

Overall Strategy/Goals

- Grow an engaged audience across main social channels & Marisa's personal channels
- Make Marisa the face and voice of all social profiles
 - Build up her personal LinkedIn profile & presence
 - Build up her personal Facebook page
 - Completely re-brand Instagram as Marisa
 - Change handle to @MarisaMurgatroyd
 - Cross-promote with company profiles
 - For instance, Marisa would promote upcoming webinars/Live Your Message LIVE and tag Live Your Message on Facebook and LinkedIn
- Top-of-funnel content campaigns
 - Use Marisa's personal profiles/rebrand company profiles to entertain, educate, drive awareness of Marisa's expertise and Live Your Message's programs and grow engaged audience
- Heavy video presence
 - Figure out how to film - weekly filming sessions or monthly?
 - Use short form videos to reach and expand audience
 - Play around with filming locations and techniques - incorporate variety
- Marisa should share her unique perspective, knowledge and takes that no one else has
 - There's so much content out there - What is something we can bring that competitors can't?
 - Set up a monthly brainstorm session with Marisa where she shares recent stories/anecdotes/hot takes that we can use across all content channels
 - Bring hooks and work on scripts with Marisa
 - Our short videos are too broad - need more input and Marisa's expertise to shine
- Marisa to showcase behind-the-scenes entrepreneur life type content
 - Where you're at/what you're doing/fun discoveries/takes
 - Recommendations/Don't Do!
 - Would be a fun travel series where you give your what to do/what to avoid advice for specific locations

- If you see a funny/unique sign or landmark or have an experience that prompts something, hop on video and snap a photo
 - What's a fun observation or interesting/controversial take you can share in the moment?
 - How can you relate it to entrepreneurship/growing a business?
 - Film on your phone or snap a photo and ping Shannon to post
 - For photos, provide relevant context
 - Where you are
 - What you're doing
 - Fun anecdote/take/story
- Behind-the-scenes of your studio and your process
 - Showcase new studio
 - Give people a behind the scenes look and show how you set up your studio/the only equipment you need to set up your own home studio
 - Run a social contest where people get to name your studio and film a fun video
 - Unveil the new name in a fun video
 - How you put on events/accelerators
 - Include tips/takeaways
- Living in Austin series
 - Favorite places & recommendations
 - What you like
 - Don't like
 - What it's like to uproot your life as an entrepreneur
 - Dos and Don'ts
- Less branded
 - With a more personal focus, we should not be overly-branding our social content
 - More candid photos and videos
 - More fun, engaging videos that showcase Marisa's unique perspective, personality and expertise
- Consider supplementing with a small engagement ad budget
 - Get more eyes on content
 - Build an engaged audience for promotions

- Better tracking capabilities to measure efforts (especially lead tracking)

Core Content Focuses

- **Video**

- YouTube
 - Discovery, Community and Sales videos
 - Use brainstorm sessions to dial in not only video topics but also topic points
 - Make them feel more authentic
 - How can we make YouTube a priority?
- Reels/Shorts
 - The ones we've done aren't engaging/authentic enough
 - How can we script these and make them feel "in the moment"?
 - Also, would need brainstorm sessions to get talking points
 - There's great potential with hooks but it's tough to script as I'm not the entrepreneur/expert so they are just too broad
 - Test "sludge" videos
(<https://www.instagram.com/p/Cuo1iMfoDbd/>)
 - This is a split-screen video where the top would be Marisa telling a story or teaching a concept and the bottom would be a completely different video that illustrates her point.
 - For instance, she teaches the concept of the paper plane version in the top part of the video and the bottom part would be someone creating a paper plane.
 - Switch perspectives and locations throughout the same video to keep people engaged
 - Text-overlay videos are a great way to create content without speaking:
 - <https://www.instagram.com/p/ClwVCa1IxOU/>
 - https://www.instagram.com/p/CzL_Nz3liv7/
 - Great way to touch on trending topics as well as give actionable tips

