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BBA | Semester 6 | UK6DSEMGT308

Social Media Marketing

Course Code: UK6DSEMGT308 • Module 2 Notes

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Module 2: Content Creation and Curation

Segmentation, Buyer Personas, Content Pillars 70-20-10, Hook Mechanics, Curation, and Community Management

Chapter 1: Social Media Segmentation, Targeting, and Buyer Persona Architecture

1.1 Advanced Segmentation Dimensions in Social Networks

Unlike traditional marketing segmentation—which relied heavily on broad demographic averages such as age, gender, and geographic pin codes—social media platforms capture continuous, real-time behavioral and psychographic signals. To construct high-performing social marketing campaigns, organizations deploy a multidimensional segmentation model across four primary vectors:

Segmentation Vector	Data Signals & Attributes	Strategic Content Implication
1. Behavioral Segmentation	Content interaction frequency, video completion rates, direct message usage, past purchase history, peak activity hours.	Tailoring posting schedules and retargeting campaigns based on actual user activity patterns.
2. Psychographic Segmentation	Personal values, cultural interests, lifestyle aspirations, political outlook, ethical stances (e.g., veganism, sustainability).	Crafting nuanced narrative tones and aligning brand messaging with deep personal consumer values.
3. Technographic Segmentation	Primary access device (iOS vs. Android), mobile network bandwidth, reliance on web desktop versus native mobile apps.	Optimizing video file compression and UI interactive elements for specific device capabilities.
4. Social Role Segmentation	Community creators, active commentators, passive lurkers, industry critics, institutional brand advocates.	Designing participatory campaigns that activate vocal creators while educating passive lurkers.

1.2 Constructing High-Fidelity Social Buyer Personas

A **Social Buyer Persona** is a semi-fictional, research-backed archetype representing an idealized segment of an enterprise's target audience. A comprehensive social persona moves far beyond basic demographic data to capture the emotional reality, digital consumption habits, and pain points of the prospect:

- **Core Identity & Professional Context:** Name, age, job title, industry sector, household income bracket, family structure.

- **Digital Media Diet:** Primary social platforms frequented throughout the day, favorite podcast genres, newsletters subscribed to, and key industry influencers followed.
- **Primary Professional / Personal Pain Points:** Immediate frustrations, operational bottlenecks, or personal anxieties keeping the persona awake at night.
- **Content Consumption Preferences:** Preferred format (short-form video, long-form articles, infographics), optimal content length, and preferred emotional tone (humorous, analytical, inspiring).
- **Objections to Commercial Conversion:** Skepticism regarding price, credibility, implementation complexity, or perceived switching costs.

Chapter 2: Strategic Content Planning and the 70-20-10 Rule

2.1 Defining Core Content Pillars

Publishing random, uncoordinated social media updates confuses algorithms and alienates audience members. Strategic social media marketing begins with establishing **Content Pillars** (also termed content buckets or thematic themes). Content pillars are 3 to 5 core subject areas that an organization commits to discussing consistently. Every single social post must align directly with one of these pre-determined pillars, ensuring that the brand builds authoritative topical relevance in search and recommendation algorithms.

2.2 The 70-20-10 Content Allocation Framework

To maintain high audience engagement without appearing relentlessly self-serving, leading digital enterprises structure their editorial mix according to the proven **70-20-10 Content Rule**:

Content Category	Portfolio Allocation	Core Focus & Value Proposition	Representative Content Examples
Value-Driven Core Content (The Foundation)	**70%**	Educational, informative, inspirational, or entertaining material that provides massive upfront utility with zero commercial sales pitch.	How-to tutorials, industry cheat-sheets, carousel infographics, thought-provoking industry commentary, behind-the-scenes culture clips.
Curated & Collaborative Content (The Community)	**20%**	Curated third-party research, shared industry insights, collaborative partner content, and amplified user-generated content (UGC).	Summaries of academic reports, reposting customer reviews, featuring community creator spotlights, collaborative live discussions.
Promotional Direct-Response	**10%**	Explicit commercial calls-to-action driving lead	Product feature launches, limited-time discount codes,

Content Category	Portfolio Allocation	Core Focus & Value Proposition	Representative Content Examples
Content (The Conversion)		generation, product sales, webinar registrations, or discount offers.	customer testimonials with purchase links, demo booking invitations.

