Let's Talk Socials!

Cedar & Sage
MEDIA

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Choosing Your Pillars

Choose 3-5 pillars to guide your content strategy.

Examples:
- Promotional
- Brand Story
- Free Value
- Networking
- Community Building
- Inspiration

Brainstorming Posts Types

List as many types of post under each pillar as you can.

Content Pillars

1 — BRAND STORY
- Staff Spotlights
- History of Greenhouses
- Family History
- Atmosphere
- Logee's' Why (Mission)

2 — EVENTS & PROMOTIONS
- Upcoming Events
- Current Sales
- Potted Plant Spotlight
- New Featured Plants
- Pet-Safe Plants

3 — PLANT EDUCATION & SUSTAINABILITY
- Informational Carousels
- Top Tips
- Descriptions of Plants
- Interesting Facts
- Pest Management & Advice

4 — BEHIND THE SCENES
- Day-to-Day Happenings
- Caring for Plants
- FAQ's
- Watch us Pack an Online Order
- A Day as a Greenhouse Employee

5 — COMMUNITY BUILDING
- Trivia Question of the Week
- Ask Byron Feature
- Giveaways
- Visitor Photos
- Influencer Outreach

In Practice

For example, one of our clients is a greenhouse and plant nursery. Their content pillars are Plant Education & Sustainability, Community Building, Brand Story, Events & Promotions, and Behind The Scenes.

To the left, you'll see an example of what we deliver to a client. This was pulled straight from their initial content strategy proposal.

You'll notice we have 5 examples of specific content ideas under each pillar. This is where you want to get creative, there are endless ways to showcase your content!
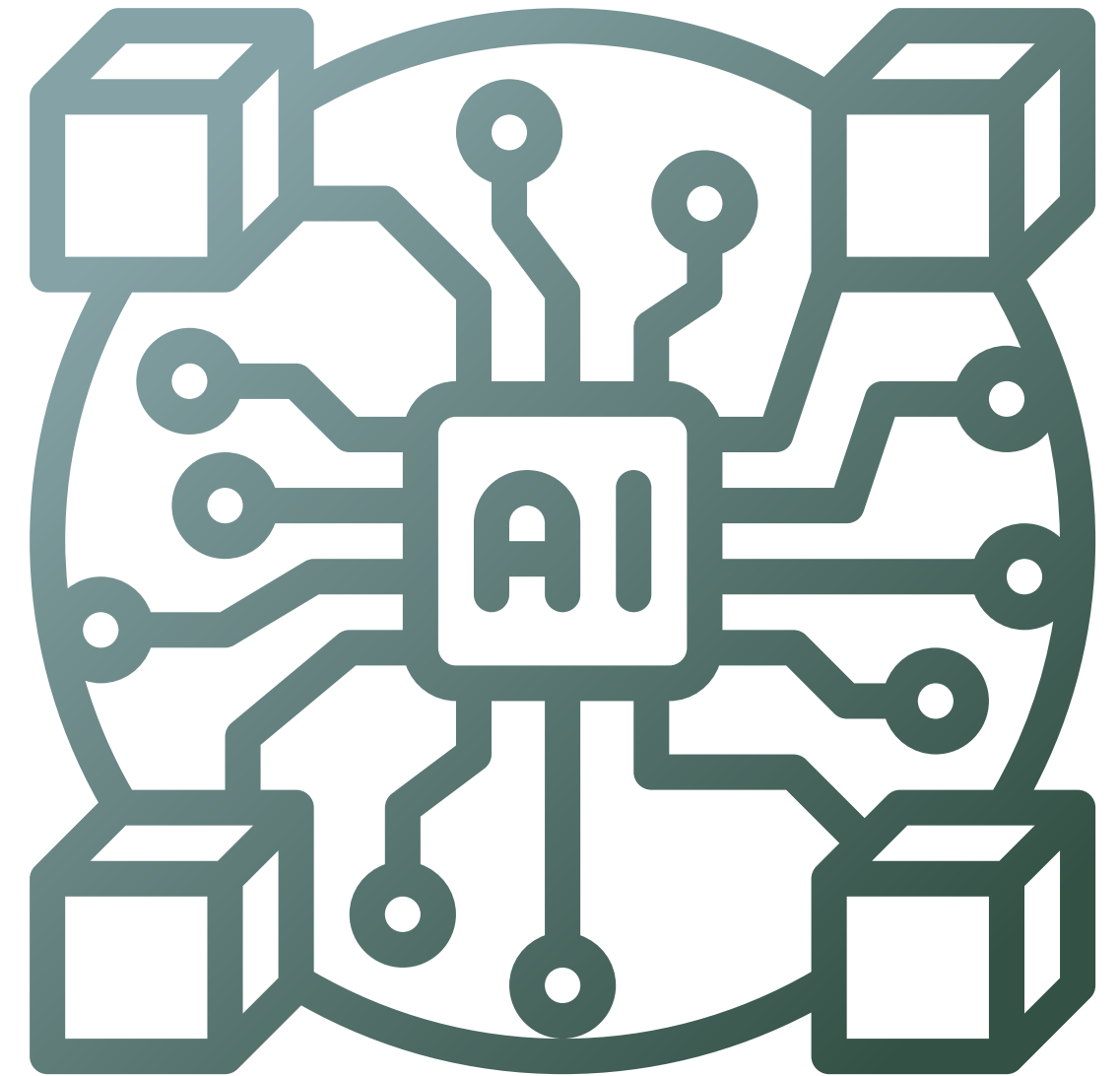
Sigh.

