



# Social Media Marketing – Platforms, Tactics and Tricks

By Walter Lim





# COOLER INSIGHTS





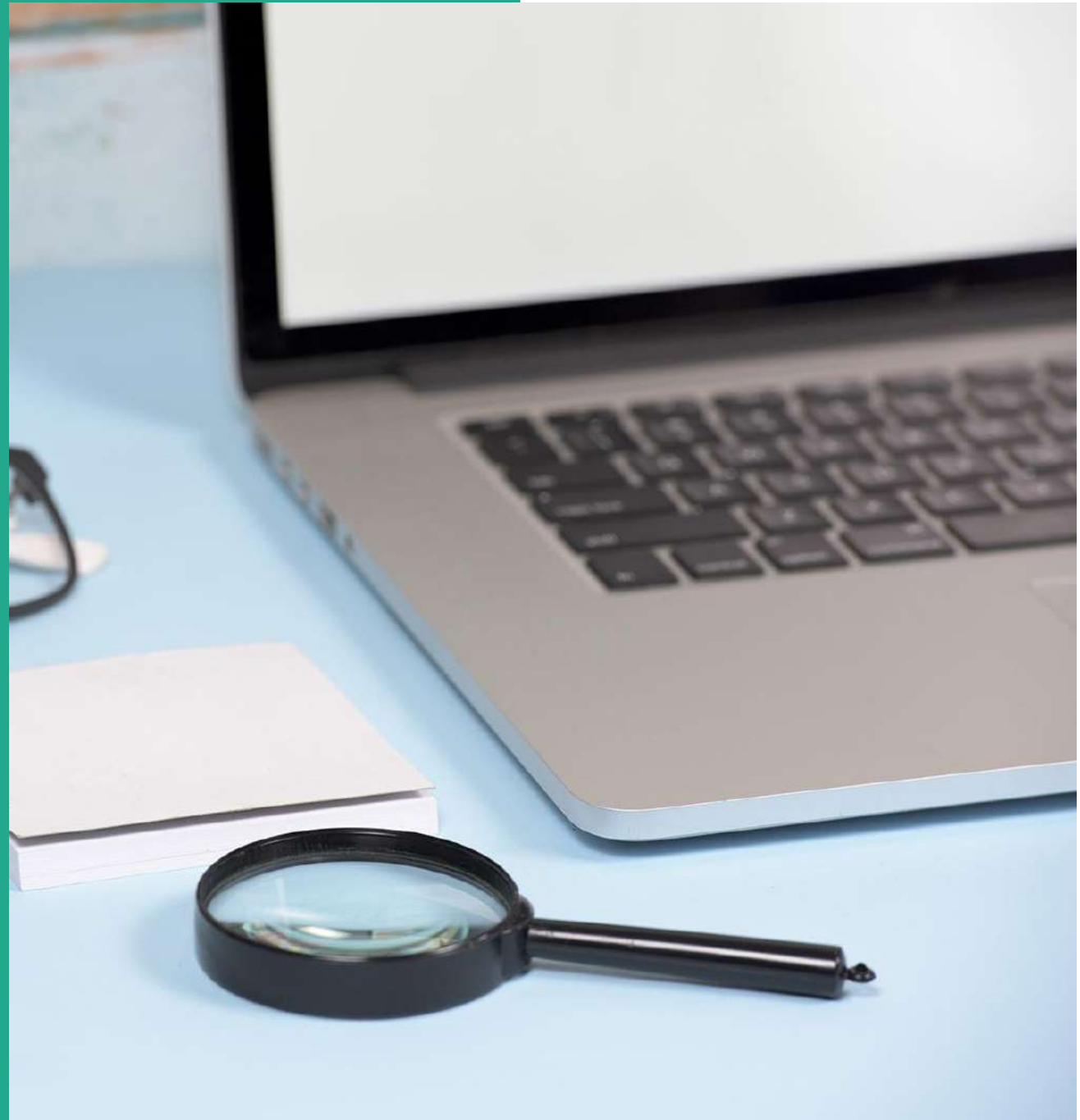


# What Is Social Media Marketing?

**Social media marketing (SMM)** is a form of Internet marketing that utilizes **social networking** websites as a **marketing tool**. The goal of SMM is to **produce content** that users will **share** with their **social network** to help a company increase **brand exposure** and broaden **customer reach**.



# Overview of Social Platforms and Trends






JAN  
2021

# SINGAPORE

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

 CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



SINGAPORE

TOTAL  
POPULATION



**5.87**  
MILLION

URBANISATION:  
**100.0%**

MOBILE  
CONNECTIONS



**8.54**  
MILLION

vs. POPULATION:  
**145.5%**

INTERNET  
USERS



**5.29**  
MILLION

vs. POPULATION:  
**90.0%**

ACTIVE SOCIAL  
MEDIA USERS



**4.96**  
MILLION

vs. POPULATION:  
**84.4%**



we  
are  
social



# Top 8 Social Media Platforms

Singapore		Global	
Platform	% of Internet Users	Platform	Users (in millions)
YouTube	85	Facebook	2,449
WhatsApp	81	YouTube	2,000
Facebook	79	What's App	1,600
Instagram	62	FB Messenger	1,300
FB Messenger	50	Weixin/WeChat	1,151
Twitter	35	Instagram	1,000
LinkedIn	35	DouYin/TikTok	800
WeChat	32	QQ	731

# Top Social Trends in 2021



Hyper-focused  
Communities



Instant Messaging  
Rules



Live Streaming  
Videos on Social



Ephemeral Short  
Videos



Authentic  
Storytelling



Mobile First Content



Funnel Hacking



Interactive Stories  
on IG/ FB



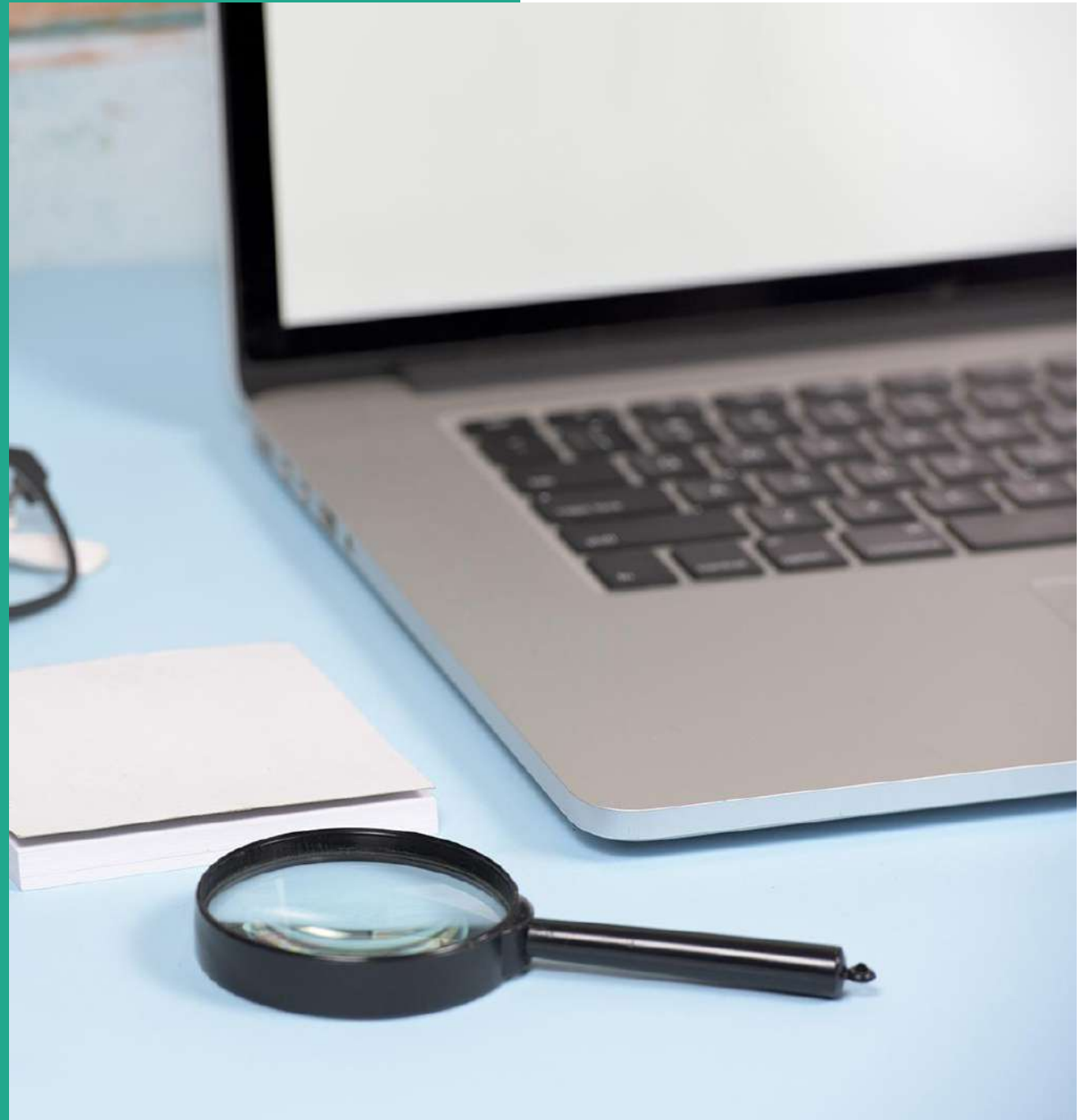
Security and Privacy  
Matters



ChatBots and IM  
Apps



# Evergreen Principles for Social Media Success



# #1: Map Out Your Social Media Marketing Goals

What do you need to use social media for?

- Build brand awareness?
- Improve brand consideration/engagement?
- Generate more leads and conversions?
- Foster greater brand loyalty and advocacy?



## #2: Flesh Out Your Customer Profile



### Demographics

- age, education, gender, location, family status, income, nationality and ethnicity
- family units - do they live singly, with a partner, or in larger family units

### Psychographics

- interests, behaviours, attitudes and motivations
- typical day, life style choices

### Purchase Pattern

- frequency of purchase, typical cost involved, basket value
- seasonal and timing of purchases, eg festival or holiday

### Pain Points/Pleasure Points

- customer pain points, complaints and feedback
- visit forums, review websites or social media groups related to industry



## #3: Research Customer Trends

- **Google Trends** - search trends and patterns
- **Ubersuggest** - long-tail keywords and phrases
- **Answer the Public** - questions that prospective customers use
- **BuzzSumo** - popular content pieces around specific topics
- **Boardreader** - topics of interest on forums and websites



# #4: Build Branded Social Profiles and Pages

- Keep **brand identity consistent and clear**
- Include a **link to 'content hub'** - website or YouTube
- Be consistent with **the tone of platform**. Eg. Instagram bio (150 characters); LinkedIn company page description (Up to 1,500 characters)
- Avoid using fancy prose - keep **language clear and simple to understand**
- **Refresh** cover images and videos **periodically**
- Ensure consistent **brand identifier** - colours, imagery, text



## #5: Give Value to Others

- Continually provide **useful content** to your fans
- The **7 Es** of useful content
- Use this as a guideline to check if your content ticks some or all of the boxes

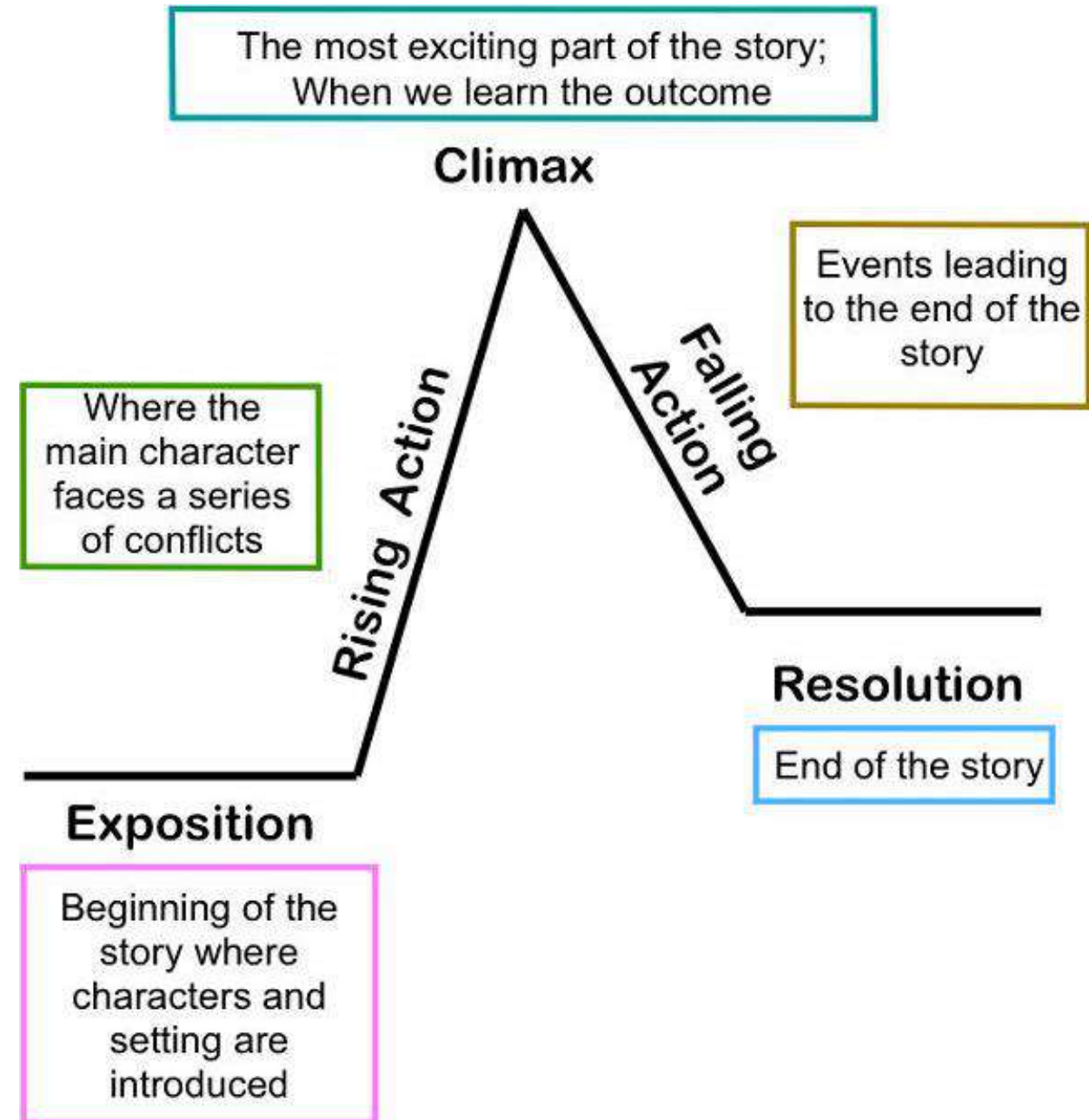




## #6: Tell a Story

Ensure that your story has these elements:

