

# Building an actionable social media marketing planning through content creation strategies - “4D Framework”

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## Abstract

Value addition is the successful best strategy for any business marketing, there are many ways to add value to the customers and one of the easiest ways to do that and gain credibility for any kind of business is by content marketing. Content Marketing has become the industry standard. It has been found to be more effective than Traditional marketing. Content Marketing shifts Marketing away from persuasive advertising and selling approaches and instead provides information that creates value for the consumer. This information may be interesting, helpful, informative, problem-solving, or just entertaining, but the consumer must derive some benefit from it. But the major challenge in content marketing is being consistent in posting content that is reliable, relatable & attractive. This article provides a strategic solution to be consistent in creating & curating content, which is reliable, relatable & attractive. Through framing and experimenting little content strategies depend upon the mindsets and interests of tropical prospects, which gave a paradigm shift to understand how content strategies drive in impressions and also scale up the reach in the social media. Few experiments flopped and few others worked effectively and showed results. Now with these few small content strategies that are showing significant results, by compiling all the experimented strategies to make it a solution for making a consistent content marketing schedule for D2C Business, The following article is a **4D Content Marketing Tool – “Determine, Define, Decode, Distill”** that can be used for any kind of program or any kind of B2B, B2C, D2C **Social media marketing** by using the **5 different content buckets** applied with the **31 different content topics** any writer with a minimal skill will be able to create content pieces for more than a year. Which finally results in planning the social media outreach calendar even for a year

**Keywords:** Business, technology, social media, women entrepreneurs, small busines

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## 1. Introduction

Over the decades people have looked for additional benefits from buying a product/service from a company, now in the modern era people lookout for more knowledge, facts, data & tips. They consume content from all online sources, and they wish to gain more every time. Modern marketers use this as a medium to build a brand perception in the minds of prospects and gain credibility through adding

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value. Starting as just a newsletter it has evolved into business blog pages, social media content, an online blogging community & etc.,

Value addition is the successful best strategy for any business marketing, there are many ways to add value to the customers and one of the easiest ways to do that and gain credibility is by content marketing.

Now content marketing is developing as a separate subject of its own. So, we can strongly say that content marketing is evolving as a big thing in marketing and a very must activity for every scaling business.

### **1.1 Why content marketing?**

Content marketing is like having a direct relationship with the customers because the content that's posted resonates with the customer's day-to-day problems, apart from this the content provided is valued by the customers as it helps them solve some problems or it provides tips for their betterment through the niche of the business products or the expertise of the proprietor.

As content marketing adds more value to the customers' day-to-day life and keeps them engaged with our content and about the brand, from a marketer's perspective content marketing establishes expertise, promotes brand awareness, and gains the share of mind and prepares the consumer to buy what's sold.

### **1.2 How/what the content should be?**

Content can be of anything, but not just a random collection of facts, it must be relatable to the consumers' problems or lifestyles. It should be something that looks significant for the consumer and should be a value addition to them.

For any business, marketing activity must be consistent. Consistency is the key to success. With consistency, there should also be some standard. There exists a false belief that one viral post would build a brand because one hit wonder turns out to be a blunder. Only through consistency, a firm can gain more credibility and build a strong brand.

So now being consistent has become a challenge, that too for beginners like me, it's too challenging. Every day to create content for social media posts I used to look out for content topics online and in social media as well. But To figure this out and make a strategy for this challenge I've analyzed and spent a lot of time designing a content development tool for solving this challenge

