

GUIDE

# How to Build a Social Following

The tools, tactics, and routines of 3 world-class social media experts



# An Expert Guide to Social Media

The tools, tactics, and routines of world-class social media professionals

How do you build a social media strategy that delivers real results for your business? We asked three world-class marketers at the top of their industries for their secrets. They revealed their tools, daily routines, and principles for outperforming their peers on social.

## Meet our experts



### **Koka Sexton**

Koka is a recognized social marketing expert, a social selling innovator, and the former head of social at LinkedIn.

He now works at Hootsuite as our global industry principal, providing strategy and guidance to our largest customers during their digital transformation.



### **Amber Naslund**

Amber is the coauthor of the best-selling business book *The NOW Revolution*, former SVP Marketing for Sysomos, and, while VP of Social Strategy at Salesforce Radian6, advised Fortune 500 companies such as L'Oréal, American Express, AMD, Dell, Avaya, CDW, Kraft Foods, and Coca-Cola.

She now works at Hootsuite helping our enterprise customers navigate digital transformation and understand how it will impact their business.



### **Mari Smith**

Mari is one of the world's undisputed Facebook marketing experts and a regular contributor to *The New York Times*, *The Wall Street Journal*, *Forbes*, *Fortune*, *Chicago Tribune*, and *Success Magazine*.

*Forbes* named Mari one of the Top Ten Social Media Power Influencers and *Dun & Bradstreet Credibility* named her one of the top ten Most Influential Small Business People on Twitter.



## Beating social media benchmarks

With more than 15 million users worldwide, Hootsuite has access to data and insights about how businesses in every industry use different social networks.

But once you've armed yourself with this data and determined what's working for your peers, the next step is knowing how to beat them.

How do you differentiate your content from competitors who read the same blogs and have the same SEO keyword data? How do you find deals faster

and learn more about your buyers? What transforms a good social strategy into a winning strategy for your business?

That's what this guide is for. It's a deep dive into the tools and habits of three world-class experts. These people have crafted social strategies for Fortune 500 companies, risen to the top of their fields, and built global followings.

### How do you perform compared to your industry peers?



Hootsuite has built the world's largest data set of social marketing insights by analyzing 400 million posts across 1.16 million accounts. Use this social data to benchmark your own performance and gain insights from other companies in your industry.

- See the most popular times to post by industry
- Compare B2B to B2C social publishing strategies
- Discover the top social networks by media usage, company size, and sector

Read our report to see how companies in your industry perform on social, including top networks, most popular times to post, and key strategies used by your peers.

[Explore Hootsuite's industry benchmarks](#)



# Koka Sexton

GLOBAL INDUSTRY PRINCIPAL, SOCIAL SELLING AT HOOTSUITE

Meet Koka. He's a recognized social marketing expert, former head of social at LinkedIn, and a social selling innovator. He now works at Hootsuite as our global industry principal.

We asked Koka to show us the routines that top-performing salespeople use to build relationships and create opportunities on social media.

"Visibility creates opportunities," says Koka. "In my experience, the more visible you are in channels, the more opportunities will find you."

Most people check LinkedIn or Twitter in the morning. Koka goes on social four times per day for 15 minutes to publish content and listen and engage with his audience.

He uses Hootsuite to schedule posts to reach his audience during different parts of the day. "I post between six or seven a.m., and then again at nine a.m. and noon. I'll also post sometime during the afternoon and try to get something out there for the evening."

"You need to have content out there to gain visibility. I personally post six to eight updates on LinkedIn, Twitter, and Facebook a day. I'll schedule something to go out at six or seven a.m. I'll post something at nine a.m. and then again at lunch. I'll post something in the afternoon. And then end with a post in the evening."

Koka's approach to using social channels to source and influence deals isn't based on theory; he's worked in sales for 10 years. "I don't just write about this stuff. I've worked on sales teams, led sales teams, and at Hootsuite, it's part of my job to win enterprise deals."

In terms of content mix, Koka has a formula that he follows every day. It's called 4-11. "I aim for four pieces

of industry knowledge. One piece of company content. One piece of personal content. But I'll often publish more than that in a day."