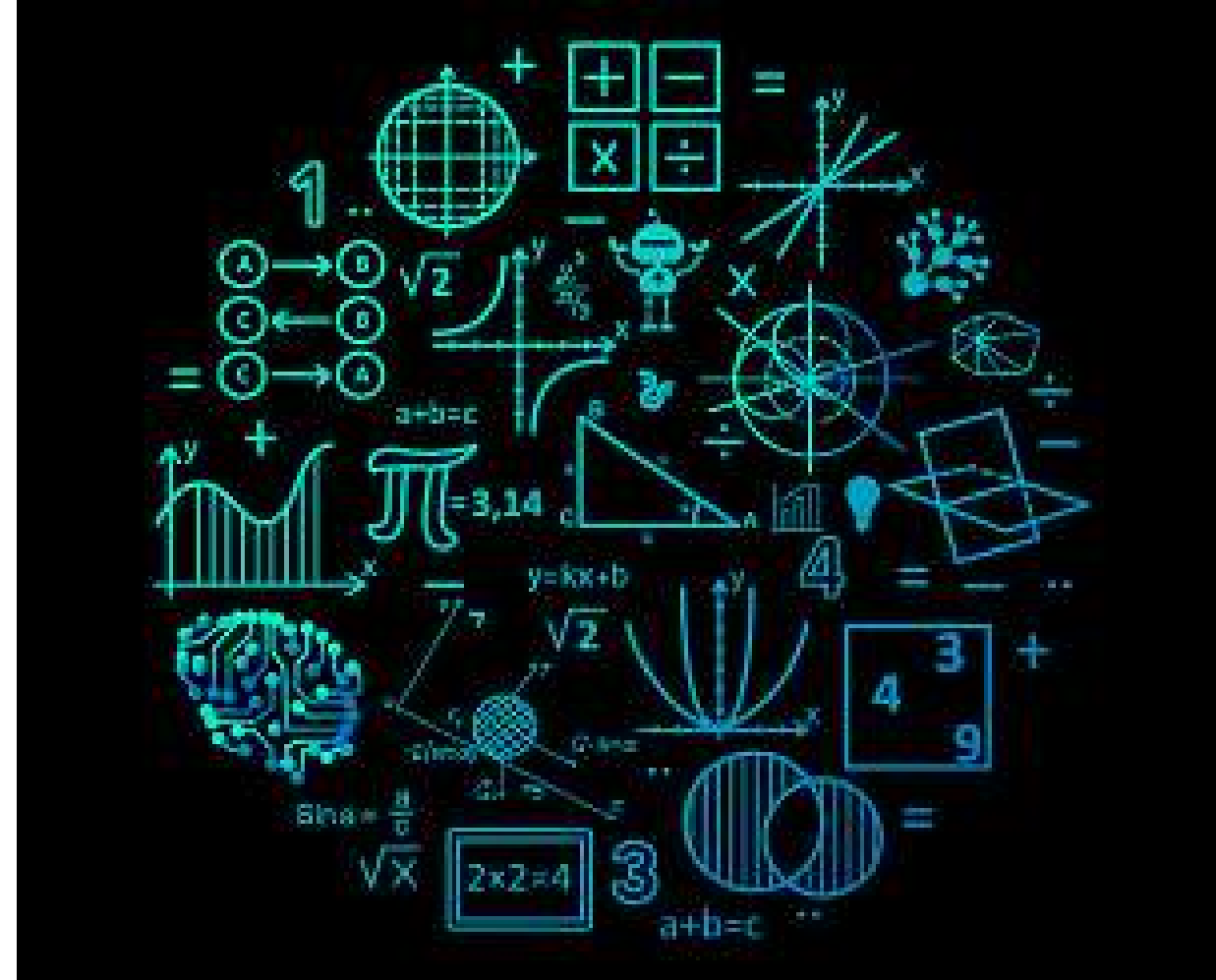
- The **right setting**
- Believable **characters**
- A **hero** (usually your customer) and a **mentor** (usually your brand)
- **Conflicts and challenges**
- A **turning point**, when darkness turns to light
- A **happy ending** and **positive resolution**



## #7: Keep Updated on Algorithms and Features

## Follow the thought leaders and influencers

- Social Media Examiner
- Social Media Today
- Mari Smith
- Social Media Explorer
- Small Business Trends
- Marketing Profs
- Online Marketing Blog – TopRank®



## #8: Understand Nuances of Each Social Platform

### Facebook

- **Videos and images** work best
- Current **news topics** do well here
- **Edutainment** is the name of the game
- **Facebook Live** increasing popularity among auctioneers.
- Videos - **a minute or less** works well.
- Too cute or meme-tastic content may not resonate with **older age-group**





## #8: Understand Nuances of Each Social Platform

### Instagram

- Younger audience prefers **visual rather than text-based** content
- Ensure that photos and videos are **nicely shot and composed**
- To be **inspired & entertained** from influencers in fashion, fitness, cooking, or other life skills
- **Meme-led** humour
- **Stories** that offer authenticity



## #8: Understand Nuances of Each Social Platform

### YouTube

Optimize your videos for BOTH social sharing and search.

- Focus on **Episodic** content
- Increase total **watch time** on your videos
- Use the **right search keywords** in your channel and videos
- Develop **helpful** video tutorials
- Encourage **interaction** with your videos - likes, comments, shares and subscribes!



## #8: Understand Nuances of Each Social Platform

### LinkedIn

Professionals or managers keen to...

- Connect with **like-minded professionals**
- Seek handsome **job or business opportunities**
- Learn something helpful to **boost their performance** at work
- Keep **updated with developments** in their industry
- **Be inspired and motivated**





## #8: Understand Nuances of Each Social Platform

### TikTok

- Centred on **memes** and **dance challenges**.
- Short **15 to 60 second** 'music videos'
- Shared along with **hashtags**
- Very **minimal text**
- Users are **under 35** but growing population of older folks
- Video storytelling is key here, and doing it very snappily!



## #8: Understand Nuances of Each Social Platform

### Pinterest

- **Prettiest** social media platform (aesthetically speaking)
- Online visual **mood board**
- 60% of users are **female**
- Highly popular topics - **fashion, beauty, art, cooking, food**
- Vertical images - ideal for pinning **infographics**.



## #8: Understand Nuances of Each Social Platform

### Instant Messaging Apps

WhatsApp, WeChat, Telegram, Line & Signal.  
Common ground rules:

- **Provide value** not spam offers
- **Allow people to leave** groups if they feel uncomfortable
- **Razor-focused** content
- **Respond expeditiously** to incoming messages
- Use messages to **build relationships** with clients
- Keep messages **short and succinct** - use **emojis**





## #9: Think Like the Media

- **Build a library** - Evergreen topics helpful and relevant for your audience, and batch them in a systematic fashion
- **Build a magazine** - Seasonal and trending topics in the industry, and what catches your audience's attention



# #10: Analyse Your Analytics

Use different types of metrics:

- **Awareness Metrics:** Top Level like Impressions, Views, and Reach
- **Consideration Metrics:** Measures engagement with content, eg clicks and likes and shares
- **Conversion Metrics:** Leads attracted and sales generated through social channels
- **Loyalty Metrics:** Shares and retweets, customer lifetime value and retention metrics

## Social Funnel (Analytics)





# #11: Develop an Editorial Calendar and Schedule

- Consider your **content mix** – what proportion?
- **Editorial calendar** for your social media activities. Include **channels**, **persons in charge** of each, as well as **the topics and themes** for the week and month.
- **Fix specific time** each day for social media activities, **content production**, and **responding** to comments and reactions.

## JANUARY 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**IMPORTANT**

/	
/	
/	

**NOTES**



## #12: Establish SOPs and Workflows

- Help to **reduce errors**, shorten **learning curve**, and **better manage crises**.
- Include these in your SOPs:
  - Templates for social media posts
  - Best practice guidelines
  - Brand identity guidelines (eg logos, colours, tone and style)
  - FAQs and customer service guidelines (including types of responses)
  - Crisis comms plans







# How to Choose Social Media Channels

# Audience Profile of Social Network

Facebook	Instagram	LinkedIn	YouTube	TikTok
<ul style="list-style-type: none"> <li>- Wide range of demographics; mostly in the 25 to 44 age group, followed by 44 to 54 age group</li> <li>- More mature audience</li> </ul>	<ul style="list-style-type: none"> <li>- Youths, Young Adults</li> <li>- 71% below 35 years old</li> <li>- Slightly more females than males</li> </ul>	<ul style="list-style-type: none"> <li>- Most CEOs and senior leaders</li> <li>- More PMETs</li> <li>- Audience seeking learning and networking opportunities</li> </ul>	<ul style="list-style-type: none"> <li>- Wide range; children, young adults, adults and elderlies.</li> <li>- Different channels cater to different age groups and interests</li> </ul>	<ul style="list-style-type: none"> <li>- Mostly youths and young adults</li> <li>- Youngest profile of audience</li> </ul>
<ul style="list-style-type: none"> <li>- B2C (Consumers)</li> <li>- B2B (mostly SMEs and start-ups)</li> </ul>	<ul style="list-style-type: none"> <li>- B2C (Mostly consumers)</li> <li>- Very limited B2B industries</li> </ul>	<ul style="list-style-type: none"> <li>- B2B and B2C industries</li> <li>- Professionals mainly</li> <li>- Larger companies (MNCs, GLCs)</li> </ul>	<ul style="list-style-type: none"> <li>- Both B2C and B2B</li> <li>- Almost all industries are represented</li> </ul>	<ul style="list-style-type: none"> <li>- Almost exclusively B2C (Consumers)</li> </ul>



# Audience Goals

Facebook	Instagram	LinkedIn	YouTube	TikTok
<ul style="list-style-type: none"><li>- Connect with family and friends</li><li>- Learn what's newsy (many people use Facebook as a newsfeed)</li><li>- Share personal content, especially photos, links to articles/videos, and native videos and stories</li></ul>	<ul style="list-style-type: none"><li>- Find out what's fashionable and trendy</li><li>- Follow influencers or celebrities</li><li>- Learn bite-sized content (especially in lifestyle areas like beauty, fashion, food, art, travel, fitness)</li><li>- Share photos, videos and stories</li></ul>	<ul style="list-style-type: none"><li>- Connect and network with other professionals</li><li>- Learn what's new in the business/ professional world</li><li>- Seek new career or business opportunities</li><li>- Acquire talents or business partners</li><li>- Build professional brand</li></ul>	<ul style="list-style-type: none"><li>- To be entertained</li><li>- To learn a very specific skill through a tutorial</li><li>- Follow influencers with regular episodic content</li><li>- Listen to music as a background for work/ study/ play</li></ul>	<ul style="list-style-type: none"><li>- Mostly to be entertained</li><li>- Connect with like-minded others</li><li>- Learn very bite-sized lifestyle skills</li><li>- See what's hot and trending</li></ul>

# Tone and Style

Facebook	Instagram	LinkedIn	YouTube	TikTok
Light hearted and relatable tone with attractive style. More news and current affairs focused.	Light hearted and first person tone with attractive style. Focus on authentic storytelling for IG stories.	More professional tone, with clear and concise style.	Educational or entertaining/relatable tone, with informative or humorous style respectively.	Very light hearted tone, with bright and youthful style. Music video approach.

## General Rule of Thumb:

Go with any style that fits your brand, such as colours, aesthetics, editing of image/footage/writing; and a tone that communicates your brand, such as humour, professionalism, eloquence, youthfulness.

# Visual And Design

Facebook	Instagram	LinkedIn	YouTube	TikTok
<ul style="list-style-type: none"> <li>- Keep visuals bright and colourful. Videos within 3 minutes length.</li> <li>- <b>Images:</b> 1,200 x 628 pxl</li> <li>- <b>Links with an image:</b> 1,200 x 628 pxl</li> <li>- <b>Stories:</b> 1080 x 1920 pxl</li> </ul>	<p>Keep visuals bright and colourful. Videos on IG posts are 60 secs and up to 10 minutes on IGTV. IG Stories to be authentic and natural, with poll stickers to engage.</p> <p>Strong brand recognition by using colour/editing</p> <ul style="list-style-type: none"> <li>- <b>Post:</b> 1080 x 1080 pxl or 1:1 ratio</li> <li>- <b>Stories:</b> 1080 x 1920 pxl or ratio 9:16</li> <li>- <b>IG TV:</b> 1920 x 1080 pxl or ratio 16:9</li> </ul>	<p>Not overly flashy or colourful. Use human faces in a professional context. Use infographics (or animated infographics) to walk through processes.</p> <p><b>Image:</b> 1200 x 1200 (desktop) 1200 x 628 (mobile) pxl</p> <p><b>Video:</b> 256 x 144 (minimum) to 4096 x 2304 (maximum) pxl</p>	<p>Thumbnail: Bright and attention seeking with key words on it. Also arrows and emotional expressions.</p> <p>Video: Well lit, good audio, captivating editing style and placement. Do proper scripting and storyboarding. Larger than life characters</p> <ul style="list-style-type: none"> <li>- <b>Thumbnail/Video:</b> 1920 x 1080 pxl or ratio 16:9</li> </ul>	<p>Range from "homemade" to "professional"</p> <p>Keep visual info short and easy to understand</p> <p>Snappy editing is key, plus text boxes!</p> <p>Jive to a music soundtrack!</p> <p><b>Video:</b> 1080 x 1920 pxl or ratio 9:16</p> <p>Minimize text overlay</p>



# Copywriting Techniques

Facebook	Instagram	LinkedIn	YouTube	TikTok
<ul style="list-style-type: none"><li>- First sentence needs to capture attention</li><li>- Focus on more newsworthy/ trending stories</li><li>- Copy can be more colloquial and informal/ casual</li></ul>	<ul style="list-style-type: none"><li>- First sentence needs to capture attention</li><li>- Break up sentences to allow reading space especially with longer captions</li><li>- Incorporate #hashtags in the first comment</li></ul>	<ul style="list-style-type: none"><li>- Informative and longer text posts</li><li>- Sharing valuable insights</li><li>- Sharing past experiences</li><li>- Motivational, Encouraging posts</li><li>- Text storytelling works well here</li></ul>	<ul style="list-style-type: none"><li>- <b>Title:</b> Attention grabbing and to the point</li><li>- <b>Video:</b> Deliver what title describes, adding short phrases for important points or portion of the video, and having captions would be good</li><li>- <b>Description Box:</b> have useful links plus keywords</li></ul>	<ul style="list-style-type: none"><li>- Use to the point text box for information</li><li>- Keep everything short and quick</li><li>- Focus on hashtags and keywords that are trending</li><li>- Pick the right music to go with the video</li></ul>

# Best Time To Post and Frequency

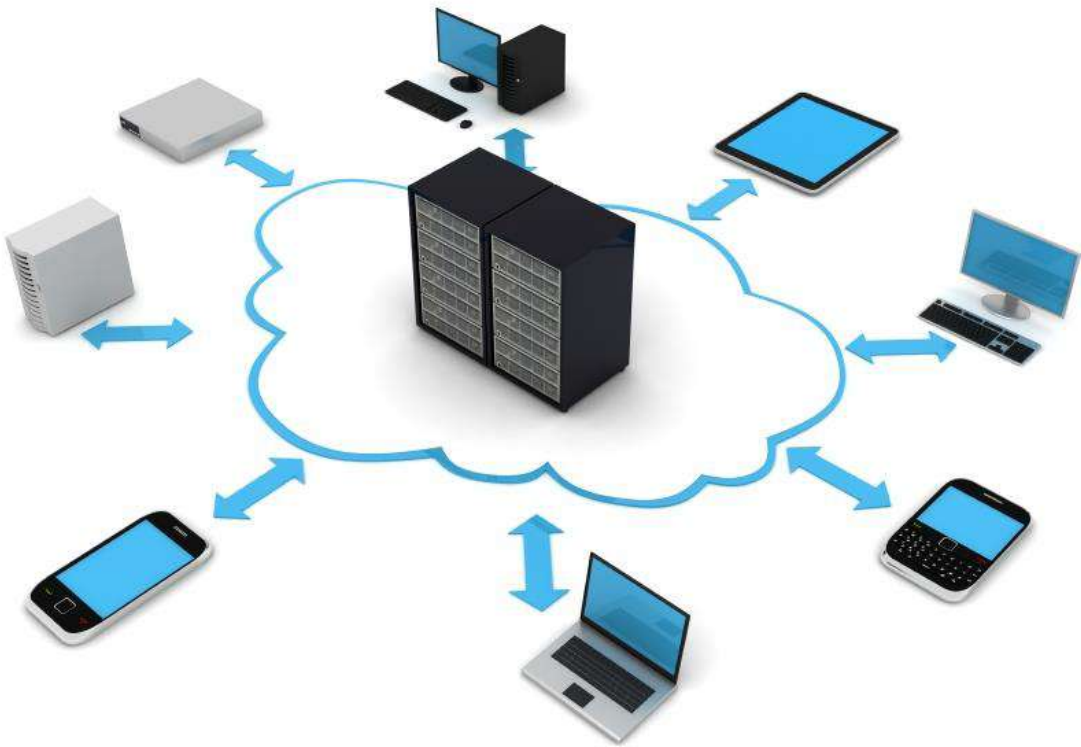
Facebook	Instagram	LinkedIn	YouTube	TikTok
<ul style="list-style-type: none"><li>- 6pm, 9pm</li><li>- Weekday evenings is best</li><li>- <b>Posts:</b> Daily to Thrice Weekly</li><li>- <b>Stories:</b> once a Day</li><li>- <b>Live:</b> Once a week as a TV channel</li></ul>	<ul style="list-style-type: none"><li>- 12 noon, 3pm, 6pm</li><li>- Works well on weekends</li><li>- <b>Posts:</b> Daily to Thrice Weekly</li><li>- <b>Stories:</b> 2 to 3 times a Day</li><li>- <b>IGTV:</b> Weekly</li></ul>	<ul style="list-style-type: none"><li>- 8am-10 am</li><li>- Weekday mornings, afternoons followed by evenings</li><li>- Daily to Thrice Weekly.</li></ul>	<ul style="list-style-type: none"><li>- 9pm</li><li>- Weekly to Monthly</li><li>- Timing depends on audiences (especially subscribers)</li></ul>	<ul style="list-style-type: none"><li>- 7am-11am, 6pm-10pm</li></ul> <p>Daily to once every two days</p> <p>To grow your channel, you need to post multiple times a day</p>

NOW IT'S  
YOUR TURN.



