



# Social Media Marketing Strategy Guide for Amazon Sellers

C H R I S T I N A   I N K

[www.christinaink.com](http://www.christinaink.com)



# Who is Christina Ink?

**The Brand:** Imagine modern-day warrior meets old-school traditional values--wrapped into a lean, mean content marketing machine. We help you scale your Amazon business with distinct content so that your brand gains the recognition and sales it deserves.

**The Person:** I'm not 'just' a content marketer. I'm a determined entrepreneur who knows the powerful benefits content offers, from growing two six-figure businesses in less than 8 months to going viral three times over on social channels. Content is the driving force of the digital dawn.



*the writing is on the wall*



# Is social media essential to your growing Amazon business?

Yes! The right content at the right time can help build brand awareness, grow community, boost sales, and increase long-term customer loyalty and retention.

## **How can social media marketing help your Amazon business?**

Effective social media content helps build brand awareness, grow community, inspire loyalty & retention, convey important brand & product messages, and create ambassador relationships if leveraged to its full capacity.

## **What is a social strategy, and how can it help you create and publish better content?**

A social media marketing strategy is a comprehensive plan that outlines your goals and the mechanisms you'll leverage to achieve, track, and optimize your content to meet your goals. Just like your Amazon listing is not a set-it-and-forget-it aspect of your digital shelf, a social media marketing strategy is never a set-it-and-forget-it plan of action.



# First things first...

## Create An Ideal Audience Persona



**Kristen**

Small Business Owner

25 y.o., graduated 2 years ago with a fashion degree

♥ Loves fashion

👍 Facebook, Instagram, TikTok

☹ Struggles with being a single mom

💰 Willing to spend \$25 ~ 100 monthly



**Crystal**

Young Professional

35 - 45 y.o., graduated 10 years ago with a business admin degree

♥ Loves travel

👍 Facebook, Twitter, LinkedIn

☹ Struggles with keeping up with work and a busy personal life

💰 Willing to spend \$100 - 200 monthly



**Mike**

CEO

45 - 65 y.o., graduated 25 years ago with a international business Masters' degree

♥ Loves talking business growth

👍 LinkedIn, Twitter

☹ Struggling to find the best time-saving technology products

💰 Willing to spend \$250 - 500 monthly

# 6-Step Social Media Marketing Strategy for Amazon Sellers



## Step 1: Define Your Goals

What do you hope to achieve by leveraging social media marketing? Use SMART criteria: Specific, Measurable, Achievable, Relevant, Time-Bound.

Are your goals aligned with your other business and marketing goals?

How will you track and optimize your goals? What tools will you use?

## Step 2: Define Your Audience

Perform market research, join social media groups, perform research on Google and Google Trends, and create an ideal audience persona.

Outline their hobbies, lifestyle habits, content interests, pain points, social media behaviors, income, career, education, marital status, etc. See next slide for ideal audience persona creation.

## Step 3: Content Audit

Review your current social media channels. Track and analyze each channel in a spreadsheet and review metrics such as reach, engagement, impressions, website clicks, etc.

Analyze top-performing and poor-performing posts. Review on-going data every 30 days.

# 6-Step Social Media Marketing Strategy for Amazon Sellers

## Step 4: Account Optimization

Have your core copywriting statements, like your USP, mission statement, etc, handy. You'll create SEO-rich bios that tell people exactly who you are, how you help, and the mechanism by which you're unique.

Add keywords to relevant platforms in important places like account bios, user names, handles captions, and alt text. Most social media channels are SEO-based in 2023.

## Step 5: Content Strategy

When you begin to plan content, review each month for special events, promotions, and important holidays relevant to your business.

Leverage a pillar formation for your content strategy. Next, choose the tools you'll leverage to create, schedule, track, and analyze your content initiatives so you can optimize on an ongoing basis. See the next slide for content strategy formation

## Step 6: Insights & Analytics

In this stage, you'll review all account insights and evaluate top-performing posts, stories, and video content. Review the data every 30 days and optimize your content accordingly.

Glean insights from this stage to help ensure more top-performing content across channels.

# Content Strategy Requires a **Pillar formation**

Engaging content draws attention, resonates, and tells your audience what they need to do to transform their lives.

Once you've completed your topic ideation, you'll place the resulting topics into content pillars to ensure the best results.

*content pillars are not pretty themes...*

## **PILLAR 1**

Education to build brand awareness & **scale**

## **PILLAR 2**

Engagement to help your audience relate & **resonate**

## **PILLAR 3**

Action to help inspire your audience to **act**.

## **PILLAR 4**

Retention requires uniqueness to help people stick around & **repeat buy**



# Content Pillar Formation

Head to Google, Google trends, Facebook Groups, and competitor social media profiles to perform market research and social listening. You'll start formulating your topic selection and organizing your ideation. At this stage, you can also create a content marketing calendar to unlock important promotional, and marketing dates by month.