2.3 Content Calendar Architecture and Scheduling Systems

A professional **Social Media Content Calendar** is an operational blueprint mapping out all upcoming social posts across platforms over a rolling 30-to-90-day horizon. A robust content calendar specifies: (1) Publication Date and Optimal Time Slot; (2) Target Platform; (3) Assigned Content Pillar; (4) Specific Content Format (Reel, Carousel, Text Thread); (5) Copywriting Caption and Hashtag Bank; (6) Visual Asset Link (cloud storage location of approved video/graphics); (7) Specific Call-to-Action (CTA); and (8) Responsible Author/Designer. Teams utilize automated publishing tools (such as Buffer, Hootsuite, Sprout Social, and Meta Business Suite) to schedule approved posts in advance, maintaining cadence during holidays and weekends.

Chapter 3: Principles of High-Conversion Content Creation

3.1 Anatomy of High-Performing Social Content

Across modern digital feeds, users scroll through hundreds of posts per minute. Capturing and holding user attention requires mastering a rigorous three-part structural anatomy:

1. **The Hook (First 1 to 3 Seconds):** The visual or textual pattern interrupt designed to stop the thumb from scrolling. Cognitive psychologists term this the "curiosity gap"—posing an unexpected question, highlighting a shocking industry counter-truth, or presenting a dynamic visual movement that demands cognitive resolution.
2. **The Value-Driven Narrative (The Core):** The substantive body of the post. Delivers on the exact promise made in the hook without fluff or filler. Information must be paced dynamically with clear visual cuts, bold subtitles, and scannable bullet points.
3. **The Call-to-Action (CTA):** The definitive instruction directing the user what to do next. High-performing CTAs match the friction of the platform: low-friction CTAs (*"Save this post for later reference"* or *"Comment 'GUIDE' below to receive the link"*) outperform high-friction requests (*"Click link in bio to read 50-page paper"*).

3.2 Classical Copywriting Frameworks for Social Media

Master digital copywriters rely on time-tested psychological structures:

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Framework	Structural Sequence	Social Media Application & Mechanics
PAS (Problem-Agitate-Solve)	**Problem:** Identify immediate user pain. **Agitate:** Highlight cost of inaction. **Solve:** Introduce brand solution.	Highly effective on LinkedIn and X for B2B solutions: exposes inefficient legacy workflows, amplifies financial risks, and presents software automation.
AIDA (Attention-Interest-Desire-Action)	**Attention:** Disruptive hook. **Interest:** Fascinating data/facts. **Desire:** Emotional benefits. **Action:** Clear commercial CTA.	The universal standard for carousel posts and sponsored social feed advertisements across Instagram and Meta.
BAB (Before-After-Bridge)	**Before:** Frustrating current state. **After:** Desirable dream reality. **Bridge:** How product bridges gap.	Ideal for D2C transformation products: fitness coaching, skincare routines, financial budgeting tools, personal productivity apps.

Chapter 4: Content Curation and Ethical Aggregation

4.1 Creation versus Curation: The Strategic Balance

Producing 100% original, high-production content daily is economically unsustainable for most marketing teams. **Content Curation** is the strategic process of discovering, filtering, organizing, contextualizing, and sharing high-value content produced by third-party industry authorities. Curation positions an enterprise as a trusted, objective industry clearinghouse that saves audience members hours of independent research.

4.2 The Five Primary Content Curation Models

Organizations curate third-party material through five distinct methodologies:

- **1. Aggregation:** Curating the most authoritative articles, reports, or tools on a specific topic into a comprehensive master digest (e.g., *"Top 10 Supply Chain Analytics Tools for 2026"*).

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- **2. Distillation:** Taking complex, dense 100-page academic or regulatory reports and distilling them into a scannable 10-slide visual carousel or 5-bullet summary.
- **3. Elevation:** Identifying larger macro-trends by connecting diverse, seemingly unrelated social discussions or technological shifts into a coherent predictive insight.
- **4. Mashup:** Merging perspectives from multiple contrasting experts to present a balanced, multi-dimensional view of an industry debate.
- **5. Chronology:** Organizing historical developments or case milestones over a timeline to demonstrate how an industry or technology evolved over time.

4.3 Ethical Curation Principles and Copyright Governance

Curating content is fundamentally distinct from plagiarism or intellectual property theft. Ethical content curation demands strict compliance with professional standards: (1) **Prominent Original Attribution:** Always credit the original author, creator, or publication with direct tags; (2) **Direct Inbound Linking:** Provide direct hyperlinked pathways back to the original primary source; (3) **Adding Substantial Contextual Value:** Never copy-paste text in isolation; always include original brand commentary, critique, or strategic takeaways explaining why the material matters to the audience; and (4) **Respecting Fair Use Boundaries:** Quote short excerpts rather than entire articles.