When it comes to measuring ROI, Koka keeps it simple. "It's easy to see whether social is working for a salesperson. Are you connecting with decision makers? Are you actually going from social media interactions to booking meetings with those people? I've found that the best way to hit those KPIs is to send a steady stream of expert content on LinkedIn, Twitter, and Facebook."

Koka's strategy has evolved over time. But being a resource for social selling to his network is a constant. While he always adds his perspective to industry conversations, there are a few topics he won't touch. "Stay away from politics, religion, and talking bad about your competitors."



## Use Koka's 3 streams to find new customers

Monitor assigned accounts, prospects, and customers

**Outcome:** Look for trigger events to start conversations with decision makers

**Time commitment:** 15 minutes daily

Koka recommends that salespeople create listening streams in Hootsuite for each key account they're working on. For example, if you've been assigned to Pepsi, Kraft, and General Mills, create a search stream for each company. This helps you gather sales intelligence and uncover opportunities to connect with decision makers.

Koka uses streams to monitor key people at these accounts. So his stream for a brand like Pepsi would include the company's official Twitter feed, the CMO's feed, and social activity from other marketing directors and leaders in the company who could influence the deal.

"I get a coffee in the morning, open the Hootsuite stream, and then scan the stream for trigger events. For example, the CMO might be mentioned in the news—so I could reach out to the CMO to say congrats."

Koka keeps everything organized by account and social channel. "I have a separate Hootsuite stream for LinkedIn and Twitter, helping me quickly filter and find relevant bits of information about the prospect."

### Create your first Hootsuite stream

If you're new to Hootsuite, a search stream is a powerful and flexible way to monitor customers, competitors, and industry conversations.

[Take this Hootsuite 101 tutorial to master the basics.](#)



### Scan industry news

**Outcome:** Find content to share and gain industry knowledge

**Time commitment:** 5 minutes daily

"To have smart conversations with decision makers, you need to understand their industry. I spend a few minutes in the morning scanning my industry feeds."

You can subscribe to email newsletters from industry publications. But Koka finds that creating listening streams saves time, as you can schedule a piece of content right as you read it.

Koka begins his day with a scan of industry news. "You can use RSS [in Hootsuite] or monitor thought leaders on Twitter in a stream. You can also sort updates by 'verified profiles' in Hootsuite, meaning that you'll quickly find the top trending industry news that day. I just scan through this feed, read an article or two, and then schedule that article in Hootsuite to go out later in the day."

Koka also writes blog posts and speaks at conferences, so he's always searching for new content ideas. "I also have streams in Hootsuite dedicated for content creation. Right Relevance, an app you can use with Hootsuite, is what I typically use. I'll spend a few minutes scanning through these if there is something interesting."



### Look for changes in your key accounts

**Outcome:** Book meetings from social interactions

**Time commitment:** 15 minutes weekly

Every week, salespeople should look for new individuals within their key accounts. This is especially effective with LinkedIn. For example, if Pepsi hires a new marketing director or if there is a press release about a new VP of customer experience joining the organization, you should add those to your account stream.

"I also monitor the brand's campaigns and event hashtags—for example, if the target company is hosting an event in Chicago or is promoting a campaign hashtag that week. That way, if you're on a call or reaching out, you can mention those events or campaigns."

Koka recommends that at the end of each week, salespeople go through their calendars and look at the people they've been having conversations with. "I'll work through my calendar and then add all these people I've been talking to into my prospect list [in Hootsuite] or my account list."

Take a little time to reflect on your strategy as well.

"Is what you're doing on social helping you have conversations with decision makers and getting meetings? Look at the content you're publishing, the people you're reaching, and adjust as you go."

### Koka's personal daily attack plan

Koka is a power user. He spends 45 minutes a day listening and contributing to industry conversations on LinkedIn, Facebook, and Twitter.

On the next page is Koka's personal daily schedule that he uses to demonstrate expertise online and connect with buyers.

