

Marketing with Pinterest, Instagram, and Tumblr

Session 1: The Basics

- How Tumblr works, who uses it well and why you might want to use it
- How Instagram works, who uses it well and why you might want to use it
- How Pinterest works, who uses it well and why you might want to use it

Lesson 1: An Introduction

Lesson 2: Instagram

Lesson 3: Pinterest

Lesson 4: Tumblr

Lesson 5: Finding Your Focus

Assignment: Define your objectives for the class. Which of the above networks will be your focus in the class and why? What audience do you want to reach? What types of material do you want to post?

Session 2: All About Instagram

- The essentials of Instagram marketing, including characteristics and demographics of the network, brand power players, and the basics of using hashtags.
- Planning your Instagram strategy, executing it and analyzing the results.
- Photography: how to develop a unique aesthetic point of view and create a larger strategy using images.

Lesson 1: How and Why to Use Instagram

Lesson 2: Doing Your Homework

Lesson 3: Producing Great Content

Assignment: Define your aesthetic for Instagram. Develop a “mood board” of images that relate to your brand and objectives.

Session 3: All About Tumblr

- The essentials of setting up a Tumblr for marketing purposes, including info on setup, themes and using the dashboard.
- Planning your Tumblr marketing strategy: identifying five key areas objective, audience, topics, visual motifs, and content strategy.
- Hashtag use on both Instagram and Tumblr. How to deploy the best hashtags, do your research and source content using hashtags.

Lesson 1: All About Tumblr

Lesson 2: Getting Set to Use Tumblr

Lesson 3: All About Hashtags

Assignment: Develop a content plan for Tumblr including a description of assets and written material you will post, along with 5-10 key hashtags.

Session 4: All About Pinterest

- The lowdown on using Pinterest for marketing — who’s doing it well, and how you can emulate their success.
- Planning a Pinterest marketing strategy, including sourcing content and planning boards. Audience analysis:
- How to identify “micronetworks” for your content. How to do an audience & demographic analysis.

Lesson 1: All About Pinterest

Lesson 2: Getting Set to Use Pinterest

Lesson 3: Tools for Audience Analysis

Assignment: Do an audience analysis of 12 key “micronetworks” and how you will reach them via the social networks you are using.

Session 5: Content Strategy

- Developing a content strategy for a campaign that incorporate more than one network in tandem.
- Repurposing content across networks, including creative examples
- Case studies of successful integrated campaigns across several different types of business, including at least one nonprofit, CPG, and small business.

Lesson 1: The Many Sources of Content

Lesson 2: Building an Integrated Campaign

Lesson 3: The Network Changes the Message

Assignment: Develop a promotional initiative that includes a launch strategy, content samples and a description of how content will work across networks.

Session 6: Content Optimization

- Analytics — how to develop customized ways of tracking the success of your campaign.
- Review of common dashboards and workflow solutions for publishing to multiple accounts and tracking their impact, including Google Analytics social dashboard.
- Looking forward in trends in using these networks for social media marketing
- Case study of creative and forward thinking use of Pinterest, Tumblr and/or IG.

Lesson 1: Tracking and Evaluating

Lesson 2: Easing Workflow

Lesson 3: Refining and Experimenting

Assignment: Define at least 3 criteria that you want to use to track the success of your campaign and why. Develop a plan for tracking those criteria over time and how they might affect the way you source and publish content.