

# BUILDING content strategies

Why it's important for brands

content  
*what?*

creation  
delivery  
governance

why?



# business goals



# multi-use marketing



relevant, fresh,  
engaging material

*where? how? who? when?*



**proactive**



customers  
demand it



lead the pack

ASK  
these **Qs:**

What do

**WE**

want?

What do our  
**FANS**  
want?



Source: Chadwick Martin Bailey and iModerate Research Technologies, March 2010, via eMarketer.com

source

**plan** *design*

WRITE **manage**

*edit* implement

**MODERATE**

who's  
going to  
**DO**  
all  
this?

# content sources

1. brand
2. UGC

# BRAND:

photos

video

polls

ads

audio

graphics

links

coupons

questions

answers

information

articles

offers

discounts

# UGC:

comments

questions

criticism

praise

photos

video

links

spam

*not for*  
**commitment  
-phobes**



# leave 'em hanging

*it's not just for a once-off campaign*

instead...

create

**ONGOING**

*content that* engages  
educates  
entertains

great content can  
drive promotions  
& trials



### FAN OF THE WEEK



#### Want to be Fan of the Week?

Post your photo on our wall and each week we will choose one fan's photo to be our display pic!

(Posting your pic gives us permission to use it.)

Add to my page's favorites

#### Information

Founded: 1985 - in Luban

About:

On Saturday we identified that another Facebook user/users were impersonating the Domino's brand. We immediately locked down our wall, which we hate doing as we love feedback. Apologies to anyone caught up in this - as were we!

134,453 people like this



Madon Burdick Naminc Koujo



Jason Schaeff



Andrea Path Adal



Corey Roberts



Galina Rami



Milly Kay

#### Photos

2 of 15 albums

See all

## SUPERFANS: THE CHANCE TO WIN FREE PIZZA EVERY WEEK!

Every Friday at 4pm we will be rewarding a Facebook fan with a free pizza. For each new fan you recruit you get an additional 10 chances to win and of course the status of being this week's King or Queen. In line with Facebook rules the King or Queen won't automatically receive a pizza, but you will be crowned the week's King or Queen for all to see! **Note: the scoreboard resets every week!**

### Oven Temperature

The more people signed up to the Domino's Page the more rewards are released for all fans. Keep an eye on the thermometer below for offers.



Current Fans: 134,453

7 Coming Soon  
More fans needed to unlock!

7 Coming Soon  
More fans needed to unlock!

100,000 £10 off when you spend £50 or more  
Unlocked! [Click here](#)

50,000 Spend £30 or more online at dominoes.co.uk and enjoy 50% off!  
Unlocked! [Click here](#)

35,000 Spend £25 or more online at dominoes.co.uk and enjoy £15 off!  
Unlocked! [Click here](#)

20,000 Spend £25 or more online at dominoes.co.uk and enjoy £10 off!  
Unlocked! [Click here](#)

Share

Tell friends about these offers!

Promo codes are for online use only  
Terms and Conditions

## PIZZA KING & PIZZA QUEEN



Chris Taylor (12)

Sally Sundell (181)

Frangis



Add to my page's favourites

#### Information

##### About:

Welcome to the beautiful world of L'Oréal Paris!

Bienvenue dans le merveilleux monde de L'Oréal Paris!

<http://www.lorealparis.ca/>

28,458 people like this



Monique Massiah



Bd Biz Directory



Tiger Loopy



REVEAL  
MILLION-DOLLAR  
EYES...

"Millionize" your lashes with Voluminous Million Lashes mascara

#### BEAUTY PICKS

Don't just volumize your lashes

...MILLIONIZE THEM! Our new Voluminous Million Lashes mascara thickens your lashes to perfection.



► DISCOVER THE MILLION LASHES LOOK

Perfect smoky effect

Bring drama and seduction to your eyes with Wear Infinité shadow quads, beautifully coordinated by our experts.



► FIND MY SQUAD

Pamper your lips

"La crème de la crème" of lipstick? Colour Riche: A



#### EXCLUSIVE OFFERS

\$1 off our cosmetics

It's time to try your favourite L'Oréal Paris cosmetics products: get \$1 off your purchase.



► GET MY COUPON!

Hello, bright eyes!

