



VLOGGING, BLOGGING & SOCIAL MEDIA SUCCESS!

with
Lynsey Macdonald

This document was created by Lynsey Macdonald for the attendees of the Scottish Women in Business (SWIB) Vlogging, Blogging and Social Media Success workshop in August 2020, for individual use only. This document is confidential and may not be reproduced nor transmitted in any form without the prior written permission of the publisher.

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Transform your
social media
strategy with
engaging content
that connects
directly with your
ideal customer!



A bit about me!

Hi everyone! I'm Lynsey. I'm a freelance social media consultant from Glasgow, with seven years experience working in a variety of digital marketing roles.

Lynsey Macdonald

Today, particularly in the midst of a global pandemic, having a strong online presence is a **MUST** for any business.

Whether you're a small local business offering a service, or an online product based brand shipping all over the world, social media is where your customers are hanging out. Depending on your brand, they'll be hanging out in different places - some on Instagram, some on LinkedIn. But they're there!

Social Media



why you should invest in your social media

Marketing
author
Shiv Singh



**“JUST AS YOU DON’T
NEED TO BE ON EVERY
SINGLE TV CHANNEL, I
DON’T BELIEVE A BRAND
NEEDS TO BE ON EVERY
SINGLE SOCIAL MEDIA
IN ONE BIG WAY.”**

LM

STEP ONE



WHERE ARE THEY?

Before you start creating that all important content, take a step back and ask yourself - 'where are my ideal customers hanging out?'

There is a temptation to try to be everywhere when it comes to social media. Don't do that! Take the time to focus on generating quality, engaging content on the platforms your customers use, rather than surface level content for everywhere.

VLOGGING

Why should you be making videos?

- 93% of marketers say they've landed a new customer thanks to a video on social media
- The average user spends 88% more time on a website with video (Forbes, 2018)
- Mentioning the word "video" in your email subject line can increase the open rate by 19%.
- Video attracts two to three times as many monthly visitors.



HOW?

Getting started...

The idea of "vlogging" can be pretty intimidating when you're getting started - but it really doesn't have to be! Video content isn't one size fits all.

So let's keep things simple and break down some of the different approaches you could take to "vlogging" in 2020.



TOP TIPS!

what do I need?

- At a very basic level? Just a smart phone and a good source of light!
- Getting more technical? A tripod is really useful and can be bought cheaply online!
- A microphone can help with sound quality.
- If you don't have easy access to natural light where you film, a ring light can be a great investment.
- Looking to edit? Apps like iMovie and Splice are great for beginners.