Part of our job, honestly the most annoying part, is trying to keep up with all of the changes on each platform. You can have the most amazing content ever, but you're still at the mercy of the dreaded Algorithms.

These are a few core factors to focus on:
- Consistency
- Engagement
- Keywords
- Keeping People in App

Choosing Platforms

What to Consider

It's important to consider the target audience and the goals of the strategy when you're choosing your platforms.

Facebook

Generally 40-60 yrs old, Not very tech savvy, maybe they're only platform. Could also be a younger person connected to family, but they will not be using Facebook primarily. Many content types perform well here.

Instagram

More youthful platform, focused on visuals and video. users are usually anywhere from teens to 40's & 50's. Less senior users here. Short form content will perform best here.

Linkedin

Business-centered platform, all ages, but less teen youth. Currently, this algorithm is changing rapidly, we've seen long-form and short-form content perform well at different times.
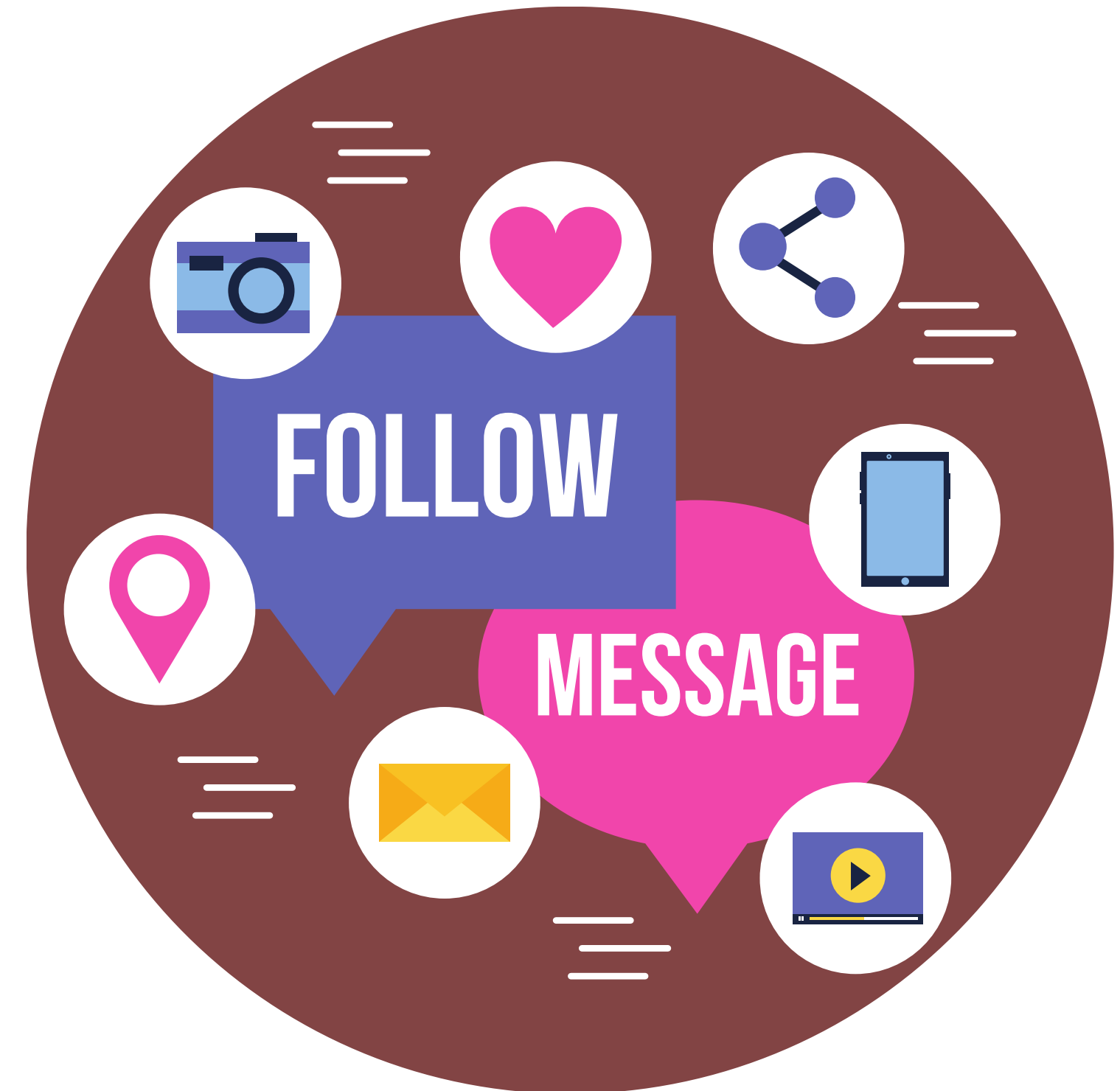
Content Planning Steps