## Step 1

Google a common customer question, perform social listening, and market research. Review similar product reviews and questions and answers on and off Amazon to formulate an extensive list of topic ideas.

## Step 2

Start pulling your topics into each pillar that you created. Do this for a 2-week or 30-day outlook, so you have most of your content ideas formulated. You can also create blog topics and video content to streamline your content across channels and platforms.

# Topic Ideation & Content Pillars

People also ask :

Can you dry your hair with a hot brush? ▼

Whats the difference between a hot brush and hot air brush? ▲

A round hot air brush dries your hair with boar or nylon bristles, lifting roots, smoothing and shaping your locks with plenty of bounce, while hot brushes that resemble a paddle brush use ceramic plates (as found in your straighteners) for a poker-straight style. Nov 29, 2022

<https://www.expertreviews.co.uk › beauty › best-hot-brus...>

[Best hot brushes and hot-air stylers in 2022: For a salon-style blowout at ...](#)

Search for: [Whats the difference between a hot brush and hot air brush?](#)

How damaging are hot air brushes? ▼

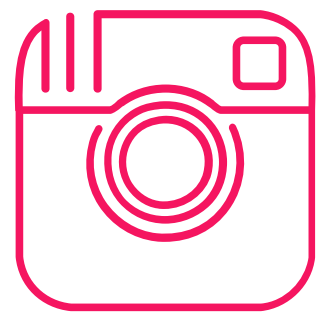
Is hot air brush better than curling iron? ▼

Feedback

Perform topic research on sites like Google to unlock main topic ideation.

[INSERT MONTH + YEAR]							Webinar
							Blog Post
							SlideShare
							Product Launch
							Experiment
							Other
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		New Product Launching		Holiday SlideShare Holiday Blog Post			
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Social Media Ebook Social Media Blog Post					
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
				Holiday			
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Facebook Experiment	Facebook Experiment	Facebook Experiment			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Social Media Webinar					

Create a content marketing calendar of important dates, promotions, and events.



# Pillars in action...

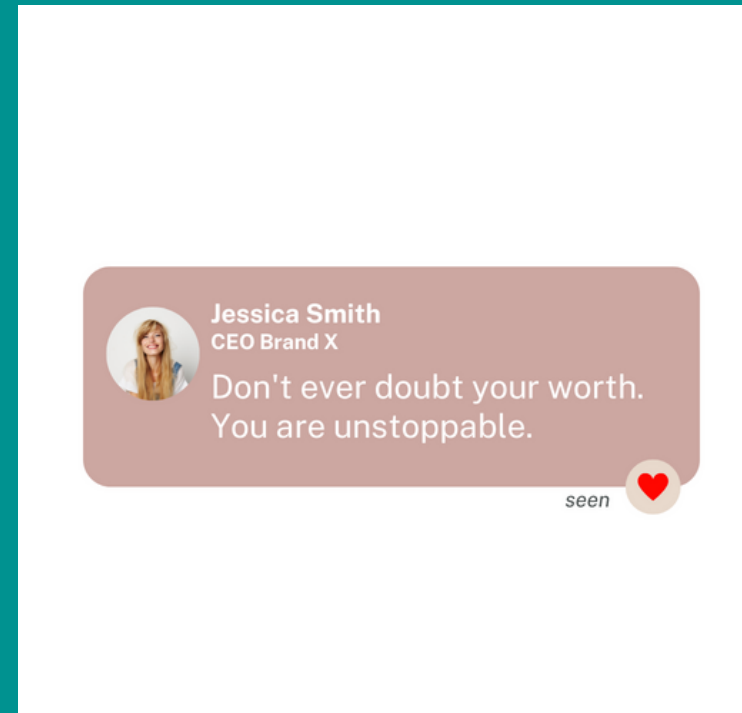
## 3 PILLAR APPROACH



SCALE = GROWTH

❤️ 142 💬 37 👤 27

Education doesn't have to be an educational lesson. It can mean high value content that your audience relates to, that helps draw them down into your marketing funnel.



RESONATE = ENGAGEMENT

❤️ 142 💬 37 👤 27

Any content that inspires your audience is engaging content. It can mean a quote or a fun post asking for your audience's input or participation. This helps build connection.



ACT = PROMOTION

❤️ 142 💬 37 👤 27

Promotional content on social channels has to be done in an effective way to drive results. We aren't asking for a sale, we're proving the benefit of our products or services.



# CONTENT REPURPOSING

## START HERE

Start with your foundational messaging and leverage it across your social media bios, website pages, and landing pages. Foundational messaging includes your USP, product benefits, etc.

## CREATE LONG-FORM CONTENT

Create a long-form blog article or video content and repurpose it in your social media marketing captions, IG Reels, TikTok videos, Amazon Posts, Amazon Storefront, and more.



