

leapgroup

Feed the Beast: Secrets to Efficient Content Creation & Effective Placement

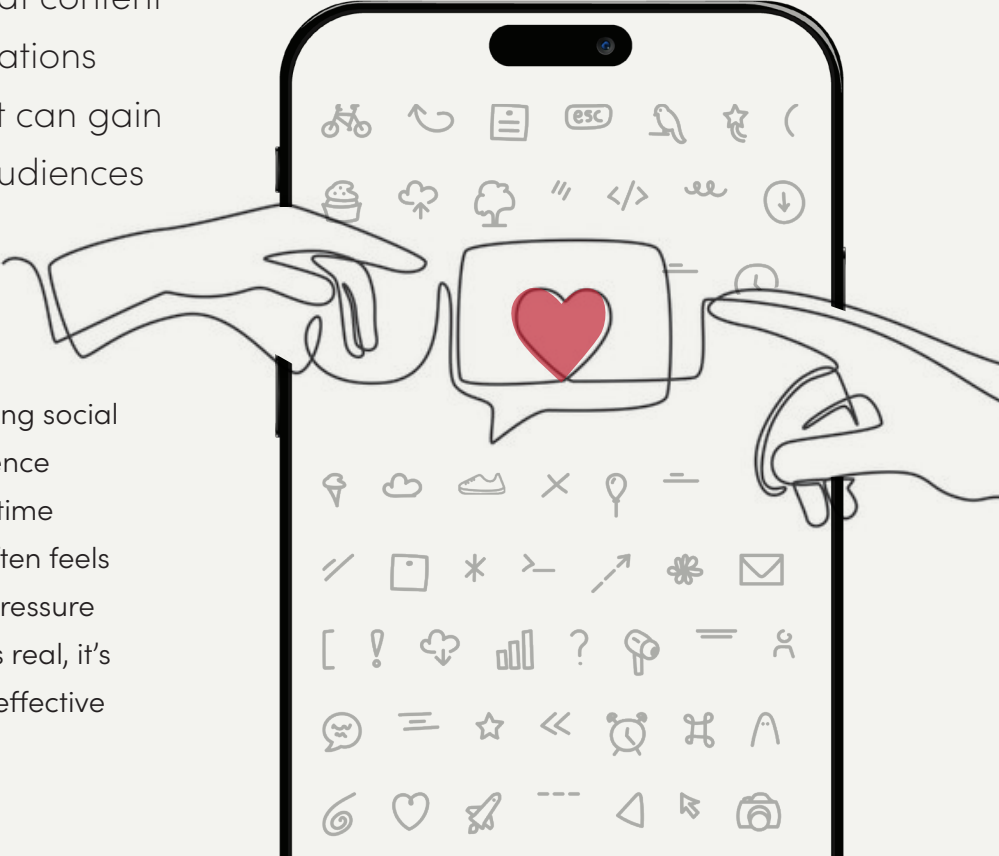
WHITE PAPER



Social media has rapidly transformed from a casual marketing channel into a dominant force that shapes consumer behavior and brand strategies. While brands initially tried to adapt traditional advertising methods to social platforms, the landscape has quickly become much more defined, with each platform's unique algorithm driving what content will be seen and user expectations shaping what kind of content can gain traction and resonate with audiences on that platform.

The continuous challenge of producing social content that captures the right audience on the right platform at the optimal time requires a level of production that often feels overwhelming. However, while the pressure to constantly post polished content is real, it's not necessarily the most efficient or effective approach for all brands.

This white paper outlines a strategic approach to social media content and placement, emphasizing efficiency and effectiveness over sheer volume. By rethinking content strategies and focusing on effectively aligning content with audience preferences and channel-specific requirements, brands can make themselves matter more by truly connecting and engaging with their audience on a meaningful level.



5.17B

GLOBAL SOCIAL MEDIA USERS

143 minutes

AMOUNT OF TIME PER DAY INTERNET USERS SPEND ON SOCIAL MEDIA

6.7


NUMBER OF DIFFERENT SOCIAL NETWORKS THE AVERAGE PERSON USES PER MONTH

Research first: Know your audience and your competitors.

