



# How *Journal* to become a Content Rockstar

Croma is More Online Course by Katrin Fördös



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# Introduction

Design is the silent ambassador of your doctor's brand.

So you shouldn't neglect corporate design when it comes to your Instagram profile.

Nowadays it may be the [first impression](#) a new potential patient gets, and crucial for their decision making. Social Media can be a powerful weapon for [recruiting](#) new patients. It is about establishing your brand's story and presence in the digital space, and the key to establishing a meaningful [connection with your target audience](#). Digital Branding enables you a unique proposition to differentiate yourself and your offerings from the competition.

## Croma is More tip:

Watch out for our [internal links](#) to get a visual overview and to save precious time, instead of having to scroll through the entire PDF.

These links lead you to the relevant section and speed up your reading time through the content. Feel free to [click >> TOC](#) (table of content) in the top left corner of each page whenever you need to make use of the [navigation bar](#).



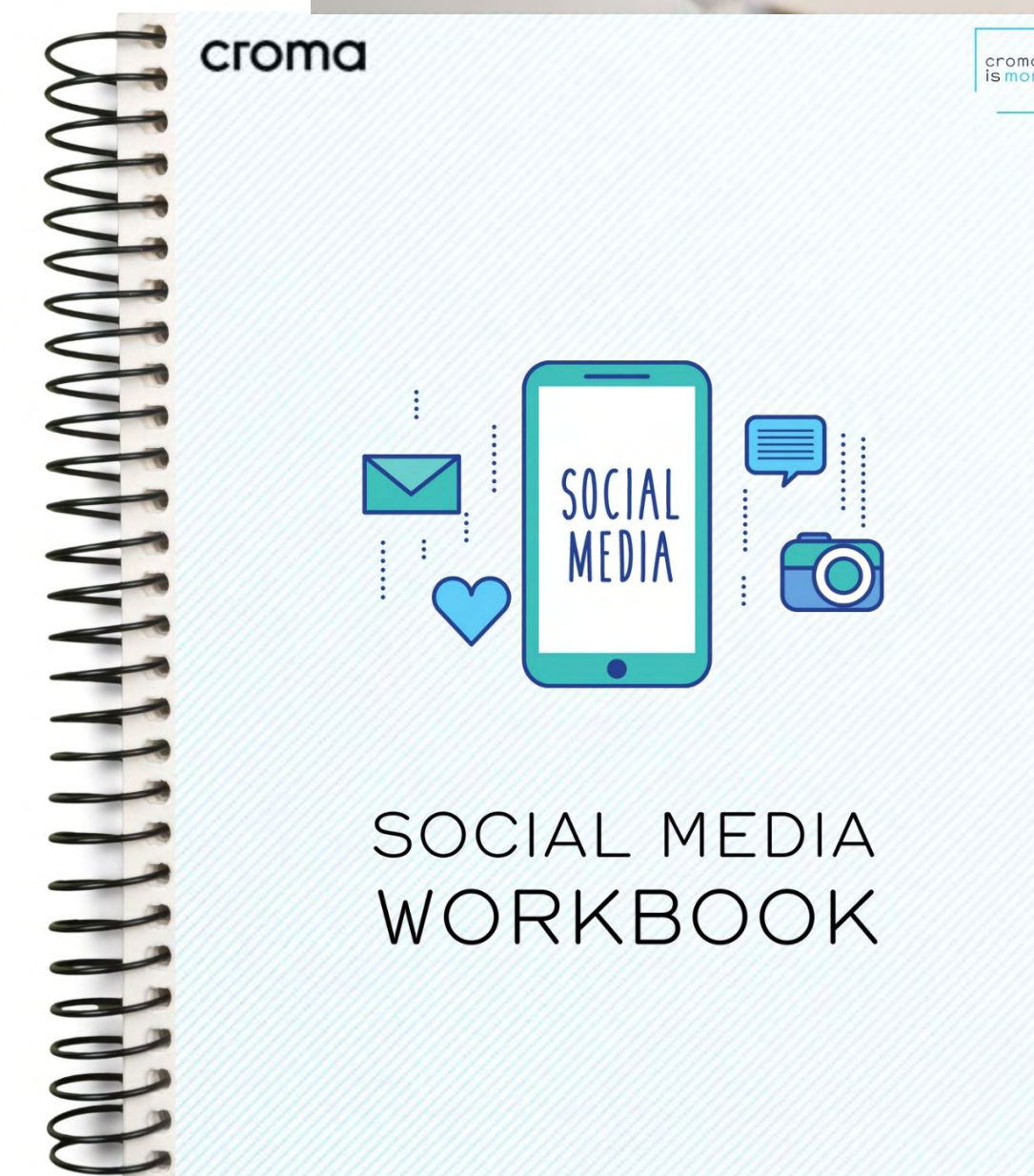
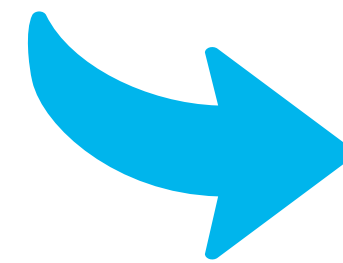