<b>MON</b>	<p><b>9 a.m.</b></p> <p><b>Task:</b> Scan your assigned account streams in Hootsuite for 15 minutes.</p> <p><b>Hootsuite stream:</b> Target sales accounts</p>	<p><b>10 a.m.</b></p> <p><b>Task:</b> Scan industry feeds for 5 minutes. Schedule content in Hootsuite</p>	<p><b>12 p.m.</b></p> <p><b>Task:</b> Scan industry network streams. Schedule any interesting content with Hootsuite.</p>	<p><b>6 p.m.</b></p> <p><b>Task:</b> Interact with prospects. Add a comment to industry discussions.</p>
<b>TUE</b>	<p><b>9 a.m.</b></p> <p><b>Task:</b> Scan industry feeds for 5 minutes. Schedule content in Hootsuite.</p> <p><b>Hootsuite stream:</b> Industry network</p>	<p><b>10 a.m.</b></p> <p><b>Task:</b> Scan industry feeds for 5 minutes. Schedule content in Hootsuite.</p>	<p><b>12 p.m.</b></p> <p><b>Task:</b> Scan industry network streams. Schedule any interesting content with Hootsuite.</p>	<p><b>6 p.m.</b></p> <p><b>Task:</b> Interact with prospects. Add a comment to industry discussions</p>
<b>WED</b>	<p><b>9 a.m.</b></p> <p><b>Task:</b> Scan competitor feeds for 10 minutes.</p> <p><b>Hootsuite stream:</b> Competitor activity</p>	<p><b>10 a.m.</b></p> <p><b>Task:</b> Scan industry feeds for 5 minutes. Schedule content in Hootsuite.</p>	<p><b>12 p.m.</b></p> <p><b>Task:</b> Scan industry network streams. Schedule any interesting content with Hootsuite.</p>	<p><b>6 p.m.</b></p> <p><b>Task:</b> Interact with prospects. Add a comment to industry discussions.</p>
<b>THUR</b>	<p><b>9 a.m.</b></p> <p><b>Task:</b> Scan your assigned account streams in Hootsuite for 15 minutes.</p> <p><b>Hootsuite stream:</b> Target sales accounts</p>	<p><b>10 a.m.</b></p> <p><b>Task:</b> Scan industry feeds for 5 minutes. Schedule content in Hootsuite.</p>	<p><b>12 p.m.</b></p> <p><b>Task:</b> Scan industry network streams. Schedule any interesting content with Hootsuite.</p>	<p><b>6 p.m.</b></p> <p><b>Task:</b> Interact with prospects. Add a comment to industry discussions.</p>
<b>FRI</b>	<p><b>9 a.m.</b></p> <p><b>Task:</b> Conduct list and stream cleaning for 15 minutes. Review meetings. Add new prospects to Hootsuite lists.</p> <p><b>Hootsuite stream:</b> <a href="#">Learn how to add and remove people from Hootsuite lists</a></p>	<p><b>10 a.m.</b></p> <p><b>Task:</b> Scan industry feeds for 5 minutes. Schedule content in Hootsuite.</p>	<p><b>12 p.m.</b></p> <p><b>Task:</b> Scan industry network streams. Schedule any interesting content with Hootsuite.</p>	<p><b>6 p.m.</b></p> <p><b>Task:</b> Interact with prospects. Add a comment to industry discussions.</p>



## Koka's Quick Win

"For sales people, LinkedIn is key for building relationships and booking meetings. I drive as much traffic to my LinkedIn profile as possible. For example, in my Twitter bio, I don't link to my website; I drive traffic to my LinkedIn profile. If I do a guest blog in a trade magazine, I won't link to my website; I'll link to my LinkedIn profile. This leads to new connections and increased visibility on LinkedIn."

Interested in building the social selling skills of your organization? Koka helps Hootsuite's enterprise customers build successful social selling strategies. Get started with our social selling toolkit. Or learn more about our social selling solutions here.



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# Amber Naslund

SENIOR DIRECTOR, INDUSTRY LEADERSHIP AT HOOTSUITE



“Everyone talks about getting buy-in from executives and solving business problems with social media,” says Amber Naslund. “But I’ve been a VP and a CMO. And I wish more managers would ask their CMO to spend 15 minutes with them. It’s really simple and can help close that disconnect between social and business strategy. Book some time in your CMO’s calendar. Ask your CMO ‘What are the big business priorities right now?’ And then go away and think about how social can help your company win in those areas.”