Chapter 5: Visual and Video Marketing Dynamics

5.1 The Omnipresence of Short-Form Vertical Video

Driven by the algorithmic architectures of TikTok, Instagram Reels, and YouTube Shorts, short-form vertical video (9:16 aspect ratio) has become the dominant media format across modern consumer feeds. Short-form video achieves higher reach multipliers to non-followers than any other content type.

Non-Negotiable Production Standards for Short-Form Video:

- **Dynamic Micro-Pacing:** Visual cuts or scene transitions every 2.5 to 3.5 seconds to maintain cognitive engagement and prevent visual fatigue.
- **Sound-Off Optimization:** Over 70% of mobile users consume social feeds with audio muted in public spaces. Videos must feature high-contrast, animated captions (burned-in subtitles) and clear on-screen graphic text overlays.
- **Visual Frame Composition:** Critical text and facial expressions must remain within the "safe zone" of the 9:16 frame, avoiding obstruction by platform UI buttons (like, comment, share icons on the right margin).

5.2 Infographics and Multi-Slide Visual Carousels

On LinkedIn and Instagram, multi-slide document carousels generate the highest organic dwell time and save rates. A successful carousel operates as a mini digital presentation: Slide 1 delivers the compelling curiosity hook; Slides 2 through 8 deliver progressive, step-by-step educational value (one

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clear idea per slide); and the final slide delivers a strong summary and community prompt (e.g., *"Which of these 5 steps will you implement first?"*).

Chapter 6: Community Management, Moderation, and User-Generated Content (UGC)

6.1 Proactive versus Reactive Community Management

Publishing content is merely half of the social media equation; the real commercial value lies in **Community Management**. Organizations operate across two distinct management modes:

- **Reactive Community Management:** Responding to incoming direct messages, addressing customer service inquiries, resolving product complaints, and answering technical questions. The focus is operational efficiency, empathy, and issue de-escalation.
- **Proactive Community Management:** Initiating conversations outside the brand's own feed—joining relevant conversations on trending industry threads, interacting with community creator posts, leaving thoughtful comments on peer profiles, and activating brand advocates. The focus is community expansion, humanization, and social discovery.

6.2 Managing and Scaling User-Generated Content (UGC) Campaigns

User-Generated Content (UGC) refers to any form of content—photographs, unboxing videos, customer reviews, podcasts, testimonials—created by unpaid consumers or passionate brand advocates. Research confirms that consumers perceive UGC as **2.4 times more authentic and trustworthy** than corporate brand advertisements.

Structuring a High-Yield UGC Campaign:

- **Step 1: The Creative Prompt & Dedicated Hashtag:** Design a simple, aspirational, and memorable hashtag campaign (e.g., GoPro's *#PhotoOfTheDay* or Starbucks' *#WhiteCupContest*) inviting customers to showcase real-world product usage.
- **Step 2: Clear Incentive & Recognition:** Reward top submissions with public amplification on official brand channels, exclusive brand merchandise, or financial contest prizes. For most consumers, public peer recognition by a beloved brand is a vastly stronger motivator than modest discounts.
- **Step 3: Rights Clearance and Legal Permission:** Prior to re-sharing user content across commercial advertising or marketing feeds, always obtain written, explicit consent from the creator (e.g., commenting *"We love this shot! Reply with #YesBrand to grant us permission to feature your photo on our website and social channels"*).

Chapter 7: Comprehensive Analytical Frameworks and Strategic Application Problems

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7.1 Application Problem 1: Designing an Integrated Monthly Editorial Calendar for an EdTech Platform

An Indian online skill development and vocational training startup, **"CareerSkills Pro"**, plans a 30-day social media campaign across LinkedIn and Instagram to promote its Data Analytics Certificate Program. The editorial committee applies the 70-20-10 allocation framework across four distinct content pillars:

Assigned Content Pillar	70-20-10 Category	Weekly Cadence & Platform	Concrete Execution Brief & Topic
Pillar 1: Career Roadmap & Tech Tutorials	70% (Value Core)	3x weekly (LinkedIn Carousel & Instagram Reel)	*"Top 5 SQL Window Functions Explained with Visual Animations"*; Step-by-step resume optimization guide for entry-level data analysts.
Pillar 2: Industry Trends & Data Insights	20% (Curated)	1x weekly (LinkedIn Article & Infographic)	Curated distillation of NASSCOM's Annual Tech Hiring Report: summarizing top 3 emerging in-demand analytics competencies for 2026.
Pillar 3: Student Success & Alumni Stories	20% (Curated / UGC)	1x weekly (Instagram Carousel & Video Interview)	Spotlight on a non-engineering graduate from Calicut who successfully transitioned into a Business Intelligence role at a major MNC.
Pillar 4: Program Admissions & Open Days	10% (Promotional)	1x every 10 days (Direct CTA Lead Ad)	*"Early Bird Admissions Close Friday: Apply for the March Batch with 25% Scholarship."* Direct lead form linking to career counselors.