Gather Knowledge:
Learn everything you can about your business. Know your products inside and out.

Learn your Market:
What problem are you solving? Who is your ideal audience? What makes you stand out from your competition?

Content Pillars & Planning:
Once your content pillars are set, you can brainstorm post ideas for each one.

Create a Content Calendar:
Decide what content types go on which days, visually plan your Instagram, color block your feed, & more.

Creation & Repurposing:
Save time by repurposing content you already have (like blog posts or articles) & batch creating your posts.

How to Plan Your Content

To the left, are the 5 steps we follow when planning any client's content.

1. Develop is your content pillars
2. Choose a posting cadence and assign a content pillar to each day you'll be posting on
3. Begin batching content by type to keep things easy, so pick all of your plain photo posts and plug those into your plan, then all of your free value, etc.
4. Once your calendar is full, utilize a scheduling tool to save yourself time and energy. Posting every day or even a few times a week takes more time than you think!
5. Track your metrics!

Sample Content Calendar

M	T	W	T	F	S	S
		1 Pillar: Brand Story Post: Meet the Team	2 Pillar: Service Offerings Post: Client Testimonial	3 Pillar: Free Value Post: Top 10 List	4 Pillar: Inspiration Post: Quote	5 Pillar: Free Value Post: Infographic
6 Pillar: Service Offerings Post: Product Promo	7 Pillar: Brand Story Post: Interview Video	8 Pillar: Inspiration Post: Image	9 Pillar: Free Value Post: Carousel	10 Pillar: Brand Story Post: About Founder	11 Pillar: Service Offerings Post: Before and After	12 Pillar: Free Value Post: How To
13 Pillar: Inspiration Post: Image	14 Pillar: Free Value Post: Tips & Tricks	15 Pillar: Service Offerings Post: Client testimonial	16 Pillar: Brand Story Post: Image	17 Pillar: Inspiration Post: Quote	18 Pillar: Free Value Post: Infographic	19 Pillar: Service Offerings Post: Limited Offer
20 Holiday	21 Pillar: Brand Story Post: Throwback	22 Pillar: Service Offerings Post: Announce Launch	23 Pillar: Free Value Post: Best Books	24 Pillar: Inspiration Post: Quote	25 Pillar: Free Value Post: How To	26 Pillar: Service Offerings Post: Limited Offer
27 Pillar: Brand Story Post: Meet the Team	28 Pillar: Inspiration Post: Image	29 Pillar: Free Value Post: Carousel	30 Pillar: Service Offerings Post: Client Testimonial			