## BENEFITS

Save time and money by repurposing social media marketing content every 3 months. Repost high-performing posts in your account feed and across various channels. Efficiency means a lot when creating content across multiple social media marketing channels.

# The Plan is to Stick to the Plan...

## CONSISTENCY

Figure out what you can commit to with publishing and stay consistent. High growth on most channels requires more content so keep that in mind.

## HIGH-QUALITY

Leverage specialized content writers, try AI for engaging captions, and hire social media marketers who leverage strategy and are backed by experience.

## TOOLS

When you first start your social media marketing journey, you can leverage simple helpful tools to create and publish content. Eventually, you may need to seek more advanced systems.

## ANALYTICS

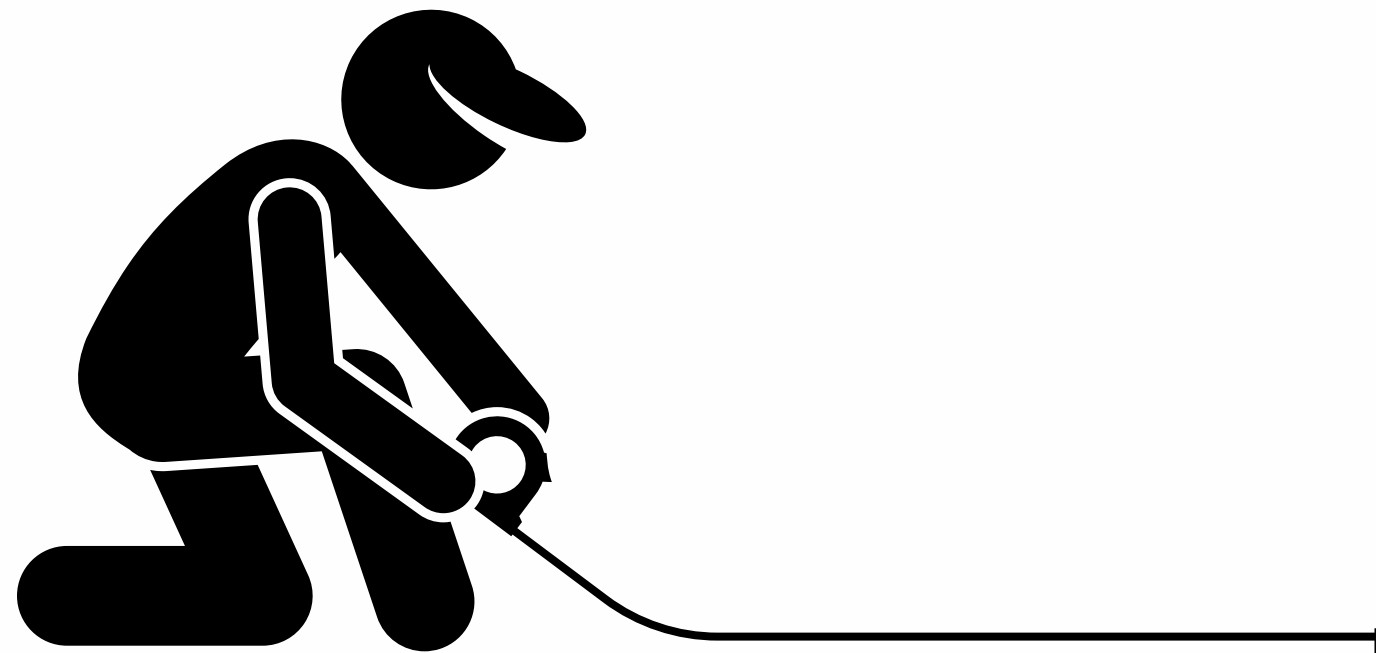
Account analytics hold valuable information about your audience and the content they love. Review these metrics monthly and optimize your social strategy accordingly.



# Social Media Channel Insights

## Measure & Track

How can you know what content is working if you don't review your account metrics & insights?



### **Engagement:**

Engagement Rate is the number of engagements (reactions, shares & comments) your content gets to the percentage of your audience.

### **Reach & Impressions:**

Reach is the # of people who see your content. Impressions is the total number of times your content is displayed.

### **Clicks & Website Traffic:**

The number of people who click on your website link, and the number of people who download your lead magnet, etc.

searching...



## SEO

SEO is an essential part of social media marketing strategies in 2023.

Choose keywords and hashtags relevant to your brand, product, and customer experience to help the appropriate audience discover your content.

Every platform has different SEO requirements. You may need to leverage SEO expertise to help guide your SEO.

Relevancy, like on Amazon, is critical for SEO effectiveness across each social media channel.



# Need Help Getting Social?

Questions? Book a free social media strategy call with me today!

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[hello@christinaink.com](mailto:hello@christinaink.com)