

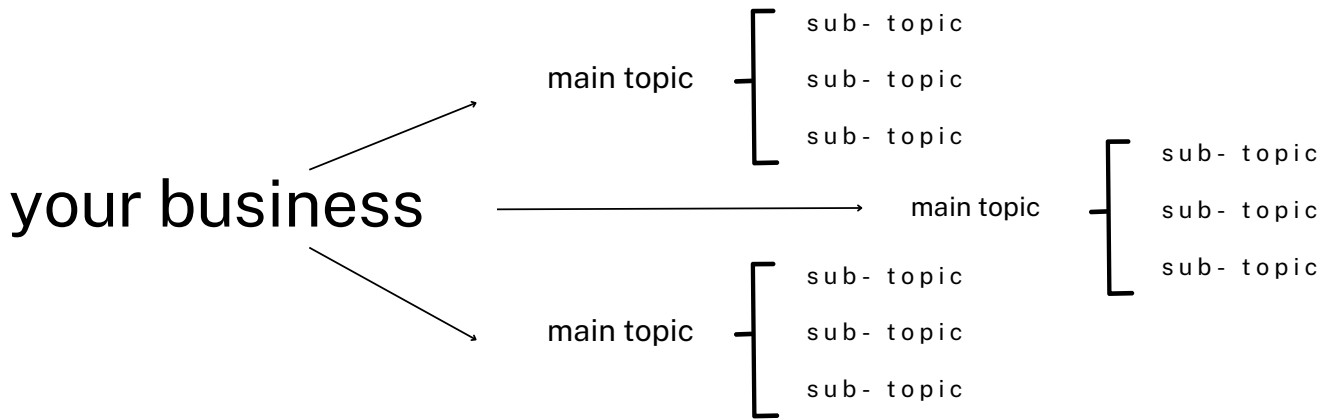
SO FLO SCHOOL

So Flo School *workbook*

content CREATION

CREATING CONTENT EASILY IS BROKEN DOWN INTO 5 CATEGORIES

idea → category → creation → result → *repeat!*



EXAMPLE BUSINESS : VET CLINIC

YOUR LOCAL VET

• STAFF & CLINIC

MEET THE TEAM
OPENING HOURS
BOOKING INFORMATION
PAYMENT OPTIONS

• INTERACTIONS

TESTIMONIALS
COMMUNITY SHARES
CLINIC VISITORS - PHOTOS

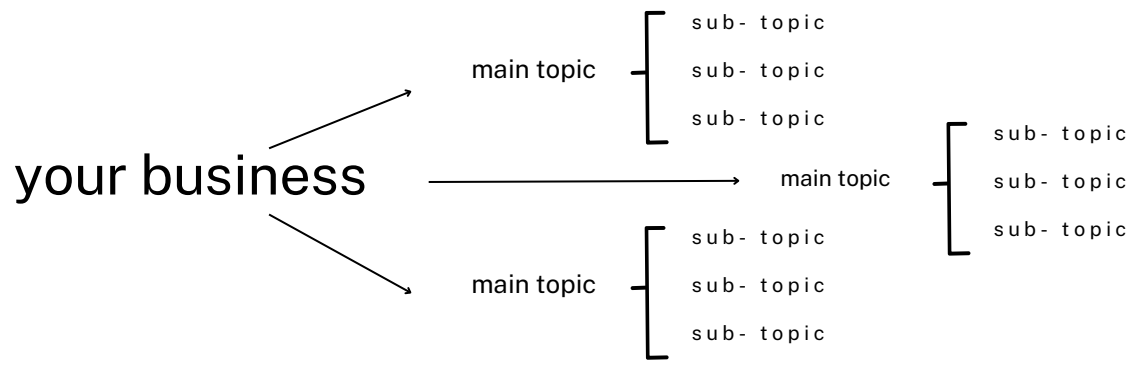
• PET FOOD

WET OR DRY FOOD
PET DIETS - HOW, WHEN, WHY?
BRANDS AND WHY?

• PET HEALTH

CARING FOR ELDERLY ANIMALS
TRAINING / PUPPY SCHOOL
GROOMING OPTIONS
TIPS FOR CARING FOR YOUR ___

With your main & sub topics (as above) align them with your content pillars & where they will sit in your funnel ... BONUS you can create 4 pieces of content per sub topic conversation if they all align with your pillars!