## **2. Literature review**

(Forrest, 2019) has focused and concluded on the fact that content marketing is providing a business an edge over the business competition, through social media content posting content which are either interesting, problem-solving, entertaining, or Informative that can bring in more new customers

through impressions. This paper has also suggested that educators address the subject in the marketing classrooms & also highlighted the need for this subject to be adequately addressed in the textbooks *Content Marketing Today*. (Kusuma M and Aravinda, 2021) have set the base that digital way of content marketing has given a fast pace for the businesses to grow by analyzing and focusing to attract their target group online, and it has shown B2B marketers use this for the company's brand awareness & public education. This article shows the concept of content marketing and the importance it has in marketing policies, strategies, promotional activities, etc. (Chen *et al.*, 2021) has clarified the concept and dimensions of SNS (social networking service) content marketing and the SNS content marketing affecting Chinese consumers' purchase behavior in South Korean enterprise brands is investigated by taking WeChat as a research object. It analyses the structural nature of SNS content marketing and portrays the effects & outcomes for each content marketing dimension which are generated based on the measurement models. (du Plessis, 2017) gives a lot of new ideas on how content marketing has a crucial role in engaging the target audience in social media content communities. It shows that there is a difference in engagement with the more intrusive nature of social media marketing. It helps understand how brands have used social media communities to connect and attract their target audience and convert them into prospects, provide sufficient evidence of how brands make use of social media content communities to connect with the target audience in an unobtrusive manner, in addition to being present in virtual brand communities. (Poradova, 2020) research paper talks about the framing of global marketing strategies, by collecting secondary users' data using Google Analytics, it has found that consistency plays a major role in content marketing and while framing a global marketing strategy the business should also make it adaptive nature towards the internal market changes and provide relevant content consistently. As a result, it has shown an overview of how global content marketing strategy can be used to influence the target group and how important is in communication with the customers.

(Ahmad, Musa and Harun, 2016) *The Impact of Social Media Content Marketing towards Brand Health* has clearly investigated the role of social media content marketing strategies in increasing the brand health score. Effective content marketing will increase the brand health score as it is the indicator for maintaining the business for the long-term period. The brand also needs to concentrate on building sales and penetration growth instead of aiming for the stability. (Akanchha Singh & Smriti Mathur, 2019) *The Insight of Content Marketing at Social Media Platforms* has developed the concept of the 5 C'S of Effective Content Marketing (Calibrate, Create, Curate, Circulate, Convert) & roles played by social media in delivering value content to the target customers, and portrays a fact if a company would have a good content strategy, it would never face failure in terms of retention of customers. Adds about the benefits of Content Marketing & the Role of social media in Supporting Content Marketing and the difference it would make in a business. (Lee *et al.*, 2013) *The Effect of Social Media Marketing Content on Consumer Engagement: Evidence from Facebook* used two metrics for measuring user engagement, such as Likes and comments on messages. The study has portrayed that there exists intense competition in social media platforms. Consumers, in turn, are overwhelmed by the proliferation of online content, and it seems clear that marketers will not succeed without engineering this content for their audience. Also suggests ways to improve content engineering by firms on social media sites that create impressions and evaluate the effects of content on consumer

engagement. (Gümüº, 2017) Purely focuses on what kind of content should be shared by the marketers to build a brand. Strongly suggests the brand define its audience of users and create content aligned with the audience’s expectations & shared content is also important in terms of measuring success and the possibility of revising content. Also recommends that brands share sincere & communication-oriented message content instead of formal language with their audience of followers on social media channels, which are social environments.

### 3. Framework development

After deeply perusing these papers and articles, with a few lateral mind’s suggestions, the idea was to develop a framework that would apply to any kind of business to use content marketing to gain a reputation by developing content with their niche.

Keeping the traditional evolution of content marketing as a strong base and imbibing the marketing STP principles drawn by “Seth Godin” and a few more consumer behavior insights from the books of “Valarie Zeithaml” and SAVE formula which was initially given by Richard Ettenson, Eduardo Conrado, and Jonathan Knowles. This framework involves the social media content communities’ concept from the above articles, this article is developed by adding a “CONTENT BUCKET” & “CONTENT TOPIC TEMPLATES” which intact create a model framework that is made ready to apply for a social media marketing campaign.

### 4. The 4D method to develop content

There are various other content development tools available online, but this tool is totally different where a content bucket is created for distilling it with the different content topics that are further mentioned below in *Figure 4.1*. Now by effectively applying this method, content for social media posts can be framed for even a year.

