

# **THE ANATOMY OF A WINNING SOCIAL MEDIA FEED**

**STRIKING THE PERFECT BALANCE  
BETWEEN ENTERTAINMENT, ENGAGEMENT  
AND SALES IS YOUR RECIPE FOR SUCCESS**

**WHITE  
LABEL  
COMEDY**

# MARKETING USED TO BE EASY

You find an audience, broadcast your message, and (if that message is effective) it builds your brand and moves that audience to action.

But consumers are so much more savvy than they used to be. Constantly bombarded by messages – it's harder than ever for brands to break through.

We're used to having people try and sell us stuff. Our guard stays up, unless you find a way to bring it down.

With traditional advertising - that's getting harder and harder to do.

# **MOST ACCEPT** **THE STATUS QUO**

Paying more and more money, for less and less engagement – convinced these platforms are now entirely pay-for-play, and there's no other way to reach your audience.

# **WINNERS THINK** **OUTSIDE THE BOX**

Creating content that people don't just engage with, but actively seek out – which gives organic reach a massive boost, and brings down the cost of paid-reach exponentially.



# **COMEDY CONTENT ENGAGES AUDIENCES, MAKES THEM LOVE YOUR BRAND, AND GETS THEM READY TO BUY**

People don't want to buy from faceless brands waving coupons, vouchers and deals. They want to buy from brands with personality. Brands they feel an affinity to. A connection with.

Imagine a world where not only have you got your sales message hidden just far enough below the surface that our guard stays down and we stay receptive – the content goes viral.

**Massive amplification.**



# WHAT IS THIS GUIDE?

We break down a recipe for a winning social feed - one that strikes the perfect balance between entertainment, engagement, and sales.

And yes - there's a heavy emphasis in here on comedy content - but you can apply these same principles even if you'd never dream of cracking a joke.

(We bet you do dream of it, though. And you should. Because it's hands down the best way to win over your audience and turn them into not just customers, but raving fans).



# **THE ANATOMY OF A **WINNING** **SOCIAL MEDIA** **FEED****

# MOST BRANDS ARE AWFUL AT SOCIAL

Before we talk about what does work on social, we're going to talk about what doesn't - stepping through some real-world examples that prove that even the biggest brands sometimes get this all wrong.



## 4 SOCIAL MEDIA MISTAKES EVEN BIG BRANDS MAKE



# 1 - FORGETTING TO BE SOCIAL

It's called social media for a reason – yet most brands turn up, broadcast their message, and disappear again.



# 2 - ALWAYS SELLING

You can sell products and services on social media, sure, but you have to be clever about it. And by clever, we mean don't just post a picture and a link and expect people to act. John Lewis is one of the UK's most loved department stores - and thanks to the popularity of their Christmas Ads they've got 394.5k followers on Twitter - but as you can see from the stats below, posts like this get nothing but tumbleweed.





# 3 - ONLY EVER TALKING ABOUT THEMSELVES

Once brands have gotten over the first hurdle (coming up with things to say other than “buy this now”) they instantly land on a second hurdle: they assume that if there’s nothing to “say” about the brand, there’s nothing they can say at all.

But the world of your ideal customer is much bigger than you and the problems your products solve - and showing you understand that world shows just how much you understand “them”.





# 4 - MAKING THE WRONG KIND OF JOKES



You'll rarely hear us saying "brands shouldn't joke" - but what they definitely shouldn't do is tweet out the first thing that comes into their head that day.

Step one, work out what you want to say. Step two, write the jokes.

For comedy to work for brands, the foil of a joke either needs to be the problem a product solves, or a relevant part of the world their ideal customer exists in.

Jokes for their own sake often backfire. As Snickers recently found out.

# THE RIGHT WAY TO DO SOCIAL

If that's the wrong way to do social, then what's the right way?

Brands that we adore on social almost always:

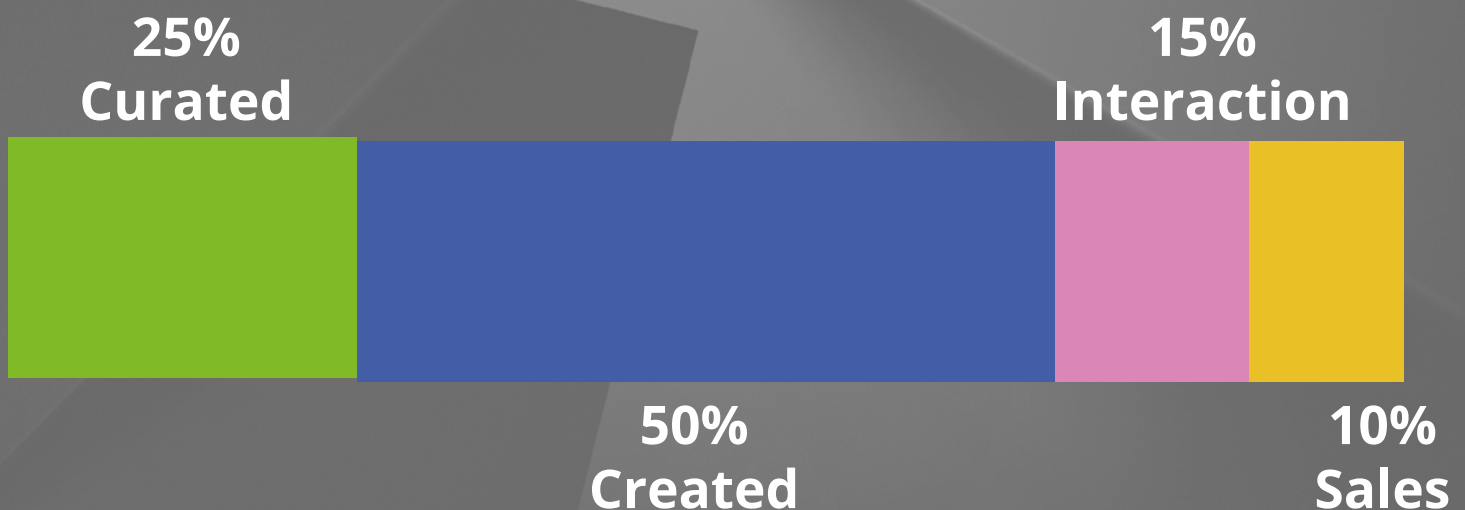
- Remember to Interact - so we know they're paying attention, and they didn't just turn up to broadcast at us before scurrying off again.
- Put their energy (and budget) into entertaining and engaging us - confident that us liking the brand will basically mean we "sell" ourselves on their products and services.
- Demonstrate that they "get" us - by talking about the whole of our world, not just the bits that would allow them to crowbar in a sales pitch.
- Have the confidence to use humour - but know exactly where to aim it so that it enhances their message.

# THE ANATOMY OF A WINNING SOCIAL MEDIA FEED

The most effective social feeds combine curated content (stuff someone else has made that's relevant for your brand to share), with created content (original, made by you), Interaction (talking to, not just at, your audience), as well as an occasional (but not too regular) out-and-out sales pitch.

But how much of each makes for the perfect social feed?

Well - you'll have to test the waters and use trial and error to see what works for you, but as a rule of thumb we always start with:





# CURATED CONTENT

## (25%)

More relevant for B2B brands than B2C - curating content that's been shared by others demonstrates your brand's expertise, and gives you a chance to add your own spin - making the piece of content even more relevant to your audience.

It also gives you a chance to express your brand's opinions - and again, if your worldview demonstrably lines up with the worldview of your target market, this is a great way to start building the bond that will take them on the journey from casual audience member to loyal customer.



# HOW COMEDY CAN HELP

There are two great ways comedy can help make your curated content more effective.

Firstly - when you break down what a joke really “is”, it’s actually pretty simple - it’s two ideas that in theory shouldn’t fit together, made to fit together, with a perfectly placed twist that shines a light on a hidden truth / connection we hadn’t seen before. (Sounds dull when you say it like that, doesn’t it - but pick apart any joke and that’s what you’ll find).

That means that with the right joke, you can make anything relevant to your brand. You no longer have to restrict your curated content to topics that sit within your specific niche - you can, instead, craft ways to talk about the biggest stories of the day, the things that people really care about, using humour to craft those links and connections that make the subject relevant to your brand and its audience.

Secondly - and more obviously - posting about content that is within your niche with wit and warmth will make your audience more likely to engage.





**Tyrrells** @Tyrrells · Feb 26

Our social media team has never been so chuffed to see someone eat Walkers crisps...



**Jacob Rees-Mogg** @Jacob\_Rees\_Mogg · Feb 26

I can reassure the manufacturers of artisan crisps that they are in no danger, in fact I am a Walker's crisps man or Pringles when I'm feeling extravagant. [thegrocer.co.uk/the-grocer-blo..](https://thegrocer.co.uk/the-grocer-blo..)



1.9K

14.1K

117.1K



**Ginsters** @therealginsters

The only thing flakier than our perfect pastry:



Matt Hancock makes Testing Promise U-Turn  
[bbc.co.uk](https://bbc.co.uk)



**FutureLearn** @FutureLearn

We thought our 'Exploring English: Shakespeare' course was the only place you could learn about the story of a mad ruler who disowns his children... #KingLear



Meet Boris Johnson's children, including love child from secret affair  
[mirror.co.uk](https://mirror.co.uk)



# CREATED CONTENT (50%)

The most important part of your social media marketing - your own, created, content. It's how you tell your audience who they are, and show them why they should want to engage with you.

