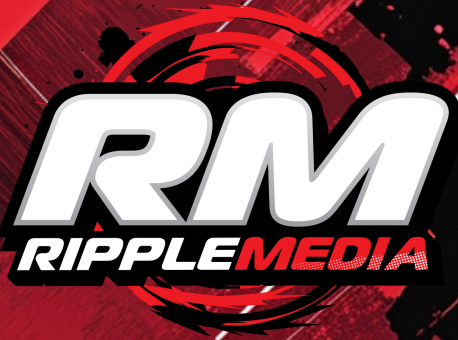


Social Media Mastery

Turn views into trust, and trust into sales.



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Social Media Introduction



What you get:

Basic: (Free)

- Goals: Direct ads vs Organic
- Social media algorithm breakdown

Premium: (\$197)

- Brand breakdown
- Setup & optimisation
- Content psychology
- Niche research
- How to post

Social media isn't content. It's leverage.

Goals



Direct ads vs Organic: Which is better?

- Both have their own time and place.
- Depending on your goals, and budget, each have their own strengths.

Direct ads: Sales advertising (Always has an offer or call to action)

- Direct ads are as the name suggests. Direct. There is a direct correlation between the money you spend, and the results you get.
- These results are 100% traceable. From the content you use, down to the headline. Each variable can be tweaked for a better result.
- CPC: Cost Per Click. This term is used to measure how effective an ad is. Generally you want to keep your CPC as low as possible.
- ROAS: Return On Ad Spend. This term is used to measure the return you make with your ad spend.

Pay for speed. Build for longevity. The smart ones do both.

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Goals continued

Organic: Brand awareness

- Organic content whilst more budget friendly, has a lower barrier of entry. It's a long term investment that holds extreme upside potential.
- Organic content serves as a foundation for your entire online reputation. This is what builds a relationship with your audience, that relationship becomes trust, and that trust creates sales.
- Imagine your brand reaching hundreds of thousands, even millions of people on a regular basis. This isn't a billboard they drive by. This is a touch point that builds a strong relationship with your audience.

Trust compounds longer than any ad budget ever will.



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Algorithm Breakdown



Social media algorithm breakdown:

- Every social media platform on the planet only cares about one thing - to keep as many users on the platform for as long as they can.
- Social media platforms' funding comes mainly from advertising, and influential big business and government departments. It's a tool used for cultural influence and consumer manipulation.

How to hack the algorithm:

- Knowing these things you can find ways to attack effectively.
- Your goal is to reach your audience in a way that builds trust, and achieves a high watch time (the most valuable metric), through having your viewers feel strong emotions.

The algorithm rewards attention, not intention.

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Algorithm Breakdown continued



Viewership Value: (Entertainment, Emotional, Educational)

- Have your audience feel entertained. Make them laugh and smile. Be the source of dopamine.
- Have your audience feel deep emotion. Pull the heart strings through storytelling, and personal vulnerability.
- Have your audience feel educated. Teach them valuable lessons and skills. Be the source of intelligence.

The Plan:

- The following covers our secrets to getting these results reliably, and at a fast pace. Lets do it.

If it doesn't make someone feel something, it won't make you money.

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Brand Breakdown



Warning!!! Your brand is not your product or service!! It is what your product/service makes your customer FEEL. What feelings and experiences are associated with your product or service?

Brand Pillars:

- Pick three brand pillars that relate with your product/service. Three separate niches that your brand falls under.

Examples:

- Fitness coach: Crossfit, Cooking, and Body science.
- Hairdresser: Transformations, Hair education, and Styling routines.
- Towing Company: Crashes, Road safety, and Recoveries.
- Accountant: Tax myths, Cash flow, and Business education.
- Childcare Centre: Child development, Education, and Families.

People don't buy what you do. They buy what it does for them.

Brand Breakdown continued



Avatars: Your ideal client/customer

- A detailed imaginary character who perfectly represents who you are targeting.
- Make it specific, all the way down to their hobbies, lifestyle, relationships, pain points, and desires. Give them a name; even a face. As a business owner you should know your avatar very well.
- Your business can target many avatars, but don't make the mistake of diluting your audience. If you make your message too broad, and too vague, no one listens, and your brand will fall into obscurity.

If you talk to everyone, no one listens.

