



PromoRepublic and SharpSpring

How to Effectively Plan Content & Automate Your Social Media Marketing



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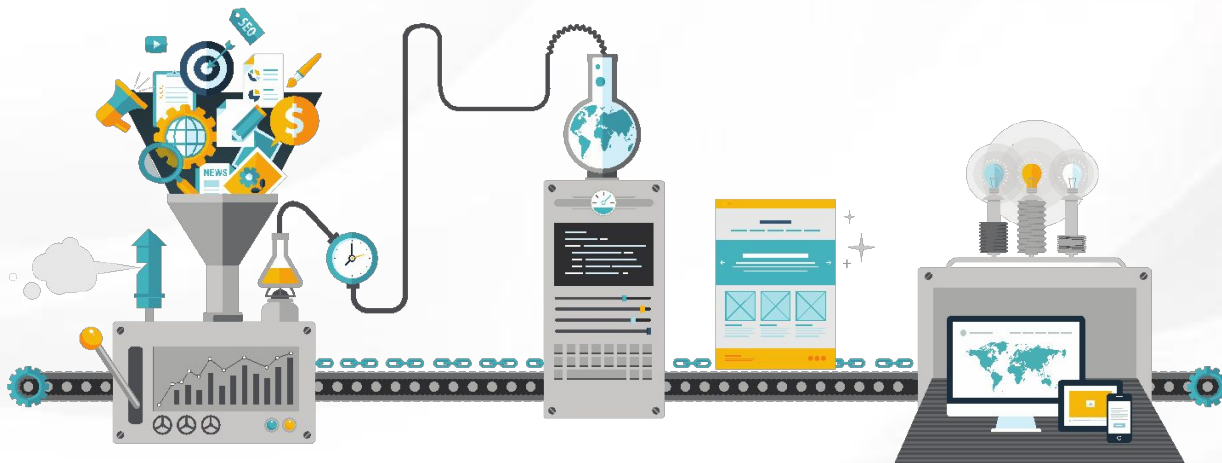
Greetings

Who's In The Audience

- SharpSpring Partner Agencies

Why Are We Here?

- Launch content creation with social media
 - Share marketing best practices
 - Provide real-world stories



Housekeeping

Upcoming SharpSpring Webinar:

**WEBRIS and SharpSpring Present:
Leverage Offshore Resources to Expand
Your Agency**

April 12, 2017

11 a.m. – 11:30 p.m. EDT

8-8:30 a.m. PDT

4-4:30 p.m. BST



Bryan Tobin

**Product
SharpSpring**



Ryan Stewart

**Founder
WEBRIS**



How to Effectively Plan Content & Automate Your **Social Media Marketing**



Housekeeping

Ask questions in the chat box - we will answer them all.

This webinar is being recorded - we will send you
the link after the webinar ends.

Special Offer from PromoRepublic at the end of the webinar.



ALLA BOGDAN IS

- Content Marketer for PromoRepublic
- Social Media Strategist
- Blogger
- Content Contributor