Managerial Analysis: By dedicating 90% of content to genuine career education, industry data, and inspiring alumni proof, the startup earns high trust and algorithmic distribution, making its 10% promotional enrollment calls significantly more conversion-efficient.

7.2 Application Problem 2: Forensic Content Hook A/B Testing Analysis

A personal finance and budgeting mobile app tests three variant 15-second video hooks on Instagram Reels to determine which narrative structure captures higher audience retention:

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Hook Variant	Script Opening (First 3 Seconds)	Thumb-Stop Rate (3s Views / Impressions)	Average Percentage Viewed (APV)	Click-Through Rate (CTR)
Variant A (Direct Promotional)	*"Download the FinTrack App to manage your personal expenses today!"*	18.4%	22.5%	0.85%
Variant B (Statistical Fear / PAS)	*"78% of salaried professionals run out of savings before the 20th of every month. Here is why..."*	41.2%	58.4%	3.10%
Variant C (Contrarian Curiosity Gap)	*"Stop tracking your coffee expenses. It is actually destroying your wealth."*	54.6%	72.1%	4.85%

Forensic Recommendation: Variant C achieved an extraordinary 54.6% thumb-stop rate and 72% APV by challenging conventional financial advice (creating an irresistible cognitive curiosity gap). Variant A failed completely because consumers instinctively scroll past overt advertising. The marketing team scales Variant C across all paid and organic media channels.

Chapter 8: Managerial Decision Protocols in Content Lifecycle Governance

8.1 The Content Repurposing Workflow (The 1-to-10 Rule)

To maximize return on content creation investments, organizations deploy systematic **Content Repurposing Workflows**. A single high-effort foundational asset (e.g., a 45-minute YouTube interview with an industry CEO) is atomized into multiple native formats: (1) Transcribed and refined into a long-form LinkedIn article; (2) Cut into 6 vertical short-form Reels/Shorts highlighting key quotes; (3) Key statistical findings converted into a 7-slide visual carousel; (4) Inspiring quotes formatted into text threads on X; and (5) Core audio extracted into a podcast episode. This multiplies content output tenfold while preserving production bandwidth.

8.2 Managing Negative Comments and Community Trolls

Community managers must adhere to a standardized response matrix: (1) **Legitimate Customer Complaints:** Respond promptly with empathy, acknowledge the issue publicly, and transition to private channels; (2) **constructive Criticism:** Thank the user for the feedback, demonstrate receptivity, and explain how the team is addressing the concern; and (3) **Malicious Trolls, Hate**

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Speech, or Spam: Do not feed the trolls; immediately hide or delete comments that violate platform community standards and block repeat offenders.

7.3 Application Problem 3: Quantitative Virality and K-Factor Analysis in User-Generated Content (UGC) Campaigns

An innovative mobile photo editing and graphic design app, **"PixelCraft"**, launches a viral social UGC campaign: *#CraftYourStory*. Users are encouraged to share their creative digital edits on Instagram and TikTok, with the app embedding a subtle, stylish digital watermark and referral link on free exports.

The growth marketing analytics team tracks campaign virality over a 30-day testing cohort across 10,000 initial users. The campaign is evaluated using the mathematical **Virality Coefficient (K-Factor)**:

The Virality Equation:

$K = i \times c$

Where:

- *i (Invites / Shares per Customer):* The average number of social shares, invitations, or referral posts generated by each existing active user.
- *c (Conversion Rate):* The percentage of recipients or social viewers who view the shared UGC post and successfully convert into a new app installer.

Empirical Cohort Performance Data:

- Initial Active User Cohort (Cycle 0): **10,000 users**.
- Average social shares/posts per user (i): **4.0 shares**.
- Conversion rate of social viewers into new active installers (c): **30% (0.30)**.
- Standard paid advertising Customer Acquisition Cost (CAC) without virality: **Rs. 150 per user**.

Step-by-Step Resolution:

1. Determination of Virality Coefficient (K-Factor):
$K = 4.0 \times 0.30 =$ **1.20**.
Strategic Interpretation: Because K > 1.0, the campaign achieves true exponential virality! Each user brings in 1.20 new users, creating a self-sustaining viral growth loop that expands without requiring continuous paid ad spending.

