

behind social

Making social media
a piece of 🍰

| Make the most of your
social media strategy

| How to make agency's
social media approval
process flawless?



| Challenge accepted?
Challenge approved!

| Winning new businesses
with Kontentino

| Are you getting the most
of your social media manager's
working day?

| Case study

| kontentino team



Alejandro Ortiz
Monasterio Acosta,
Product Manager and CSM



Hana Novakova,
Head of CSM



Jan Cillik,
Customer Success
Manager



Ramiro Andreas
Prada Ortega,
Customer Success
Manager



Martina Balazova,
Head of Marketing



Paula Grochalova,
Content Manager



Natalia Kimlickova,
Social Media Manager



Ivan Hanak,
CTO



Patrik Masiar,
Frontend Developer



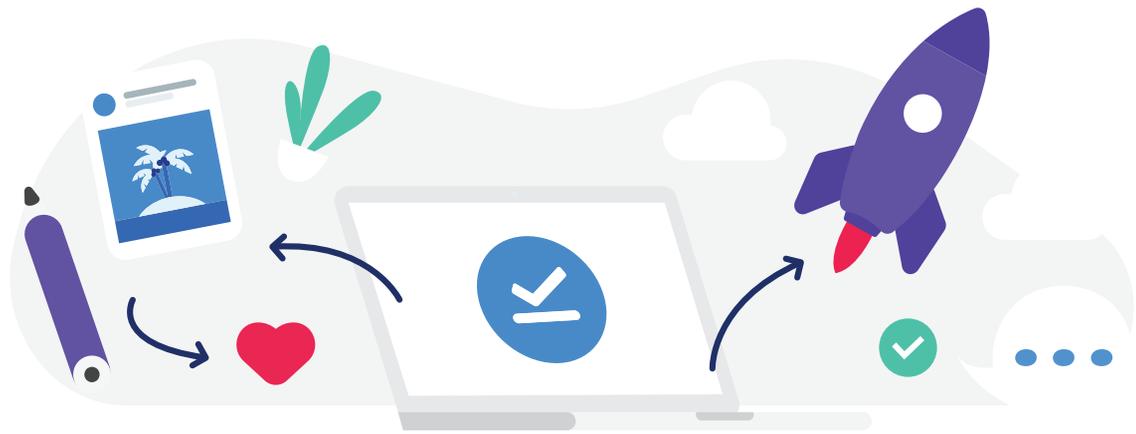
Viktor Salai,
Backend Developer



Filip Papranec,
Frontend Developer



Juraj Juhas,
Executive Assistant



It's a tragedy without a strategy.

In a fast-paced social media world, all of us need to learn constantly how to stay on top of all the new trends and changes.

Because of everything changing so fast, social media managers need time not only to manage social media channels but also to be creative and grow professionally.

We believe that Kontentino can help with that and so can this magazine.

What really makes your days easier is a social media strategy that helps you realise the direction you want to go. Think of it as your cornerstone. Of course, to be successful, you need to regularly analyse and optimise all your social media marketing efforts.

Having a well-designed strategy works wonders. But you also need to focus on the collaboration and approval workflow in your agency/company. We hope you'll enjoy reading this magazine.



Bohumil Pokstefl,
CEO



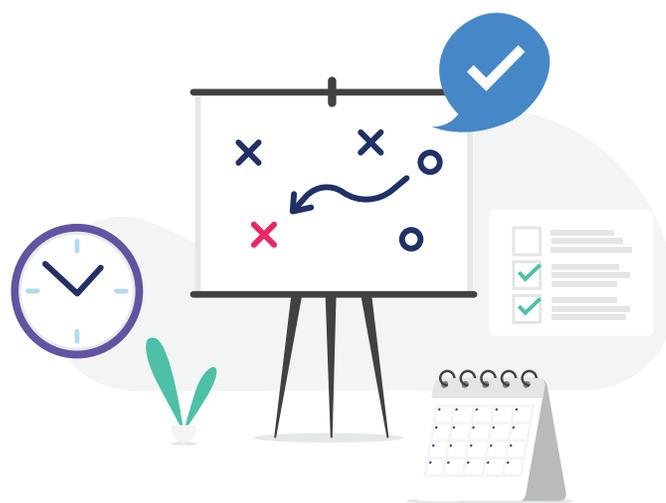
table of contents

| | |
|----|--|
| 4 | SOCIAL MEDIA STRATEGY |
| 8 | HOW TO MAKE AGENCY'S SOCIAL MEDIA APPROVAL PROCESS FLAWLESS? |
| 12 | ARE YOU GETTING THE MOST OUT OF YOUR SOCIAL MEDIA MANAGER'S WORKING DAY? |
| 15 | CASE STUDY |
| 16 | FOUNDING STORY |
| 18 | KONTENTINO HELPS CONTACT |

SOCIAL MEDIA STRATEGY: MAKE THE MOST OF A SOCIAL MEDIA PLAN

By Berenika Teter

Social media became a must-have tool for many businesses out there. Are these companies using social networks to their full potential, though? Simply creating a profile and posting random content every once in a while is not enough anymore. Actually, it never was. Yet, many businesses don't seem to have a documented social media marketing strategy. It might not seem like a big deal at first, but not having a clear social media plan and well-set workflow often means missing out on seeing any results from social media marketing efforts. However, if you do it right, you can easily set your goals and achieve them in no time. Here's how to develop a social media strategy.





Developing a social media strategy step by step

1. Define your starting point.

Realising where you are at when it comes to your social media marketing activities should be the very first thing you do. Before you come up with a proper social media plan, take a closer look at your own profiles, as well as your competitors. This will help you identify what works and what doesn't. How exactly?

- ~ Prepare a SWOT analysis to determine the strengths and weaknesses of your business, as well as the opportunities and threats it faces.
- ~ Research your competitors and find out how your business can stand out from them.
- ~ Conduct a social media audit to check how, where and with what results you have been communicating up till now.