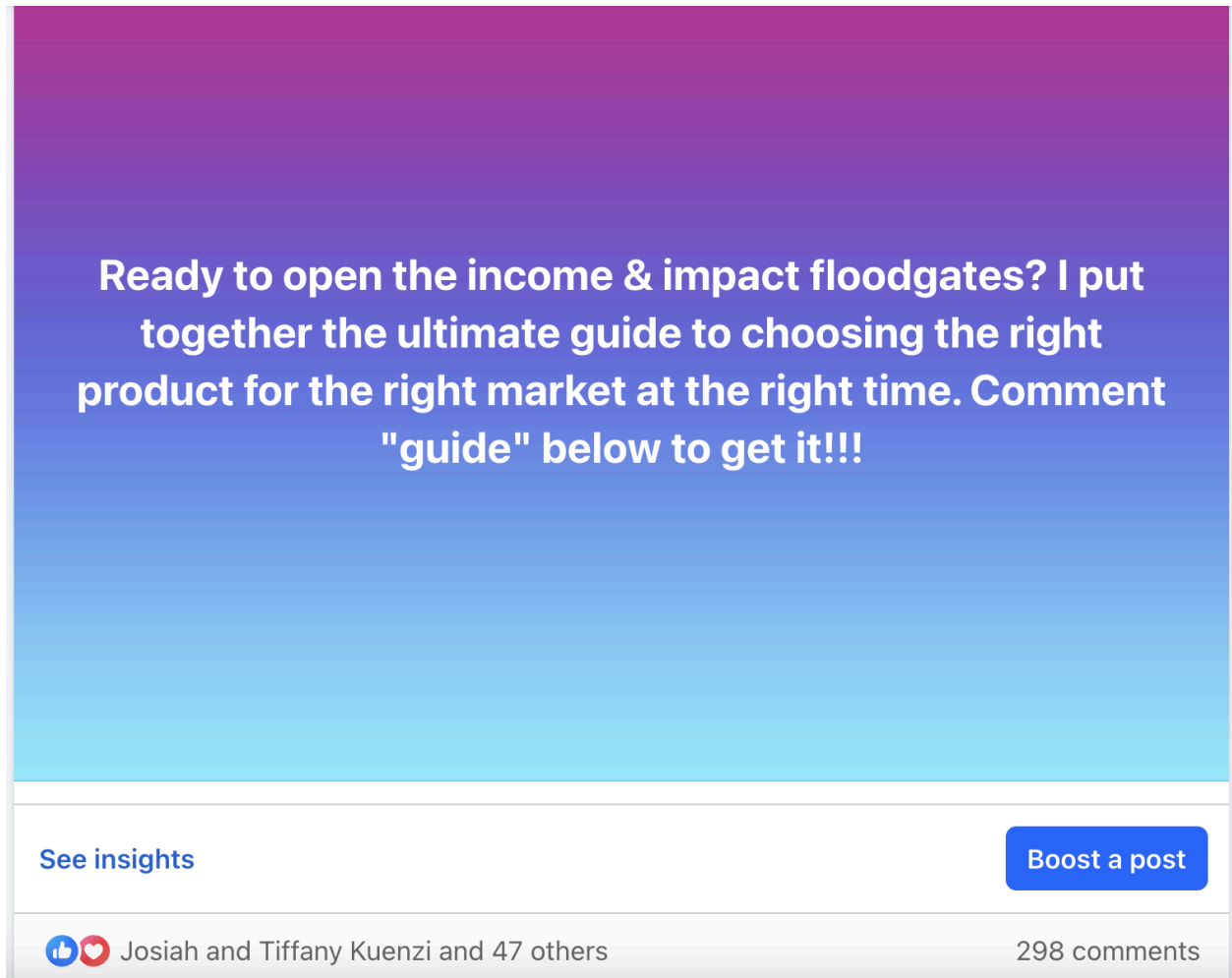
- Once-a-month Live videos
 - Instagram
 - Online Course Creators Community
- In-the-moment videos
 - Travel
 - Where you're at/what you're doing/fun discoveries/takes
 - Recommendations/Don't Do!
 - Would be a fun travel series where you give your what to do/what to avoid advice for specific locations
 - If you see a funny/unique sign or landmark or have an experience that prompts something, hop on video and snap a photo
 - What's a fun observation or interesting/controversial take you can share in the moment?
 - Film on your phone or snap a photo and ping Shannon to post
 - Behind the scenes prep
 - Prepping for workshops and accelerators
 - Behind the scenes of video studio
 - Behind the scenes at events
 - Both our internal events and also at speaking events
 - Where are you? What are you giving a talk about? Takeaways?
 - This builds trust with the audience - "I was invited to speak at... and I just shared..."
 - Quick tips/takeaways - I just shared this with my students!
 - Any funny outtakes/mistake stories
 - I messed up during this event... and it made my audience love me more
- Video Brainstorming Session Once a month
 - What's trending?
 - What are some fun/entertaining ideas?
 - What's a hot take/controversial take?

