6

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

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





Track Your Results

STEP 6

What should I STOP doing?

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





Track Your Results

STEP 6

What should I START doing?

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





Thank You