2. Specify your target group.

Understanding your audience is crucial to a successful social media marketing plan. After all, you should be creating content (from scratch or reusing curated content) that your target group likes, comments on,

and shares. Luckily, there are a few ways to get to know the audience.

- ~ First, check out who your content resonates the most with and see whether this group matches the ideal audience for your brand.
- ~ Get familiar with relevant survey reports and statistics to gain more insights.
- ~ Come up with a few personas that will represent that ideal audience. This will basically be a detailed description of specific people, with real wants and needs, that you want to turn into your fans and followers.

3. Set the objectives.

Smart, detailed goals will allow you to create well-structured campaigns, measure your progress, and optimise your social media strategy in the long run. How to distinguish a proper objective, as opposed to a vague one? See the difference for yourself:

VAGUE OBJECTIVE: I will increase the number of fans on Facebook.

SMART GOAL: By the end of the year, I will increase the average engagement rate per post on Facebook by 2%.

In order to make it work, you should:

- ~ Establish your expectations and specific goals deriving from a social media marketing plan. What would you like to achieve through your social media presence? Are these goals lining up with the overall marketing strategy for your brand?
- ~ Set relevant KPIs (Key Performance Indicators), which should accompany your social media marketing strategy at all times.

Beware of so-called vanity metrics! These are the numbers you can easily keep track of, but they don't mean much for your business – just like the number of followers on social media does. The examples of good KPIs include: Engagement rate among your target group; CPA: CPC, CPL, CPS; Reach; Referral traffic to your website.

4. Pick the right communication channels.

Social media is so much more than just Facebook. When choosing the best platforms for your business, though, you should look at the benefits of each and every one of them. Basically, the aim is to choose social networks that are used by your target audience the most and suit your brand's image at the same time. Once you decide which platforms you're going to include in your social media strategy, it's time to specify a social media marketing plan for every social network.

- ~ Be where your target group is. It doesn't necessarily have to be Facebook or Instagram – you can find your target audience on other social networks as well. Check out Twitter, LinkedIn, Snapchat, Pinterest, YouTube, or even Quora,
- ~ Get familiar with the requirements and unique features of each platform. For example, some social networks offer live video streaming options, while others let you make good use of groups.
- ~ Once you come up with a social media plan, set up “missing” accounts and improve your existing profiles.

5. Think of the best communication lines and content formats for every platform.

In order to diversify your content, you should create unique posts for each social network with their features in mind. Consider incorporating user-generated content, live videos, Stories and polls in your social media content strategy (just to name a few). The possibilities here are endless, but you

should always make sure that at least some of your content actually supports overall business goals. For example, you can decide that a part of your content aims to drive traffic to your blog, another part supports lead generation, whereas the remaining part educates and entertains the audience. The ratio here is entirely up to you, though.

- ~ Decide what you want to communicate. What would seem the most attractive for your target audience?
- ~ Identify the content formats you are going to take advantage of and make sure they are all well-designed.
- ~ Specify how often you are going to post across social networks.
- ~ Define your brand attributes, if any. These can be certain hashtags, using your logo on every visual or even developing a specific template for all your social media posts.

6. Put your social media marketing strategy to work: Designate the tasks.

A successful social media marketing

strategy often requires a motivated team. It's important not only to have the best people on board but also to distribute tasks between them wisely, and then ensure seamless collaboration in order to actually complete those tasks.

- ~ Define your social media workflow and name specific tasks.
- ~ Decide who is responsible for what part of the whole social media content strategy (i.e. creating copy or visuals, approving and scheduling posts, moderating the profile).
- ~ Take advantage of dedicated tools to ease collaboration between team members.
- ~ Don't forget to include your client (if applicable) – in fact, client approval is often needed to maintain a certain brand voice. It might be high time to make it easier, instead of exchanging numerous emails.

7. Choose the right social media management tool.

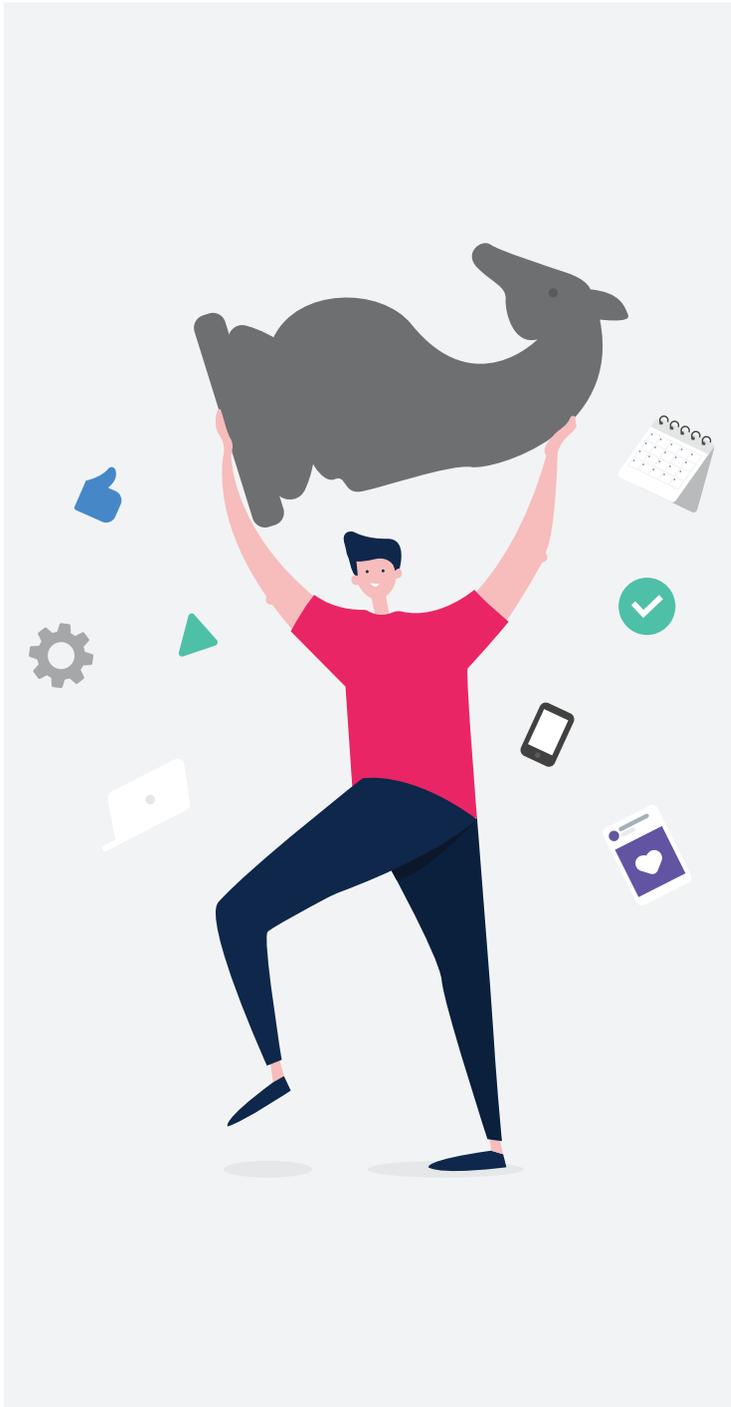
Speaking of tools, you will definitely need one not only to manage your team but social media profiles in general, especially if you're in charge of a few of them. Actually, a good social media management tool often proves to be essential for social media marketing efforts.

