

# Facebook Playbook

for Coach Operators

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## Welcome

I don't need to tell you that 2020 has been an extraordinary year presenting extraordinary challenges.

As business starts to return to whatever is the new normal, it is essential to plan ahead for all of your marketing communications including social media.

Now more than ever, consumers have turned to technology in order to communicate. Even grandparents have learned new skills during lockdown in order to keep connected with their family and friends. Whoever thought that former technophobes would become Silver Surfers overnight and are now competent using tools such as Facebook, Whats App, Zoom and Facetime?

Hopefully, having participated in the training today you have been inspired to connect to your customers and potential customers via Facebook.

You will have learned that to be successful on social media, you don't need to be the most popular. You don't need to have the most followers or likes. But you do need to show up and engage.

I hope this Playbook is the start of the momentum for marketing your business on Facebook. The enclosed templates are ideas that can be used in whatever format suits you (Excel, Word etc) all year round to help you stick to your brand's message and concentrate on what is important to you.

Good luck

A handwritten signature in black ink, appearing to read 'Justine', with a stylized flourish at the end.

Managing Director, Cariad Marketing





## Monthly strategic posts

These are your monthly staples which remind you to switch up your content and keep it varied, interesting yet purposeful and targeted to relate to your topic clusters.

Generally speaking, these are easier when using a tabbed spreadsheet. There are no rights or wrongs (it's whatever works for you) however it should look a little like this:-

AUGUST	# Posts	Formats	CTA
Safe to travel	6	Text with images	Download our free brochure - You are in safe hands
Dispelling the myths...	2	Graphic	Got concerns? Call us for a confidential chat
Forthcoming events	6	Text with images	Link to website
Behind the scenes	1	Video	n/a
Company News/Blogs	2	Text and image (from article)	Link to website
Inspirational quote	2	GIF	n/a
Featured destination/event/attraction (x4)	6	Carousel, Text and image,	Link to website
Summer sunshine	3	Video, Image	n/a
Do you remember the time...	2	Re-share a post of a significant event/tour/experience	Book for next year link
<b>Total posts</b>	<b>30</b>		

SEPTEMBER	# Posts	Formats	CTA
Safe to travel	6	Text with images	Download our free brochure - You are in safe hands
Dispelling the myths...	2	Graphic	Got concerns? Call us for a confidential chat
Forthcoming events	6	Text with images	Link to website
Behind the scenes	1	Video	n/a
Company News/Blogs	2	Text and image (from article)	Link to website
Greener by coach	4	Infographics split across carousel	n/a
Featured destination/event/attraction (x4)	6	Carousel, Text and image,	Link to website
Back to school	1	Video, Image	n/a
Start of autumn	1	Image from local area	n/a
Do you remember the time...	1	Re-share a post of a significant event/tour/experience	Book for next year link
<b>Total posts</b>	<b>30</b>		