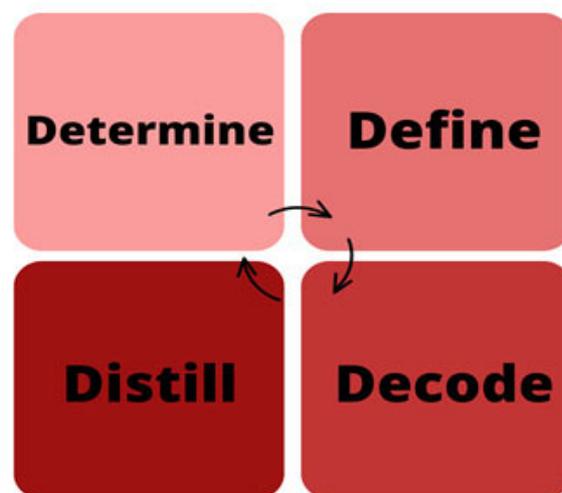


Figure 4.1 4D Framework

## 4.1 Determine

The first step is to ask these questions yourself and identify and frame the right answers

- Who is your Target Customer?

Identifying the right target audience on a whole for the business or the particular program, if the marketing is done for that particular program.

- Define them in a Phrase

After identifying the right target audience, the next step is to define them in a phrase, in a way that describes their character attitude, or behavior in connection with the profession/the problem that the business is trying to solve.

E.g., Engineering students learning additional courses.

Working single moms.

Professionals with Alzheimer's.

- Use Consumer Profiling

After clearly understanding and segmenting our target audience with their attitude & mindset they are more prone to, this step is to identify them with their profile such as demographic, psychographic, and geographic.

E.g., Where would the engineers learning other courses spend their time?

What lifestyle would a working single mom live and what shall they seek more of?

What age & cadre of professionals get Alzheimer's?

## 4.2 Define

This step is to define what the customer likes and in that what correlates with our business. This would be better if the things correlate with the expertise of the business owner and the customer's needs/problems.

This purely focuses on value addition to the customer so it is good to know what problems of the customer can be solved through our expertise or through our product & services.

The two main focus in this step is:

- Define Broad Areas of Interest for your Customer which are also your areas of Expertise
- Define Broad Topics you would like to Educate your customers, and which customers would add value to them.

E.g., What would be the area of interest for aspiring engineers?

They would read a lot of technology stuff and follow pages that give them tips for enhancing their innovation skills

### 4.3 Decode

After gaining all this information this is the step to convert them into knowledge in order to list down a few content buckets for the social media posts.

This is further classified into 5 classifications as shown in *Figure 4.2* (With a few examples)

#### CONTENT BUCKET - Innovation & Employable Skills

- Fears  
E.g., Fear of becoming unemployable  
Fear of joining the wrong Institution
- Problems  
E.g., Don't know how to make working innovations?  
Don't know how to measure effort vs return?
- Pain points  
E.g., Feeling exhausted with failure prototypes  
Lack of Money to buy/rent machines and equipment for prototyping.
- Desires  
E.g., Can I get industry-level exposure while learning?  
Can I make my innovation into a startup?
- Needs  
E.g., Learning effective prototyping techniques.  
Labs & facilities to make my prototype.