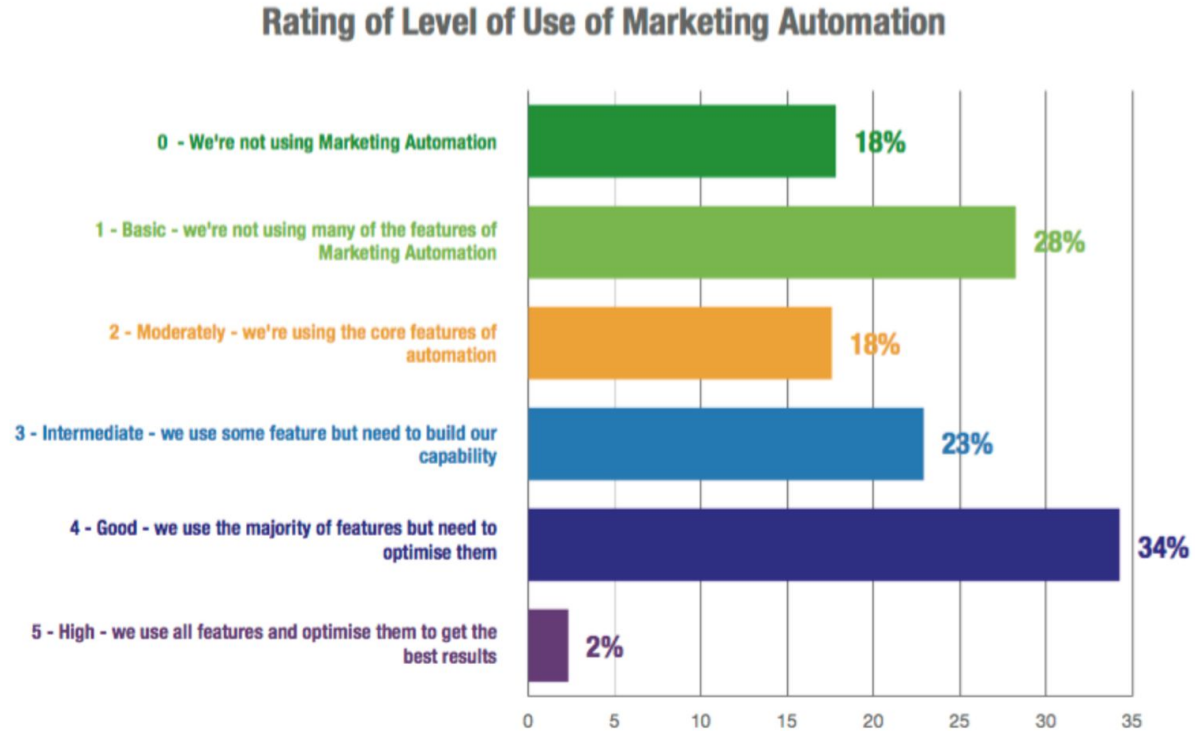
TABLE OF CONTENTS:

1. Do you need to automate all your marketing?
2. Get your SMM automated
3. What is an Optimal Content Plan
4. PromoRepublic, an automated content builder
5. DEMO of the tool
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1. Do you need to automate all your marketing?

34% of marketers state that they use almost all the automation techniques possible, when only **18%** claim they prefer “manual” work.





Is there a type of marketing that needs to be humanized?

Yes, we are talking about Social Media Marketing.



PromoRepublic.com

Published by Alla Bogdan [?] · March 23 at 9:30am ·

We want you to share your experience with us and other social media marketers! So, the question of March is How do you create your visual posts? Simply post your comment as an answer.

How do you create your visual posts?

Post your comment as an answer.



937 people reached

View Results

Like

Comment

Share

Hootlet



PromoRepublic.com, Gina Avila, Nelly Pozo and 25 others

Top Comments



Write a comment...



PromoRepublic.com Hello everyone and thanks for your comments! We wrote all of you and asked several questions. Waiting for your responses, friends!

Like · Reply · Commented on by Alla Bogdan [?] · March 24 at 9:06am



Christine Halvorson I am no graphic designer, but Canva makes me look like one. Currently it's my favorite tool, but I use DOZENS of different sites; at last count, 87, which I've worked into a spreadsheet that I share with my social media students. I love PicMonkey, and I often use stock photos from Pixabay.com.



2. Automate your SMM

3 initial challenges you'll face starting a professional "social" marketing plan:

- Licensed photos
- Graphic designer
- Copywriter



PromoRepublic.com

Published by PromoRepublic [?] · March 21 at 3:00am ·

What is your reason for being happy today? Look around and share with us your feelings in comments! Happy International #dayofhappiness



696 people reached

[View Results](#)



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Comment



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Megui De Hernandez, Imran A Malik and 15 others



SMM Optimal Content Plan



- 40% of engaging content
- 30% of promotional content
- 20% of educational content
- 10% of curated content



3. What is an Optimal Content Plan?

40% Engaging content:

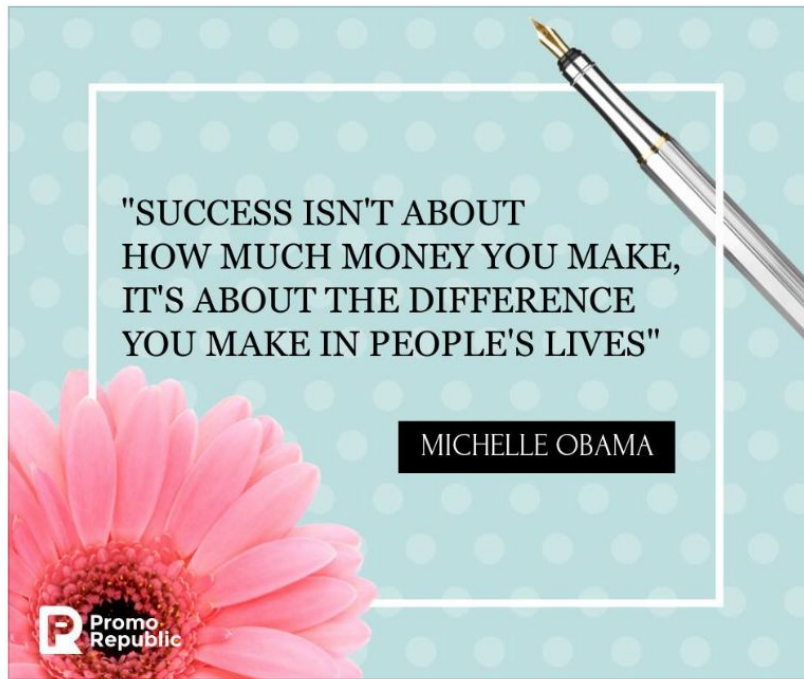
This is the content that people share, like, and tag: quotes, motivations, polls, quizzes



PromoRepublic.com

Published by PromoRepublic [?] · March 21 at 1:00am ·

Success isn't about how much money you make; it's about the difference you make in people's lives. #Motivationoftheday from @MichelleObama



2,418 people reached



[View Results](#)



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Comment



Share



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Ginny Lin, Anne Olayta and 74 others

[Top Comments](#)



3. What is an Optimal Content Plan?

30% Promotional content:

These are special offers, discounts, company news.



PromoRepublic.com

Published by PromoRepublic [?] · March 7 at 2:55am · 🌐

Are you scratching your head wondering how you can get the most impact out of your Instagram campaigns? If so, you're in luck! We are conducting a webinar on that very topic. Sign up today!



Free Webinar: Social Media Content Planning

Get free access to a webinar on how to build a great recurring revenue stream, improve your agency, or even start one! This free program is good for agencies,...

[GET.PROMOREPUBLIC.COM](https://get.promorepublic.com)

[Learn More](#)

413 people reached

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Len OX, Vimla Pooran and 32 others

[Top Comments](#)



3. What is an Optimal Content Plan?

20% Educational content:

Don't replace educational content by curated content. You get almost no benefit posting someone else's links other than goodwill toward the originator of the content.



PromoRepublic.com

Published by PromoRepublic [?] · March 15 at 9:10am ·

You might be new to marketing on Instagram, and that's OK! Let us help you learn how to get the maximum impact from your Instagram campaigns!



How to Get the Maximum Impact for Instagram Campaigns

Instagram, with more than 50 billion images shared and 500 million...

EN.PROMOREPUBLIC.COM | BY ALLA BOGDAN

[Learn More](#)

668 people reached



[View Results](#)



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Paul Shuteyev, Freddie Shades Solano and 37 others



3. What is an Optimal Content Plan?

20% Educational content:

Any type of visual that is informative and contains useful information is plenty educational! Think of tips, lists, infographics, statistics, and charts.

**PromoRepublic.com**
Published by PromoRepublic [?] · March 18 at 5:02am · 

5 Tips to Write More Effective Social Media Posts:

1. Be Personal - use a more casual tone
2. Visual - embrace images, GIFs, video
3. Ask & Answer - ask questions and/or solve problems
4. K.I.S.S. - keep it simple and short
5. Font In - be consistent with your type, larger headlines



974 people reached

 View Results

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 Savitri Persaud, Sandra Candelaria and 26 others



3. What is an Optimal Content Plan?

10% Curated content:

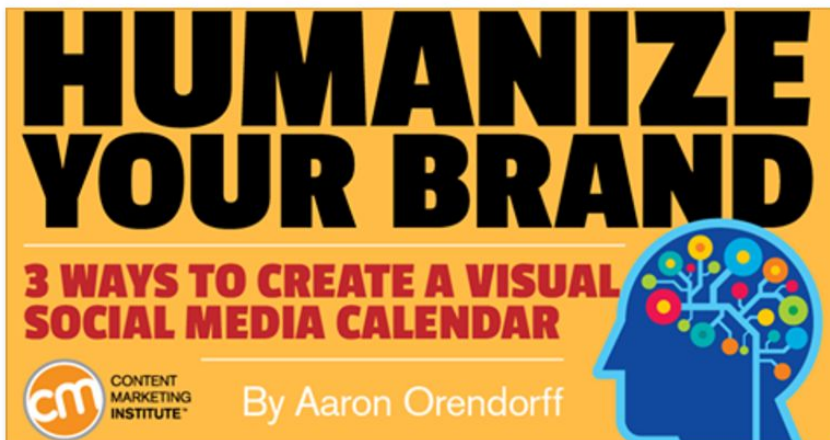
Curated content shows that you have your finger on the pulse of your industry. It creates relationships with other thought leaders and establishes you as a thought leader in your field.