# Take the fun even one step further

You are about to start an exciting journey. Let us guide you on how you can use social media marketing to transform your aesthetics business.

Use our [Croma is More Workbook](#) to write down all your learnings, to come up with a strong communication plan, schedule your key topics in advance and make records of your latest accomplishments. The content in the workbook runs parallel to our video course as well as our eBook.

You will be thrilled at how far you get in next to no time!







# Kathrin Alice Fördös

Senior Social Media Consultant of Croma is More

I am a passionate Social Media Manager with a demonstrated history of working with established brands in the [aesthetic industry](#). As a media, ecoms and communication professional with a Master of Arts (MA) in Social Sciences, I have gained over 13 years of work experience in the fields of Social Media, Ecommerce and Communication.

I have worked for [internationally renowned](#) and adored brands such as Estée Lauder, Clinique, Michael Kors, Jo Malone and Tom Ford, during which time I was in charge of the overall [Social Media strategy](#) and [digital branding](#), as well as driving sales through Social Media, and thus contributing to the success of our [online shop](#).

I'm delighted to be able to share my knowledge with you in this course, as well as some useful tips and tricks, which will help and encourage you to develop a [unique brand on Social Media](#), that will elevate you and set you apart from other key competitors.



**Fact:** After following a brand on social media, 87% of consumers report visiting its website or app



# What makes this Social Media Course so unique and a true must have?

This is a course [designed for Aesthetic Doctors](#). In this online course you are going to acquire essential skills on content creation for your individual needs and for your corporate design.

In the following eBook [you will learn](#):



[how to design](#)  
your posts and stories in  
your corporate design



[how to plan & schedule](#)  
your posts weeks, even  
months ahead



how to create  
[a consistent feed](#)

This course is useful for everyone who owns a Facebook or Instagram account. The eBook is provided with a detailed summary of pros and cons of each tool, as well as a guided tour through the general account settings.

[Our Croma is More Promise to you](#): There is no need to be a Social Media Pro to enter this course. You are going to become an expert in Content Creation and digital branding after completing this course. With the right skills you will be able to turn your overall look into a consistent appearance, which is in line with your doctor brand.

[What pace is right for you?](#) We suggest to use both the eBook and the video recordings for best results. You can pause and resume each chapter and at a pace, which feels comfortable for you.

[The right equipment?](#) All you need is your smartphone, your notebook and a little pinch of your precious time.



# eBook & Online Course Expectations:

## Reason Why

In this chapter we would like to stress the impact of digital branding on gaining new potential patients, as well as maximizing your brand positioning and brand loyalty. This course takes a deep dive through the essential tools on digital branding and is easy to follow too.