Discover Collagen Micro-Pulse: 1st complete micro-pulsation eye care system.



► GET MY COUPON!

Flat colour, begone!

Every strand will shimmer with 3x the highlights.



great content can  
get people in-store



Save money. Live better.

Add to My Page's Favorites

Suggest to Friends

Subscribe via SMS

15 Friends Like This

6 of 15 Friends

See All



1,860,428 People Like This



Walmart

Wall

Info

Fighting Hu...

Deals

Photos

Video



## Crowd Saver

Walmart

We're putting you in charge of lower prices.  
If enough people Like this deal, we'll make it happen.



**This Week's Deal:**  
**Element 42" Plasma TV  
with Wall Mount**

See details at [Walmart.com](http://Walmart.com)

Discount price: **\$398.00**  
That's 18% off!

Like to make this deal happen

Number of Likes we have:

**4,254**

Likes needed for goal price:

**746**

Goal: 5,000 Likes | Time Left: 2 days 4:51:00

Want this deal to happen? Rally your friends.

Share

Share this deal to get the likes you need.

Show all 14 comments. Tell us what products you'd like to see here in the future.

great content can  
increase sales



Add to my page's favourites

#### Information

Founded:  
1971 in Seattle's Pike Place Market

About:  
Follow Starbucks on Twitter:  
<http://twitter.com/Starbucks>

Buy Starbucks Coffee Online:  
<http://www.starbucksstore.com/>

Have an idea?  
<http://mystarbucksidea.com/>

#### 11 friends like this.

6 of 11 friends

See all



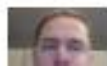
Mike  
Zeederberg



Angel  
Georgijev-  
Lowe



Samantha  
Dreyer



Starbucks Like

Wall

Info

Starbucks Card

Starbucks Jobs

Around The...

Events



# DO MORE WITH YOUR STARBUCKS CARD ON FACEBOOK

## Give a Gift

Want a super easy way to give a surprise treat? Now you can reload your friend's Starbucks Card right here on Facebook! Great for a birthday, saying thanks, congratulations or even just hello!

Give a Gift



## Manage My Starbucks Card

You can manage your Starbucks Card right here on Facebook. Check your balance, count your Stars or set up auto-reload — all while you catch up with friends.

Get Started



great content can  
generate insights



**NIVEA SA**

What is the best scent for a skin cream?

4,285 Impressions · 1.03% feedback

08 November 2010 at 16:43 · Like · Comment · Promote

 5 people like this.

 View all 39 comments

Write a comment...

great content can  
build goodwill



Add to my page's favourites

#### Information

Founded:  
February 4, 2004

About:  
Giving people the power to share and make the world more open and connected.

"Like" us to stay updated on new products, announcements and stories. Read our blog at <http://blog.facebook.com/>

#### 20 friends like this.

6 of 20 friends

[See all](#)



Vaughn Wiles



Uno De Waal



Joey da Silva



Jamaalud een Khan



Candice Holgate



Dave Duarte

33,449,820 people like this



多維特



Princess Nana



Aparna Udayan

Facebook

Wall

Info

Lunar New Year

Resources

Press

Stories [»](#)

## Facebook Stories

[stories.facebook.com](http://stories.facebook.com)

Facebook is all about the individual and collective experiences of you and your friends. It's filled with hundreds of millions of stories. Which ones inspire you? What's your Facebook story?



#### Select a Theme

- All Stories
- Causes
- Celebrities
- College
- Crime Fighting
- Education
- Family
- Friendships
- Government
- Grief
- Health
- Local Community
- Lost And Found
- Love
- Military
- Movements
- Music
- Natural Disasters
- Other
- Parenting
- Peace
- Pets

#### Stories about Facebook

#### Share your story



#### Ann Marie Greenfield

Monday, 07 February 2011 at 13:06

Facebook helped me find my daughter that I haven't seen in over 18 years, and family that I had lost contact with for over 10 years. I can't tell you how much this means to me. Thank You facebook, I thought I'd never see my loved ones again! Facebook made this reunion possible!