You can share your take on the issues that matter in the world of your ideal customer (demonstrating that your principles and opinions line up can hugely boost brand affinity).

You can also talk about the problems that your products or services solve - so long as you're talking more about the problems than you are your solutions.

And if you can craft an entertaining, engaging way to make them relevant - you can also talk directly about your products and services. So long as you can find an angle that's genuinely interesting, and doesn't feel like a sales pitch.



# HOW COMEDY CAN HELP

We've said it before, and we'll say it again. People don't like being "sold to".

The most effective content entertains and engages its audience - and just happens to include your brand's values at the same time - gently seducing your ideal customer subconsciously so that when the time is right, they'll "sell" themselves on your products and services.

Making your audience laugh is such an effective way to bring their guard down, that it also gives you license to include more product info than you'd otherwise be able to, without the risk that your content will feel like a sales pitch - because the joke itself was built on the hidden truths you managed to identify between your product and "concept x".

You're justified in talking about your product, because you need to in order for the joke to work - and we'll be so busy laughing (and sharing) that we won't stop and think about how you've just cleverly managed to make an even stronger case for buying from you.





**Ginsters** @therealginsters  
The boss just told me off for delivering this week's social media report late. But hey – at least the edges were perfectly crimped.



**Ginsters** @therealginsters  
Everyone thinks pasties were invented for the mines, but that's a spelling mistake.

(Did you never wonder why those guys were so quiet?!)



**Conscious Solutions** @conscioussol  
If you let lawyers design their own website, it'd just be a "No comments" section.



**Conscious Solutions** @conscioussol  
[A question for our copyright law clients]

For our next networking event, we're going to rip off a famous dance show by doing a law industry version.

Would that be Strictly Legal?



**FutureLearn** @FutureLearn  
True or False: "Tape Measures for Beginners" is one of our most popular distance learning courses.



**FutureLearn** @FutureLearn  
Greek Philosopher Pythagoras had some great theories on health and wellbeing. But then he always knew how to approach a problem from the right angle.



**HEALTH AND WELLBEING  
IN THE ANCIENT WORLD**



# INTERACTION

## (15%)

Remember - it's called social media for a reason. It's all well and good broadcasting a message that chimes with your ideal customer - and that's a great start - but the brands that actually show up and interact with their audience are the ones who see the best results.

## HOW COMEDY CAN HELP

In so many ways. Firstly, it gives you something to say to every single person that tweets you - even if what they said didn't warrant an answer - and that makes you, and the rest of your content, much more visible.

Secondly - if any of those tweets are complaints, self-deprecating humour in your response can help diffuse a situation and bring them back onside.

Additionally - brands with a GSOH are often also better at encouraging interaction to begin with. Ask funny questions. Launch pun-filled hashtag games. Make your brand the life and soul of the party.



**Lane Moore** @hellolanemoore · Dec 11, 2018

Netflix: "let's get someone who fuckin hates Gossip Girl to write the description of Gossip Girl"

# GOSSIP GIRL

97% Match 2012 TV-14 6 Seasons HD 5.1

Rich, unreasonably attractive private school students do horrible, scandalous things to each other. Repeatedly.

Because of your interest in: *Pretty Little Liars*

903 26.1K 143.9K

Show this thread

## Replies



**Netflix** @netflix · Dec 11, 2018

Replying to @hellolanemoore

1. Everybody loves Gossip Girl.

2. Where is the lie tho?

15 82 1.2K



**innocent drinks** @innocent · Apr 24  
DAILY REMINDER OF WHAT DAY IT IS TODAY

It's a Friday.

32 85 531



**Heather** @hevcom · Apr 24

Yeah but what year is it?

1 2



**innocent drinks** @innocent

Replying to @hevcom

Don't ask impossible questions, Heather.

9:39 AM · Apr 24, 2020 · Twitter Web App



**Sure UK & Ireland** @Sure

King Pong

#MoviesWithoutSure



**Sure UK & Ireland** @Sure

PS I Smell You

#MoviesWithoutSure



#MoviesWithoutSure



**CurlyClaire** @ClaireWRiley1

Replying to @YorkshireTea

Where's the Gin?!

9:59 AM · Apr 24, 2020 · Twitter for iPhone

4 Likes



**Yorkshire Tea** @YorkshireTea · Apr 24

Replying to @ClaireWRiley1

We have no idea

\*hic\*

1 21



**CurlyClaire** @ClaireWRiley1 · Apr 24

Oh dear! Pop the kettle on & have a brew, that'll sort you out.



**Ginsters** @therealginsters

Filling Eve – A starving security operative and an emaciated assassin become embroiled in a deadly fight over a Ginsters pasty.

#GinstersOnTV



**Ginsters** @therealginsters

Snack Reacher – A homicide investigator overstretches in Tesco whilst trying to grab a Ginsters.