Core Content Focus #2: Candid Photos with Value Add

- Mix of unedited candid shots with long-form captions and quick tips/questions/funny
 - Give context for photos
 - More personal stories with photos connect more
 - More candid shots of Marisa with partners
 - Nature/travel shots
 - Up close shots/selfies
 - Silly
 - Photos during filming sessions
 - Photos at events
 - Our own events but also speaking events

Core Content Focus #3: Lead Magnets/Guides/Masterclasses/Webinars

- Quick videos to use to promote
 - Marisa walking & talking or in a fun location or even just on her couch
 - Quickly share about an upcoming event/promotion
 - What? Why? When? How?
 - Drop a tip/takeaway and CTA
- Candid/Fun Photos
 - Take fun photos of Marisa during video shoots to use for promotions
- Comment to Manychat
 - This is working well on the main Facebook page - have them comment with a word like “guide” and Manychat automatically sends them a message with the link
 - Posting links directly on Facebook doesn’t work but these get a lot of engagement
 - We need more quick lead magnets (templates, pdfs, swipe files, etc.) that we can use this strategy to drive our social audience to sign up for our list (to get the free gift)
 - And we don’t need a fancy graphic or anything - tested various types (graphics, photos and just text only) and text only performs better



YouTube:

- [This is the plan here!](#)
 - Note: Will really need to dial this in together - especially main audience and value proposition

Facebook:

- Test content variety
 - Candid photos
 - Long form value content
 - Variety of reels
 - Short text posts
 - Comment to Manychat
- Candid photos
 - Lessons/advice/observations/hot takes

- Vulnerable moments and lessons
- Fun questions
- “Value-bomb” posts
 - Compilations of resources, guides, videos, tools, book recommendations, blog posts, etc.
- Reels
 - Focus mainly on the hook
 - Variety of tactical and personal
 - Breakthroughs/discoveries
 - Hot/controversial takes
 - Trending tops
- Promotions/Lead Magnets
 - Comment to Manychat
 - Use for lead magnets and guides and even try with new YouTube videos
 - Do this weekly if not multiple times per week
 - This has worked well with Guides
 - Make Marisa the face
 - Take fun photos of Marisa during video shoots to use for promotions
 - Black Friday promo
 - Take fun quick videos during shoots
 - Black Friday promo
 - Quick casual videos
 - Just casual walking and talking or in fun locations or even just sitting on the couch
 - Quickly share about an upcoming event/promotions
 - What? Why? When? How?
 - Drop a tip/takeaway and CTA
- Potentially monthly themed Facebook LIVES
 - Course Creation
 - Taking Action (to promote Lab)
 - Marketing
 - Business Strategy

Marisa's Facebook Profile

- Reels but more personal/entrepreneur mindset
- Just text only:
 - Funny quips and observations
 - Controversial/hot takes
 - Mindset/entrepreneurship peaks and valleys
 - Long-form observations/insights
 - Only you could share
- Flashback Friday Series
 - How you got your start
 - Failures and successes

Instagram:

- Change to @MarisaMurgatroyd
 - Reels - main focus
 - Candid photos with stories
 - Carousels
 - Lead Magnets with Comment to Manychat
- Reels
 - 1x per day
 - Grab people with the hook
 - Actionable tips/strategies - give them step-by-step instructions
 - Connect some to Guides - Comment to Manychat
 - Discoveries
 - Recent discoveries you've made
 - Something you've taught that really landed
 - Reflections on the previous year
 - Turn "State of the Internet" blog post into a series
 - Trending
 - Fun questions that get engagement
 - Hot/Controversial takes
 - Answer questions our audience has
 - Pull from the Online Course Creators Community
 - Fun behind the scenes
- Feature candid photos with mix of long-form captions and short captions with questions/tips

- Come up with an easy system for Marisa to give background/context for photos - Shannon will then craft the captions and post
- This is especially key when Marisa is traveling to various places and also when she's with friends/partners in photos
 - Where are you? What's happening? What's something fun/weird that happened? What strange/interesting thing did you notice that is relevant to the audience?
- Carousels
 - Not getting engagement on these but we just may be posting the wrong types
 - Test more actionable/tactical carousels
- Test Comment to Manychat
 - This hasn't worked for us on Instagram yet (it is on Facebook) but we can crack this code
- Utilize pinned posts - When someone first visits our IG, they'll see 3 pinned posts first:
 - Origin story video - Great way to quickly share your journey/how you're different
 - What you'll learn/what I teach/fun facts (series of photos or a video)
 - Brock Johson: <https://www.instagram.com/p/Ci28b4iJB3K/>
 - Laura Belgray: <https://www.instagram.com/p/CdZQ3yyJel2/>
 - Rotate promotions
- Potential LIVE Series – 1x per month
 - Post a sticker in Stories about a particular topic for people to submit their questions
 - Post this question across social and even in email P.S.
 - Let people know that Marisa will be going LIVE on Instagram to answer questions
 - Shannon to parse through questions and choose good ones
 - Marisa to answer in an Instagram Live
- Potential Story Series – For Partner Promos
 - Look at opportunities to get partners with a social presence to do “IG Story Takeovers”
 - They wouldn't have access to our account – instead they would film videos on a particular topic (value focused but related to their promotion/expertise) and Shannon would upload to our Stories and tag the partner

- Would repurpose videos elsewhere (FB, LI, Blog)

LinkedIn (Company Account)

- 2-3x per week
- The focus should be building an audience
- Weekly newsletter
 - Publish weekly (have been doing this)
 - Have 400 subscribers so far
- Turn tips/blog posts/case studies into carousels
- Cross-Promote from Marisa's personal LinkedIn
 - Especially to promote upcoming live events (webinars, workshops and livestreams)
 - Post about upcoming webinar & on Marisa's personal page, she'll give the inside scoop about what she'll be teaching and tag the company page
 - We'll also share Marisa's personal updates on company page

LinkedIn (Marisa's personal LinkedIn)

- As the face of the business, have a presence on LinkedIn
- This should be even more of a focus than the company page
- Start with 1-2 posts per week
- Update About to be current and relevant
- LinkedIn is prioritizing knowledge and advice
 - Speaks to a distinct audience
 - Speaks to core subject area
 - Showcases writer's perspectives and insights
 - Generates meaningful comments (not "This is great!" but more in-depth)
- Content Types
 - Post off-the-cuff takes/advice



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Editor in Chief of Entrepreneur Magazine
1mo • 

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Did someone insult or hurt you?

Ask yourself this empowering question...

"HOW CAN I USE THIS?"

Why? Because we humans need control. We need autonomy. And when someone insults us, we often feel stripped of that control.

The jerk now has the power. They acted upon us, and we cannot erase it.

So let's take it back. Give yourself a way to act — not as a means of hurting someone else, but as a means of refueling yourself.

Maybe it means turning an insult into an advertisement, like the example here. Or just using it as motivation. Or opening up to a friend, to create a stronger bond.

Whatever it is, whatever someone said, whatever you carry — it's time to use it!