#### Jacob Wyss

Monday, 07 February 2011 at 04:12

I WAS VERY ANTI FACEBOOK. AS OF TODAY I NO LONGER AM. I HAVE BEEN SEARCHING FOR MY BIOLOGICAL PARENTS EVER SINCE I CAN REMEMBER BASICALLY 20 YEARS. IN ONE DAY OF SEARCHING I GAINED A FATHER, AN AUNT, AND FOUR COUSINS. I NEVER IMAGINED I'D EVER FIND MY FATHER LET ALONE AN AUNT AND COUSINS. A VOID IN MY LIFE HAS BEEN FILLED THANK YOU



#### Aaliyah M. Fiasco

Sunday, 06 February 2011 at 21:15

a girl from my school posted "Is throwing up blood okay?" we saved her life. without facebook she would be in intensive care and had severe blood loss.



#### Rey Esponilla

Sunday, 06 February 2011 at 17:52

great content can  
increase repeat  
purchases and loyalty



Well

Info

Voorblad

Musiekaart

Photos (397)

Video

More -

136,402

people like this

Likes

See all



Backseat Driver



WegRy



Jay Band



Hennie Jacobs



Weg-tydskrif

Add to my page's favourites

Create a Page

Report Page

Huisgenoot



Product/Service

17 Februarie 2011 R714

# HUISgenoot

**BRUILOF IN DIE BOLAND**  
Romantiese troue vir Romanz se Louis

**VAAL EN VERVELIGE VERKOOPSVROU NOU SKATRYK GETROUD**  
**So vang mens 'n miljoenêr**

**Tydelik van die jaar**  
Adrienne Kuhn

**HG GESELS MET CHARLENE WITTSTOCK**

**Mrs Ball's-blattjang in die Pienk Paleis!**

**SOESJI-KONING KENNY KUNENE**  
**God het dit alles vir my gegee**

**EKSKLUSIEF**  
**SPRANKELENDE NATASHA SUTHERLAND OOR NUWE SELFHELPBOEK EN ROL AS ENKELMA**  
**EK IS NIE 'N SLAGOFFER!**

**KYK HOE SEXY!**  
Justin Bieber wys lyf - net vir Selena

**WB-KRIEKET: 14 SPANNE, 1 TROFEE - KENNERS VOORSPEL**  
**ELVIS BLY KONING: WEGHOLSUKSES VAN IDOLS-WENNER**



# Huisgenoot

Product/Service



Wall

Everyone · Huisgenoot

Wall

- Info
- Voorblad
- Musiekvaart
- Photos (397)
- Video
- SkouspelPlus
- Notes
- Inside
- Playlist
- Vote
- Welcome
- Discussions
- Liefdestreffers
- Namaqua-fees
- Wen!
- Hartenbos



**Huisgenoot**

Wie dink jy het meer sterpotensiaal - Rudi of Corlea?

44 minutes ago ·

 15 people like this.

 View all 205 comments



**Huisgenoot**

Maak Valentynsdag saak?

about an hour ago ·

 39 people like this.

 View all 213 comments



**Huisgenoot**

Die wenner van JUKEBOX en Innibosveld Jukebox Konsert-Fees is Louise Botha van Kempton Park!

2 hours ago ·

 19 people like this.

 View all 10 comments

great content can  
improve brand  
recall



**Jonathan Maliepaard**  
Ski slopes. @ Val Thorens Ski Resort



**Val Thorens Ski Resort**  
instagr.am  
Ski slopes.

about an hour ago via Instagram · Like · Comment



**Jason Moriarty** Another kak day in the office  
27 minutes ago · Like

Write a comment...



**Shana Kay** likes GameSpot and 2 other pages

about an hour ago



**WOOLWORTHS SA**

Card ✓ Chocolates ✓ -- Now all you need are the flowers! ☆



**Flowers for Valentine's Day!**

about an hour ago · 14 79 · Like · Comment · Share



**Sue Rutherford**

6 New colour schemes added. It looks GORGEOUS!

great content can  
increase your  
marketing mileage



My SPAR



SPAR TV Ad: prices only valid from 25 Jan to 6 Feb 2011

Length: 0:20

6,361 Impressions · 0.13% feedback

26 January at 08:12 · Like · Comment · Share

7 people like this.



Michelle Addinall Le Roux Stunning Ad

26 January at 11:17 · Like · Flag

Write a comment...



My SPAR

Here they are! The top 8 specials for the week – available at every SPAR! Fill u your trolley and spend the extra you've saved on a little luxury...

