Organic social
Lesson 5
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The DG approach to Organic Social

Social should be purely value-led – NOT PROMOTIONAL!

It's an organic channel designed to help educate your audience and build awareness.

The posts should include actionable takeaways, or something new and interesting for your audience to consider.

They should also help your audience recognise and solve common pain points.

Here's the best way to think about it:

“If I was scrolling through my feed, is my post valuable enough that I'm going to consume the content of it - in feed at that moment.”
Distributing and testing your narrative

Again, social media is not a sales channel, or even a channel to promote links.

Social media is a channel to test ideas.

It’s a free and easy way to get instant feedback on new ideas.

We use organic social as a testing ground for our narrative and the various POVs we want to communicate to the market:

• Are they resonating?
• Are people commenting?
• Are the messages landing emotionally?

Social media is the first port-of-call to prove these out before we start spending money on that POV / content.
## Segmenting your content

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<th>Description</th>
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<td>Strategic decision makers in a target market.</td>
<td>CMO, VP</td>
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<td><strong>Middle Out</strong></td>
<td>Those who would tactically implement your product.</td>
<td>Head of Marketing</td>
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<td><strong>Bottom Up</strong></td>
<td>End users who can drive evangelism from the ground up.</td>
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### Top down
- Strategic narrative to drive change in a company from the top down.

### Middle Out
- Content that helps them come around to your way of thinking - and give them the ‘how’ to get the best out of your product.

### Bottom Up
- Using the same strategic narrative described in top-down, but with storytelling and entertainment value.
What channels shall I focus on?

We focus on LinkedIn as our core social media channel and have doubled down on building a following there.

Find out where your customers hang out. It’s often better to do one channel well, than too many inconsistently.

Don’t stretch yourself too thin.
LinkedIn - What doesn’t work

In the past, we would just share a link with a small amount of supporting text.

- This post doesn't work because there’s no value for the reader.
- They'll be thinking "What's in it for me? I have no idea what this post is about."
- We quickly learnt that in our LinkedIn posts, we should give away far much more than we ask for in return
LinkedIn - What works (text posts)

• Reminder: your blog content is a crucial part of your broader content strategy and media engine. And that’s IF it’s distributed in a valuable way.

• LinkedIn can help with this. Your blog content provides the basis for some great text-only posts, as you can zoom into a specific topic.

• You can also use the text posts as an opportunity to write about something new or interesting you’ve learnt.

• It’s a form of storytelling that can help you to connect with your audience. And they’ll engage with the post in return
• This is an example of how we share/inform our audience or followers of new episodes of our podcasts.

• We’ve got some supporting text around the topic, we tag the speaker(s) and invite someone to check out the full episode by saying there’s a link in the comments.

• This is much more effective, because there’s a key insight in the post itself, we give away the value upfront. Rather than pushing the episode

• Note: don’t post the full 50 minute to 1 hour webinar or podcast.

• Split the video up into snippets and post those instead.
LinkedIn - What works (documents and carousels)

- These are **GOLD DUST** for engagement!
- Because your followers/audience can flick through the slides, and boom!
- They’ve immediately learnt something new.
- Now, for us we use the carousels as an opportunity to zoom into one particular topic.
- For example, a set of tips, a step-by-step process or a multi-layered POV.
- Then in the actual text of the LinkedIn post we expand on the topic more generally. We might include quotes from our colleagues etc.
LinkedIn - What works (polls)

• Polls are everywhere on LinkedIn. Because they work.

• So remember to post them. We aim for a couple a month. BUT just doing a poll is scratching the surface! We also follow up with posts sharing the results of the poll.

• It’s an opportunity for us to offer more value, create additional content and engage with our audience.
LinkedIn - What works: Infographic Posts

• As mentioned before, posts with visual elements are effective.

• In this example, we’ve used a graphic to explain one of the POVs on the marketing side.

• These posts stand out in the feed, so your audience is more likely to engage and consume the information.
What to measure

Engagement

We want as many people from our ICP following us, getting consistent value as one of our value loops. We also want to know what we’re serving is resonating. So we track:

• Likes
• Comments
• Shares
• Qualitative feedback
• Follower count

Business impact

• Mentions in self-reported attribution
• Mentions in demo calls
Your next lesson: B2B Influencers and SMEs