- ~ Think of your needs. Rather than jumping straight into research, specify your own goals and priorities first.
- ~ Do your research. Once you know what you're looking for, finding tools that have the potential to meet your needs will be much easier. Actually, you will have a proper set of criteria to measure the alternatives against.
- ~ Test out a few different tools before you decide which one suits your business best.

8. Organise your content properly.

Having a content calendar is a great way to keep track of all holidays, events and other important dates. In fact, social campaigns based on specific events tend to attract more attention. It's not the only perk of having a proper social media calendar, though. You can easily plan and schedule your posts (as outlined in your social media content strategy), and ensure that you're maintaining





your brand voice across social networks.

- ~ Take advantage of your social media management tool. Most likely, the tool you've chosen allows you to create your own content calendar. Make good use of this feature.
- ~ Plan your content wisely. Choose the optimal times and frequency that work for your target audience best.

9. Maximize your reach.

Nowadays, simply posting your content may not be enough to get a lot of attention. Fortunately, there are some ways to maximize your reach.

- ~ Invest in paid campaigns. You can easily boost your posts and target the audience you want to.
- ~ Use retargeting. To get your message across, consider targeting those who are already familiar with your brand. Once you're at it, you can also use link retargeting and grow your audience this way. If that sounds

like something that might interest you, check out how you can do it with Rocketlink.

- ~ Team up with influencers. Find those with a similar target audience to yours, who post attractive content and have a significant reach at the same time.
- ~ Use other marketing methods to complement your social media strategy. As mentioned before, social media plan should be part of your overall marketing strategy and thus, bring you closer to achieving your business goals. If possible, though, don't just put all eggs into one basket and go for omnichannel campaigns instead.

10. Analyse the results and constantly optimise your social media marketing strategy.

Figuring out what works and what doesn't should be your priority from day one. Technically, the more you track, the more insights you can have – and that's precisely why you should keep an eye on how well your content is performing.

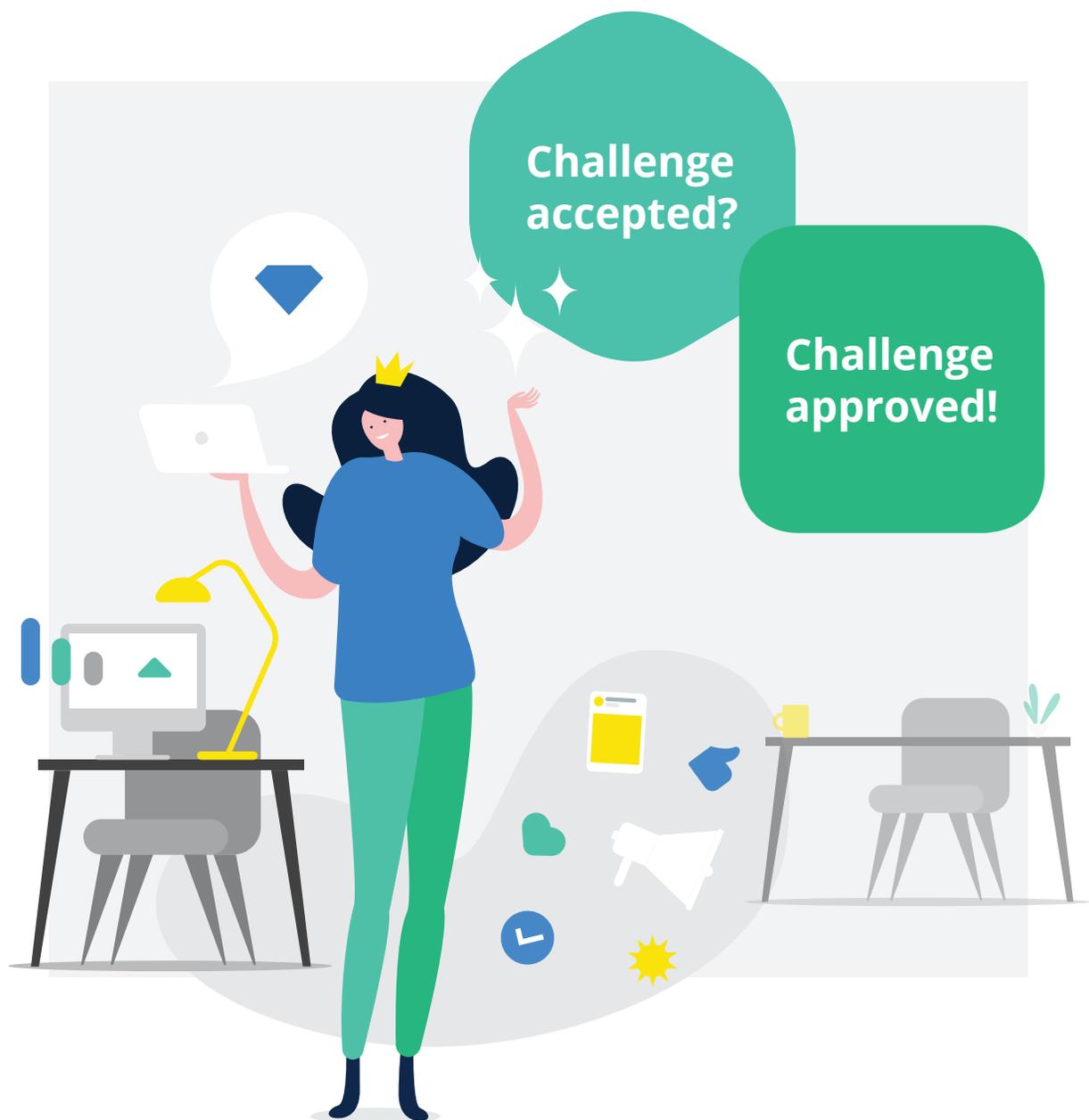
- ~ Decide how you're going to track the results (you can take advantage of native features of each social network, or use your social media management tool, for example).
- ~ Strive to increase conversions and improve your social media content strategy at all times. If you notice that some of the posts are not performing as good as you would expect them to, try to figure out why.