# Quiz 1

Which social media channels would suit this campaign? How would you use the different social media channels?



**You are a B2B business  
hoping to sell Digital  
Payment and Food  
Delivery services to  
Hotels, Cafes,  
Restaurants**

# Quiz 2

⦿ Multiple Choice

1. Your boss wants you to promote a new shampoo for balding Gen X-ers. Which channel would you use?

☐ Instagram

☐ TikTok

☐ Facebook

☐ LinkedIn



Type your answers into the chat!

## Quiz 3

Which social media channels would suit this content?



**An Asian-themed café  
hoping to do more food  
delivery services**

Type your answers into the chat!



## Quiz 4

Which social media channels would suit this content?



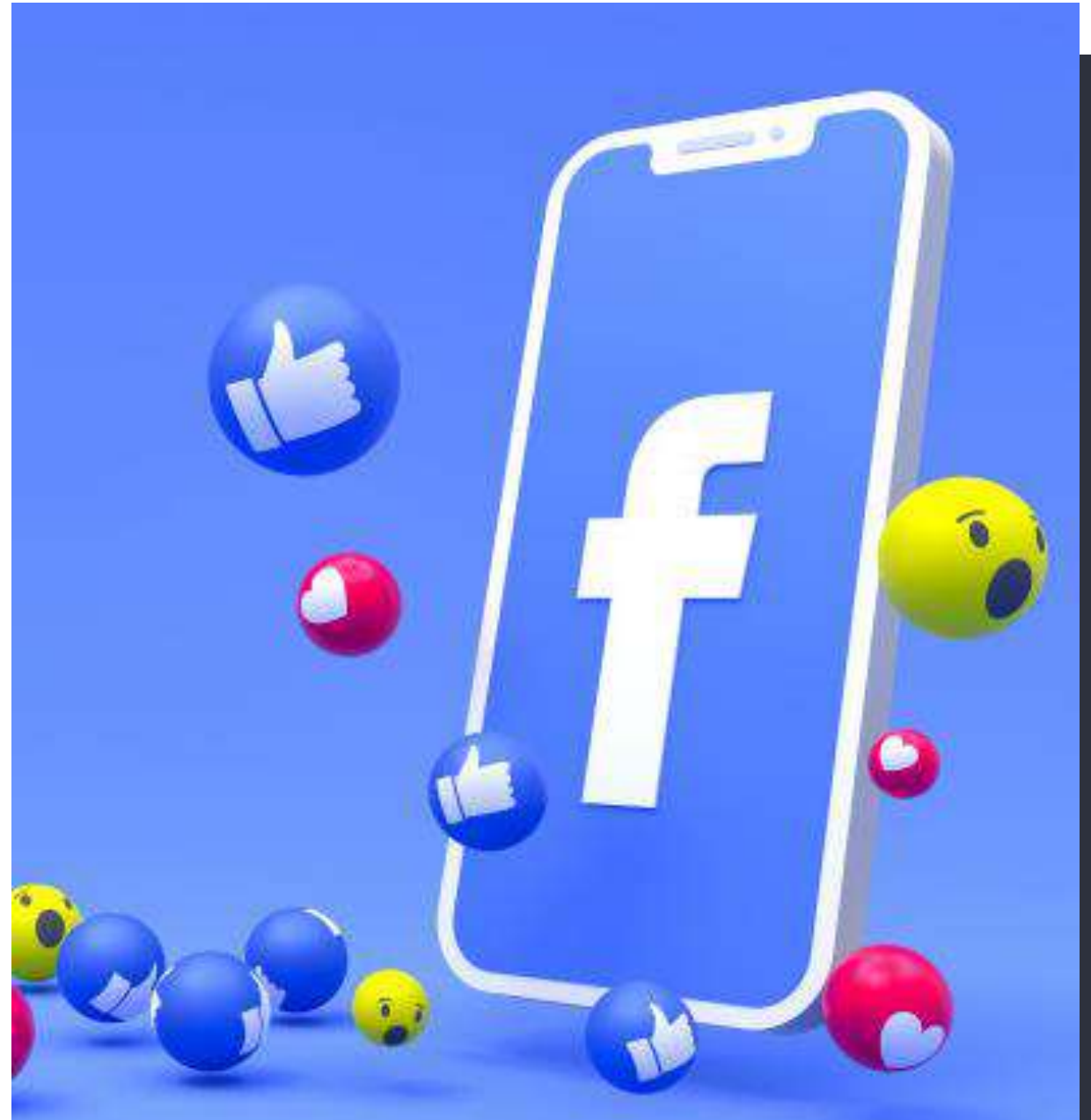
An upcoming fashion apparel brand targeted at young teenagers and youths

Type your answers into the chat!



# Best Practices FACEBOOK

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# Facebook Algorithm Tips and Tricks



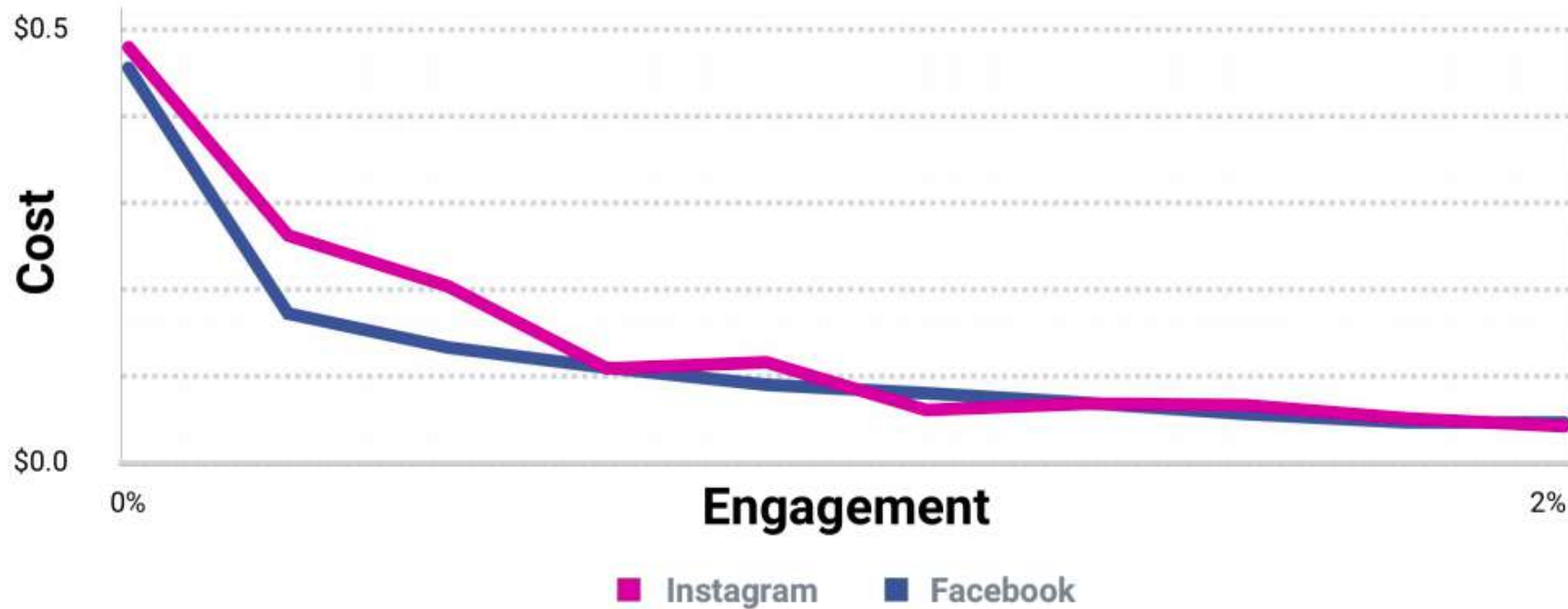
- **Use Live Videos** (instant notifications)
- Engage on **Facebook Groups**
- **Focus** on edu-tainment and relationship building
- **Newsjack** current trends and topics
- **Videos > Photos > Text > Links**
- **Conversation** triggers work!
- Get customers, friends, and employees to **engage with post in first hour!**
- Don't boost posts immediately – **grab social proof** first



# Grab Your Engagement FIRST



Ad Engagement vs. Costs on  and 



Data: Socialbakers; Time Range: Dec 01 - Mar 31, 2018; Sample: 1,228 Accounts Targeting Instagram Only and 2,695 Accounts Not Targeting Instagram Placements

# Facebook Video Tips

- First 3 seconds: **CAPTURE AUDIENCE ATTENTION!**
- Keep it 2 to 3 minutes
- Try vertical and square formats
- Use subtitles and text overlays →
  - <https://www.rev.com/> (paid)
  - CLIPS (iOS)
  - CLIPOMATIC (iOS)
  - VivaVideo (Android)
  - Vidprove.com (Free if less than 3 minutes)
- Create shareable content!



# LESSONS from NAS Daily

- Show something contrarian that dispels people's beliefs
- Focus on the benefits
- Attractive headline... Tonality of the video is EXCITING
- Cater to different cultural and religious views
- Visually stunning, footages are colourful, dramatic music
- Storytelling is a MAJOR point in NAS Daily's video
- Short, snappy and get the points across
- Pattern Interrupt → "I Like Sugar" "I Like Candies" "I Like Meat" (grabs attention)
- Subtitles, LARGE YELLOW AND WHITE TEXT → for people who turn off audio



# Start with these 8 HOOKS

Hook	Example
<b>Have</b>	If the customer takes this up, what will they HAVE that they didn't before?
<b>Feel</b>	How will the customer FEEL once they take your offer? Smarter? Pain-free? More confident? Happier?
<b>Average Day</b>	How will your offer improve their AVERAGE DAY? Eg savings of time, energy or money
<b>Status</b>	How does the customer's STATUS change once they've consumed your offer? Eg more well-regarded
<b>Social Proof/ Results</b>	Use reports/testimonials/case studies to demonstrate. Eg "Join the thousands of people who have already benefited!"
<b>Speed &amp; Automation</b>	How will this thing SPEED up a part of their life or AUTOMATE a task? For example, this razor will save 10 minutes of your day.
<b>Pain → Gain</b>	What is their PAIN? How can you demonstrate the GAIN?
<b>Irresistible Offer</b>	An OFFER that is unbeatable with bulletproof guarantees



Sonno  
Sponsored

ID: 276881983430574

...

Can you relate to this couple?? If your partner sleeps like this guy does, then it's time to switch to Sonno mattress!

Designed with Zero Disturbance Technology and premium materials, you can finally get that peaceful sleep you've been wishing for. Try it for 100 nights now!



## What Hook is used here?

- Who are they targeting?
- How do they grab attention?
- Notice how they use demonstrations to prove their product quality



# \* Molly Pittman's 3-part FB Copywriting Formula

- Opening

*\* Make sure it appears on 1<sup>st</sup> 2 to 3 lines (mobile)*

Call out your audience!

Pique their curiosity – use pain point, social proof, benefits, or ask a question

Focus on their **BEFORE** state

- Transition

Elaborate on their **Pain Points and Solutions** – how does it feel like?

Describe your product features/ benefits. Alleviate **fear**

- Call To Action (CTA)

Tell them what they need **TO DO** to achieve the **AFTER** state

Put your website link **in the text**

Or you can also drive them to a **Facebook Live** or a **Message**



**Opening – Focus on the customer with a HOOK!**

**Transition – Highlight product features and benefits**

**Call To Action – Tell Them What To Do Next!**

## Facebook Copywriting Formula Example 1

**Sustenance**  
Sponsored · 🌐

Make the most of your mornings, save time and energy with Sustenance. One serving is packed with all the protein, carbs, fats and fibre you need to keep you going until lunch. No more skipping breakfast or putting junk in your body.

Made in Singapore.  
Sustenance is rated 4.9/5 ⭐ on both Google and Facebook reviews.

Get yours 🍌 [sustenance.com.sg](https://sustenance.com.sg)



**A NUTRITIONALLY COMPLETE MEAL**

**MADE WITH PLANT-BASED WHOLE FOODS**

**DELICIOUS, OATY TASTE**


**UP TO 32G PROTEIN PER SERVING**



**KEEPS YOU FULL FOR 4-7 HOURS**

[SUSTENANCE.COM.SG](https://sustenance.com.sg)  
A full meal in under a minute  
SG's #1 rated meal-shakes

[Shop Now](#)


# Facebook Visual Design Principles

- **Use bright colours** – Provide a pattern-interrupt and “pop” out on the newsfeed
- **Avoid plain stock photos** – Use a colour filter or effects to make it more interesting
- **Include icons and symbols** – Consider emojis  to make text pop up.
- **Show your customer using your product** – Make it evident what you’re selling!
- **Overlay some text** – Make it short and catchy
- **Make your image move** – Even a short animation works wonders!


 **Oberlo**  
Sponsored · 

Start your ecommerce business with Oberlo. 🌸 Easily search and import products into your Shopify store. 📦

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## Easily Import Dropshipped Products




OBERLO.COM

**Find products for your Shopify store in minutes**

Oberlo allows you to easily import dropshipped products directly into your Shopify store and ship them directly to your customers – in only a few clicks.

[Learn More](#)

 5.9K


218 Comments · 415 shares  
641K views



NOW IT'S  
YOUR TURN.




## Quiz 5

Suggested Post

**O<sub>2</sub>** O2 Sponsored · 

 Like Page 

Order a free sim from O2 today and get £10 to spend at @prezzybox.com when you top up.