Amber speaks from experience. She’s the coauthor of the best-selling business book *The NOW Revolution*, former SVP of marketing for Sysomos, and, while VP of social strategy at Salesforce Radian6, advised Fortune 500 companies such as L’Oréal, American Express, AMD, Dell, Avaya, CDW, Kraft Foods, and Coca-Cola.

She now works at Hootsuite, helping our enterprise customers navigate digital transformation and understand how it will impact their business.

We asked Amber to teach us how directors and managers can better understand the mindset and goals of CMOs and other executives. When it comes to social media, what metrics will impress leadership? How can social media teams gain executive support and increased budget for new social initiatives?

## The one question every manager needs to ask their CMO

The willingness to see things from the perspective of the CMO is what differentiates a good social marketing manager from a great one.

“I’ve been a CMO. And I would completely respect if a manager or director booked 15 minutes in my calendar to ask me what the current business priorities are. Just ask: What pressing things are we trying to solve right now as a business? And then go away and think about how your social media strategy can help the business reach those objectives.”

If your CMO is on social, Amber recommends that you go through her LinkedIn profile and see who she’s connected with and what she shares. Do the same on Twitter and any other channel that she maintains a professional presence on. Once you have a list of the people and resources that matter to your CMO, follow those accounts and you might start to better see things through her lens.

“Internalize the challenges and risks that your CMO has to answer to the CEO for. Make them your own at the appropriate level—be accountable. Do that and you’ll stand out,” Amber says.

“As a social marketing manager, you may not know or be worried about the P&L [profit and loss] statement, but your CMO does. Go to her and say ‘I know you care about the P&L. What do I need to know about that? Can you give me a 15-minute overview of what role that plays in your world?’ If you do that you’re going to impress the hell out of her.”

After sitting down with your CMO, it’s likely you’ll realize that executives don’t care about shares, clicks, and views. “A smart social team will tell the CMO they want

to ladder up their goals to marketing goals, which then ladder up to business goals,” Amber says.

“You might not tie social media directly to sales, but you need to show how it’s having an impact. How is social getting people to consider making a purchase? How do these channels push prospects to places they might actually buy? What types of media are moving people from one point to another on the customer journey?”

The value of social media doesn’t have to have a direct dollar correlation, Amber says. But again, attribution is key.

“It can be: ‘For every dollar I spend, I increase my pipeline by \$500,000.’ If you can make those correlations it will be easy for you to keep your job versus simply saying, ‘Oh hey, we got a bunch of people to look at this piece of content’ without knowing what those people did afterwards.”

“Most CMOs today care about moving their organization from a cost centre to a revenue centre and being able to prove that,” Amber says.

### **Every CMO cares about 5 things—include these in your strategy.**

“CMOs are tired of hearing about social media as this end-all be-all,” Amber insists. “They’re tired of hearing that it’s going to save their souls and that they’re fools if they don’t jump in with both feet—with no consideration of the risks or cost involved.”

“For those of us that have been doing this for a while, these digital shifts are nothing new. Leaders don’t want to hear that social media is some sort of holy grail because 10 years ago the holy grail was having a website. And 10 years before that it was we had to be doing automated customer service. There’s always something new.”

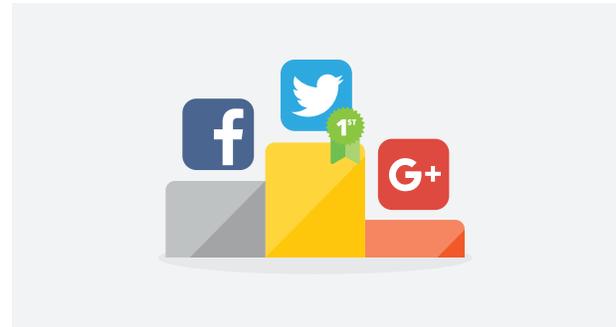
When you are looking to sell your CMO on the value of social, explain to her how it supports and fits into a broader marketing strategy. Know how much budget, resources, and people will be needed to do it right. And know what kind of content resonates on which channels within your industry.