Instagram Stories

YouTube

Going Live

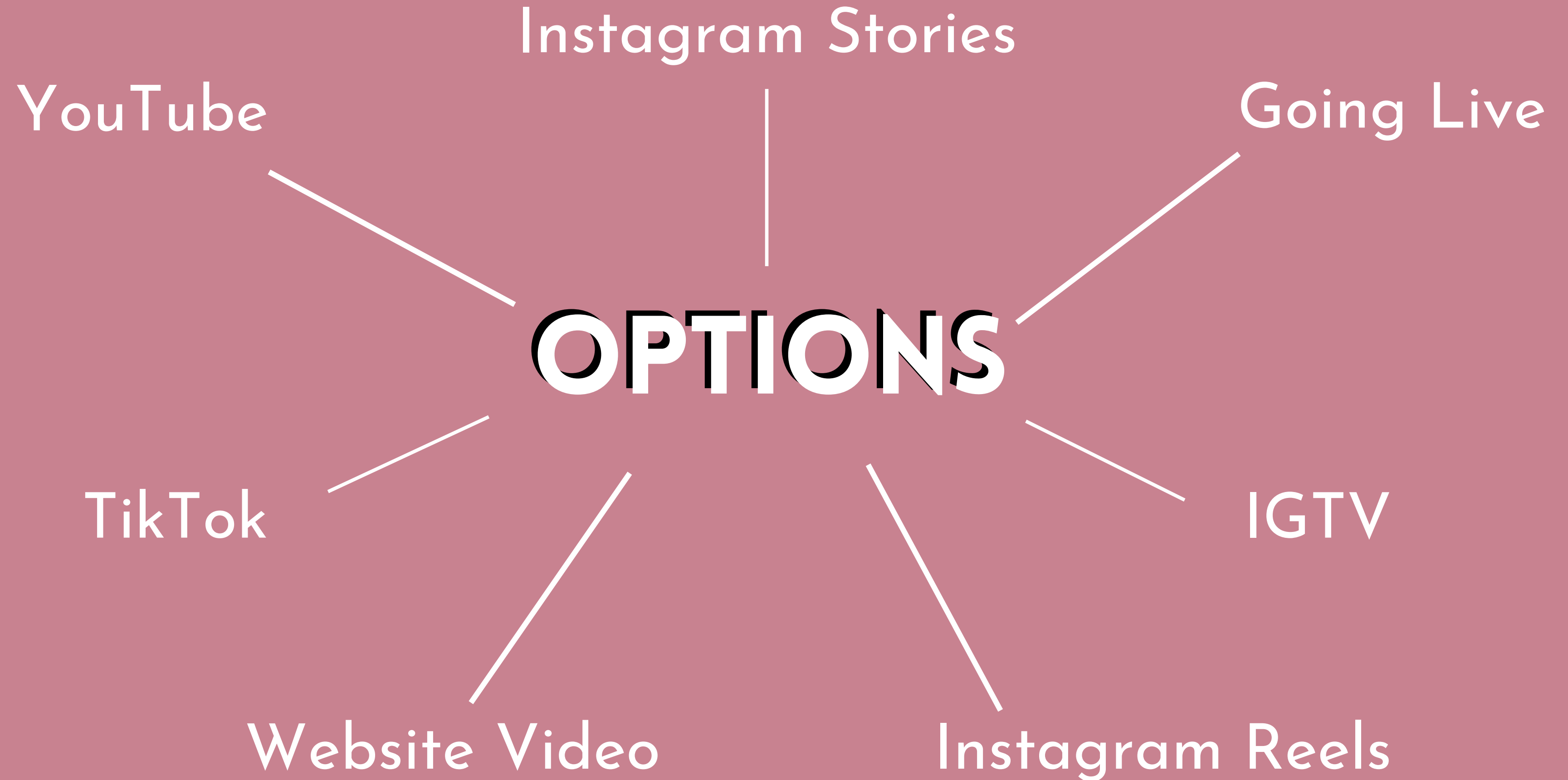
OPTIONS

TikTok

IGTV

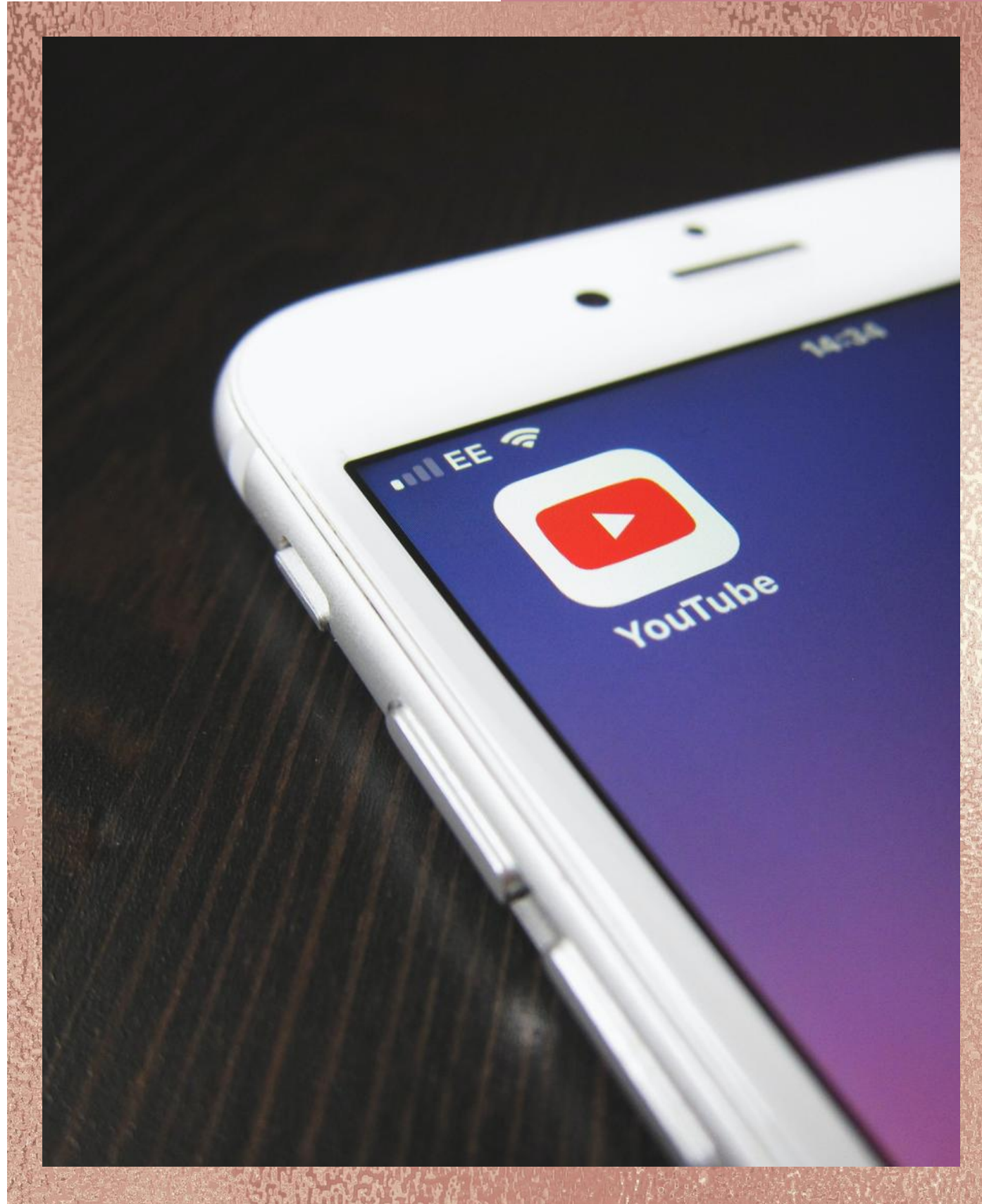
Website Video

Instagram Reels



YOUTUBE

11



The Original Platform

The original platform for vlogging was, of course, YouTube. It is still very worth having a YouTube channel set up for your business - owned by Google, uploading to a YT channel can be great for your SEO.

BEHIND THE
SCENES VLOG!



"HOW TO"
VIDEO



FOLLOWER
Q&A



TOP 10
LIST



BEHIND THE SCENES: 100
Days of Sunlight Audiobook...

2.7K views • 7 hours ago



How to Write The SECOND
HALF of Your Novel (POST-...

6.1K views • 1 month ago



"What if my main character is
cliche?" | #AskAbbie

10K views • 4 months ago

CC



10 WEAK WORDS You Should
CUT from Your Novel

18K views • 5 months ago

Abbie Emmons - Author & Writing Coach

INSTAGRAM



Instagram is an ideal place for video

With IGTV, Stories and now Instagram Reels, Instagram is crying out for video content. The algorithm wants you to keep people on IG for as long as possible, so they LOVE video content! Engage your customers and create a more personal vibe on your platform by creating video content to share with your followers.