**Free SIM**  
O2.CO.UK

Share

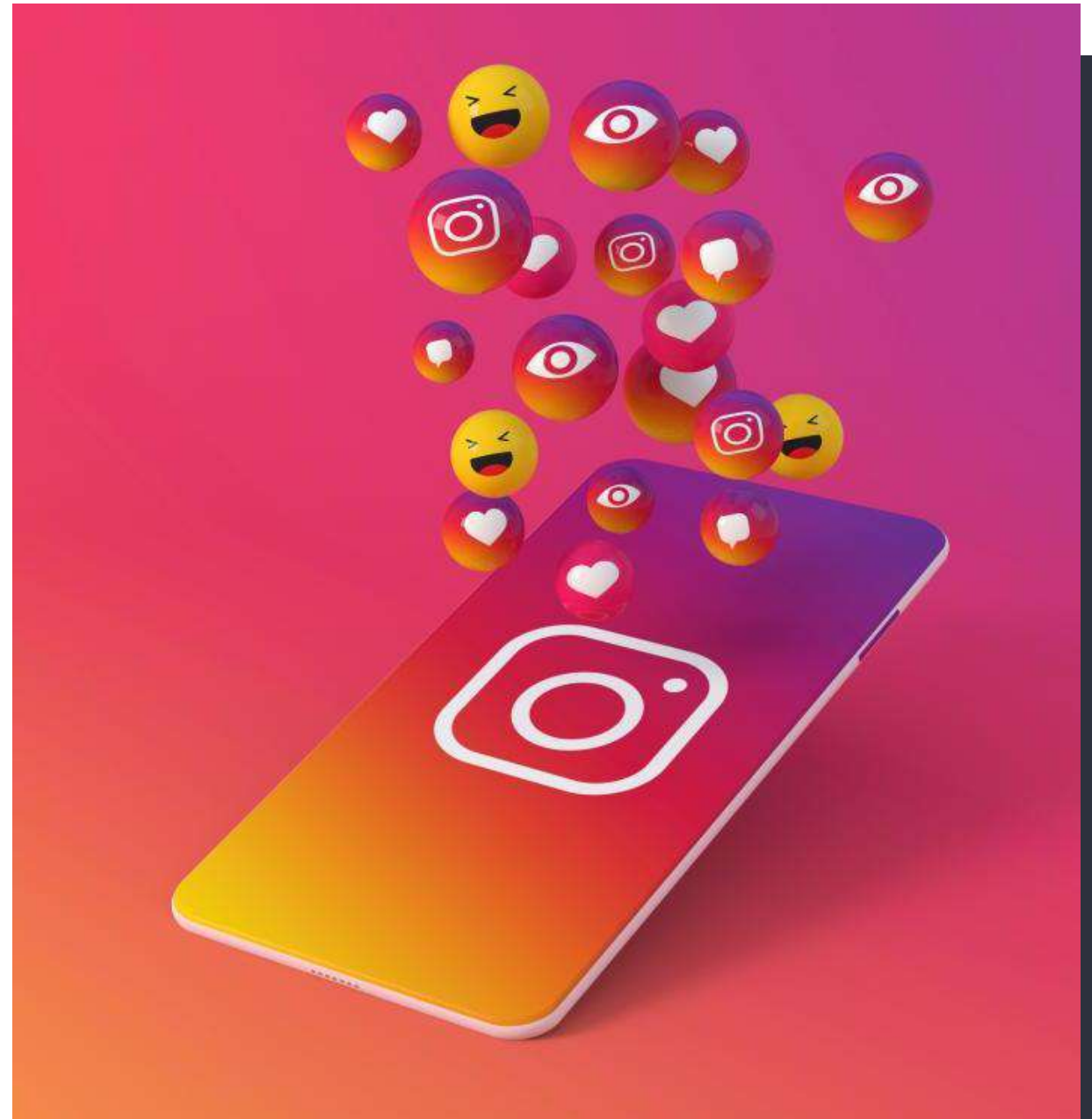
**This Facebook ad isn't working out well. Suggest ways to improve it.**

**Type your answers into the chat box.**



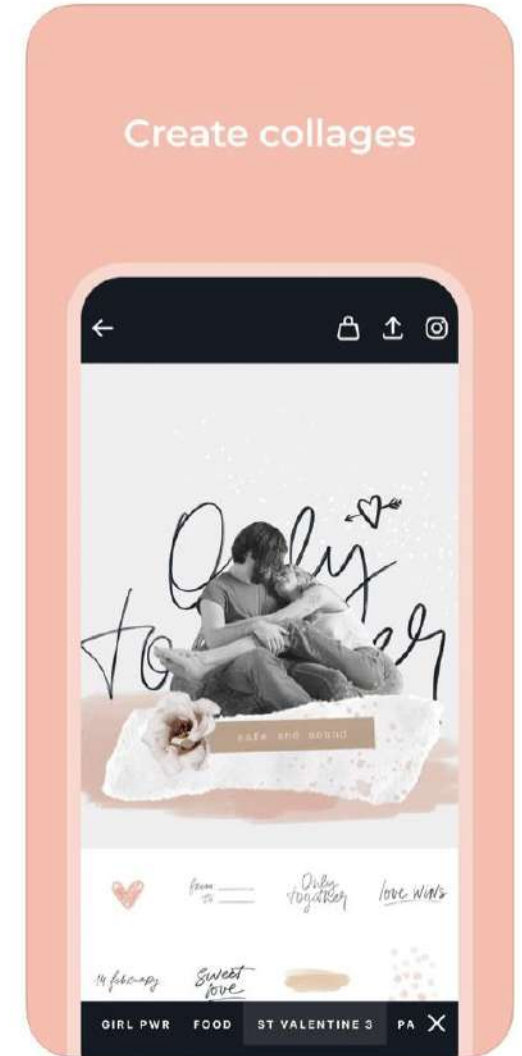
# Best Practices INSTAGRAM

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# Instagram Algorithm Tips and Tricks

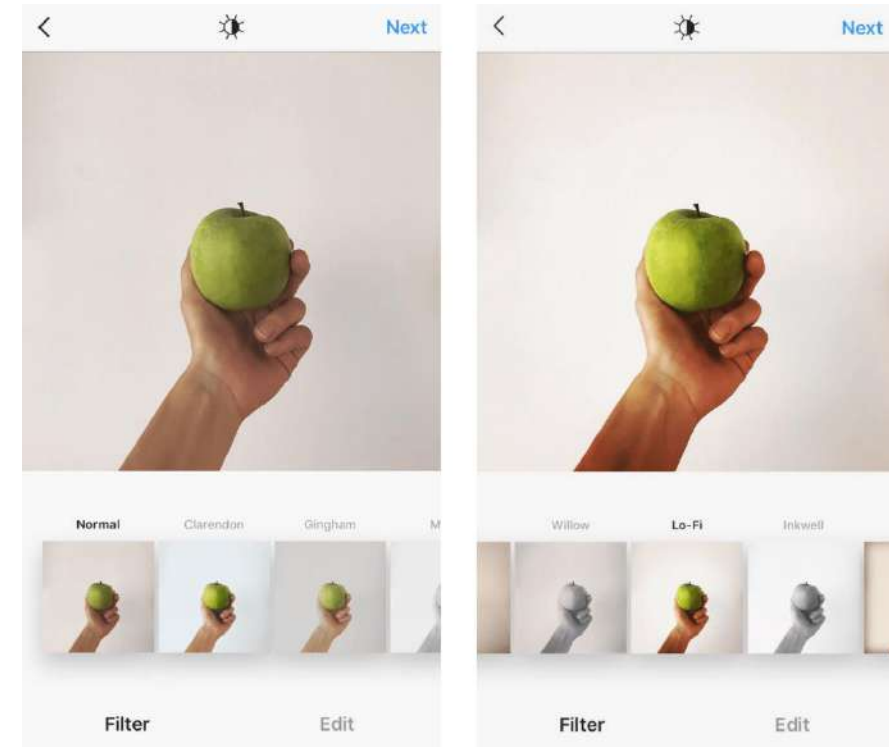
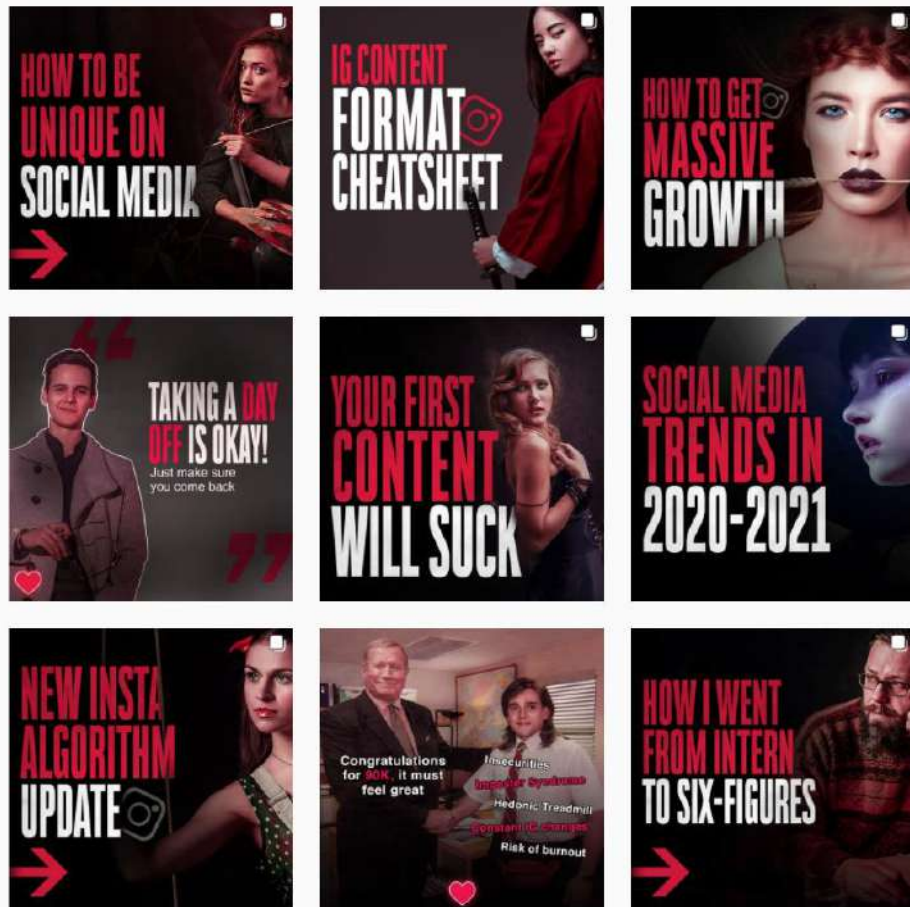
- Be aesthetically pleasing to the eye to garner notice
- Post regularly – best daily on posts and multiple times per day for stories
- Multiple likes (5 to 6) and comment on influencers and consumers to garner attention
- Use Direct Messages (IG Direct) to engage with consumers, especially on stories
- Copy competitors and influencer's best post styles!





# Apply Consistent Aesthetics

- Use a filter for better engagement + consistent lighting (natural or artificial)



- Apply same brand colours, icons, and fonts/ typography

<https://www.instagram.com/marketingharry/>

# Composition of Photos

Some of the popular forms of composition include:



**Flat Lay**



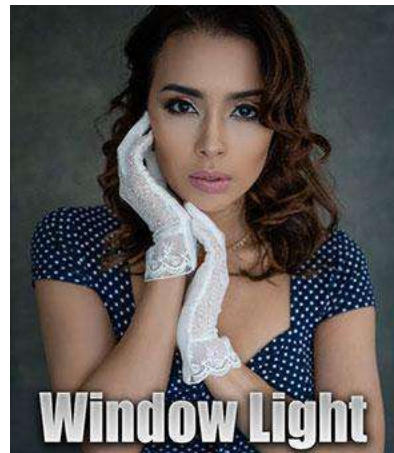
**Rule of Thirds**



**Symmetry**



**Diagonal**



**Window Light**



**Flash**

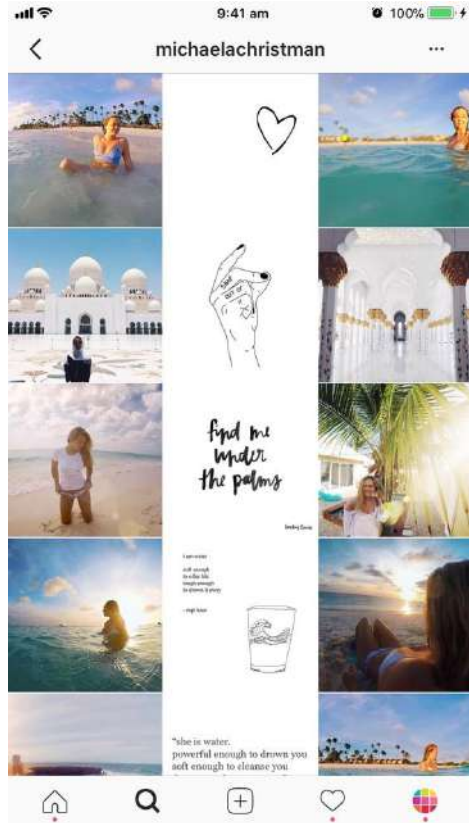
**Natural or Artificial Lighting**



**Leading Lines**



# Consistent Theme & Concept



**Line in the Middle**



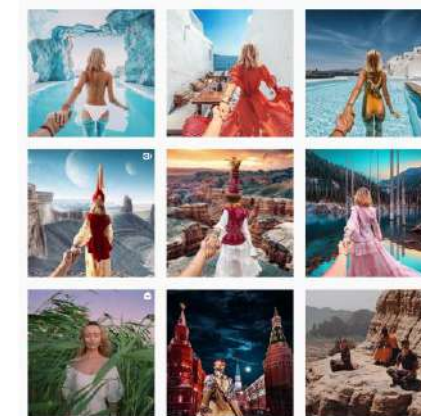
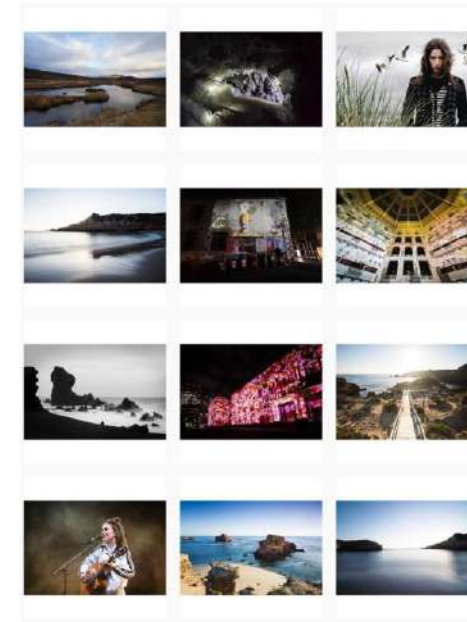
**Colour Block**



**Colour Coordinated**

**Rectangular Images: e.g.**

<https://www.instagram.com/auroradesign/>



**Follow Me: e.g.  
Murad Osmann**

<https://www.instagram.com/muradosmann/>

Visit for more ideas:

<https://jumpermedia.co/instagram-theme-ideas/>



# #1 Decide on Your Message

- Contest?
- Sale?
- Event?
- How To?
- Storytelling?

Provide the context: who, what, when, where, why and how!



## #2 Powerful First Sentence/ Hook

Use either of these:

- Question (eg “Wish to have hair as shiny as mine?”)
- Bold statement (eg “You can 2X your income as a solopreneur!”)
- Cliffhanger (eg “Last year, I made record sales despite Covid-19...”)

Nudge people to click to expand your caption (... more).

Use emojis 🧑 to grab attention.