When you speak to your CMO you should be talking about the big five CMO concerns: revenue, cost,

efficiency, differentiation, and customer satisfaction.

“Those levels of conversations are much more important than the number of likes, followers, shares, and retweets. The average CMO doesn’t care about that level of stuff,” Amber says.

### **Don’t tell your CMO about the power of social. Show them.**



Managers and directors see the value of social. But your CMO may have never used social listening. Amber recommends that managers demonstrate the power of these insights by building a simple listening stream for your CMO to check daily. Include mentions of your brand, its products, customers, other industry executives, and competitors.

“Listen for negative brand mentions of the competition. If someone says ‘competitor XYZ is awful,’ that’s what I call an opportunity signal. And while it’s a little skeezy to hop all over that if it’s a one-off, it’s worth paying attention to if you start to see patterns. If people are repeating the same complaint, that might be a weakness that you can exploit.”

### **Email your CMO a quick social media highlight package once a week.**

Some CMOs might never log in to your listening stream. To combat this, send a quick regular email update with social insights. Break it into three categories. Limit your update to three to five points. Send this email every week.

The first paragraph should include industry news. What happened in your industry? What are people

talking about on social? Did somebody get bought? Did somebody get sold? Did somebody have a complete train wreck of a week on social media?

Next, report on brand metrics. How the brand did on social? Did we release an ebook? Was there a product launch or webinar?

Conclude by highlighting any red flags for your organization or the industry. Was there a crisis in the industry that she should be paying attention to? Was

there a particularly newsworthy headline that we ought to have a point of view on? Did we screw something up? If so, make sure you're clear on what the impact of that will be.

"You'll also want to create a system for things that your CMO needs to know about right now. I call these Bat Phone-type emails. Put 911 at the beginning of a subject line. With the real-time nature of social, you need a mechanism that says 'open this email right away, this is something we need to respond to in the moment.'"



### Watch Amber's master class on proving social ROI to executives

In this on-demand webinar, Amber teaches you how to build a measurement framework that earns the praise (and budget approval) of your CMO. You'll also hear real-world lessons from Ryan McKee, director of brand engagement at the popular retail brand MEC. You'll learn:

- How to choose the right metrics to prove the ROI of social
- How to define your measurement framework
- Specific ways to connect social metrics back to business KPIs

Watch [the webinar now](#)

## Content metrics are fine. But they need to pass the 'So What' test.

Social teams talk to customers every day. As a result, you'll likely have a lot of positive interactions—such as a glowing customer tweet about your product—to share with leadership. So how should you frame qualitative data for a CMO?

"If you're going to put something in a report and call it out as a metric, I need the 'so what' factor," Amber says. "You got all these likes? Great. What does it mean for the business? You got a million impressions? So what? What does this mean for our business? What's the benefit?"

The key, says Amber, is to look for patterns, and then form a hypothesis that you can layer with quantitative data.

"Let's say you think that customers who follow you on Instagram are really loyal and that all these engagements with your team [are] fueling that brand loyalty. Create a hypothesis. For example, 'Customers that follow us on Instagram are more likely to have higher order value when they purchase from your store.' Create that hypothesis and then go run that analysis. Chase down the data and figure out if that proved true. Then you're showing your CMO that those interactions mean something, and then she will start to care."

If a reporting method doesn't exist, you can get creative and build one. "If you think that it's something that could actually illustrate business value for your business, make it up, but create a model for that to be repeatable and show me how you connect the dots in that equation."



### **Don't hide the risks. Highlight them.**

"As a leader I've had a lot of social marketers come to me with rainbows in their eyeballs and say, 'Oh my God, this is going to be the best thing ever—we can't lose with this!' And my response is always 'Okay, but what if this or this happens?'"

According to Amber, marketers need to be more honest about the risks in any social strategy. "Demonstrate to your CMO that you have a really strong grasp of what might go sideways. That shows her you have the business maturity to take this on."

A good business leader at any level—whether it be CMO or manager of a social team—looks at not only the benefits but the potential risks to the business as well.