PromoRepublic.com

Published by PromoRepublic [?] · March 21 at 8:46am ·

3 Ways to create a visual social media calendar and humanize your brand. Great blog post by [Aaron Orendorff](#) for [Content Marketing Institute](#) with PromoRepublic as a tool #1 in it! Honored to be mentioned!



Humanize Your Brand: 3 Ways to Create a Visual Social Media Calendar

Create a social media calendar built around three of the primary reasons people...

[CONTENTMARKETINGINSTITUTE.COM](#)

[Learn More](#)

650 people reached



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Maya Frias, RuBy Colón de Valverde and 38 others

[Top Comments](#)





Coca-Cola

ITS LOGO IS MORE RECOGNIZABLE
THAN MOST RELIGIOUS SYMBOLS

.....

IN 1886 IT CONTAINED 9 MG
COCAINE PER GLASS

.....

ONLY 3 PEOPLE IN THE WORLD
KNOW THE RECIPE

.....

HAPPY BIRTHDAY TO OUR
GREATEST ADDICTION

.....

COCA COLA IS INVENTED, 1886
MARCH 29

PUBLISH NOW



PromoRepublic, a Social Media Content Builder

Pages

PromoRepublic.com

Alla Bogdan

AllaBogdan

Filos Sports Goods

Pr_Demo_En

PR_Demo_Rus

PromoRepublic

PromoRepublic

Secret Inspiration Project...

Veggy Green Food Resta...

What to Post

What2Post

Alla Bogdan

POST IDEASCALENDARSTATISTICS

ADD POST

MADE FOR YOU (514)TRENDING (148)PROMOTIONS (74)CREATIVE CONTENT (303)ENGAGE (68)STYLES (45)

Discounts (27)Offers (24)Company news (23)

Find your perfect template!

Search Post Ideas

EDIT 14

New Arrival

EDIT 14

Fan Love!

We love our fans! To show our huge appreciation for you guys, we are giving away a free gift with all purchases of \$50 or more.

Just be sure to (like/follow) our page here _____ (link). Exclusive deals start today, shop now!

EDIT 3

We Want You Back!

Long time no see, old friend. We want you back! Not convinced? How about a _____ (%) discount from _____ (company/store) on your next purchase? Shop our customer favorites now and see what you've been missing!

EDIT 4

Sitewide Sale

EDIT 9

Happy Hour

EDIT 10

Gift Cards Bonus

One for you, one for me...don't you wish all gift giving was like this? When you buy \$100 in gift cards from _____ (company/store), you get a \$20 gift card in return! Give it as an extra gift or keep it for yourself. We won't tell.



PromoRepublic DEMO:

- Content Calendar
- Post Ideas
- Graphics Editor
- Statistics

SHARPSPRING17

(promocode)

Annual PRO Plan

50% off discount

Save \$225

alla@promorepublic.com



PromoRepublic PRO Annual Plan:

- Content Calendar (daily updated)
- Post Ideas (50+ industries)
- Graphics Editor
- Statistics
- 15 pages
- 2 team members
- 3,500+ ready made visual templates
- Facebook, Twitter, Instagram, LinkedIn
- Optimal time



Free Weekly Webinar - March 29th, Wednesday, 12 PM Pacific / 3 PM Eastern

<http://get.promorepublic.com/free-weekly-webinars/>



Free Weekly Webinar - March 29th, Wednesday, 12 PM Pacific / 3 PM Eastern

How to Advertise with 0 Budget

Rocket Launch Your Social Media Experience With Free Weekly Webinars



Hosted by Alla Bogdan - social media specialist, consultant, influencer

This Month's Webinar Topics:

- 20 Topics for March: Drive Traffic & Win Customers
- How to Get the Maximum Impact for Instagram Campaigns
- How to Make Your Campaign Go Viral on Day 1
- How to Advertise with 0 Budget

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