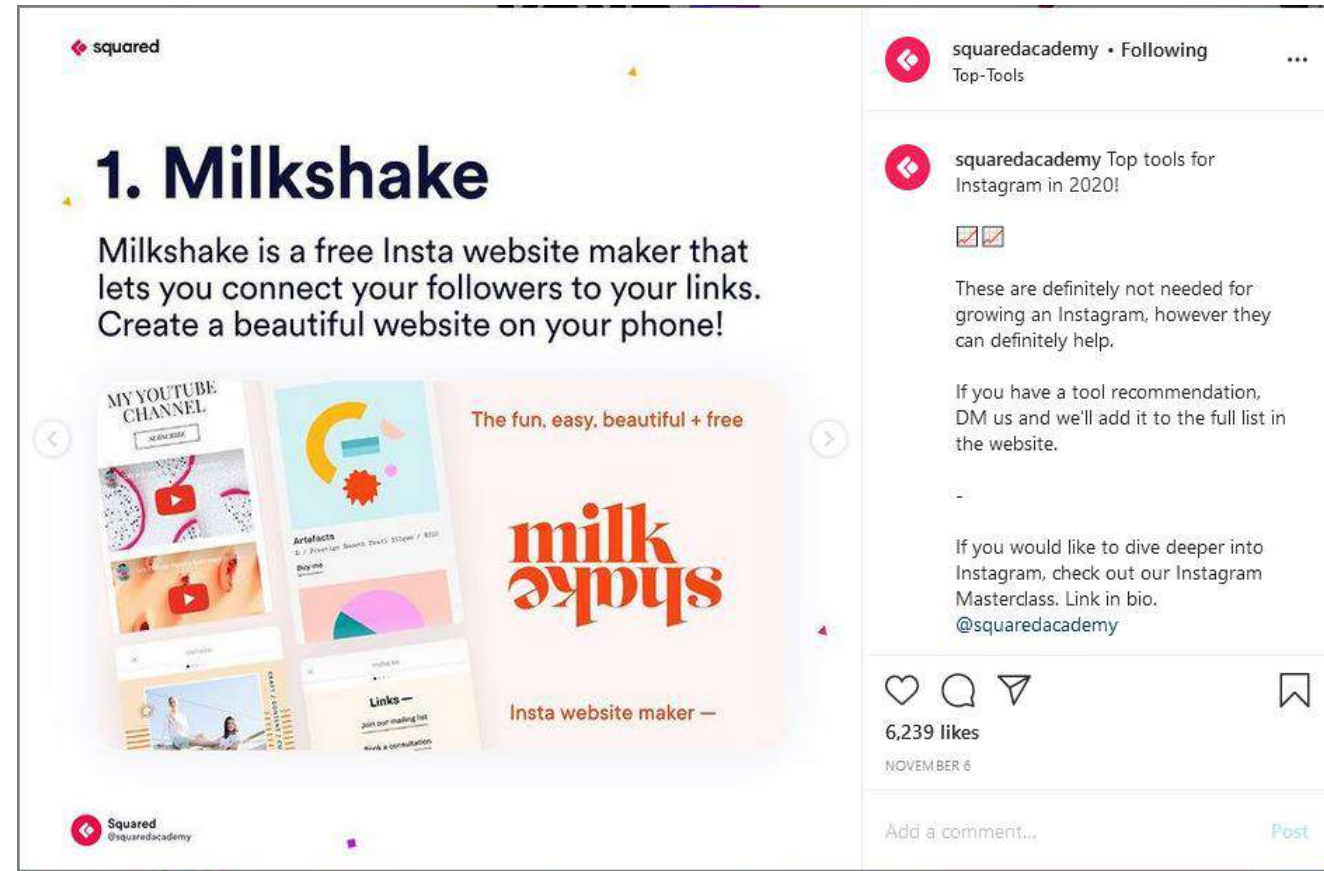
# #3 Use Short Sentences and Bullet Points

Elaborate and make it like a micro-blog: beginning, middle, end.

Proper spacing and use bullets (with emojis).

Share tricks, tips, hacks, facts, or benefits.

Keep it bite-sized.

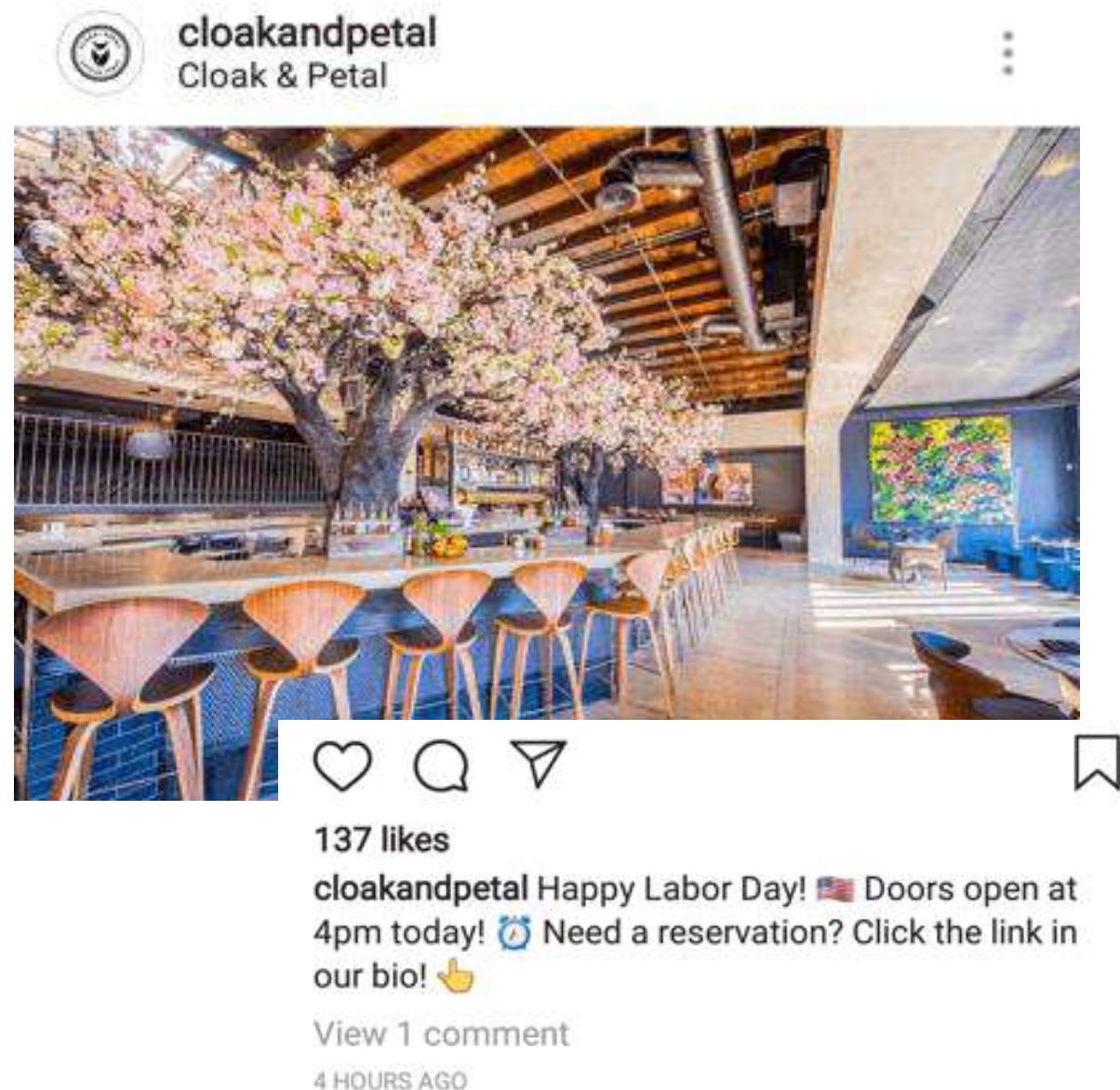




## #4 Include Call To Action (CTA)

Good CTAs to consider:

- Variations of “Click link in bio 🖱️ for more...” if you want them to check out your link
- Encourage sharing on IG stories → “Share this post on your IG story!”
- Prompt them to “tag a friend in the comments who’d love this tip!”
- Tap to purchase → For IG shoppable posts
- “Comment your favourite \_\_\_\_\_ below 🖱️ ” to get interactions.



## #5 Use the Right Voice

Keep to your target audience's tone of voice:

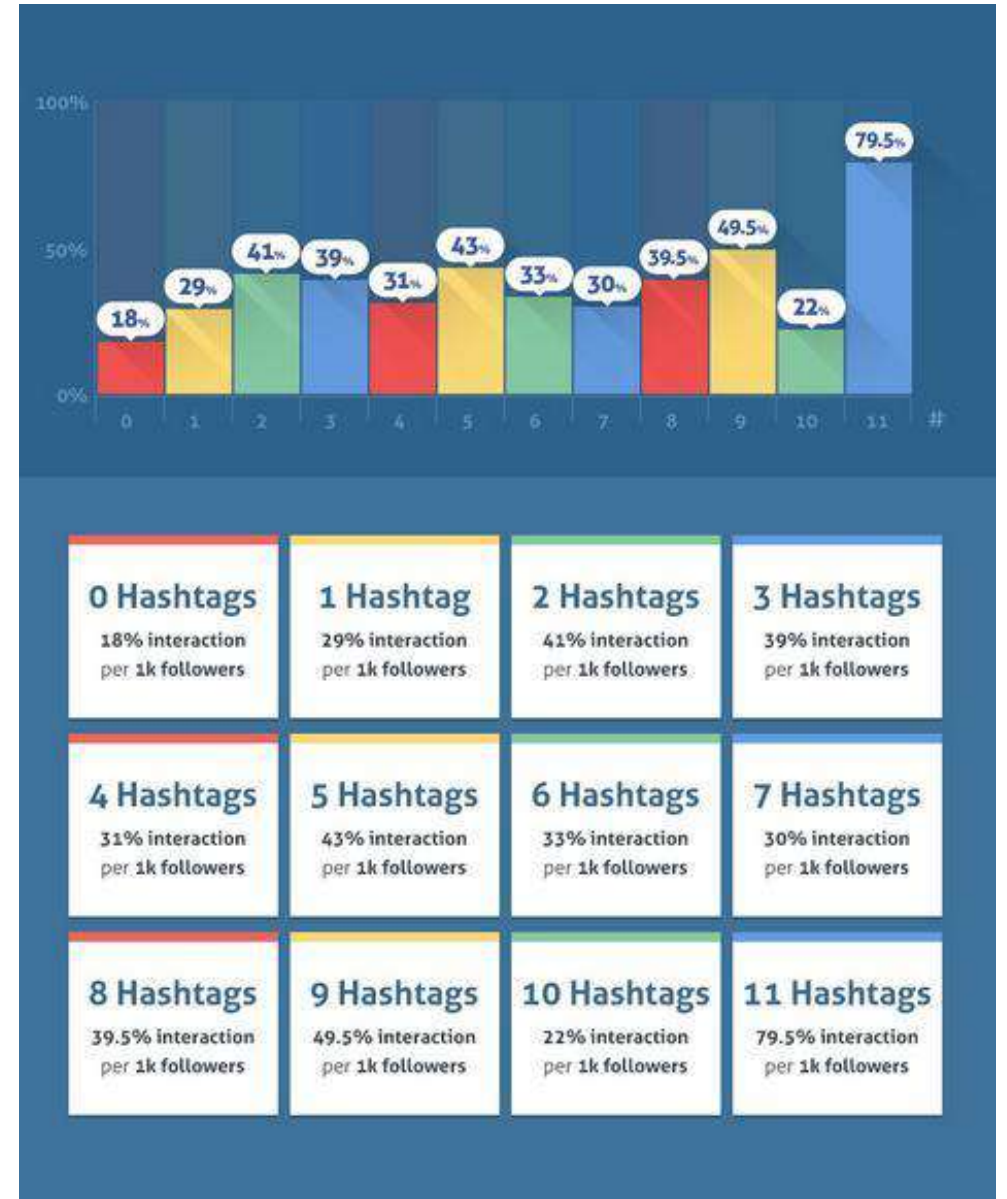
- Age
- Gender
- Location
- Slang/ trending topics
- Emojis 🤓

**IMPORTANT: Never Edit Your Posts!**



## #6 Use hashtags to grow influence

- 30 Hashtags max (5-10 better)
- Be consistent
- Use same hashtags as community
- Medium-range + niche
  - Medium: #sgfoodie (50,000 to 500,000 posts)
  - Niche: #sgbakers or #singaporedesserts (< 50,000 posts)
- Focus on #Singapore or #sg related ones





# Use IG Stories to Nurture Leads

- 8 to 10 X more interactions
- 15-second segments – uploaded videos max 1 minute (four 15-sec segments)
- Shoot using IG app? 10 15-sec segments (ie 150 sec or 2 min 30 sec)
- Disappears in 24 hours
- 10,000 followers for swipe-up feature
- Save thematic stories in Highlights

<https://www.instagram.com/loweshomeimprovement/>



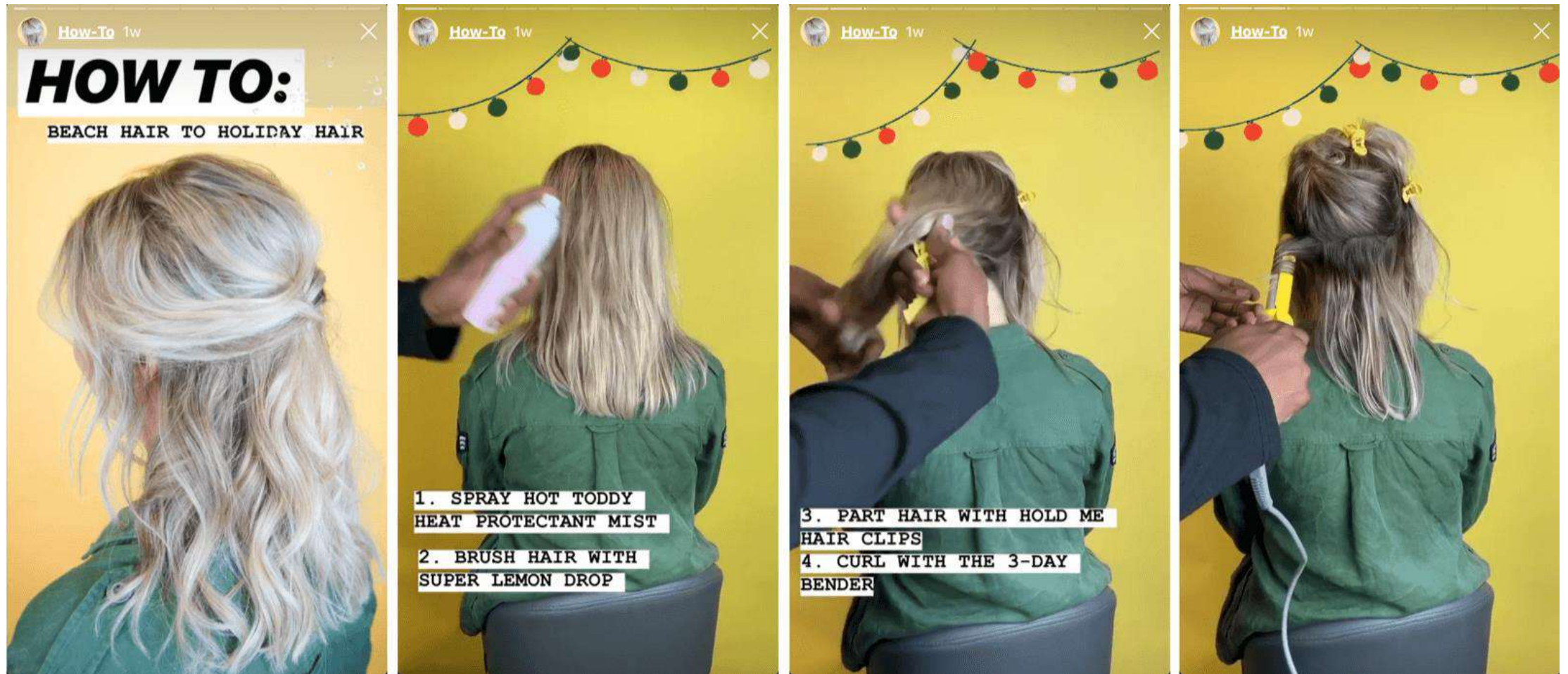
# IG Stories: Tips and Tricks



Quick, easy-to-follow tips and tricks make great Instagram story content because they provide value to your followers. Opportunity for product placements too! Eg <https://www.instagram.com/loweshomeimprovement/>