TYPES OF POST

What sort of videos should you create? Topics could include...



Behind the scenes - relaxed snippets
BTS work really well on Stories!



Top Tips - a great way of showing your expertise, perfect for IGTV.



An event, trade show or party - great content for Reels!

GOING LIVE

An excellent way to connect!

Going Live is an incredible way to connect with your audience. You can do this on Instagram, Facebook and Twitter and it allows your followers to listen and connect with you in real time.



BLOGGING

Why should you be writing posts?

- Businesses that blog experience twice as much email traffic as businesses who don't. (optinmonster.com)
- Each month, approximately 409 million people view more than 20 billion pages. (optinmonster.com)
- 53% of marketers say blogging is their top content marketing priority.
- To set yourself up as an expert in your field - creating blog content shows expertise in your industry.
- To boost your SEO.



TYPES OF POST

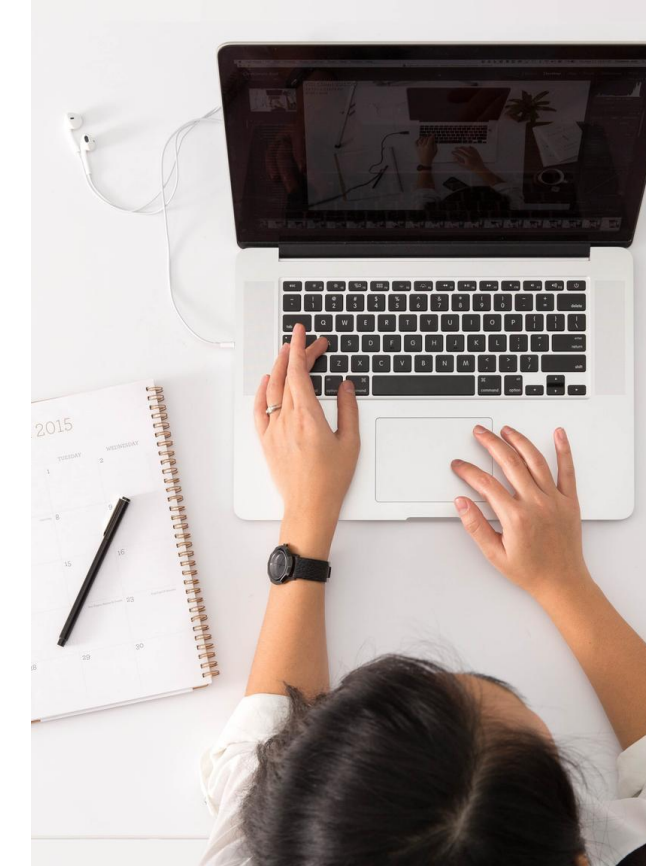
What sort of posts should you be focused on? Popular styles include...



How to - Teach your audience something new! Share your wisdom.