At Leap Group, we believe research is the foundation of any successful campaign. After all, if you don't know who you're talking to, how are you going to effectively communicate with them? Dedicate the time to research your audience, such as what channels they use, what websites they're visiting, what they're sharing with their friends—in short, find out what truly matters to them.

You'll also want to do your competitive research. This helps you find the white space where your brand can take advantage of what your competitors aren't doing and saying to help your brand truly define itself and stand out from the crowd. At Leap Group, we specialize in helping challenger brands leverage their unique strengths and gain audience share in a crowded marketplace.

It's not magic, it's HumanView.



We know creating breakthrough human experiences that transform and inspire your audience isn't a science—but we've got it down to one anyway. Our proven process includes a PhD-led team of researchers and Merlyn, our proprietary predictive modeling product. By combining advanced AI tools like Merlyn with our academic rigor, we uncover what truly matters to your audience and how your brand can resonate more deeply with them.

Explore how we've used **HumanView** to help brands like yours turn research into actionable insights.

[Learn More →](#)



Everyone is talking about data right now, and rightfully so. But ultimately, data is nothing without insights. Our research team is taking all that data and giving you the insights that tell a story. We're giving you direction to say, this audience wants this, this audience doesn't want that. Those insights are the foundation of any sound strategy. If you have data but no insights, you're just shooting in the dark.

Choose your channels wisely.

Spend a little time on social media, and you'll quickly see that each platform has its own strengths, user demographics, and content formats. Now that you have a better understanding of your audience and competitors, you'll want to select the platforms where your target customers are

most active. By focusing on a few platforms and tailoring your content to align with the preferred formats and engagement styles of each one, you'll reach your audience more effectively—and save yourself a lot of time and money in the process.



A brief look at the most popular platforms:



TikTok: Known for its viral, short-form video content. TikTok is essential for reaching Gen Z and younger millennials.



Instagram: Visual storytelling is key here. Focus on high-quality images, short videos, and Stories to engage with a younger audience.



YouTube: The go-to platform for long-form video content. YouTube's vast and diverse audience makes it ideal for tutorials, product demonstrations, and engaging storytelling that can reach all age groups.



LinkedIn: This platform is geared towards professionals and B2B marketing. Focus on thought leadership, industry news, and professional development content.



Facebook: Ideal for sharing articles, videos, and community-building content. Facebook's broad user base makes it suitable for targeting various demographics.

Develop a content calendar that emphasizes quality over quantity.

Contrary to popular belief, brands don't need to overwhelm themselves with constant posting. Instead, they should view their social media presence as a curated shop window—populated with core messaging and evergreen content. This approach allows for more manageable content production, enabling brands to focus on quarterly or even yearly content creation strategies that maintain high quality without the constant grind.

For small to midsize businesses, a quarterly content strategy that leverages evergreen content is often sufficient. By planning and executing quarterly photo and video shoots, brands can build a library of content that remains relevant and fresh over time. Nonprofits and smaller organizations can also benefit from repurposing existing content and sharing relevant third-party articles, reducing the burden of constant content creation.





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Think about your social media page functioning like a display window at Macy's would have in the 1940s. Instagram and TikTok are the new shop windows. People aren't going to necessarily follow your brand, but you need your page to be populated with your core messaging and evergreen content. When you approach your pages that way, it becomes so much more manageable to develop a workable content production strategy.

Taylor Cochran, Creative Content Producer
at (spark) studio, a Leap Group agency

Call on the experts to create platform-specific content.

While smartphone content has its place, most brands experience significant benefits from a small investment in professional content production. A well-planned, multi-purpose shoot can provide content for social media, websites, conferences, and more, ensuring that every dollar spent is maximized.


Since you've already done the work of identifying the right channels for your brand, you can now tailor your content to each platform, adjusting format, tone, and style to match user expectations. An experienced production studio will be able to provide the right formats for your needs.

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One of the benefits of working with (spark) studio is that we help our clients get the most out of every production hour. We really take the time to sit down with you and understand your content goals and plan how we can make a single shoot work with multiple platforms and formats.”