<http://www.facebook.com/album.php?aid=49448&id=153830407979326&save>



SPAR Real Deals 25 Jan - 6 Feb 2011

by: My SPAR

Photos: 8

16,857 Impressions · 0.16% feedback

25 January at 11:04 · Like · Comment · Share

25 people like this.



My SPAR

It's the last weekend of holidays for kids! Check out our great savings on back-to-school goodies at <http://www.spar.co.za/rapidcat/2011/bts/SPAR/index.htm>



20,521 Impressions · 0.10% feedback

14 January at 09:57 · Like · Comment · Share

15 people like this.



Renee Coquillon Hetzler Mine is already back at school :) with all her stationery from my SPAR!!

14 January at 10:00 · Like · Flag



Joshua Daley I'm a teacher, and I still need my stationery! Last minute, but SPAR is a pleasant walk away:)

14 January at 10:02 · Like · 1 person · Flag



Lea-Ann Benadé Thanx SPAR 4 great prices om stationery. It really helps us all after the festive season expenses. SPAR ROCKS!!

15 January at 11:32 · Like · Flag



Bev Ann Uys Spar is my shop 2 shop at thanx spar

15 January at 11:55 · Like · Flag

great content can  
correct / create  
perceptions



great content can  
go viral



91% women trusted Pantene in a blind test.

Now **You Try, You Decide!**



[twitter.com/allnewpantene](https://twitter.com/allnewpantene)



[youtube.com/thepanteneindia](https://youtube.com/thepanteneindia)

Add to my page's favourites

Pantene India



Wall

Info

YOU TRY, YO...

Offers!

Day 1 to

Day 14



# Share a Gift with your Friends

## Step 1: Select a Gift

Baby Blooms Cup Cake



Pink Gift Box



Butterfly Cake



Posie



Baby Cup Cake



Butterfly Cake



Gelato



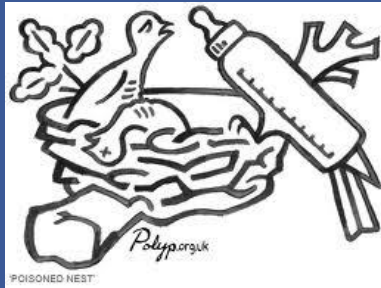
**Example**  
**Enter your Gifts below**  
**to get started ...**

Please add your gifts below to get started

Select Friend

Share

**no content  
strategy...**




# Nestlé

Add to my page's favourites

## Information

Founded:  
Vevey, Switzerland (1866)

174,478 people like this

Nestlé  Like


[Wall](#) [Info](#) [Discussions](#) [Photos](#) [Notes](#) [Boxes](#) [»](#)

[Nestlé + others](#) [Just Nestlé](#) [Just others](#)



**Nestlé** To repeat: we welcome your comments, but please don't post using an altered version of any of our logos as your profile pic - they will be deleted.  
19 March 2010 at 09:26

 29 people like this.

 View previous comments 50 of 241




**Michael Clawson** Might we suggest an Oompa Loompa to fix this?  
21 March 2010 at 09:09 ·  1 person · [Flag](#)



**Emily Tully** Just writing up a presentation using this as a case study!  
22 March 2010 at 01:03 ·  1 person · [Flag](#)

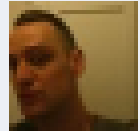


**Richard James Jones** If nobody has said it already Have A Break, Have A KitKat  
22 March 2010 at 11:20 ·  1 person · [Flag](#)



**Nestle** Thanks for the lesson in manners. Consider yourself embraced. But it's our page, we set the rules, it was ever thus.

8 hours ago · Report



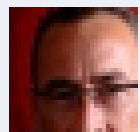
**Darren Smith** Freedom of speech and expression

8 hours ago · Report



**Nestle** you have freedom of speech and expression. Here, there are some rules we set. As in almost any other forum. It's to keep things clear.

8 hours ago · Report



**Paul Griffin** Your page, your rules, true, and you just lost a customer, won the battle and lost the war! Happy?

8 hours ago · Report



**Nestle** Oh please .. it's like we're censoring everything to allow only positive comments.

8 hours ago · Report

Who's getting it  
right?