Want more ways to act bolder and take control? My newsletter, One Thing Better, gives you one way to do that each week — subscribe for free at jasonfeifer.com/newsletter



- Unique takes on trending topics/relevant news items



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Editor in Chief of Entrepreneur Magazine

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What a PR nightmare for Airbnb!

But the truly big problem came next —

This tweet got 10,000 retweets... plus a reply from Airbnb's customer service. They asked to connect directly to "take a closer look" at the problem.

The guy replied: "I already spoke to customer support multiple times and every customer support advocate I've interacted with has had no interest in helping resolve the issue."

To which another person tweeted: "Yeah cause now you went viral on Twitter. That's how customer support works nowadays."

And ***THAT*** is the big problem.

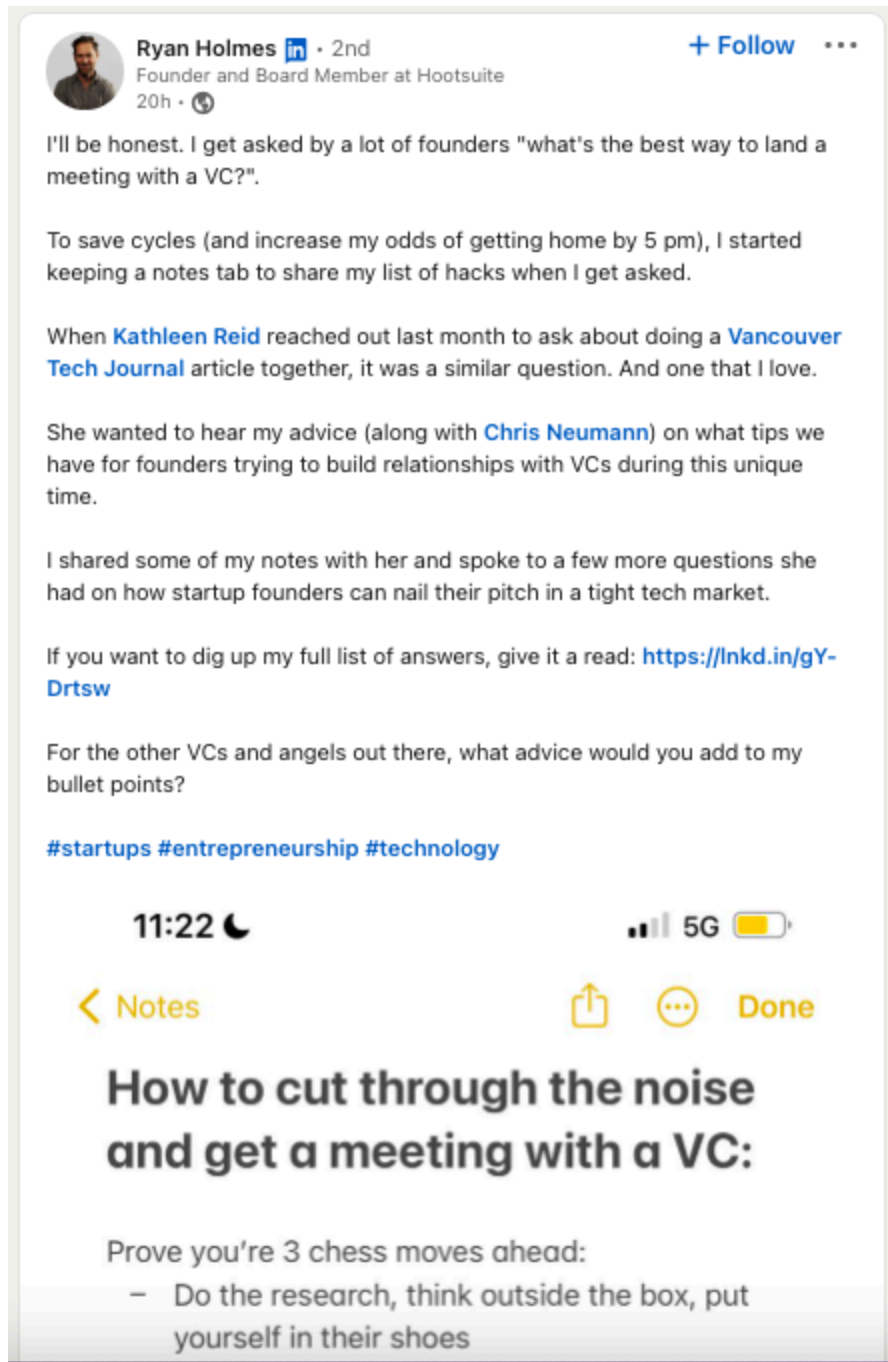
Perception matters — and NOBODY wants to think you only care only when others are watching.