## Content Generation

Learn on how to market your services on Social Media more effectively, and how to create a good digital image of your aesthetic treatments. Follow us through a virtual tour of the most essential apps and tools for creating beautiful designs, images and templates, that fit your corporate design; and learn how these simple to use tools can save you time and money every day.

## Content Planning & Scheduling

Failing to plan – is planning to fail. So, to help you get ready for your next weeks, even months of planning your Instagram content, we have summarized the most essential apps we are using to auto-post and plan ahead. These apps are a real game changer as they save you time and help you to visualize a consistent feed.

## BONUS: Creation of Puzzle Grids

For those who would like to push it a little further, please check out our hacks on how to create puzzles with canva. Puzzle Grids can be fun to make and can make your feed design stand out from other competitors.



# Reason Why – The Impact of Digital Branding

Digital branding is one of the key ingredients of social media marketing.

Our digital branding efforts say a great deal about who we are and [what value we provide](#) to our prospective patients. The average person may believe that digital branding is focused on our logo or website design, and how it may impact consumer perception of our brand:

But, it is much more complex than this...

In a connected world with many online touchpoints along the patient's journey, most decisions are made upon experiencing your brand in the digital space.

You need to understand [how your digital brand impacts the likelihood of your products and services being purchased](#).



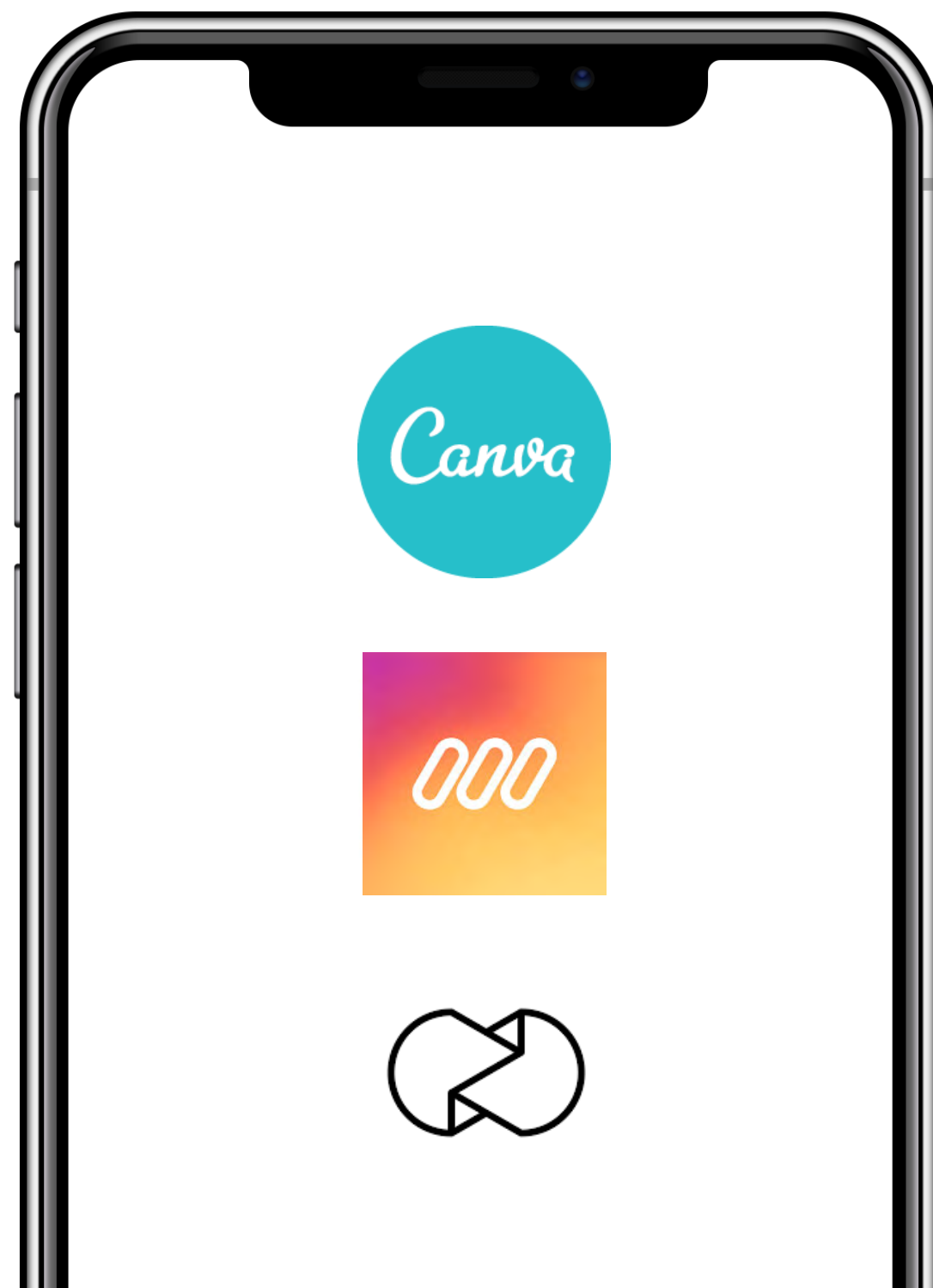
**Fact:** Consumers spend as much as [40% more money](#) with companies that use social media. Use our guidelines to see just how easy it is for you to [stand out from your competitors](#).