MAIN TOPIC

SUB TOPICS

CONTENT CATEGORY

AWARENESS TRUST
 CONSIDERATION CONVERSATION

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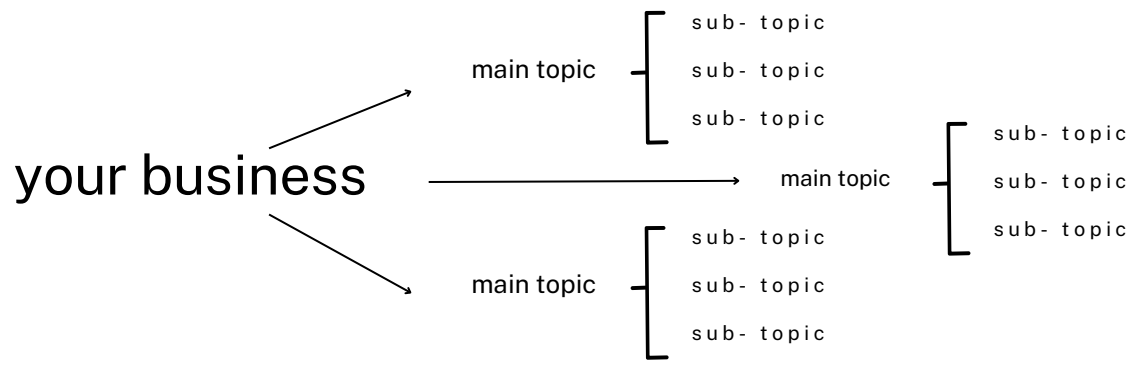
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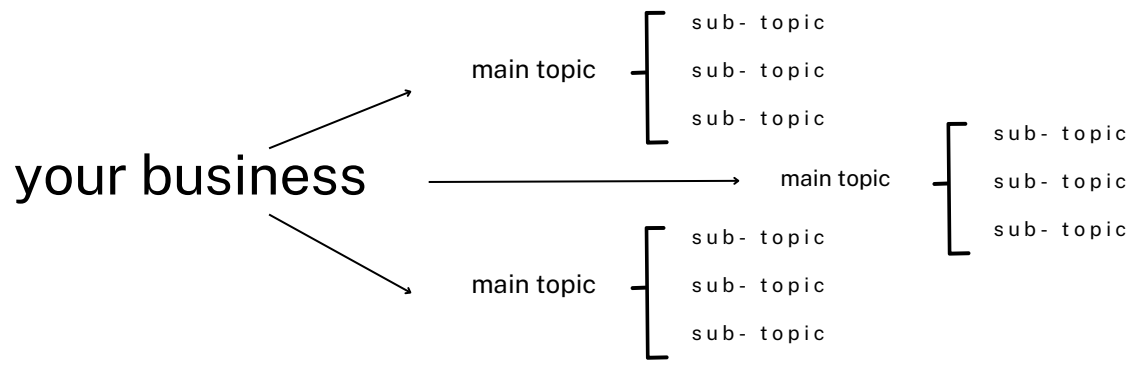
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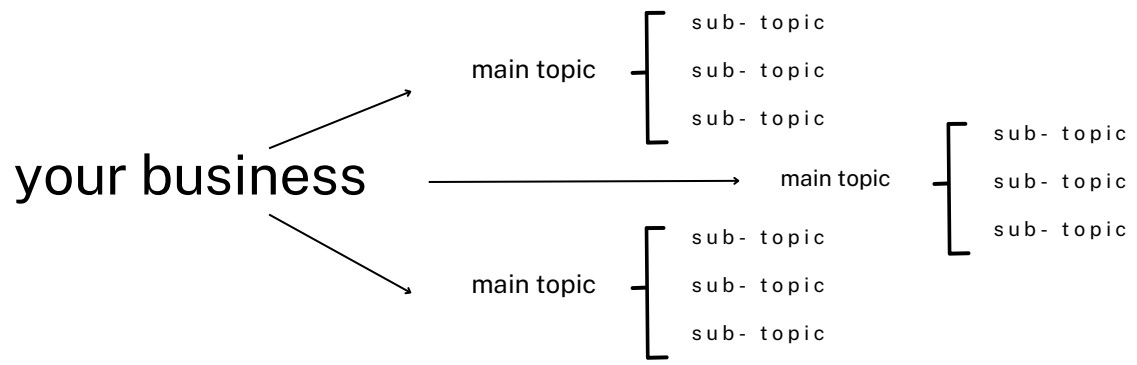
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CONTENT *pillars*

A content pillar is a theme that applies to you and your business that helps to align your business goals to your content & marketing.