The best connections — whether it's customer support, or just you supporting another person — should be like charity: You do it because it's right, not because you get credit.

Want more ways build great connections? My newsletter, One Thing Better, gives you one way each week to improve your work — subscribe for free at jasonfeifer.com/newsletter

- Marisa's personal experiences

- Relate stories to target audience's own experiences - focus on unique perspective and knowledge that only you can deliver
- Struggles/Adversity
 - People doubting her/perseverance
- Takeaways from coaching sessions
- Thought leadership pieces
- Answer commonly asked questions



- Tag company account when appropriate
 - Work together with company account for promotions
 - Company account posts about webinar
 - Marisa shares specific talking points/what she'll be covering and tags the Live Your Message page

TikTok:

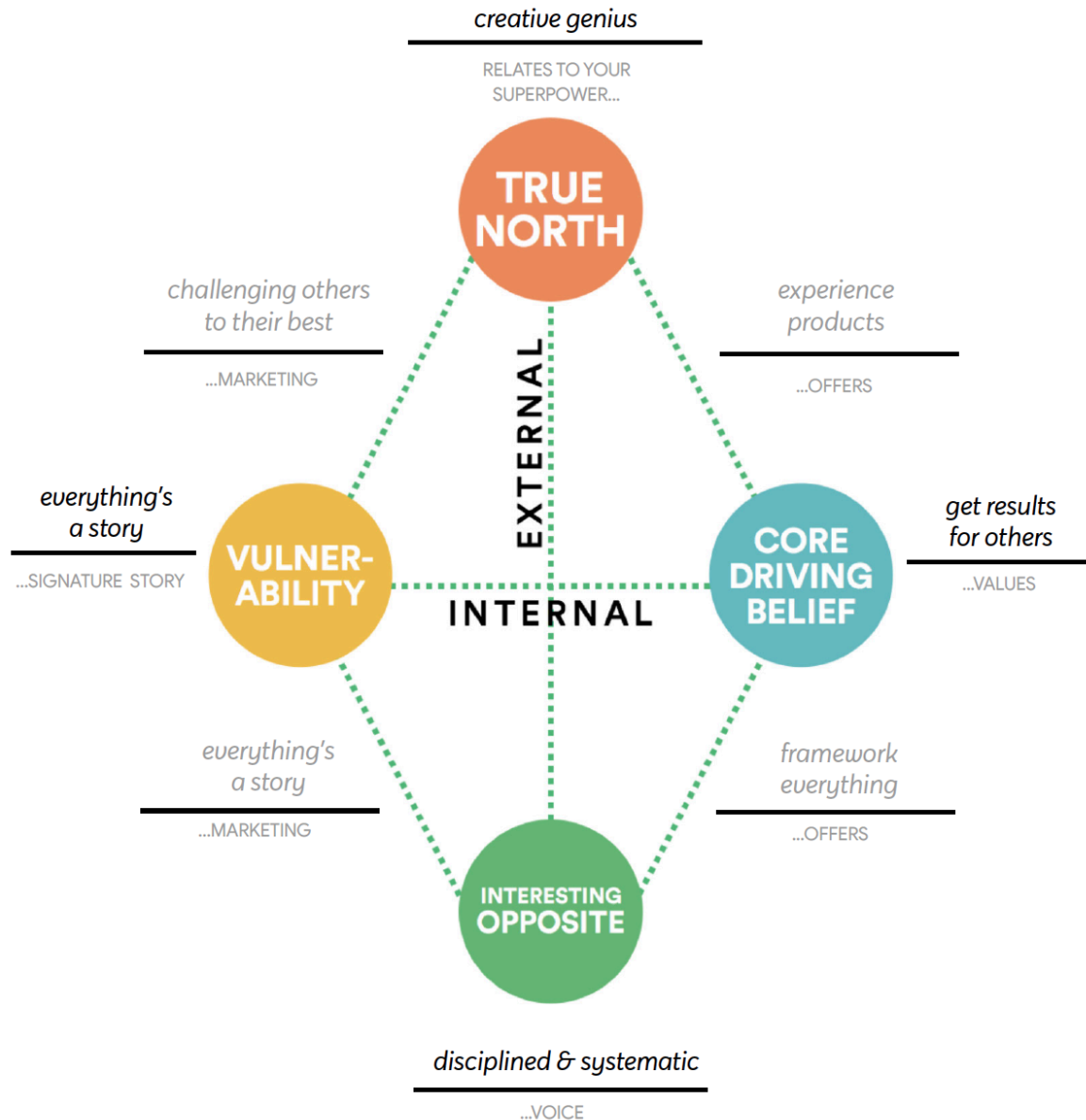
- Given TikTok's negativity, consider not focusing on this and focusing more on YouTube, Instagram, Facebook and LinkedIn
- If we do want to focus on TikTok, [I have some ideas here](#)