"There are some very real business concerns that some companies have about social," Amber explains. "Banks don't want to be on Instagram because there's all kinds of ways for them to violate FINRA and other regulations that are pivotal to their business. The possibility for them to screw it up on Instagram is simply not worth the potential gains."

Have an honest discussion with your CMO about your proposed social strategy. Lay out the benefits alongside the potential downsides. Are there compliance or security issues that must be addressed? Have a plan for mitigating these risks.

You also need to have a remediation plan for when things don't go as planned. Leaders are thinking of where things fit strategically, and a lot of time practitioners don't pitch those details.

"CMOs often don't care how you get it done, they just care that you do get it done. If you promise your CMO a certain result she's going to hold you to that."

### **Not every trend is worth following.**

Organizations can't jump on every social trend and expect to do it well. Even if you have all the money and resources in the world, not all channels are right for all brands."

"Should a multinational accounting firm like Ernst & Young be on Snapchat? I don't think so."

Focusing on a few things and doing them really well is way more important than spreading your efforts too thin and doing a lot of things in a mediocre way. Deciding which platforms to use should be a data-driven decision. Figure out where your customers are and focus your efforts there.

"I think a lot of companies would benefit from teams that don't try to move faster, they try to move smarter. When it comes to trying new tactics and channels, start with a solid hypothesis about why it's a good idea and show your CMO that you've considered the risks and investments required to do it well. Lay out a thoughtful business case."



# Mari Smith

SOCIAL MEDIA CONSULTANT, SPEAKER & TRAINER

When introducing Mari Smith, you need to take a big breath. She's the "Queen of Facebook," Forbes' Top Social Media Power Influencer (currently #4 of 100), one of the world's undisputed Facebook marketing experts, and a regular contributor to The New York Times, The Wall Street Journal, Forbes, Fortune, Chicago Tribune, and Success Magazine.

Mari is not only super smart—she's an extremely generous thought leader. We sat down with her for a master class in achieving your goals, in which she also shared new publishing secrets for Facebook and the exact tactics she uses every day to build her global brand.

## The ONE thing that led to Mari's success

Ten years ago, Mari first discovered Facebook. She saw the potential of the platform for business, and every day since, she has been publishing content and teaching people how to use Facebook.

This strategic focus has never shifted. "Every year, I choose a one-word theme that kind of governs my personal and business life. I've done that for like nine or ten years. When I first decided to build my business as a Facebook marketing expert, I decided my word for that year would be FOCUS. And the acronym for FOCUS is: follow one course until successful. This has made all the difference and has been something I've followed and believed in."

Mari has been talking and writing about Facebook for over a decade. We asked if she was ever tempted to expand to channels like Snapchat. "My passion has never wavered for Facebook. There's still a lot to teach and new ways for marketers to use Facebook to reach customers. My passion hasn't gone away."

## How to find your focus

"People want to hire a specialist," says Mari. "I never went to college. I started as an unknown consultant. But what's enabled me to build a global following, write best-selling books, and speak around the world is staying focused."

Mari has built her global business by being known as the go-to expert for all things Facebook marketing. She was hired by Facebook to run live training events for small businesses across the United States. She built custom social marketing training programs for the global fitness brand Beachbody. Forbes called her "the preeminent Facebook expert," noting "Even Facebook asks for her help."

According to Mari, the key to building authority online is to go an inch wide and a mile deep. "This goes for bigger companies too," she says. "You've got to know your lane and to not get too diversified. If I look at your bio—your Twitter bio in particular, because it's short—I can tell if you're a specialist or if you're spread thin and trying to do too many things,"

Whether buying a piece of electronic equipment or hiring a new marketing agency, people want to buy from specialists. But Mari believes that people should be careful about going too niche in their services or products, as this restricts the size of the market.

"I just kind of smile behind the scenes, but everybody is now a Facebook Live strategist," explains Mari. "And no offense, right, because there's a place for everybody. I'm not being judgemental but I swear I see people that have 20 fans on their page and they're getting maybe 100 views on their videos, and they're Facebook Live strategists for hire. I'm sorry, but that's just too far."