Developing a social media strategy in a nutshell

Even though developing a social media strategy may seem like a lot of work, in reality, it's quite simple. Once you plan it well and define your social media workflow, managing multiple social media profiles will come naturally. That's precisely why you should dedicate some more time in the early stages (just to make sure your social media plan is in a good shape), and choose a reliable social media management tool to help you organise your content across social media platforms.

HOW TO MAKE AGENCY'S SOCIAL MEDIA APPROVAL PROCESS FLAWLESS?

By Kinga Odziemek



| **How many e-mails can clog your mailbox every day?**

For me, I could have just counted it in hundreds not that long ago. Some of them concerned issues as little as changing one word (“great” instead of “good”) in a post I sent for approval. Can you imagine exchanging even twenty e-mails with eight people in CC who argue about one letter? This is when I realized that social approval should be a piece of cake: easy, short as for time to consume, and relatively sweet.

Since then, I decided to define and constantly develop a workflow for simple online team collaboration. With a little mix of procedures and tools, I created a machine that works wonders.

Today, I am going to reveal some of those secrets that helped me manage over 100 social media accounts for clients from different industries, time zones, countries and work preferences.

| **How to be in charge of numerous social media profiles and not go crazy?**

I kept asking myself this question almost every morning when I was woken up by my clients from the other side of the world, and almost every evening which I spent on exchanging e-mails with those clients. I was doing well, but I knew I could do better with my content calendar and social media approval. If you work in social media marketing and you are going through something similar (thinking how on earth you haven't gone crazy yet), you are probably on the brink of collapse. Keep on reading to find out how to fix that.

You-Know-Who. Strategy.

When it comes to marketing, a strategy can be compared to Voldemort from the Harry Potter saga. Why? Well... Everyone around knew he existed, a lot of people read about him and almost everyone knew his name, the majority was scared of him, yet not many really faced him in person or actually got to know him well. Exactly the same things happen with marketing strategies. Horcrux was a thing that could have weakened Voldemort, and lack of a workflow approval process could easily be that Horcrux when you work on a strategy. It's not too late to change that, though (another thing is that if you don't have a strategy yet, our recent article may come in handy).

Stage 1: establish the procedures

You need to take care of a few things first before you start implementing approval workflow externally and internally. Simply ask yourself a good set of questions and seek answers from involved sides.

| **Who is in charge of the whole process of creating posts for each and every client? Or, more precisely, who the social media team consist of? Who is responsible for what part?**

For example, a graphic designer can't do anything without a brief from a social media specialist, but social media specialist needs to work with a strategist to make sure the communication is consistent.

Make an e-mail intro / Skype call / meeting between a client and the whole team. Why? Sometimes when the dedicated graphic designer gets familiar with a brand and people, they may create more accurate promotional materials, knowing the corporate culture and requirements a little bit more.

| **Who plays the role of a supervisor, both on the agency side and the clients' side? Who checks prepared content whether it's new or curated content?**

On the agency side, it is often a content manager or account manager who takes a final look at what is prepared by social media specialists, graphic designers or even interns. On the client's side, there should be a dedicated person who would say “I approve of this post”. The more people are in the pipeline, the more troublesome and longer the process can be. If you would have to fight for each approval, the process can take ages (everyone has at least a few responsibilities, and some tweets may not exactly be a top priority for Very Important (and Busy) People you work with).

| **What are the exact responsibilities of each side? Who is responsible for doing research? Who and how delivers materials? Who is in charge of communication during weekends (if anyone)?**

| **What are do's/don'ts for each brand you manage? What are good practices you should**

apply, and mistakes you need to avoid?

