

Sharing is Caring

A step-by-step guide for sharing your content marketing assets.



We live in a world where anyone with a keyboard, iPhone, camera or computer can call themselves a content creator. Every minute there are countless pieces of content being published and shared. With so much content across all social channels, it's becoming harder for suppliers to cut through the noise and reach their prospects and customers. That's why we've created a step-by-step guide to sharing your content to reach an engaged audience!

Don't have content?

Visit creativelabs.com and leverage our creative marketing experts to help you build unique and customized content assets.

Step 1: Set goals.

What are you looking to achieve by promoting your content via social media? Establish a concrete goal, whether it's trying to gain new customers, retain current customers or promote a new product line. Goals will vary from business to business, but this important first step will help you craft a goal-based action plan for content promotion.

Step 2: Select your social channels.

Now it's time to identify which social media platform is best for your brand and products. As a promotional products supplier, it's best to start off with one or two platforms to see where your customers are more likely to interact with your content. It's more important to keep your content relevant and engaging than it is to invest in numerous channels. Here are some tips to help you choose which platforms to invest in:



Facebook: Posts with images almost always outperform those without. Visuals such as infographics tend to perform well on Facebook. Consider sharing downloads that provide valuable information to distributors.



Twitter: Like Facebook, tweeting image-based posts will encourage more interaction. Since Twitter is built around trending topics, make sure your content is topical and relevant to what is happening in the world or industry. Be sure to include only relevant links and use hashtags!



LinkedIn: A B2B audience should be kept in mind when deciding what to publish. Content that performs well on LinkedIn includes industry news, content downloads that speak to your audience, tips, quotes and stats. Share short, captivating excerpts from the content you're linking to.



Instagram: This photo-based app is a great opportunity to share photos or videos of behind-the-scenes happenings at your company. Include profiles and pictures of employees hard at work to add a human element to selling. Another effective method is to post photos of your products in real-world situations.



Pinterest: Pinterest is highly visual, which makes it perfect for sharing high-quality images of your products with descriptive text, infographics and content pieces.

ASI® Creative Labs will help you build unique content assets and share them to the right platforms, on the days and times with the highest traffic.

Visit asicreativelabs.com to learn more.



Step 3: Listen and learn.



Once you start sharing valuable content to an engaged audience, conversations about your brand will occur across these channels. Make sure you're listening! Tap into these conversations and gain valuable feedback from your customers and prospects. Perception is everything, and you need to stay on top of how your brand is being received in the marketplace. So what should you listen for?



Brand or company mentions: What are your customers saying about you? Keep an eye out for hashtags related to your products and posts where your company Facebook page is tagged. Make note of both positive feedback (these often make great future testimonials!) and negative feedback (you can use these to improve your customer service). Try to engage with any and all mentions. Respond to each bit of feedback to show you're listening.



Customer service: Use social media as a way to address consumer questions or customer service concerns. Become a member of promo products industry groups on Facebook and pay attention to what is being posted so you can stay ahead of issues/concerns that may occur during your order process. However you get involved, make sure you come off as a helpful resource instead of a salesperson.



Competitor conversations: Pay attention to the types of content your competitors are creating and sharing. How are prospects and customers responding? This will help you adjust your own strategy and uncover new product, content or promotional opportunities.

Pro Tip

Get involved in discussions outside of your brand and products. **Being more "social" humanizes your business.**

*Start turning social into sales with ASI Creative Labs.
Contact your account executive or visit asicreativelabs.com.*