“Go broader at first. For example, a Facebook Live strategist is putting the cart before the horse. What does Facebook Live get businesses? Why do they need it? I think it would be better to position as a business development specialist and Facebook Live is one of the vehicles that you use to find new customers.”

## How to differentiate your content

Social channels are crowded with helpful videos and blog posts. For Mari, creating helpful content or being a “thought leader” isn’t enough. You need to differentiate your content.

Mari sees herself as a filter for her audience. She does the work of understanding complex developments (such as Facebook’s algorithmic shifts) or listening to Facebook earnings calls to predict future changes to the platform—and translates that into simple and actionable steps for her audience.

“I try to make it always have a bit of me. That’s where the differentiation comes in. People need guidance. Having a perspective on things and a strong voice—this is much more effective than researching information and turning it into an article. I never publish anything on my page that doesn’t have some kind of comment, or opinion, or angle.”

## How to grow your followers—in one hour a week

“Find your unicorn content,” says Mari. “This is the content that you’ve discovered really works. A big mistake is that people have a hit. But then they move on to the next idea. Once you find a piece of unicorn content, you need to put it to work. Update it. Refresh it. Do a yearly revision. Do a video version.”

According to Mari, the concept of unicorn content was introduced by Larry Kim, the founder of paid search marketing platform Wordstream. This content isn’t visible at first. It might take you twenty blog posts to find it. But once you do, you’ve discovered something that will resonate again and again with audiences.

“It’s about knowing your strengths as well,” says Mari. “I’ve written books. And I write blog posts. But what I really like and what really works for my brand is presenting—speaking at conferences, creating videos, and doing live events.”

We asked Mari what her 80/20 principle for content creation was. If she only had an hour a week to dedicate to content, what would she focus on?

“For me, it would be Facebook Live or creating a video. I might spend an hour walking through a new trend or offering my perspective on a new Facebook feature. This plays to my strengths and I know it works for my brand.”

## Time blocking and practicing self-care

As Mari has a relentless travel and client schedule, time blocking is key to her success.

“My team knows that they shouldn’t book me for anything in the morning. I also like to keep Friday free for focused working sessions. My Google calendar tracks all this and I guard against being too reactive.”

Mari prebooks time in her calendar to review major events such as Facebook’s yearly developer conference or to watch live earning calls from Facebook. This is when she gathers insights for new material to talk about and build into conference presentations.

But while Mari stays strict with her schedule, she also warns against doing too much. “Pay attention to your body. It will tell you when you’re doing too much. Take an afternoon off. Don’t ignore these signals. You’ll do more in the long run if you practice self-care and have fun along the way.”

## Mari’s personal publishing strategy



Mari and her team publish at least 70 pieces of social content per week. Here’s her content mix and publishing schedule.

You can use Hootsuite to [schedule all of these posts in one batch](#).

	<b>Facebook</b>	<b>Twitter</b>	<b>LinkedIn</b>	<b>Google+</b>	<b>Instagram</b>
<b>MON</b>	6 Facebook posts per week.  (1x/day; skip a different day each week)	52 Twitter posts per week.  (8x/day, Mon-Fri)	5 posts per week.  (1x/day, weekdays)	5 posts per week.  (1x/day, weekdays)	
<b>TUE</b>	6 Facebook posts per week.  (1x/day; skip a different day each week)	52 Twitter posts per week.  (8x/day, Mon-Fri)	5 posts per week.  (1x/day, weekdays)	5 posts per week.  (1x/day, weekdays)	2 posts per week.  (1x/ every few days)
<b>WED</b>	6 Facebook posts per week.  (1x/day; skip a different day each week)	52 Twitter posts per week.  (8x/day, Mon-Fri)	5 posts per week.  (1x/day, weekdays)	5 posts per week.  (1x/day, weekdays)	
<b>THUR</b>	6 Facebook posts per week.  (1x/day; skip a different day each week)	52 Twitter posts per week.  (8x/day, Mon-Fri)	5 posts per week.  (1x/day, weekdays)	5 posts per week.  (1x/day, weekdays)	
<b>FRI</b>	6 Facebook posts per week.  (1x/day; skip a different day each week)	52 Twitter posts per week.  (8x/day, Mon-Fri)	5 posts per week.  (1x/day, weekdays)	5 posts per week.  (1x/day, weekdays)	2 posts per week.  (1x/ every few days)