Adding a logo in the top-left corner can be desirable, whereas using a particular hashtag might be forbidden in the communication. These elements vary, depending on a brand or a social media platform.

| **What are the deadlines for sending content?**

When, at the latest, the content should be delivered and approved for smooth social collaboration.

| **What tools do you use to manage communication?**

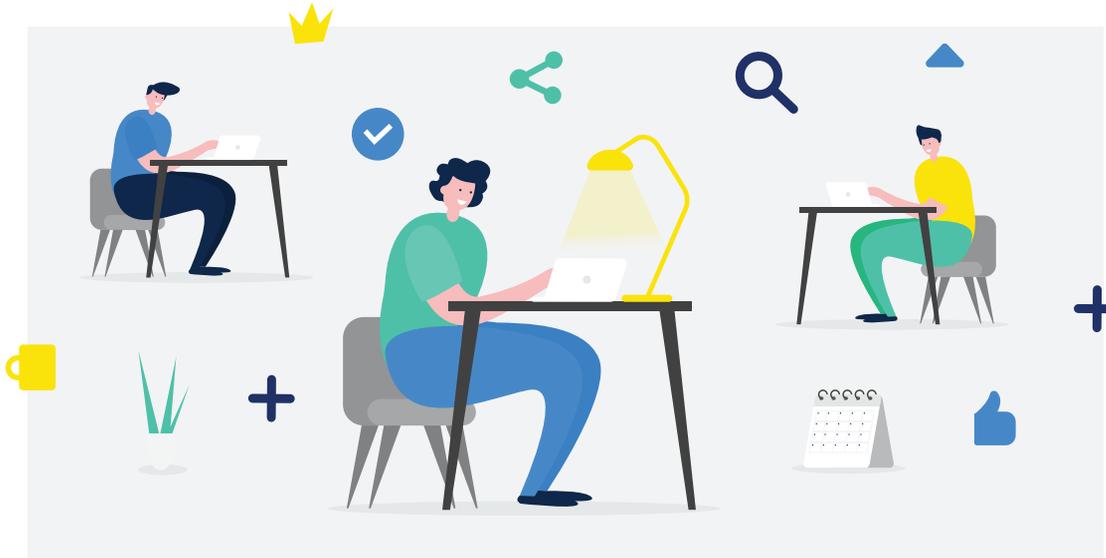
As long as there are some hidden tools your agency can use, it is worth implementing some tools for collaboration between your team and clients. The latter group can be a bit hesitating as for implementing new tools, however, with a little persuading you can prepare onboarding. Clients are often scared of new solutions and they don't want to waste their precious time on tutorials. Others prefer traditional forms of communication, so whichever tool you chose needs to be simple and user-friendly, and bring benefits not only to agency's productivity but also clients' workflow. Kontentino, for one, allows clients' to approve content with just one click, using a mobile app.



To speed up your process (and, therefore, meet all deadlines), you can put some inspirations, important dates and events related to a brand in Inspiration calendar, e.g. in Kontentino.

| **How do you cope with crisis management? How do you react to complaints? How do you identify a crisis? What is the response time, especially during weekends or evenings?**

If the crisis escalates, what are the next steps? You simply have to define it all, before someone starts the fire. Social media have no mercy, and if someone wants to complain at 11 pm, they can do it. The question is: how will you go about it?



Put your procedures in the form of PDF and redistribute to everyone in the organisation and on the clients' side. You will always have something to come back to in case a crisis happens!

What platforms do you use for communication?

Specify those profiles and platforms you are in charge of, especially if your client hired a few agencies before (or you're still not the only agency working on their profiles).



This is also a great step for gaining all of the materials, files, and passwords that may be found anywhere but not where your team needs them.

Stage 2: get your team on board

Speaking of your team – once you get the aforementioned procedure ready, it's time for making the social media collaboration magic happen!

Training

Of course, you should get your team all together and introduce them to all of the procedures. You should keep the guidelines at hand in case of onboarding of additional employees. There are a lot of things you can do to build a special bond between your team and clients, but it should all start from providing employees and colleagues with necessary materials, passwords and corporate culture story. The more your employees get familiar with a brand, the better content they will deliver. Giving them only a name and a website won't do the trick.

What should everyone keep in mind before they ask for approval?

- ~ Tone of voice – each brand has its tone of voice, even if it is not officially defined. Your team should know how they should communicate on behalf of the brand.
- ~ Brand book – each brand has a set of colours or fonts they use. If you use just „blue“ in your graphics, without following a given colour, you can face your client's anger and lose a lot of time on approvals.
- ~ All types of guidelines. Guidelines are nothing to argue about but follow. Even if a particular brand wants to be titled as a “service”, not a “platform”, it is a part of the rules. The same applies to

guidelines for the quality of published content.

- ~ Language. Controversial wording or grammar mistakes won't make an expert and reliable business partner out of you. You may think these are only some “typos”, but they say a lot about the quality of work delivered. Before you send any of your pieces of content and request approval from your clients, double-check them!

Send for clients' approval something you would approve without any doubt. If there is anything that may not meet their requirements (for example, the graphic design contains a lot of red colour – and Facebook destroys its quality as it is red – don't send it to the client and get the excuses ready, try to work on it and send a final version instead.

Checklists

Changes are usually good but it can be difficult to adapt them at first – especially if some processes changed drastically. The first days are likely to be full of mistakes or confusion, but you are able to overcome them to keep your online team collaboration in shape. It can also be tricky to keep an eye on everyone if you are a distributed team and work remotely, not only with your client but also with each other. It sounds like a beautiful mess, but below you'll find a few useful tips on how to make the most of Checklists, for example using a social media approval tool, like Kontentino.

Checklists can help in many cases:

- ~ when new changes are implemented and you need to introduce them to the whole team while ensuring a high level of delivered materials.
- ~ when you hire some interns/ juniors who are thrown at the deep end and need to take care of communication from day zero – yes, it happens!
- ~ when you haven't developed a huge onboarding process yet.



In Kontentino, you can customize them as you want, depending on your needs, requirements and projects.

Once a person in charge of preparing a particular post assumes it is done (so all fields on the checklist are marked), they can send it further, i.e. for internal approval. It all happens within Kontentino, and the whole communication is kept in one place. Forget about e-mails, text messages or pinging on Messenger out of your working hours.

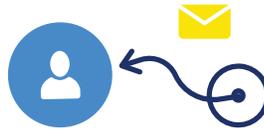
Once it is approved by someone internally, we can get to the creme de la creme...