# IG Stories: Educational Stories



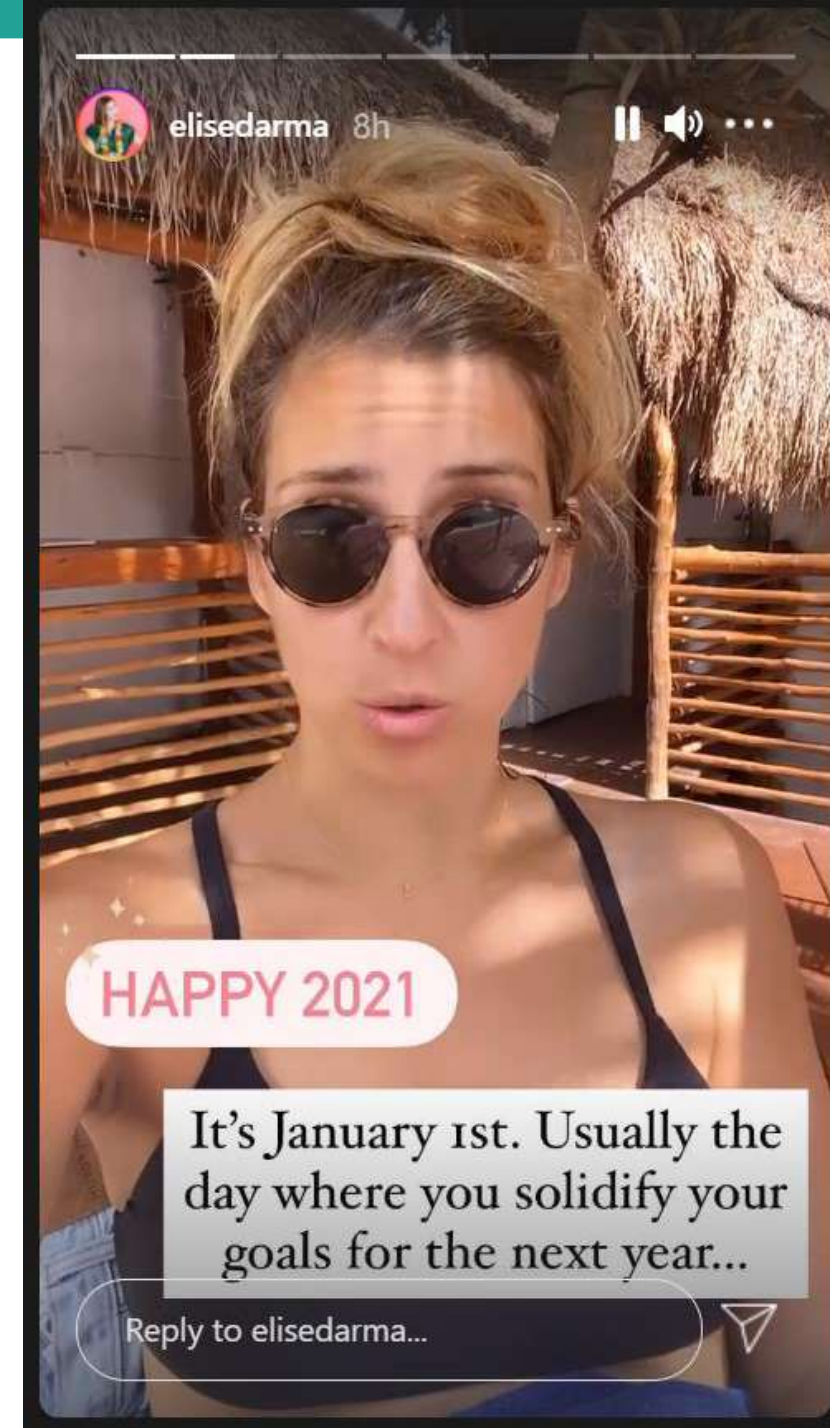
Teach something basic and broad about your industry, or new trend in your industry that your clients or customers work in. Eg <https://www.instagram.com/thedrybar/>





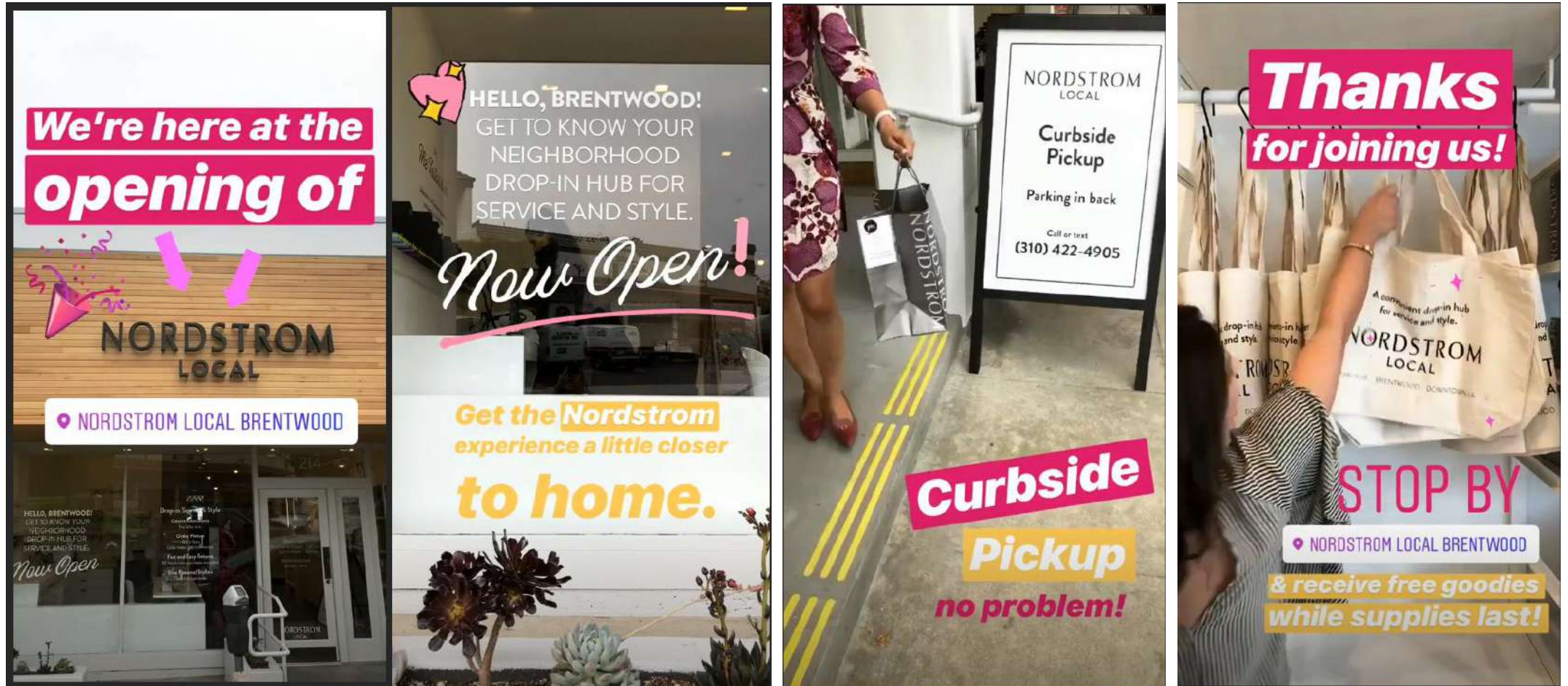
## IG Stories: Day-in-the-Life Posts

Humanize your brand with behind-the-scenes footage, work with influencers, staff stories, founder tales, product ideation....





# IG Stories: Product/ Event Showcase



Use IG Stories to highlight your products or their unique features or how they can be used for different occasions and seasons. Eg <https://www.instagram.com/nordstrom/>

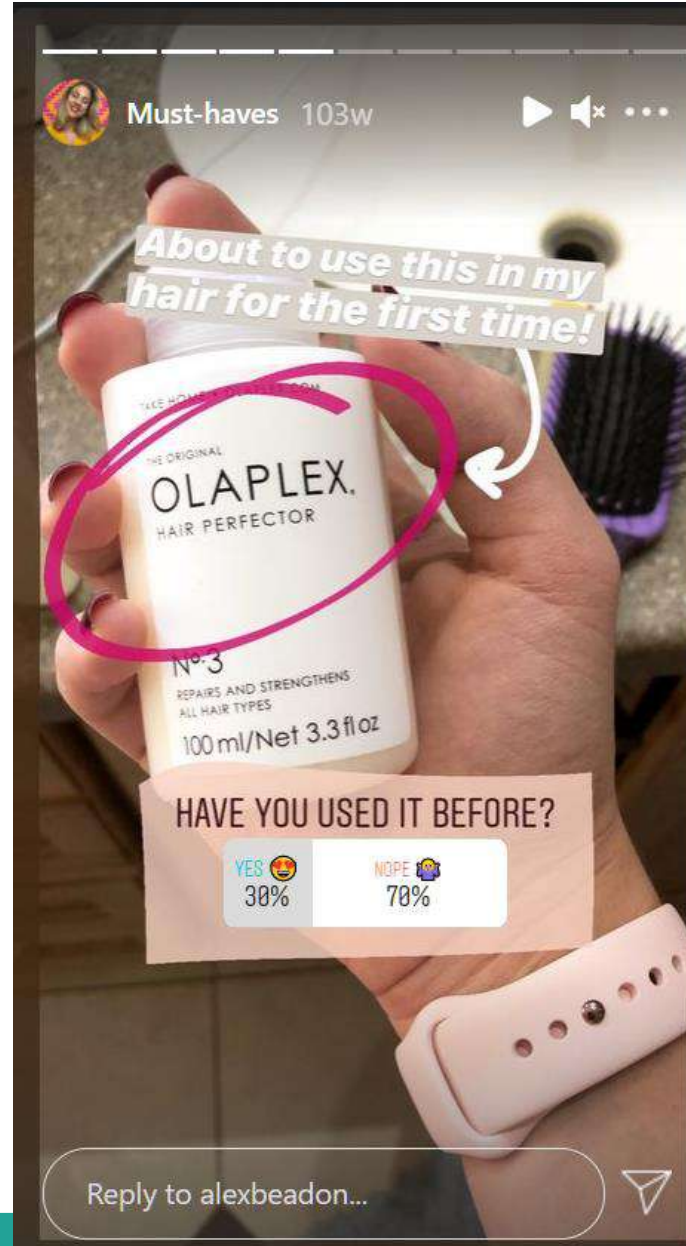
# IG Stories: Promote Your Posts

Use IG Stories to promote your latest posts on your IG feed.

Eg <https://www.instagram.com/mothershipsg/>



# IG Stories: Use Polls, Questions, Shares to Engage



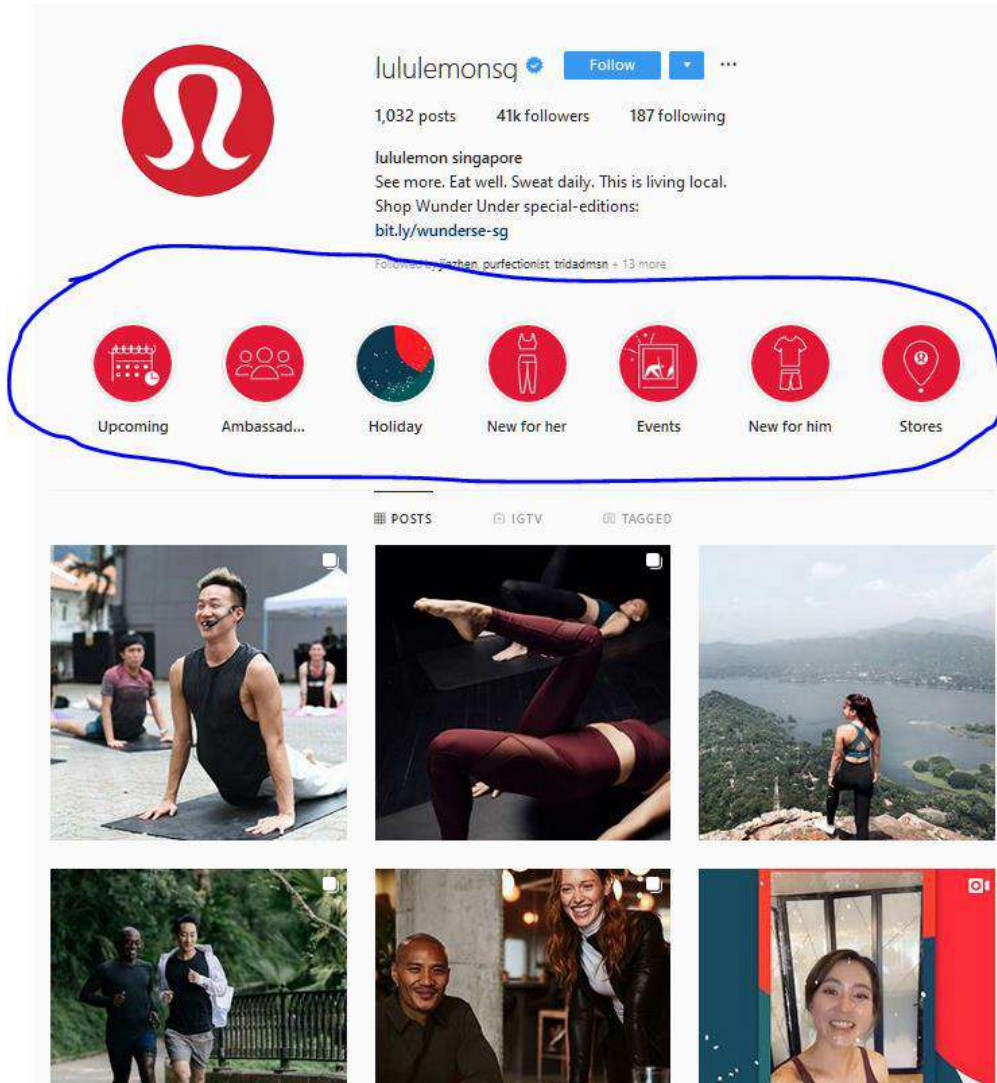
Use the different engagement stickers to interact with your audience.

Reshare your followers stories!

Get them to send you Direct Messages (DMs) too!

Eg <https://www.instagram.com/alexbeadon/>

# Use Highlights as Topics of Interest



To design customised highlights covers:

- Design in Photoshop/ Canva and upload as image in your story

OR

- Open Stories → scroll to the Type option → Type cover name → Change colours and ensure placement in middle

To Edit Highlights cover:

- Tap Highlight → Tap Edit Highlight → Tap Edit Cover → Choose image to be new Cover!

<https://www.socialmediaexaminer.com/how-to-customize-instagram-story-highlights-cover/>

NOW IT'S  
YOUR TURN.





gingerlily.art 16m



Our new teatowels on a lovely Father's Day platter from @lushplatters. Such a treat!

Reply to gingerlily.art...



## Quiz 6

This Instagram Story has a beautiful photo, but it isn't quite working well.

Suggest ways to improve it.

Type your answers into the chat box.