<b>SAT</b>		<b>Twitter</b> 52 Twitter posts per week. (6x/day, weekends)			
<b>SUN</b>	<b>Facebook</b> 6 Facebook posts per week. (1x/day; skip a different day each week)	<b>Twitter</b> 52 Twitter posts per week. (6x/day, weekends)			

## Mari's content mix strategy

What type of content works on different social networks? Mari has mastered and experimented with topics for each network. We asked her to share these publishing secrets with you. Here are the exact content topics she publishes on each network.



- 100% business focus on Mari's Facebook Page.
- Breakdown of topics: 98% Facebook marketing tips & updates; 1% Instagram marketing; 1% WhatsApp, WeChat and other social topics.
- Mari also has a content strategy for her personal Facebook profile. Her content here is a bit different.
- Facebook Profile: 60% business (Facebook marketing, updates); 40% personal (life, inspiration, travel, family, fun).



- 50-50 mix of business (speaking, travel, conferences) and personal (inspirational memes, nature).



- Keeps the focus on business. Only chooses business topics from Mari's topic universe (see below).



- Keeps the focus on business. Only chooses business topics from Mari's topic universe (see below).



- Mix of inspirational content and business focus.
- Positive/inspirational quote 1x/day in the morning, 7 days a week, plus a mix from Mari's master topic list (see "Mari's topic universe" below).

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## Mari's Topic Universe

The key to Mari's success is sustained and strategic focus. She moves with audience demand for new trends and techniques—but she sticks relentlessly to the topics that help her audience succeed on Facebook.

- Facebook
- Facebook marketing
- Facebook changes
- Facebook ads
- Facebook privacy
- Livestreaming
- Digital television
- Video marketing
- Instagram marketing
- Twitter
- Twitter marketing
- Twitter changes
- Social media case studies
- Social media statistics and metrics (ROI and measurement)
- Analytics (metrics, tracking, measuring—for websites and social networks)
- Industry infographics
- Technology news
- Mobile apps
- Cutting edge developments in communications
- Customer relationship building
- Tools to save time
- Small business growth tips
- Copywriting and headline writing
- Productivity
- Time management

## Mari's quick win

"I'm a ten-year overnight success. There's no single shortcut to reach your goals. Just remember the acronym of FOCUS: follow one course until successful. This has made all the difference and has been something I've followed and believed in."



With her six-foot stature, Scottish-Canadian-Californian accent, and unique ability to simplify complex technical concepts, Mari is frequently one of the top rated speakers at major conferences.

[Learn more about working with Mari here.](#)

# With Hootsuite, it's easy to increase your reach and revenue.

Use Hootsuite to scale social media securely across teams with a single, easy-to-use solution. Create social ads, connect existing technology like Salesforce or Marketo, and track your ROI. [Get started here.](#)

Here's a quick tour of how Hootsuite can help you. Use what you need now, expand as your needs grow.

**Publish, schedule, and monitor:** Work as a team, automate workflows, and scale social media content in even the most complex of organizational structures.

**Listen and respond:** Real-time analytics, deep listening, and customizable streams helps you find customers, answer support questions, and track the conversations that matter.

**Stay secure and compliant:** Lock down permissions and guard your brand with enterprise security features and integrations with best-in-breed solution partners.

**Track end-to-end ROI:** Track the direct impact of organic and paid social media with visual dashboards and sophisticated ROI analysis.

**Launch social media campaigns:** Earn more reach and drive revenue from social media with easy-to-launch contests, quizzes, photo galleries, and more.

**Grow awareness with social video:** Native integrations with Instagram, Twitter, and YouTube video helps you tell your story and sell products in new, bold ways.

**Education for all:** Our scalable education helps you boost results and empower employees across your workforce.

**Organizational training:** Scale social in your organization with custom training education for leaders, managers, and front-line employees.

**Ecosystem and social APIs:** Integrate with existing tools and protect your technology investments.



See Hootsuite in action—[request a demo here.](#)