Clients' approval

Do you remember when I said that getting clients' approval can be a nightmare? If you take the steps mentioned above, the whole process before you press "send for approval" will be easier. But how to make the post approval process itself equally simple?

Approval queue can be a time-killer, and awaiting approval may cause problems. Whoever tried to push some communication, especially in real time, knows that every minute counts and can decide on the success of a particular post. This is why clients' approval should be smooth and quick, for both sides. Clients do not really want to dig in spreadsheets or open files they don't understand. They need a simple message with content to approve.

Sometimes clients do not require approvals, and that's great. However, it is always safer to send posts for approvals, especially if it is as easy as in Kontentino. Why? In the case of unexpected events, like a social media crisis, a particular piece of content can be a troublemaker if it wasn't approved by clients first.



If a particular piece of content is thoughtfully prepared and approved internally, it can be sent the same way to a client.

When doing this in Kontentino, not only you keep all of the communication within one platform, but also avoid missing some messages, e-mails landing in spam or calls at 11 pm. Clients can comment on your content or approve it with just one click (even if they are far away, with an intuitive mobile app). All team members will get a confirmation of approval of the social media content, too.

To increase your team productivity, you can use Clockify.me to measure how much you spend on each task. Then, you can identify what is the pace of work and optimize it in your team.

Stage 3: analyse, optimise and repeat

If you think you have just mastered your social media approval process, well done! However, there are still quite a few things you could do to make it work even better, quicker and more efficiently.

- ~ Use team collaboration platforms. As it was already shown above, automating a process in terms of social collaboration can be a game changer and time-saver.
- ~ Constantly ask your clients for feedback. For example, there may be just one thing you haven't already spotted, but it makes your client send a few posts for rework all the time.
- ~ Be always prepared. You never know when you need to work on

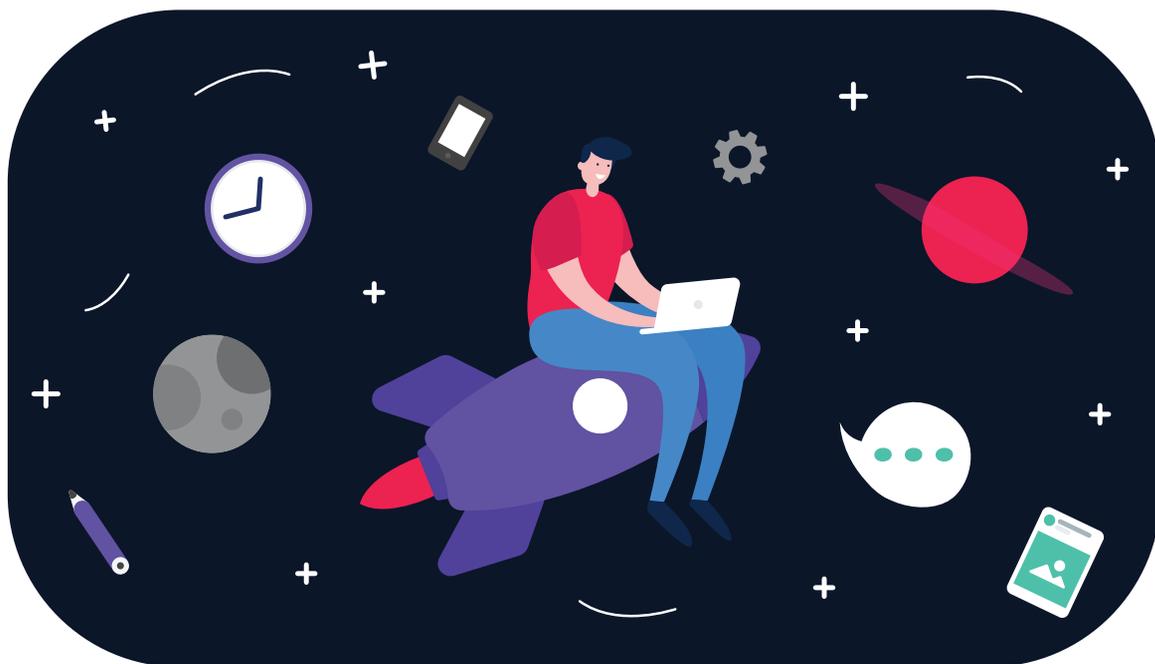
posts again, change something, add some details. Store securely some data about each brand, have the whole package of logotypes and fonts at hand, and some minor corrections can be fixed in no time (so that the whole workflow, including approval process, still goes smoothly).

- ~ Keep an eye on your posts' performance. You need to find a golden mean between what you prepare and what really performs. At the end of the day, it is a business goal of your client what matters the most. Kontentino supports another thing for your clients, too – it can help you generate reports that are simple to understand and pretty to look at.
- ~ Don't be scared of introducing some tools to automate processes. With Kontentino, you can automate your journey with social media content from conception to completion, including clients' approval. And they seem to love it!



Your clients deserve more than content plans in PPTX and reports in XLS.

Sorting out social media management together with your team and clients is a challenge and process that may take months to complete. However, it pays off quickly with increased efficiency and productivity, and pure satisfaction of peace of mind. You can tell that work on social media can be beyond stressful, but you can make it easier and simply calmer with appropriate social media management procedures including clients' approval. Knowing that your clients saw and approved content you prepared is precious for successful communication.



ARE YOU GETTING THE MOST OUT OF YOUR SOCIAL MEDIA MANAGER'S WORKING DAY?

By Kinga Odziemek

A social media manager needs to face a lot of challenges and constant updates – and with that many dynamic changes. With all of this, it might be difficult to plan daily activities. However, if tasks are well planned and maintained, a social media manager's life can be much easier.

A social media manager needs to face a lot of challenges and constant updates – and with that many dynamic changes. With all of this, it might be difficult to plan daily activities. However, if tasks are well planned and maintained, a social media manager's life can be much easier.