2. User Generation Trajectory across Three Viral Cycles:
- Cycle 1 New Users: 10,000 × 1.20 = **12,000 new users**.
- Cycle 2 New Users: 12,000 × 1.20 = **14,400 new users**.
- Cycle 3 New Users: 14,400 × 1.20 = **17,280 new users**.
Total New Users Generated over 3 Cycles = 12,000 + 14,400 + 17,280 = **43,680 users**.

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3. Customer Acquisition Cost (CAC) Dilution Savings:
Equivalent Paid Acquisition Outlay for 43,680 users = 43,680 × Rs. 150 = **Rs. 65,52,000 (Rs. 65.52 Lakhs)**.
Because these users were generated entirely through organic UGC virality, the enterprise saved **Rs. 65.52 Lakhs in promotional capital**, driving blended CAC down from Rs. 150 to a mere Rs. 27.90 per user.

Chapter 9: Content Performance Auditing and Content Decay Management

9.1 Content Decay Curves and Half-Life across Social Networks

Every social platform exhibits a distinct **Content Half-Life**—defined as the duration of time required for a social post to generate 50% of its ultimate lifetime engagements and reach. Content decay dynamics dictate optimal publishing cadence:

Social Platform	Estimated Content Half-Life	Primary Algorithmic Sourcing Logic	Optimal Publishing Frequency
X (formerly Twitter)	**18 to 24 Minutes**	Fast-moving reverse-chronological stream and real-time trending news.	3 to 5 times daily.
Meta / Facebook	**5 to 6 Hours**	Deep personal engagement, friend interaction, and community group activity.	1 to 2 times daily.
Instagram	**24 to 48 Hours** (Posts/Reels)	Dwell time, save rates, visual exploration, and algorithmic recommendation.	1 post or Reel daily; 3 to 5 daily Stories.
LinkedIn	**48 to 72 Hours**	Professional relevance, thoughtful commentary, and 2nd/3rd degree viral network feed shares.	3 to 5 times per week.
Pinterest & YouTube	**6 Months to Multiple Years!**	Search-engine intent queries, evergreen utility, and long-term algorithmic indexing.	1 to 2 deep-dive videos or search-optimized pins weekly.

9.2 The Evergreen Content Vault: Refreshing and Updating High-Performing Assets

Marketing teams maintain an **Evergreen Content Vault** cataloging posts that generate consistent traffic and conversions irrespective of publication date. Every six months, high-performing evergreen assets are refreshed: updating outdated statistics, redesigning visual graphics to match contemporary brand aesthetics, and re-publishing them to capture new audience followers who joined after the initial broadcast.

Chapter 10: Visual Design Hierarchy and Typography in Social Feed Graphics

10.1 Visual Hierarchy and Eye-Tracking Dynamics

In mobile social feeds, eye-tracking studies confirm that user gaze follows an **"F-Shaped" or "Z-Shaped" pattern** across visual assets in less than 500 milliseconds. To prevent user scroll-away, visual designers must structure graphic content with ruthless visual hierarchy:

- **The Primary Focal Anchor (The 3-Second Center):** A single high-contrast hero image, dramatic human facial expression, or bold headline that immediately communicates the core subject matter. Cluttered graphics featuring five competing elements fail because the eye finds nowhere to rest.
- **Deliberate Negative Space (Breathing Room):** Ample clean margin space surrounding text elements to enhance readability on compact smartphone screens. Crowded designs convey amateurism and lower perceived brand quality.
- **The Rule of Thirds in Social Composition:** Positioning key focal subjects along imaginary grid intersections rather than dead center to create visual dynamism and energetic motion.

10.2 Mobile Typography Standards for Social Conversion

Graphic designers must adhere to non-negotiable typography parameters tailored for mobile screens:

Typography Element	Standard Specification	Operational Rationale
Headline Typography	Bold Sans-Serif (Inter, Montserrat, Roboto); minimum 36pt font size.	Guarantees instant legibility on compact mobile feeds while scrolling at high velocity.
Subtitle / Body Prose	Medium weight; 16pt to 20pt; high-contrast black/white against neutral background.	Ensures scanning ease without visual strain under outdoor sunlight conditions.
Forbidden Typefaces	Ornate decorative scripts, ultra-thin condensed fonts, handwritten cursive styles.	Illegible on 6-inch smartphone displays; diminishes cognitive processing fluency.

10.3 Chromatic Psychology and Action Button Contrast

Colors exert subconscious psychological influence over consumer action: **Corporate Blue** inspires trust, security, and institutional reliability (LinkedIn, Meta, major banks); **Vibrant Green** communicates ecological purity, renewal, and financial growth; **Energetic Orange and Crimson Red** evoke urgency, excitement, and appetite, serving as optimal chromatic selections for high-conversion Call-to-Action (CTA) badges and promotional announcement banners.