Connect with me here:

<https://www.linkedin.com/in/coolinsights/>

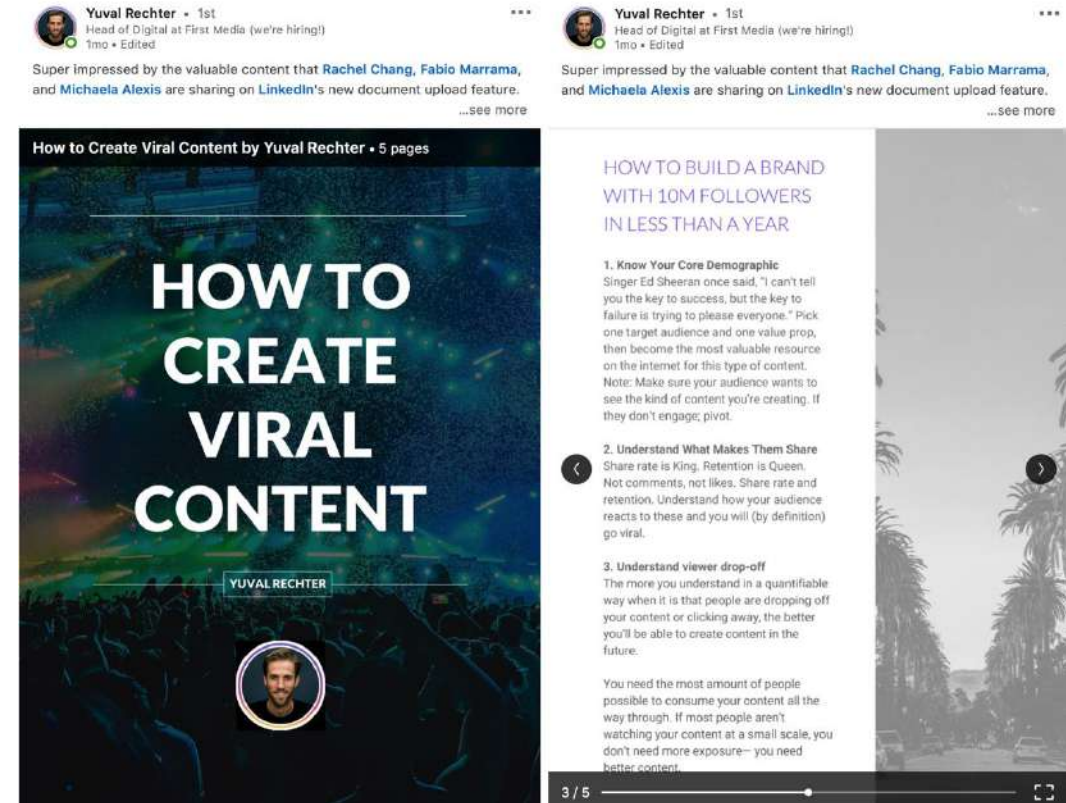
# Best Practices LINKEDIN

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# LinkedIn Algorithm Tips and Tricks

- Craft a powerful profile – that's where conversion occurs!
- Write longer posts using 1 line paragraphs here
- Use documents to share thought leadership
- Engage with others FIRST before posting – this improves your content performance
- Avoid direct selling – aim to educate instead
- Make sure your profiles and articles have SEO keywords to make them Google search friendly





# LinkedIn Page Strategy

Design an eye-catching cover image

Craft a tagline related to your firm

Customise your CTA button accordingly

The image shows a LinkedIn page for 'Cooler Insights' with several annotations pointing to specific elements:

- Cover Image:** The top banner image features a blue background with a glowing sphere and the text 'Your Guide to Success in the Digital World'. An annotation points to this image with the text 'Design an eye-catching cover image'.
- Tagline:** Below the cover image, the company name 'Cooler Insights' is followed by the tagline 'We help growing companies improve awareness, engagement, leads, and sales through Content and Social Media Marketing.' An annotation points to this text with the text 'Craft a tagline related to your firm'.
- CTA Button:** The 'Edit' modal is open, showing the 'Buttons' section. A custom button is being configured with the name 'Visit website'. An annotation points to this button configuration with the text 'Customise your CTA button accordingly'.

The LinkedIn page itself displays the company logo, name, location (Singapore), and follower count (115 followers). The 'Edit' modal includes a sidebar with options like Header, Page info, Buttons, About, Overview, Locations, Hashtags, Featured groups, and Manage languages. The main content area of the modal shows the current button settings and a preview of the page layout.

# LinkedIn Page Strategy

## Overview

 Need help to improve your online presence, generate leads, and boost sales?

Cooler Insights is your answer.

Dedicated to creating and engineering content and campaigns which trigger action, Cooler Insights is a data-driven content and social media marketing agency focused on helping companies and individuals to succeed in the digital world.

Established by social media stalwart Walter Lim, our story began 14.5 years ago as a personal and business blog, and was registered as a content marketing agency in August 2014.

To date, we've helped over 62 companies and trained over 2,800 learners through over 150 workshops in digital marketing, content marketing, Search Engine Optimization (SEO), social media marketing and brand storytelling.

Our clients include the Pan Pacific Hotels, PARKROYAL Hotels, Singapore Press Holdings, Gleneagles Penang Hospital, Jurong Point, Mount Elizabeth Medical Centre, Coca-Cola, Citibank, Bosch, Kaplan, Ministry of Communications and Information (MCI), NTUC First Campus, People's Association, Infocomm Development Authority, Hwacheon Asia, and many others.

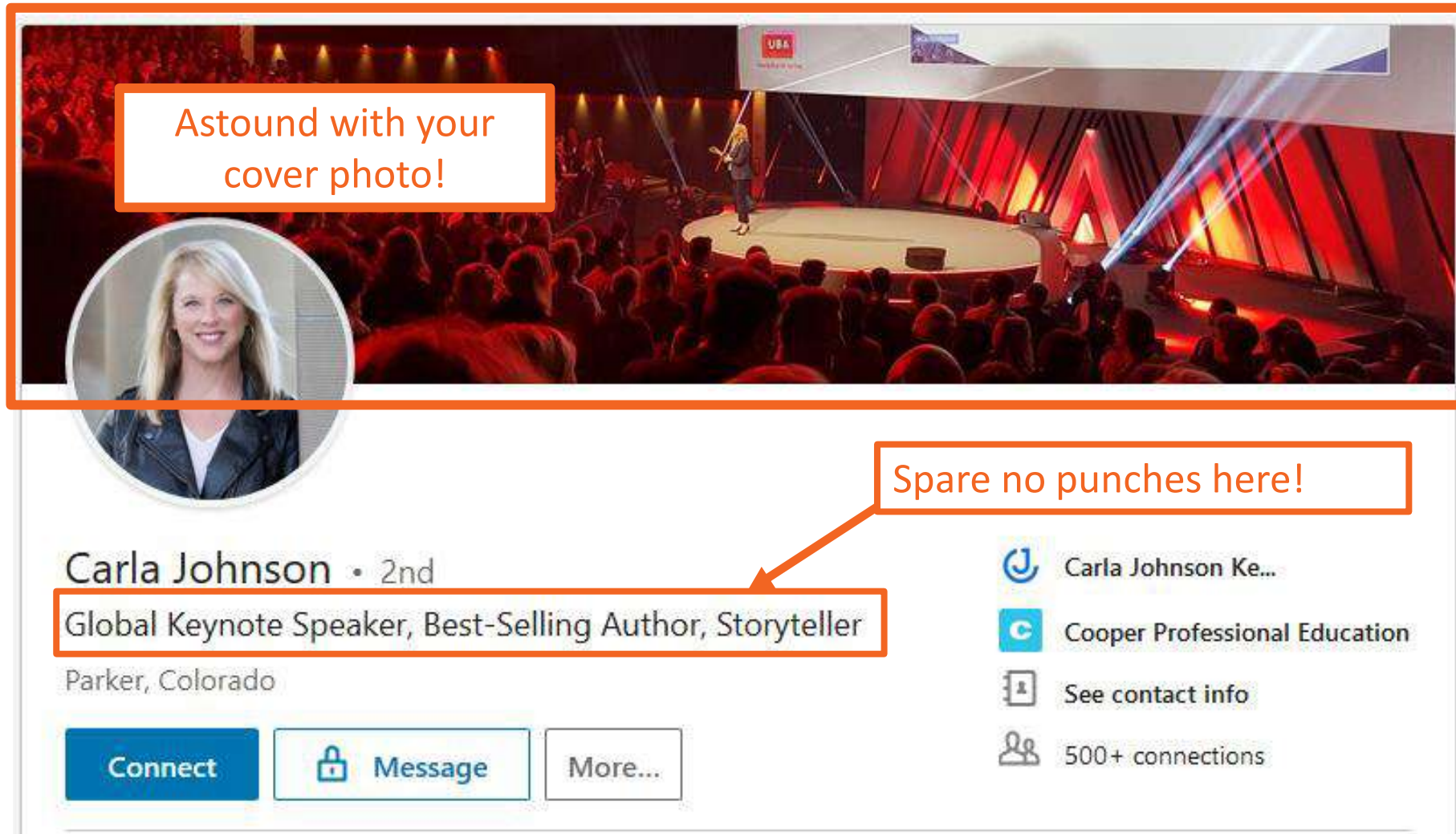
Here's how we can add value to you:

- ✓ Strategic digital and content marketing consulting
- ✓ Integrated digital marketing campaigns
- ✓ Website development and design (focusing on UX and UI)
- ✓ Content Marketing and Brand Storytelling
- ✓ Search Engine Optimization (SEO)
- ✓ Social Media Marketing

Include social proof in your Overview

Describe what services or products you offer

# LinkedIn Profile Strategy: Headlines and Photos!



The image shows a LinkedIn profile for Carla Johnson. The profile picture is a circular headshot of a woman with blonde hair. The background image is a large photograph of her speaking on a stage in front of a large audience. There are three orange callout boxes with arrows pointing to specific parts of the profile: one pointing to the background image, one pointing to the headline, and one pointing to the 'Global Keynote Speaker' part of the headline.

Astound with your cover photo!

Carla Johnson • 2nd

Global Keynote Speaker, Best-Selling Author, Storyteller

Parker, Colorado

Connect Message More...

Carla Johnson Ke...

Cooper Professional Education

See contact info

500+ connections



# Beef Up Your “About” section

NEED HELP IN DIGITAL, CONTENT AND SOCIAL MEDIA MARKETING?

Identify your value proposition upfront

Founder of Cooler Insights, I have almost 25 years of leadership experience in content & social media marketing, PR, strategy, and industry development. In 3.5 years, our agency helped 46 companies and 1,300 trainees to improve online performance.

WHAT WE DO

- ◆ Formulate digital and content marketing strategies
- ◆ Develop content for websites and social media
- ◆ Optimize content for SEO and social media
- ◆ Launch and manage digital campaigns
- ◆ Train and coach in content and social media marketing

Weave in social proof

HOW WE DO IT

We use a systematic 5-step approach in digital marketing:

- ✓ Analyse customers & competitors
- ✓ Define marketing objectives & metrics
- ✓ Develop content calendar and campaigns
- ✓ Measure results and outcomes
- ✓ Manage online communities

Create bullet points to make it easy to read

We also study and apply the latest strategies and tactics used by digital market leaders around the world.

# Beef Up Your “About” section

## OUR CLIENTS (AND WHAT THEY SAY)

Our clients include Pan Pacific Hotel Group, SPH, Bosch, Gleneagles, Mount Elizabeth Med Centre, Jurong Point, Coca-Cola, NTUC First Campus, Hwacheon Asia, PA, DrGL, SP, NTU and many more.

“...I see them as our strategic partners and would highly recommend them to any organisation which is looking for an agency which takes the time to understand your needs and can be depended on to provide effective content solutions...” - Ng Cuili, Corp Comms Mgr, Pan Pacific Hotels Group

“Walter is an excellent trainer with a good personality, who inspire and motivate his trainees. His professionalism in conducting training with real and hands on experiences make the learning journey more interesting.” - Sue Neo, Marketing Director, Hwacheon Asia Pacific

More social proof with client list.

Include your BEST testimonials

## OTHER ACHIEVEMENTS

- ⇒ Member of Media Literacy Council (MLC)
- ⇒ Juror for Mumbrella Asia awards (2017, 2018)
- ⇒ Judge for Singapore Blog Awards for 5 years (SPH)
- ⇒ Vice Chair of Association of Singapore Attractions (ASA)

Include samples of your work

Learn more by messaging or emailing me at [walter@coolerinsights.com](mailto:walter@coolerinsights.com)



# List Your Skills and Endorse Others

## Skills & endorsements

Add a new skill 

[Take skill quiz](#)

### Social Media Marketing · 99+



Endorsed by Andrew Chow, CSP and 21 others who are highly skilled at this



Endorsed by 2 of Walter's colleagues at Equinet Academy

### Corporate Communications · 99+



Endorsed by Bhavani K, AMIPRS and 7 others who are highly skilled at this



Endorsed by 2 of Walter's colleagues at Equinet Academy

### Public Relations · 99+



Endorsed by Benedict Thambiah 本尼迪 汤巴雅 and 14 others who are highly skilled at this



Endorsed by 8 of Walter's colleagues at Republic Polytechnic

Show more 

List Down Your Skills and Get Them Endorsed!

Users with LinkedIn Skills get 13 times more profile views!



# Give to Get Recommendations

## Recommendations

Ask for a recommendation 

Received (50)

Given (51)



### Marcus Wong

Founder, Director of Growth  
@ Neetclick | Helping  
businesses grow online, gain  
trust & authority

June 7, 2021, Marcus worked with  
Walter but at different companies

Walter is someone I would consider one of the leaders in content marketing and social media marketing in Singapore. I have worked with him on a number of clients over the years, and I've seen how his agency shares the same high standards of quality that he sets for himself. He doesn't compromise on qu... [See more](#)



### Jessica Chew

★ Digital Marketing ★  
RISE at BCG ★ Mental  
Wellness ★ LION 🐯

March 17, 2021, Jessica was a  
client of Walter's

Walter was an excellent instructor: he was passionate about the topic, knowledgeable and shared many real-world examples. He was patient and encouraging with those who were behind in class. Not only that, Walter is a generous teacher who has personally shared with me tips for digital marketing in a personal... [See more](#)

Show more 

Start with those  
whom you've  
worked with  
before.

Be as specific as  
possible.

# Best Times 🕒 to Post?



**8 AM, 12 PM, 5-6 PM**

- Most clicks, shares, and comments right before work, after work, and during lunchtime.