Have you ever asked yourself “what does a social media manager do to make money?” Let's go through their daily pleasures and duties and check how to become an efficient social media manager yourself.

Below, you'll find some insights, ideas and good practices for social media teams on how to divide their workdays into a few sections and how to keep tasks organized in a special pipeline. No matter if you're looking for social media marketing jobs or onboarding materials, we're sure this article will come in handy. Before we start, let's answer one important question:

| Who is a social media manager?

A lot of people are seriously wrong with their answer when asked who a social media manager is. They may think that social media specialists are those people who spend their entire time at work scrolling Facebook, up and down, back and forth.

If you are one of such people, we have to disappoint you – social media managers actually have quite a few eggs in their marketing basket and they need to take care of them on a daily basis.

To become a social media manager (sometimes called also a community manager), you need to introduce a special set of skills and be ready for constant development. Social media specialists may work 9-5, but they very often (depending on arrangements) need to keep an eye on social media out of those hours. You know, Mark Zuckerberg does not turn off Facebook at 5 pm for everyone and turn it back on the next day at 9 am...

Looking for a social media manager seems to be a walk in the park, however, it's becoming quite difficult to find a perfect fit. There is no one social media manager description and we would rather use a list of tasks to describe what social media specialists are responsible for.

| What does a social media manager do?

Being a social media manager means being in charge of the strategy whilst managing and developing profiles from conception to completion. Social media specialists often participate in activities out of said social media. They may be involved in content marketing or influencer marketing as well as advertising across social media platforms. Let's go into detail on some social media manager's tasks.

Social media managers are responsible for creating and executing social media strategies. This includes identifying target groups and ways of reaching out to them, but also preparing social media promotional materials on their own or in cooperation with other colleagues, teams or departments. This depends on many factors, but the most important are budget and size of the agency/company.

Another task, often underestimated by many people, but an important part of a bigger picture, is community management. While in many agencies you can encounter community managers, in others a social media marketing manager does all the job. It means that not only do they create content, but they also interact with followers and potential clients. On top of that, they often need to take very great care of advertising efforts and boost relevant posts.

There may be some social media manager schools, but to really excel in marketing strategy, they need to be responsible, passionate, creative and highly involved in content curation and creation.

Well, you now have to admit that social media managers can really be swamped with tasks, and without proper organization, they will sink instead of learning how to swim. Looking at those tasks can either make you excited or quite doubtful, so let's talk about money.

| How much does a social media specialist make?

This also depends on the scope of cooperation. Some of them can be hired full-time in one agency, and they can earn more than a part-time social media manager.

If they are involved in configuring paid promotion, they may charge extra for it (usually up to 20% of the advertising budget). Social media managers can earn additional money by creating content and promotional materials, e.g. graphics.

| How to evaluate a social media manager's work?

Three letters: KPI. Both the employer (agency) and the employee (social media manager) should devise a set of measurable metrics to verify after some period of time and make an evaluation. However, both parties need to know that the results may not depend only on the social media manager's work.



Getting a high, organic reach may not be the easiest nut to crack, especially if the social media manager can rely on no additional budget to be spent on ads. Social media specialists can do a lot of work to redirect followers to a particular website, but the final conversion and shopping decision needs to meet the clients' range of criteria and may depend on factors being out of the SMM's reach and influence. The question of how much do social media managers make may be easier to understand if you take all of those factors into consideration.

For the very beginning of cooperation, it's wise to set up measurable and achievable KPIs. There is no sense in shooting for the stars from the very beginning. Creating content for social media may result in higher conversion and better interaction, but the effects may only be seen in the long-term (or at least longer than the very first days of cooperation, which may say something but they won't say it all!).

Tips & tools for social media managers

You may know now how to become a social media manager and what it's all about. But how do you become a smart one? Use tricks and tools! We know that there are (rarely) some dog days in social media managers' life – and we want to change it! So below, you'll find some of our insights that you can use in your daily duties.

~ don't stop gaining inspiration

– sometimes you can come up with an amazing idea, but the timing is just not right. Remember to gather all of your ideas, notes and even bits of inspiration in one place. You can use Facebook Saved, Evernote, Feedly, Google Keep, Google Drive or inspiration calendars in Kontentino. Remember that each piece of content needs to include a few parts, for example, CTA (how do you want your target audience to react?) and consistent branding.

~ choose the right tools

It will take you time and quite a few cups of tea/coffee/yerba mate... Think about what your biggest challenges and pains are. Define your struggles. Do you need a tool to streamline

your workflow? Do you need analytics or maybe something for community management? There's no "one tool fits all" approach here. Think about what you really need and choose wisely.

~ plan campaigns ahead of time

– if you are also in charge of paid campaigns, you can set up promotion in advance without waiting for an actual publication. This saves a lot of time that you can spend on community management or any other task.



~ get clients' approval in advance

– this is a bottleneck for many marketers. They may have amazing content prepared but it often gets stuck in clients' mailboxes, needing further revision or approval. When it's finally approved then it's too late to publish it, (especially if it's a real-time example or it's related to some events that had already taken place) and a lot of work is nothing but wasted. This applies in particular to sensitive industries and big corporations, but not only. To avoid the hassle, send them content in advance. You can do this with spreadsheets or presentations, but then you risk exchanging emails... forever. Applying some procedures and using tools like Kontentino can speed this process up. Find out how.

~ prepare templates

– no matter if you make the most of using graphic designers, Photoshop or Canva (we also suggest giving tools like Easil or Design Wizard a try), you should always know how your graphics are supposed to look like, and they should follow some schemes. A brand book helps to keep it on track, but if you don't know it or need to take a look at it yourself, then it's good to prepare a set of fonts, colours and projects. Colors.co provides some ready colour schemes. Also, be up to date with all sizes and dimensions on social media as they tend to change dynamically. You can find an updated cheatsheet here.