#GinstersGoesToHollywood

# SALES (10%)

We know, we know - your social media marketing strategy, much like your business, exists because you want to sell something. So you're probably wondering why we're telling you to devote such a small percentage of your posting schedule to sales pitches, right?

Well - here's the thing. On social, discount codes and special offers aren't what sells. In fact, your content doesn't sell, either - it attracts. And it makes an audience stick around long enough to learn about you, and what you're offering, to the extent that ultimately they "sell" themselves.

And it's only once they've sold themselves, and they're ready to hire you / buy from you / work with you, that special offers, discounts and other naked sales pitches come into play.

Because they may not "sell", but they sure as hell do help close the deal.



# HOW COMEDY CAN HELP

I mean this one's a no-brainer, isn't it. The best adverts are the funny adverts - and you probably wouldn't be here right now if you didn't agree.



# YOUR WEEKLY COMEDY CONTENT CALENDAR

It's important, at this stage, to remind you that there are no hard and fast rules - what works for one brand, and one demographic, won't work for another.

A serviced-based B2B business, for instance, may rely more heavily on curated content to demonstrate expertise that created content. A low-ticket consumer product, on the flipside, might barely see any impact from curation, and so put much more of their efforts into creation.

So don't take our percentages and slavishly stick to them, but do use them as a starting point, and then double down on what works while feeling free to abandon what doesn't.

On the next page, we've put together a template that shows you what a content calendar might look like if you were posting 20 times a week.

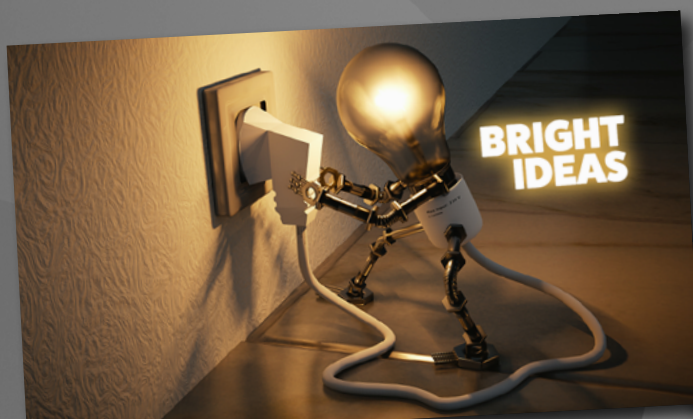
	1	2	3	4
Monday	Share an interesting "found" article (add a joke that makes it relatable to your audience)	Make a joke about a relatable problem in your ideal customer's life	Encourage interaction by asking a funny question or starting a hashtag game	Share a spoof news story that features your products or services as "heroes"
Tuesday	Retweet the best of yesterday's hashtag game entries - and reply with witty follow-ups if you can	Share an original take on a funny social media meme that makes it relevant to your audience	Share a customer comment or tagged photo with a funny response	Share an interesting "found" article (add a joke that makes it relatable to your audience)
Wednesday	Share an interesting "found" article (add a joke that makes it relatable to your audience)	Make a joke that posits your brand as the 'solution' to a big news story's 'problem'	Pitch a product with a funny Ad	Share another brand's post with a light-hearted joke about your "rivalry"
Thursday	Share a short phone-shot video that gives followers an entertaining "behind the scenes" glimpse of your brand.	Share a Funny Photoshop featuring your brand - and run a caption competition, with your product as the prize.	Pitch the product again - this time with a good reason to "act now" baked into the funny Ad.	Share an interesting "found" article (add a joke that makes it relatable to your audience)
Friday	Share an interesting "found" article (add a joke that makes it relatable to your audience)	Make a joke about a relatable problem in your ideal customer's life	Make a joke based on a trending hashtag	Write a fake apology joke, that uses false modesty as a way to emphasise your pros.



**WHITE  
LABEL  
COMEDY**

# WHO WE ARE

I'm Adam Hunt, the Creative Director of White Label Comedy. Our hive-Mind takes my favourite Comedy Writers from my career as a TV Producer, and the very best Creatives from my time in advertising - and has them collaborate on-demand to craft compelling content that entertains, educates and engages audiences in equal measure.





Our unique hive-mind process makes us faster, funnier and more cost-effective than any single writer working alone.

But if you didn't know we existed until yesterday, the project you're already working on might not yet have a line in the budget for 'hive-mind of comedy writers and advertising creatives'.

While you call Sharon in Accounts and get that sorted - we want to make it as easy (and as low-risk) as possible for you to get a taste of what life can be like with the 40 funniest people I know sitting in your back pocket - helping your brand find its funny at a moment's notice.

That's why we're giving you (yes, you - and only you) 50% off your first month of social media content. [Click here](#) to find out more.

**TELL ME  
MORE!**



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