Partners

- Story takeovers
 - Even just a video filmed on their phone that we could use and repurpose
 - Would focus on valuable content, not the promo (content should be related to promo)
- Blog interviews
 - Potentially work with Naomi on who would be good for this
 - Send a list of questions and we'd turn into a quick blog post before promo
- Any photos/fun details to spice up social promo posts

Personal Themes:

- High performance, creative output and productivity -- health, focus, scheduling, leading a "boring" life so my work can be anything but
- My relationship with my husband and business partner Murray -- our audience loves that we're a husband and wife team
- Our world travels and adventures -- how to create better outputs by adding new inputs, how travel offers new perspectives and you can find solutions in unexpected places
- My background as an artist -- specifically a writer, photographer and filmmaker -- shaped my voice, style and approach to business, as well as all of my creative interests (and the art, culture and literary references I use)
- Feeling like I never fit in -- with my family, my peers, this includes being a geek and a brainiac and having trouble relating and connecting with people on a personal level, being biracial and multicultural (growing up surrounded by tribal artwork and being given weird gifts by my family)



Marisa's Content Framework			
Golden Thread or Content Bucket		Monthly Themes	Notes or Topic Ideas
Online Course	1	Platforms &	Membership site platforms (XP,

Business		Marketplaces	Thinkific, Kajabi, etc) Course marketplaces (Udemy, Coursera, LinkedIn Learning, etc)
	2	Course Industries	Go through the 20 Mega-Niches and a few Micro-Niches
	3	Types of Courses	Book into course, course as a lead magnet, high-ticket courses, etc
	4	Course Elements or Deliverables	Modules, trainings, group coaching, etc
	5	Experiential Courses	Go through 10 Core Experiences, go through 10 Anti-Experiences
	6	Course Marketing	Webinars, launches, challenges, social media
	7	By Desired Result	First sale, fill a program, reach 6 figures, reach \$10K/month consistently, reach 7 figures, go from 1:1 to 1:Few, go from 1:1 to 1:Many, go from launches to evergreen, go from offline to online, training employees
	8	Objections, Concerns & Special Topics	Piracy, market too crowded, AI
	9	Big Mistakes to Avoid	Putting everything you know into your course, focusing on the info
	10	Course Creation in Other Regions	US, Canada, UK, France, Germany, Mexico, Brazil, India, Japan, Australia, NZ, Latin America, Europe, Middle East, Africa
	11	Case Studies/Examples	All our Secrets of Their Success student & partner livestream guests
	12	Student Engagement & Success	Stories of student transformations