# Content Generation – A Demonstration of the most powerful apps

“ Traditional Marketing is telling the world you’re a Rockstar.  
Content Marketing is showing that you are one. “ – Robert Rose



In this chapter you are going to be given a demonstration of 3 game changing apps: Canva, Mojo and Planoly. We provide you with the right skills to create professional Stories and posts, as well as other useful graphic designs you may need in your practice too. Familiarise yourself with the broad variety of intuitive and easy to use apps that our Croma is More Consultants regularly use with their own accounts, as well as for clients accounts. All these apps are very intuitive and straight forward to use.



71% of customers who have a positive experience with a brand on social media, are likely to recommend it to family and friends.

Canva →

Mojo →

Planoly →



# Canva

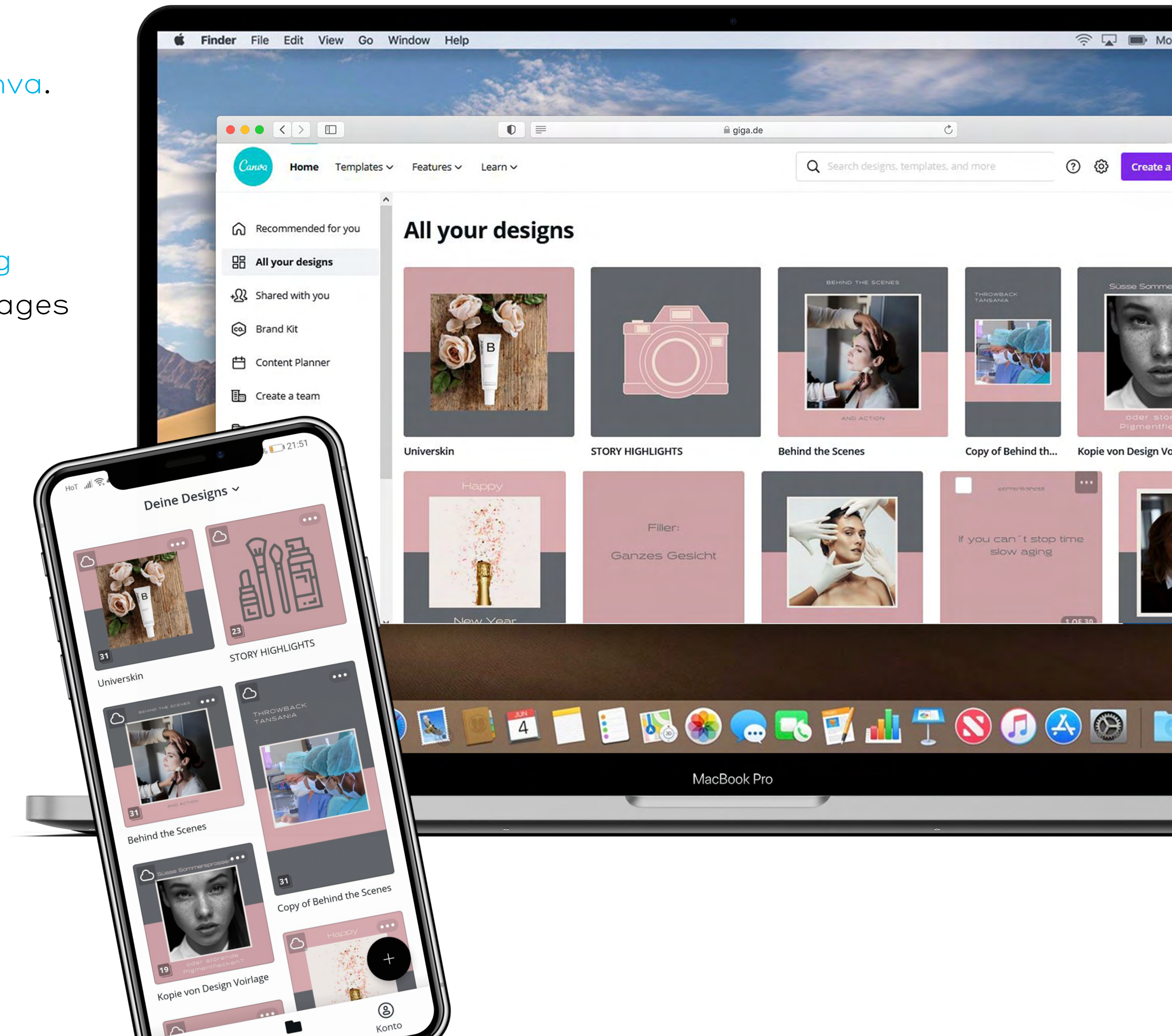


Let's start with the most powerful weapon, called [Canva](#).

Create your [brand's visual identity](#) with logos, colors and fonts, in [one Brand Kit](#). Canva can be your secret weapon for [stunning design](#) in minutes, with [thousands of beautiful templates](#) and images to choose from.

## Croma is More tip:

We advise you to use the Pro Version to obtain more content, more efficient organization, and higher quality marketing materials with one click.





# Overview of Canva PRO features

## More Content

All the content you need to create amazing designs effortlessly.



### Premium Content

Get access to the entire library of 60 million+ photos, videos, audio files and more.



### Templates

420,000+ templates to choose from.



### Fonts

Upload your own or access 3,000+ premium fonts.

## Better Organization

An easier way to organize all of your content and create faster.



### Brand Kit

Store your logo, brand colors, and fonts, to stay effortlessly on-brand.



### Folders

Stay organized and productive.



### Storage

Store all your favourite photos and images.

## Simpler Creation

Create and export high-quality marketing materials with one click.



### Content Planner

Create and publish content directly from the Canva Editor, to 7 social media platforms.



### Premium Animations

Get your designs moving.



### Magic Resize

Design once, resize to anything.



# Register with Canva

If you like the look of Canva, please use this [affiliate link](#) to register.