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Set-up and Optimisation



Social media setup:

- Open up an Instagram account, and Facebook page. (Connect the two together and allow crossposting.)
- Open a Tiktok, Youtube, and optionally LinkedIn.
- Create one username. (Ideally the same on each platform.) Can be your business name, include any keywords related to your brand too.
- Create one biography. Use four lines. Keep it simple: Introduction, What you do, Where, and How (How can be a call to action)
- Complete any other suggestions the platform makes (Location, Two step authentication, Website link, etc)

Verification:

- Verification is completely optional. It is not necessary. It can help with security, and will allow more platform features. It can be activated at a later date.

Strong foundations make growth boring. That's the point.

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Content Psychology



Before you make a post, keep the following in mind.

Viewership distribution:

- Viewership distribution is a points based system.
- When you make a post, it's shown to a small group of viewers that the algorithm believes you're targeting. If this group engages well enough, it's shown to a bigger group. The cycle repeats like a snowball effect - 100, 200, 500, 1000, etc.
- The most valued form of engagement is watch time. Has the viewer watched all the way through?
- Other forms of engagement may include: likes, comments, shares, re-shares, and saves. These are each related to their own form of viewership value (saves, education value, comments, emotional or entertainment value).
- If your post doesn't engage well enough, it will flop. If your post leverages viewership value effectively it has huge potential.

Watch time is interest. Interest is currency.

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Content Psychology continued



Viral checklist:

- 1-Will someone stop scrolling to look at this post? (Hook)
- 2-Will someone spend a long time looking at this? (Watch time)
- 3-Will someone want to save this for later? (Saves)
- 4-Will someone want to share this with a friend? (Shares)
- 5-Will someone comment something interesting?
(Emotional or Entertainment value)
- 6-Will they feel satisfied that they consumed this?
(Viewership Value)
- 7-Will they want to follow my account for more like this in the future? (Relationship)

Virality isn't luck. It's structure, done consistently.

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Niche Research



How do I find content ideas? (We've got you 😊)

Reference accounts:

- Find winning accounts in your brand pillars' niche using keywords related to your brand pillars in the search function of the platform you're using.
- Follow these accounts to train the algorithm on your brand, and to take inspiration from repeatable winning formats.
- Find 3-4 reliable winning formats under each brand pillar for you to replicate. (You're not copying. You're finding what works and using it for your content). Do not copy word for word. Find what made that post viral, and make it better. Add your own value.

Borrow what works. Improve it. Make it yours.



Niche Research continued

Post breakdown:

- Break every post down into sections. Mainly the Hook, Value, and Payoff (sometimes the Payoff is in the Value)

The Hook is the most important part of your post.

- The first 3 seconds is what makes or breaks your content. A hook can be verbal, and visual. A verbal hook can create a strong emotion. A visual has a hypnotic effect. The hook should build context, reel the viewer in, and have a payoff.

The Value is what keep the viewer watching.

(Entertainment, Emotional, or Educational)

- The best way to achieve this is through storytelling, or through building suspense.

The Payoff is what creates the satisfaction.

- The release to the suspense, the end of the cliffhanger. Perhaps the answer to the question they have, or the lesson learned. The moral of the story.

Attention opens the door. Value keeps it open.

How to Post



How many times should I post per week?

- The higher the volume the better. Post as consistently as you can. Ideally daily, we aim for three per day.
- Do not go on a one month spree and not post anything for three weeks. Keep it regular, even if it's just three posts per week.

Platform preferences:

- Avoid scheduling posts. Always post manually.
- Use as many native platform features as possible. Instagram stories, collaborations, Facebook groups, etc.
- When writing captions instead of prioritising hashtags use as many brand or avatar related keywords as possible.

Consistency beats intensity every time.

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How to Post



Double down:

- As you're following this system you'll find your groove. You'll have a better understanding of your brand, and its avatars.
- You'll also find which formats, and content ideas perform best. It's important to double down on these winning formats.
- Now it's a case of rinse and repeat. You now know the secrets of the worlds best, and most influential marketing tool.
- If you're excited about your newfound social media expertise, but are worried about the time and effort needed to manage it, don't worry. We just so happen to manage all things content for businesses, and can do it for you.

Find what works. Do it again. Then scale it properly.