Content Bucket 1 : _____		
Fears	Pain Points	Problems

Needs	Desires

**Figure 42 – Content Bucket**

#### 4.4 Distill

Content Topic Options for Each Content Bucket

- |                                |   |   |
|--------------------------------|---|---|
| 1. Direct Information - Answer | 12. Appreciation/Reviews                      | 23. Studies / New Features Based on Your Research |
| 2. Mindsets                    | 13. Process                                   | 24. Reports / Statistics / Infographics           |
| 3. Truths                      | 14. Tools                                     | 25. Beliefs                                       |
| 4. Tips                        | 15. Step by Step Guide                        | 26. Trends  |
| 5. Things to follow            | 16. Do's & Dont's                             | 27. Expectations vs Reality                       |
| 6. Mistakes                    | 17. Cheat Sheet                               | 28. Humor / Sarcasm                               |
| 7. Myths                       | 18. FAQ's                                     | 29. Affirmations                                  |
| 8. Secrets                     | 19. Options to choose between                 | 30. Behind the Scenes                             |
| 9. My Experiences / Lessons    | 20. Questions to ask before                   | 31. Memes   |
| 10. Case Studies               | 21. Person A & Person B (Comparison/Examples) |   |
| 11. Observations               | 22. Parameters to Consider                    |   |

**Figure 4.3 – Content Topics**

Now that with the 31 different content topics as mentioned in *Figure 4.3*, we can take one factor from the first content bucket and distill and curate content and post on social media.

#### 1.5 Samples

*Customer - Aspiring Innovation engineers (Engineering students)*

*Content Category - Innovation & Employable Skills*

*Content Topic - Don't know how to make working innovations?*

1. Direct Information - Answer: How to make working innovation that solves a pressing societal problem.
2. Mindsets: Four Unhealthy Mindsets of Engineers that Stop them from being Consistent.

3. Truths: Truths about Industry Innovations that every engineer needs to know to get patented.
4. Tips: Tips for student innovators to make MUP. (More Specific)
5. Things to Follow: Things to follow in the journey of prototyping an innovation.
6. Mistakes: Top 3 Mistakes student innovators do in the journey of Prototyping.

*Customer - Aspiring Innovation engineers (Engineering students)*

*Content Category - Innovation & Employable Skills*

*Content Topic - Learning effective prototyping techniques.*

7. Myths: Myths that 80% of the student innovators believe in before prototyping.
8. Secrets: 5 Secrets of being more innovative & analytic in prototyping.
9. Experiences: Sharing the experience of working with a startup in building an innovation for their pressing problem.
10. Case studies: Case Study of a Startups investing a lot but not getting results in solutions for problems and How we helped them get better results with half the investment
11. Observations: Why few companies have the best innovations and what engineering students can learn from them.
12. Appreciation/Reviews: The Best innovations done by student innovators from different countries and reviewing their innovations

*Customer - Aspiring Innovation engineers (Engineering students)*

*Content Category - Innovation & Employable Skills*

*Content Topic - Learning effective prototyping techniques.*

13. Process: Process Steps to effectively do an MUP.
14. Tools: Free Tools student innovators can use to learn prototyping techniques.
15. Step-by-Step Guide: Step-by-step Guide to Build a minimum usable prototype as a solution for the problem statement.
16. Do's & Don'ts: Do's and Don'ts for a student innovator in the journey of prototyping.
17. Cheat Sheet: Cheat Sheet for avoiding failure in prototypes.
18. FAQ's: Prototyping FAQs for Solutions Startups
19. Questions to Ask Before 3 Questions to ask you before putting up your idea into a prototype.

20. Person A or Person B: How to Choose between Startup's prevailing problem vs Societal pressing problem

21. Parameters to Consider: Parameters to Consider before choosing your problem statement

## 5. Outcomes

These are a few experimented and working content creatives that were posted on Instagram where most of the college students who are aspiring to become innovation engineers, and the analytics of these creatives have shown 612 impressions through sharing which is the "highest rate of impressions got through sharing option for the company's post in this recent past". This is the stage where we realized the measurable outcome of the content marketing campaign. Here are a few sample creatives.,

### 5.1 "Comparison Post"

## 6. Conclusion

In Social Media Content marketing (SMCM) success is achieved through the consistency in posting engaging content for the target audience in social media content communities, so this framework provides a solution for consistently engineering content for posting in social media platforms to grow and establish a brand awareness using this as an organic way of marketing and which ultimately helps in gaining the authority and recognition in the existing competition, with the niche integrated with this 4D Framework to make a measurable outcome without going for regular digital marketing advertisements.

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