In the content space, pillars are a roadmap that keep you aligned to the end result you are wanting.

NO PILLARS - NO GUIDANCE

1. Educational

- how to
- step by step guides
- informational carousels
- lists, tools, resources, tutorials

2. Inspirational

- speak & share your experiences
- creativity
- thought provoking
- quotes

3. Entertaining

- funny reels
- relatable content
- creating relationships

4. Converting

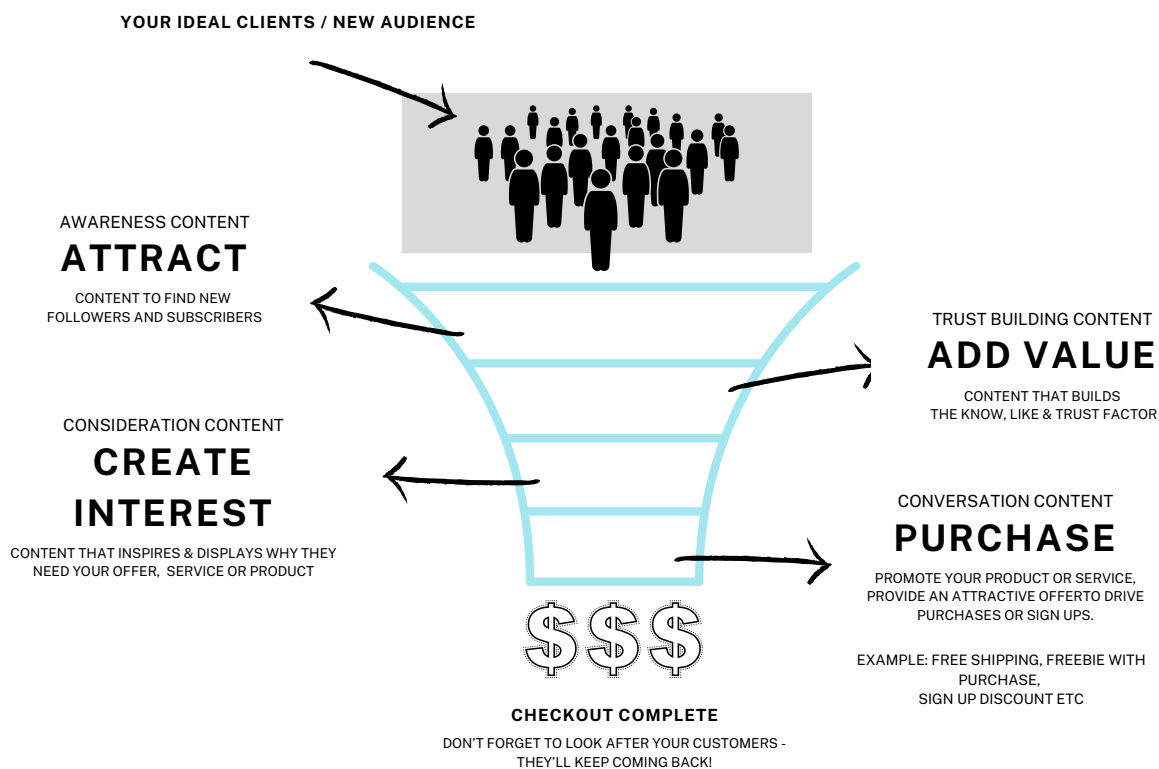
- reviews / testimonials
- free offers or lead capturing tools
- establishing yourself as an expert in your profession / industry

CONTENT

pillars

content funnel

Representing the journey of a brand new person on your feed or pages. Imagine, they know nothing about your business, about you or your team. This funnel will help flow them into a new paying customer / client. We need to create content to tap into every stage of the client journey



content types

AWARENESS

Reels & TikToks, Podcasts, Targeted Facebook Advertising, Giveaways, Influencer Posts.

CONSIDERATION

Educational Carousels, Tutorials, How-To's, Industry Knowledge, Your Point of Difference, Behind The Scenes.

CONVERSATION

Your Product/Service in Action, User Generated Content, How to Achieve X with Y, Problem Awareness.

TRUST BUILDING

Ways to Work with Me/Us, Time Bound Offer, Touching on Pain Points, Seasonal Selling Events.

size does matter

Instagram is a platform centered around visually appealing content, using this Instagram image size guide is crucial if you want to give your posts the best chance of getting that all-important engagement.

Instagram's algorithm takes note of the types of posts each person interacts with and uses that data to determine which types of posts will dominate each individual's feed.