Ember Marr, President and Co-Owner of (spark) studio, a Leap Group agency





Watch a recent video reel
from (spark) studio.

[Watch reel →](#)

Preferred content by platform



TikTok: Short, engaging, and often humorous video clip with a friendly, casual voice.



Instagram: High-quality images, carousel posts, Reels, and Stories with an authentic and personable tone.



YouTube: Educational tutorials, product reviews, vlogs, and explainer videos with an informative yet approachable voice.



LinkedIn: Articles, SlideShares, professional videos, and case studies with a professional and authoritative voice.



Facebook: Long-form posts, video content, live streams, and infographics with a relatable voice.

Timing isn't everything... but it's a lot!

Efficient placement is as important as content creation. Timing plays a crucial role in maximizing the reach and impact of your content. Posting at the right time can significantly boost engagement and visibility

Consider these factors when deciding the timing of your posts:

- **Peak Engagement Times:** Use analytics tools to identify when your audience is most active on each platform. This varies by platform and audience segment.
- **Content Scheduling:** Automate your posting schedule using tools like Hootsuite or Buffer. Ensure your content is posted during peak times to increase the likelihood of engagement.
- **Event-Based Posting:** Align your content strategy with relevant events, holidays, or industry trends. This increases the relevance and timeliness of your posts, encouraging more shares and interactions.





Optimization of your social content is an ongoing process that requires regular monitoring and adjustment, but after an initial investment of your time, you'll get a feel for what works and what doesn't for your brand. Most platforms offer tools to track performance metrics such as engagement rates, click-through rates, and conversion rates. You can also experiment with different content formats, headlines, and posting times to determine what resonates most with your target audience.



Let AI tools make your job a little easier.

(amp) +  Castmagic  MURF.AI 

Until recently, editing and posting video content across different platforms was a laborious and time-consuming process. Now, new tools powered by AI are allowing brands to repurpose existing videos into short-form content and distribute it across multiple channels with speed and efficiency.

For example, **Castmagic** automates the tedious work of video transcription by transforming longform audio into usable text that can be repurposed across platforms, while **Murf** allows you to create human-like voice overs for your video content from text. Another tool, **Munch**, automatically extracts the most engaging moments from long-form content and transforms them into shareable clips tailored to each platform. In short, AI tools can help generate efficiencies in nearly every aspect of content production and distribution.



Learn more ways that (amp), a Leap Group agency, is helping its clients optimize their YouTube content to boost visibility and user engagement.

[Learn More →](#)



Ultimately, effective social media strategy isn't just about content creation; it's about building relationships. Community engagement—responding to comments, interacting with followers, and developing a brand personality—is where real value lies. Brands like Duolingo and Wendy's have mastered this by creating unique, engaging personas that resonate with their audiences, often with content that extends beyond their core product offerings. By connecting on a deeper level, they've been able to move beyond the short-term sales funnel to create lasting brand loyalty and matter more to their audiences.

At Leap Group, we've built our entire network of independent agencies around our shared philosophy

of "Market Less. Matter More."

We believe every brand has the power to connect with millions of people—nourishing their sense of identity, community and meaning; solving their daily challenges and frustrations; and sometimes, just bringing a smile to their face. By uncovering key human insights and understanding what your audience actually needs, we'll transform your brand from something they buy on sale, to a purpose they're devoted to through economic ups and downs.

So, whether you're looking to optimize your social media content, overhaul your website, reach new audiences, or launch a whole new brand, we're here to help you stop marketing and start mattering more.

Engage with your

followers on a

deeper level to build

true brand value

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leap group

(amp)

(human)^x

(matter)

(spark)

About Leap Group Network: Founded in 1999 by Alan Gilleo and Daniel Knapp, Leap Group is an award-winning, bespoke agency holding company that gives clients simplified access to specialized agencies. With offices in Chicago, Cincinnati, Indianapolis and Louisville, Leap Group's independent network proudly includes WBENC-certified women-owned and LGBTQ+ owned agencies, all available with one consolidated approach

Learn more at leapgroupnetwork.com →