Lists - Top 5, 10, etc. This style is known to receive high click levels.



Industry News - Show customers that you stay ahead of the curve.

top tips for social media success!

- Be consistent. Whether that's once a week or once a day, find a schedule that works for you and stick to it. Use scheduling tools to set up content in advance and save time.
- Give it a go - it doesn't have to be perfect first time! Especially with video content, it can be daunting - but like with anything else you'll learn and get better the more you do it!
- Be yourself. It sounds like a cliché but it works. There's a lot of competition online, so the best way to differentiate yourself is to be you!
- Engage Engage Engage! Reply to comments and DMs, share customer generated content - create a community!



FOLLOW ME

Instagram

@lynseymacmedia

LinkedIn

Lynsey Macdonald

Facebook

@lynseymacmedia



GET IN TOUCH

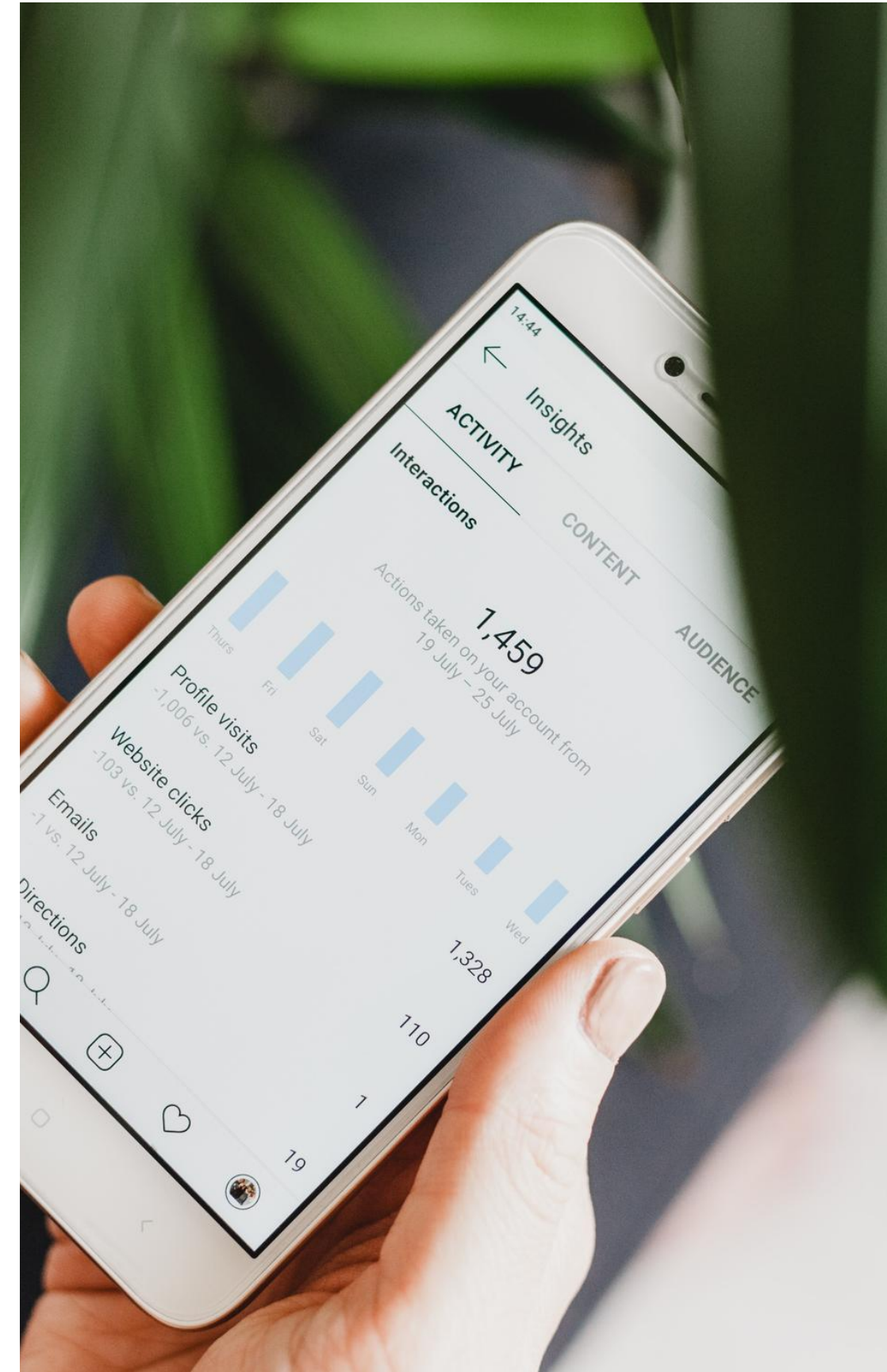
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post-workshop questions!

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