**Best day(s)? Tuesday, Wednesday, Thursday**

- Do Your Own Testing and Evaluation

<https://www.falcon.io/insights-hub/topics/social-media-management/best-time-to-post-on-social-media-2018/#/GEN>

# Best Types of Content on LinkedIn

Industry-Focused	Brand-Focused	Product-Focused	People-Focused
What the industry cares about	Communicating and promoting the brand	Education and promotion of products	Self promotion and community networking
<ul style="list-style-type: none"><li>• 1<sup>st</sup> &amp; 3<sup>rd</sup> party data, trends and graphs</li><li>• Industry predictions &amp; opinions</li><li>• Industry commentary &amp; news</li></ul>	<ul style="list-style-type: none"><li>• Company culture &amp; values</li><li>• Employer branding</li><li>• Corporate Social Responsibility</li><li>• Press Releases &amp; Annual Reports</li></ul>	<ul style="list-style-type: none"><li>• Product announcements</li><li>• Product FAQs &amp; How Tos</li><li>• Product demos &amp; reviews</li><li>• Product promotion &amp; advertisements</li></ul>	<ul style="list-style-type: none"><li>• Career advice</li><li>• Motivational content</li><li>• Personal stories, experiences achievements &amp; announcements</li><li>• Celebrate/ endorse achievements of others</li><li>• Champion community</li></ul>



# What Kind Of Stories?

Lessons from your industry

Favourite part of the day

How to achieve  
work/ life balance

Advice to younger self

Day-to-day activity

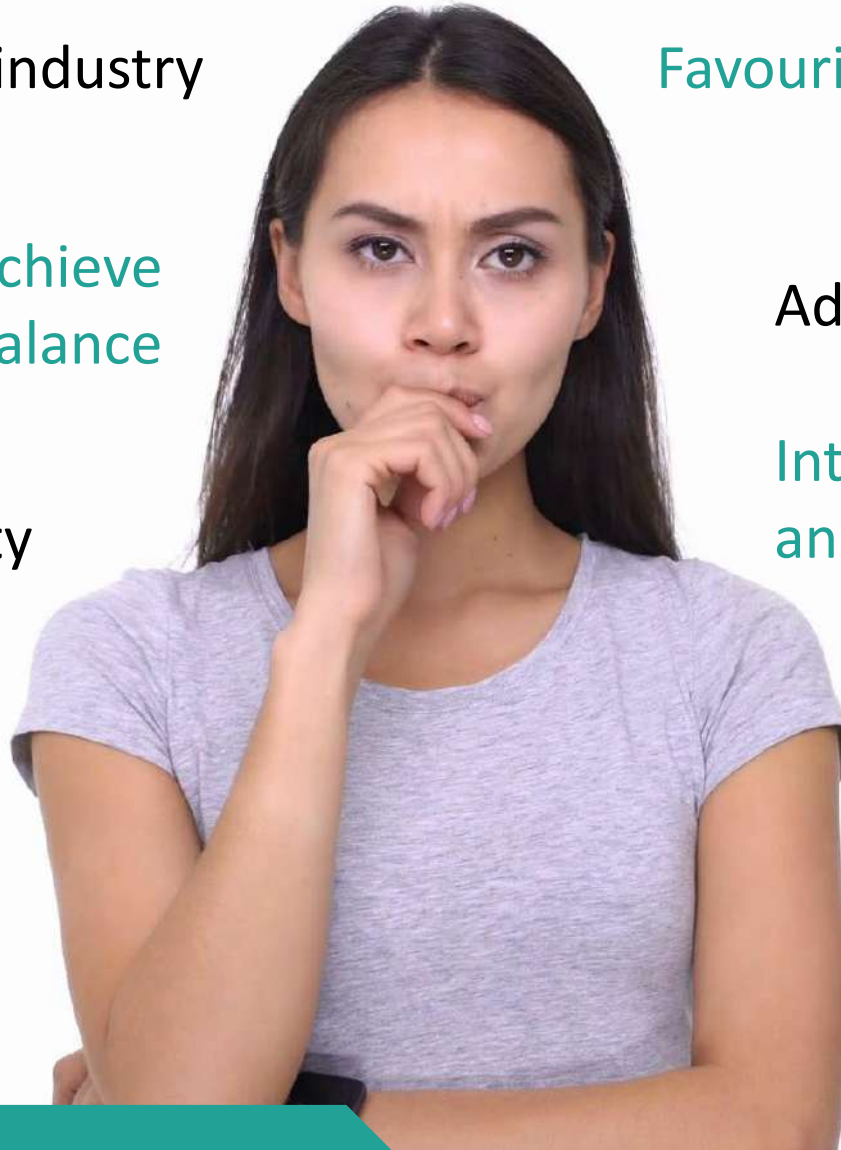
Interesting life story or  
anecdote

One thing you learned

Last article/ book  
you read

One life hack to improve  
productivity

What your mentors  
taught you





Walter Lim

★ Chief Content Strategist ★ Digital Marketing Expert ★ Trained over 1,300 professio...

1mo · Edited

I can't believe that it has been 4 years since I left my last full-time senior management job in May 2014.

In my first year after quitting, I barely made enough to pay taxes. I was a freelance content strategist, writing articles and social media posts for a living.

Thanks to a friend, I supplemented my income as a polytechnic lecturer - an experience I'll always treasure.

Entrepreneurship is tough. I made my share of mistakes. I faced disappointments with partners, and encountered setbacks.

However, I never gave up.

I continued writing and publishing blog articles, generously shared content marketing and social media tips, and connected with others online.

Through God's grace, business partners and clients approached us - through LinkedIn, Facebook, emails, and enquiry forms on my website.

Every single job we have came inbound. We never made a cold call or pitched for jobs unless we were invited.

With my wife's help, our business grew. We count MNCs and large local companies among our clients.

We also expanded our pool of partners and associates, and provide a broad range of digital marketing, consulting and training services.

Like me, you can thrive after leaving a well-paying job. Learn continuously, always give value, and be nimble enough to pivot.

195 Likes · 36 Comments

Like Comment Share

15,115 views of your post in the feed

# Storytelling Example

Capture attention upfront

Narrate your trials and tribulations

Show the turning point

Include a resolution



Walter Lim

Chief Content Strategist | Experienced Digital Marketer | 66 companies 1w • 🌱

Marketing funnels 🗑️ are all the rage these days. Everybody is talking about them.

But how do you build one?

In thinking about your sales and marketing funnel, consider these steps:

- 🔥 How do potential customers encounter your brand?
- 🔥 What are their motivations at each touch point?
- 🔥 What messages should you convey at each stage?
- 🔥 How can you nudge them to a deeper brand relationship?

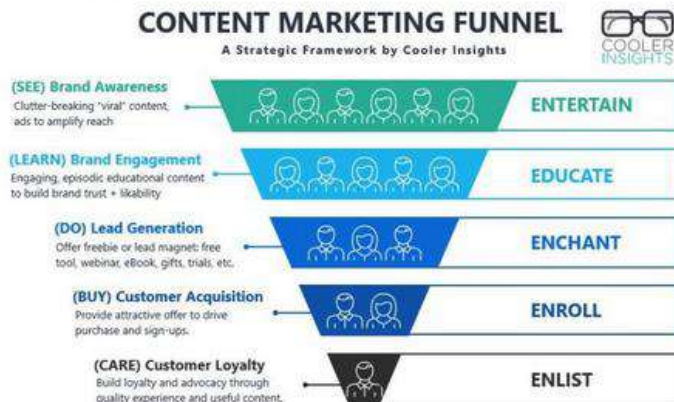
In thinking about this, I developed a detailed infographic outlining this process of customer engagement.

It covers the main process of customer engagement from the stages of awareness to consideration to conversion to loyalty.

You can see how the funnel looks like below.

To read my latest step-by-step guide to #contentmarketing funnels, click the link in the first comment below 🙌

#coolerinsights 🌱  
#marketingfunnel



# Text/ Image Post Strategy

- Interesting photo or image
- Tease audience in 1<sup>st</sup> line
- Provide a summary
- Or a pull-quote
- Or ask a question
- Or highlight an amazing fact
- Keep it to the point
- Put link in the first comment



Walter Lim Author

Chief Content Strategist | Experienced Digital Marketer | 66 compani...

1w ...

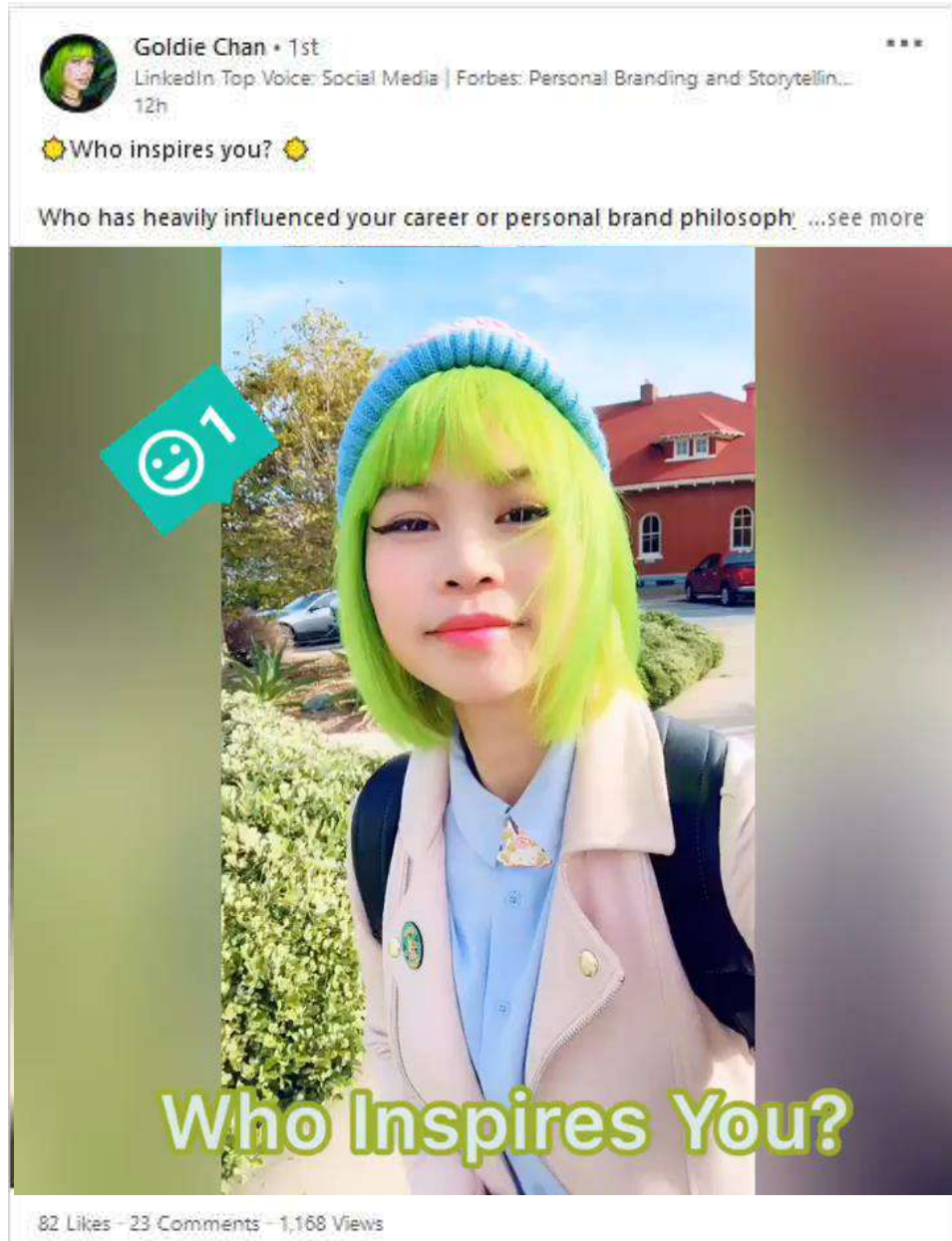
Learn how to build your funnel here: <https://coolerinsights.com/2020/09/content-marketing-funnels-guide/>



Content Marketing Funnels: A Beginner's Guide  
coolerinsights.com

👍 2 Likes | 💬





# Video Strategy

- Chop up long videos into 1-2 minutes length
- Mix professional style with personality
- Try square videos
- Upload natively on LinkedIn
- Record in MP4, and include a caption (SRT file) for subtitles
- Make it a series (like a 101) on your area of expertise



## I Lost My Drive....Then A Career Break Taught Me 3 Valuable Lessons

Published on September 27, 2018



**Adeline Tiah**

Growth Catalyst | Insights Driven Marketer | Innovation & Agile Marketer |  
Executive Coach (ACC)

23 articles

✓ Following

I have never known myself to take risks.

After working for close to two decades and being a highly driven corporate warrior, I kept asking what's next? Surely there is more to career success. In this VUCA world, everything

👍 Like 💬 Comment ➦ Share

🔔 2,051 • 144 Comments

## Article Strategy

- Consider **SEO Keywords** in title, sub-headers, first paragraphs
- Write on **trending topics**
- Make it **personal yet professional**
- Provide **useful tips** and techniques
- Include a **relatable photo**



Walter Lim

Chief Content Strategist | Experienced Digital Marketer | 66 companies 170+ wo...  
3mo • 🌐

Because so many of you get [#SocialMediaMarketing](#) wrong, I thought I should share what the Best Practices for Social Media Marketing are.

These 11 evergreen principles work regardless of which social media platform you choose.

Be it Facebook, LinkedIn, Twitter, Instagram YouTube, TikTok, Weibo, Telegram, SnapChat, Pinterest, or any others.

Which of these best practices haven't your applied yet and why?

And if you find this useful, do let others know about this resource too!



## Best Practices for Social Media Marketing Success



👍❤️🌐 83 • 37 Comments

### Reactions



👍 Like    💬 Comment    ➦ Share    ✉️ Send

# Documents or Slides Strategy

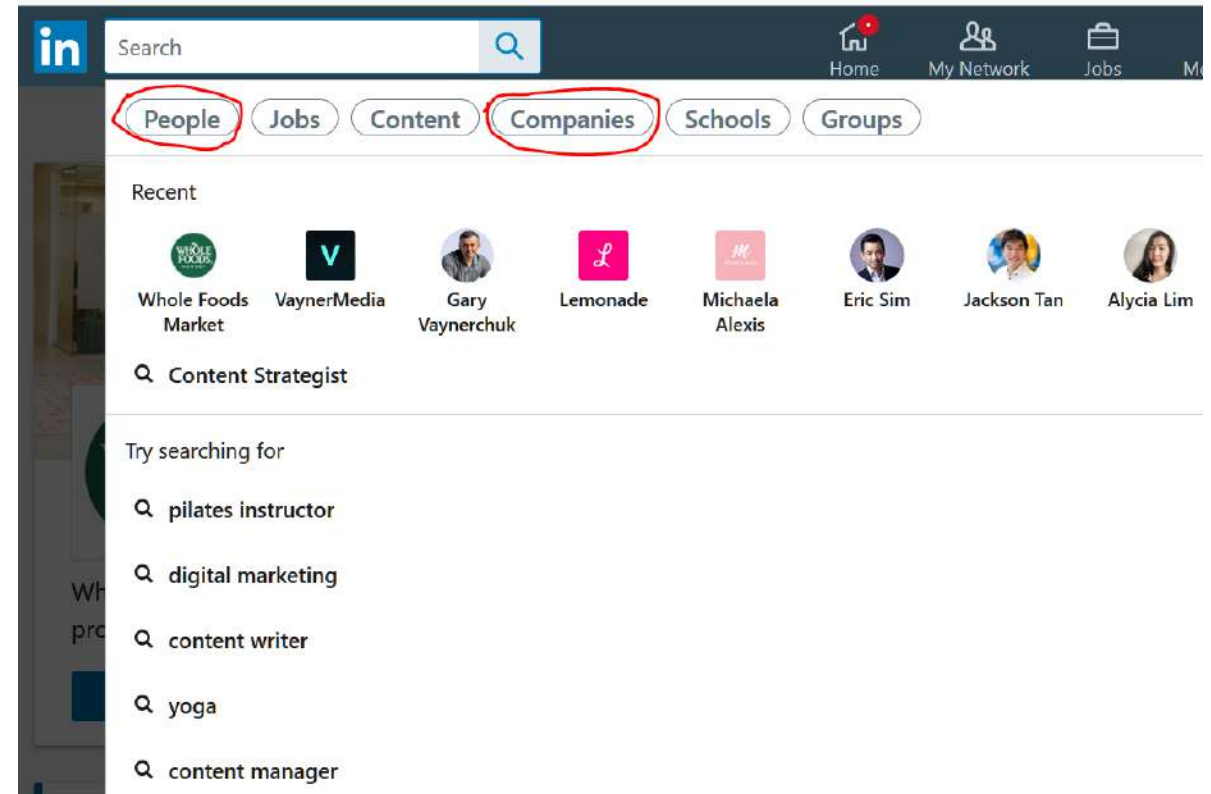
Focus on your [core expertise](#)

- Slides of talks
- [Research Reports](#)
- Templates
- [Checklists](#)
- Cheat-sheets
- [Guidebooks](#)



# How to Connect Sensibly

- Search for person or company
- Follow the person
- Start engaging with their posts
- Engage with thoughtful comments
- After 4 to 6 weeks, send a personalised connection request. Let them know why you're interested in them, but don't sell!
- Only suggest to meet for coffee after 3 to 6 months of engaging online



**NEVER SEND A CONNECTION REQUEST  
AND IMMEDIATELY AFTER, INCLUDE A  
SALES PITCH!**

NOW IT'S  
YOUR TURN.

## Quiz 7



Have a look at my LinkedIn profile (and connect with me). What are 3 things you can do to get better results on LinkedIn?

Type answers in the chat box!

<https://www.linkedin.com/in/coolinsights/>



# Download A Copy of Your Slides



<http://bit.ly/sncfwebinar>

# Connect With Me



walter@coolerinsights.com



coolerinsights.com



Facebook.com/coolinsights



Twitter/



Instagram: @coolinsights



Linkedin.com/in/coolinsights



COOLER  
INSIGHTS

