

DIGITAL MEDIA STRATEGIES

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SOCIAL MEDIA STRATEGY FRAMEWORKS

JAB, JAB, JAB, RIGHT HOOK

- **Jab** - Lightweight pieces of content that benefit your followers by making them laugh, snicker, ponder, play a game, feel appreciated or escape.
- **Right hook** - Calls to action that benefit your business.



NATIVE CONTENT

- Content that looks and feels like any other content that appears on a platform for which it was created.
- It is not cheesy, and it's not obvious.
- It has "cool" factor.
- It hits your emotional center so hard you want to share it with someone else.

SOURCE: *Jab, Jab, Jab, Jab, Right Hook* by Vaynerchuk

DAN ZARRELLA'S HIERARCHY OF CONTAGIOUSNESS

The decision-making process that happens before someone shares an idea:

1. Exposed to the content
2. Aware of the content
3. Motivated by something in order to share

At each step, we can increase the number of people.

P-O-S-T METHOD

- P - People (who are we trying to reach)
- O - Objectives (what do we want to happen)
- S - Strategy (how will we make it happen)
- T - Technology (what tech should we use)

**LET'S APPLY THIS
TO A COMPANY...**

E-CCCC

Approach for engaging customers

- **Educational/Informative:** Educate people about your product/service/market to make them more informed buyers.
- **Customer service:** Monitor what's being said and respond.

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- **Community:** Create an area to talk about your product.
- **Curator:** Help people find great content.
- **Collaborator:** Get your customers involved to be a part of your social efforts.

BLUE OCEANS

- Blue Ocean Strategy suggests that an organization should create new demand **in an uncontested market space**, or a “Blue Ocean,” rather than compete head-to-head with other suppliers in an existing industry.