SQUARE POST

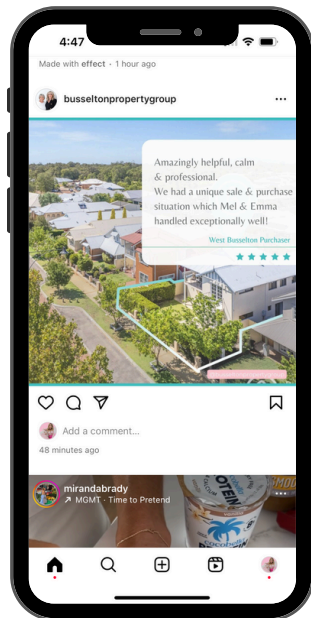
MOST COMMONLY USED SIZE



GREAT FOR SYMMETRICAL IMAGES THAT WILL WORK WELL IN THE SQUARE SHAPE

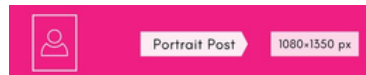
DOES NOT TAKE UP WHOLE SCREEN, SHOWS THE TOP OF THE NEXT POST TO COME.

THIS CAN EFFECT YOUR SCROLL STOPPING CONTENT YOU'VE WORKED HARD TO CREATE!

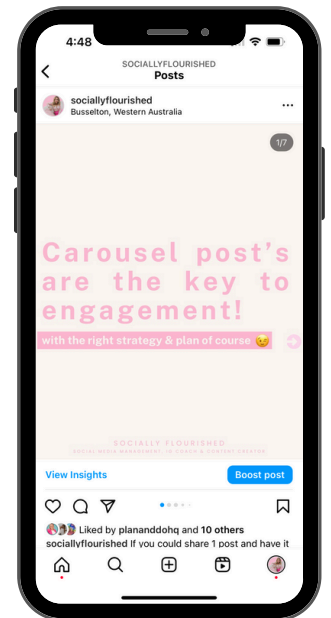


PORTRAIT POST

INCREASES ENGAGEMENT



TAKES UP THE WHOLE SCREEN & INCLUDES 3 ROWS OF YOUR CAPTION



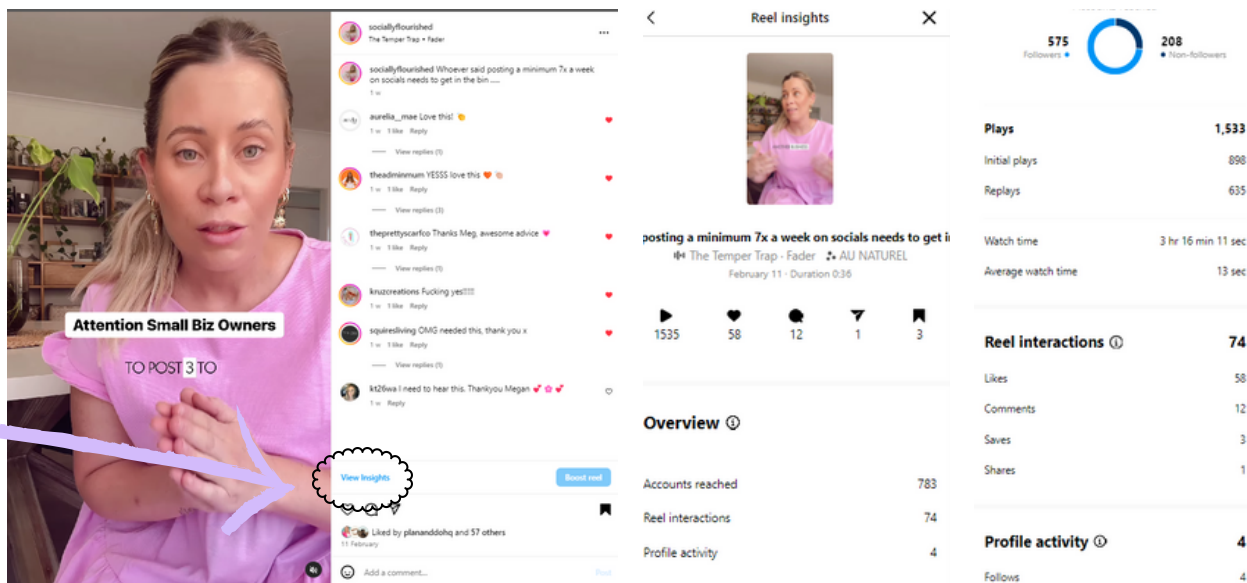
understanding your insights & analytics

THESE METRICS CAN BE REVOLUTIONARY FOR YOUR BRAND'S GROWTH:

1. **Reach:** The number of unique accounts that have seen your post, and therefore how much awareness and value you're gaining.
2. **Engagement:** If your followers are commenting, liking, saving, and sharing your content, your engagement will show it.
3. **Saves:** The number of times your post has been bookmarked.
4. **Shares:** Shared content indicates how many times a post was sent to another user through Instagram — and that's a very telling metric.
5. **Audience growth:** Thanks to Instagram's "followed" and "unfollowed" metrics — you can see exactly how many followers you gain and lose each day.
6. **Watch through rate:** Your Instagram Stories, Reels, and video watch-through rate measures the percentage of people who followed your content from beginning to end.
7. **Instagram Stories views:** Each story slide posted to Instagram will have its own metrics — including replies, impressions, and navigations. You can use the metrics for each story slide to learn what holds your audience's attention, what they tap back to, and what causes them to skip away from your content.
8. **Instagram Reels engagement:** Similar to your overall engagement rate, but measures your Reels specifically — including content interactions and plays.

By understanding what resonates with your audience, you can tailor your content plan around this — and grow your community on Instagram.

breaking down your insights



The key takeaways i see here are the following:

58 likes - people resonated or felt a connection the message i shared

12 comments - same as above but to the point they felt like sharing a response to the reel's message.

1 share - someone loved it enough to share it with a friend

3 saves - 3 people loved it enough to save it for another day potentially for inspo, a reminder or maybe they just liked my dress lol

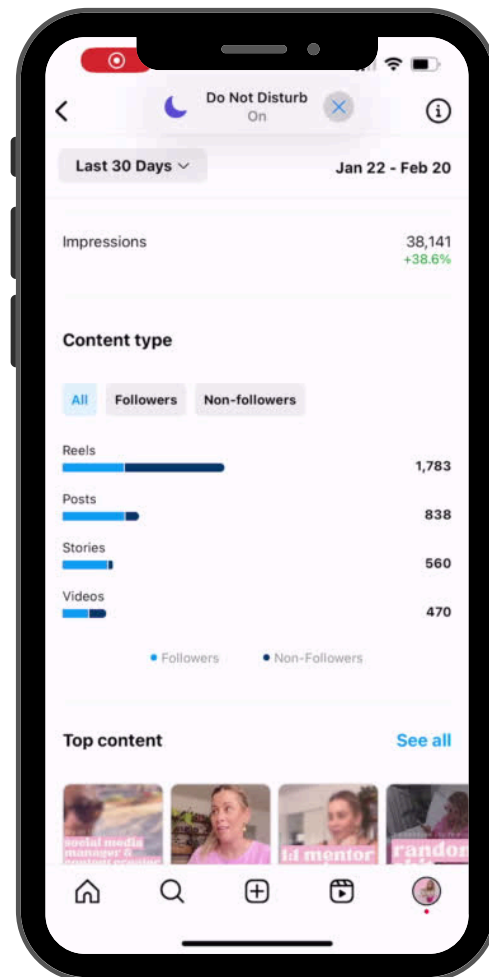
From this reel, you can see the profile activity is 4.
this means 4 new people came onto my profile after watching the reel and started following me.

another big one - 898 initial plays but 635 replays ... that means people watched it more then once which to me says it resonated with 3/4 of the watchers.

Average watch time: 13 seconds ... the reel itself goes for 17 seconds this means majority of people are watching all the way through.

These last 2 points show me that engaging, empowering and reassuring content hits well with my audience. not only that, the results from this reel (especially the watch time and replays) tells the algorithm that people liked this and it was engaging ... therefore the algo will push this out to other people and increase my reach.

This my friends is why there is SO much more to IG then just likes and shares



Accounts reached

The amount of accounts your content reached in that time frame
 note the light blue are followers
 the dark blue are NON followers ... these numbers are achieved by using
 hashtags, shares from other accounts to people who dont follow you and
 showing up on the explore page.

Top content

The content you shared that performed the highest for the month. this means
 likes comments, saves, shares etc.

Reached audience locations shows your where they live.
 this is very good to know when we start to schedule so we can keep in mind
 time zones.

Profile activity

Great to know who is clicking on your content after you have appeared in their
 feed - this means your content was scroll stopping!

MY *insights*

YOUR NOTES:

braindumps are soufood

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braindumps are souffood

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