Post your  
**OREO** moments  
on our Wall



**OREO**  
World's Favorite Cookie



**World's Fan  
of the Week**



**Dortmund,  
Germany**



**Natascha G.**

Post a photo for a chance to be  
the next Fan of the Week.  
By posting your photo, you're  
giving us permission to use it.

Add to my page's favourites

#### Information

Founded:  
March 3, 1912

About:  
As America's favorite cookie, Oreo has  
been a part of memorable family  
moments for nearly 100 years.

Oreo Like

Wall

Info

Oreo Moments

Recipes

Photos

Create a Team



#### Beverages

See all >



Oreo Milk Shake

#### Parfaits

See all >



Oreo Crunch Parfait

#### Candies

See all >



Easy Oreo Truffles

#### Cheesecakes

See all >



Oreo Cheesecake Bites

#### Frozen Desserts

See all >



Strawberry Whipped  
Sensation

#### Kids & Seasonal

See all >



Oreo Baseball Cake

#### Pies

See all >



#### Cakes

See all >



#### All Oreo Recipes

See all >





- Wall
- Info
- Welcome
- The Chao
- Visual Life
- Deals
- Jobs
- Products
- Make My Mom
- LiveStream
- Video
- Photos (337)
- Notes
- Events
- Post
- Post
- Links
- Posts
- LiveStream
- Moderation Guidelines
- Like

305,467  
people like this

Likes See all

- Intel Australia
- Intel Brazil
- Komunitas Intel Indonesia
- Intel Philippines
- Intel Vietnam

Add to my page's favourites  
Create a Page  
Report Page  
Share

Intel

Product/Service

Like our Intel page to stay connected.



Intel Around the World



Explore Intel



See the latest innovations and learn more about Intel's products.

[Browse All](#)



Browse the range of opportunities at Intel in our jobs section.

[Check It Out](#)



Find the latest deals from Intel's partners that are available only in the US.

[See Deals](#)



GO TO THE  
LOVE BUTTON TAB  
FOR MORE INFO

W

Add to my page's favourites  
Subscribe via SMS

#### Information

Founded:  
1951, South Africa

About:  
A page dedicated to people who love quality and style!! Sign our LOVE BUTTON petition by click the 'love button tab' above! Customer services: 0860 022 002 or [customer@woolworths.co.za](mailto:customer@woolworths.co.za)

25 friends like this.

6 of 25 friends See all



Rafiq  
Phillips



Fred Road



Maraka du  
Preez



Una De  
Waal



Nicole  
Cooper



Craig  
Strachan

65,738 people like this



## WOOLWORTHS SA

[Wall](#)
[Info](#)
[Love Button](#)
[Love Messages](#)
[Work It](#)
[Rewards](#)


# SIGN THE LOVE BUTTON PETITION

[SHARE](#)


YOU CAN LIKE WHAT YOU SEE ON FACEBOOK. BUT SOMETIMES LIKE ISN'T ENOUGH. SOMETIMES YOU WANT TO SAY WHAT YOU REALLY FEEL, EXPRESS YOURSELF FROM THE BOTTOM OF YOUR HEART. YOU NEED A BUTTON WITH THE OTHER 'L' WORD ON IT. THAT'S RIGHT, LOVE. **ADD YOUR SIGNATURE TO OUR LOVE BUTTON PETITION AND YOU'LL BE ABLE TO SPREAD THE LOVE THIS VALENTINE'S.**



**CLICK HERE TO ADD YOUR SIGNATURE**

TO SEE WHO ELSE HAS JOINED THE PETITION FOR LOVE, [CLICK HERE](#)

## GREAT GIFT IDEAS FROM WOOLWORTHS

### The gift that's always wanted

Not sure what to give? Give the gift that's always appreciated - a Woolies gift card. You can load them with any amount you'd like - and they can be reloaded and reused too! Our range of cards with mix & match sleeves is available at all till points.



[CLICK HERE](#) FOR MORE GIFT IDEAS FROM WOOLWORTHS



Phalaenopsis in  
ceramic pot  
from **R249.95**



Valentine's mugs  
**R25.00 each**



Printed satin bikinis  
**R69.95 each**



Heart hand  
warmer  
**R29.95**



Mug with mug warmer.

REMEMBER:

design  
*without*  
content  
*is just* decoration

*Jeffrey Zeldman*