~ schedule your content

– use native features of social media platforms or make the most of social media management tools to plan your activities ahead. Many marketers mistakenly think that scheduling is only allowed on Facebook or Instagram as drafts, that is why many of them simply don't do it. Using social media management tools enables planning on many other platforms. As you can share your content easier and quicker, you are encouraged to do it regularly and more often, so none of your social media platforms would be neglected.

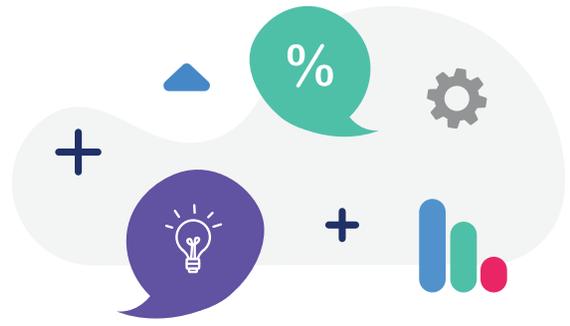
~ follow insights

– social media is dynamically changing and you need to be up to date with the freshest ideas, updates and upgrades. Being away from it for a while may result in constantly applying some obsolete methods when there are a lot of new ways of reaching your target audience. If you are interested in trends for 2019, this article may be of help for you. You should also make your own set of blogs to follow (here is our list) and join our group for the latest news.

~ set up a test profile

– this quick trick can not only save you from mistakes but actually encourage testing out more forms and types of content. Having a test profile enables you to test forms without consequences instead of posting something on the main profiles and praying for it to look good.

CASE STUDY: HOW SMH GREW ITS CLIENT BASE BY 400% THANKS TO KONTENTINO



Social Media Hulp is one of the biggest social media agencies in the Netherlands. It was founded in 2011 by Allan Drent who created it after he felt the demand of companies to get educated on and improve their social media game. After organizing workshops and seminars, Social Media Hulp now has around 200 clients whose social media they manage.

What makes Social Media Hulp so successful?

Their secret sauce is simple but really powerful – perfect agency-client-relationship. Which is being personal, asking the client for input and listening to it.

In social media, it is difficult to maintain and cultivate a relationship. When creating content without a tool, a lot of time is spent on unnecessary tasks – screenshotting, opening e-mail attachments and commenting on them in another e-mail, constantly checking new post versions... Time for input and meaningful conversation gets cut. That's why they decided to incorporate Kontentino into their everyday business.

...it's part of the reason clients choose us to work with. Approval process through e-mails seems years ago. – Allan Drent, Founder and Co-Owner of Social Media Hulp



"It looks professional – it's part of the reason clients choose us to work with. We felt it after the first post got approved through Kontentino", says Founder and Co-Owner Allan Drent.

"We can't imagine not using it now – it's really easy to understand. Approval process through e-mails seems years ago. It's really easy now and works great. Clients immediately understand it as well – we rarely get questions about how it works."

Growing 400% with Kontentino This also shows on numbers. At the start, Social Media Hulp had 50 clients. Now, years of using Kontentino later, the numbers are really close to 200. The reason is pretty clear to Allan – introducing Kontentino helps with the sale process. It's easier to convince clients they are the professionals they seek. Also, the time spent on internal and external approval is shorter. That leaves more time for the important tasks and allows taking on more clients.

Founding story



Kontentino was first developed as an internal tool for one of the best central European digital agencies, TRIAD advertising agency.

Their social media managers were tired of chaotic communication when it came to creating and approving social media content.



Kontentino could be described as Hootsuite and Asana having a baby.



The whole process always involved a lot of spreadsheets, (lost) email attachments, phone calls



To avoid confusion and unnecessary mistakes, people at TRIAD advertising decided to create a tool which allowed for easy communication between copywriter, graphic designer, art director, social media manager and client.

Kontentino

In the beginning, it was a simple tool that made the approval process easy.



Now it's tailored for top marketing professionals from agencies to international brands, offering more advanced features that help to make the workflow even smoother.



4000+

More than 4000 advertising agencies and brands use Kontentino, with more than 10 000 active users.



In 2018, Kontentino made it to the top 15 startups at Web Summit.



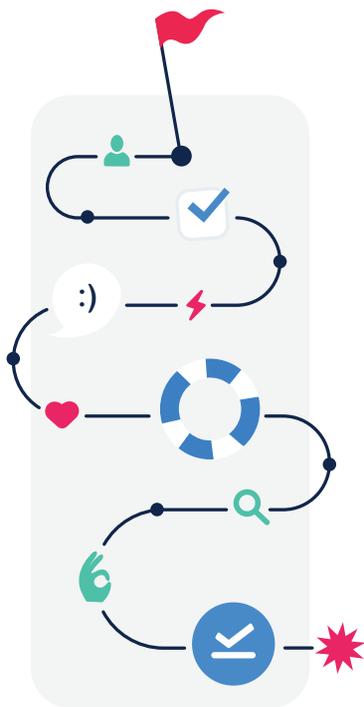
Our CEO was listed in Forbes 30 under 30 and announced the Founder (CEO) of the year in Slovakia.



Bohumil believes that all of these achievements are the result of teamwork, focus and passion of everyone in the Kontentino team.



How is Kontentino helping agencies and brands?



Kontentino is helping you in achieving smoother collaboration and approval process.

It's a perfect solution for improving the agency-client relationship, making sure that all the communication is easy to find and in chronological order. Clients have a nice overview of all the content that is waiting for their approval or scheduled.

With Kontentino, you avoid communication mistakes - even when working in bigger teams. Assigning tasks and tracking different post versions has never been so easy. Users have roles that give them access

specific to their role.

Kontentino has a live preview embedded - that means that you and your clients can easily see what the posts will look like when published. No more guessing!

With our social media management tool, you do more of what makes you happy. You can automate repetitive tasks extremely easily and have more time for creative tasks.

Contacts



Hana Novakova,
Head of CSM

+421 903 221 638
hana@kontentino.com