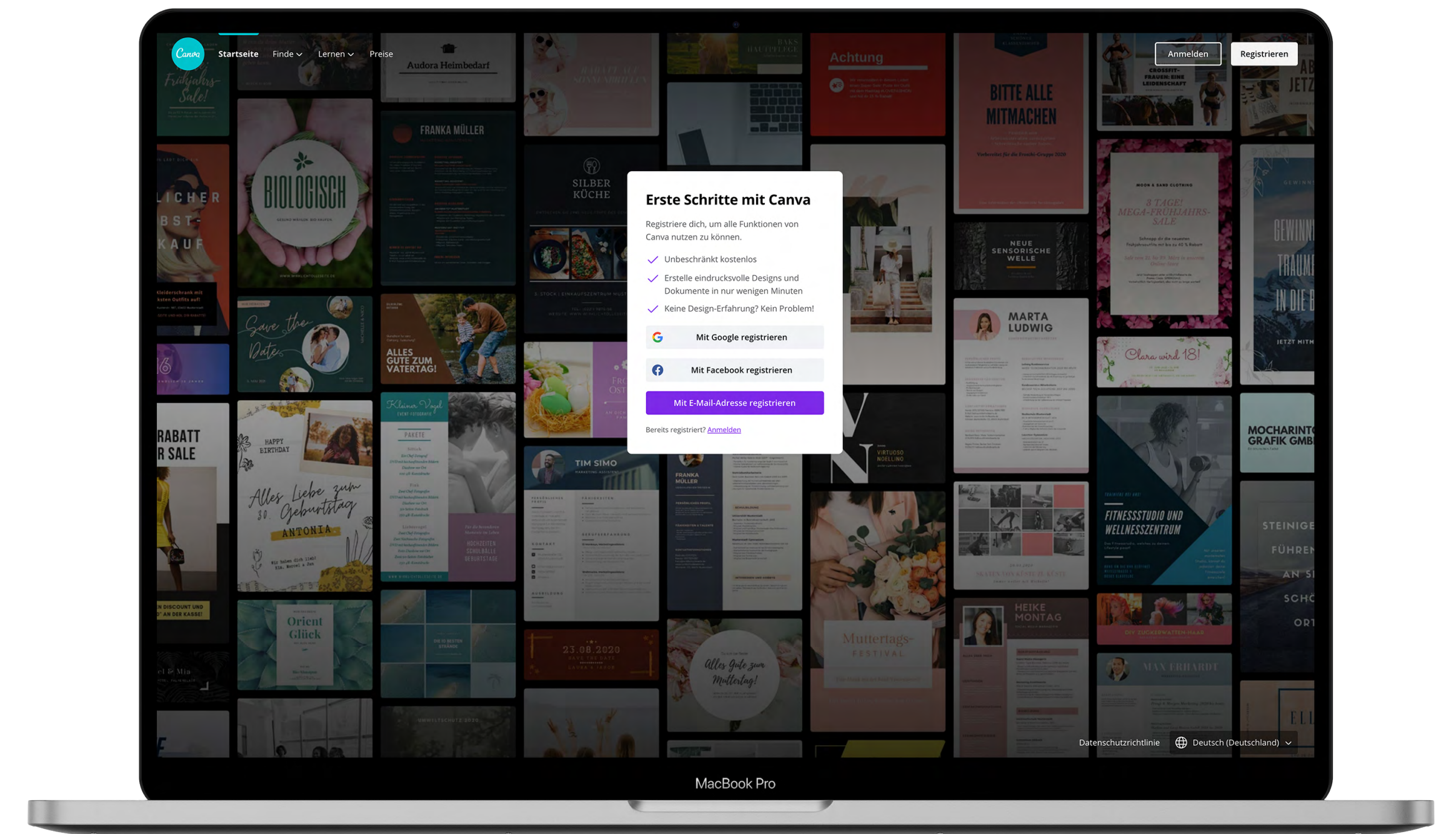
## Essential Preparations:

Establish your brand's visual identity with logos, colours and fonts, using Brand Kits. [Creating your Brand Kit](#) – Here are the initial requirements before you can start:

- 1) Add your [logos](#)
- 2) Add your [family font](#)
- 3) Add your [brand color codes \(HEX Values\)](#).

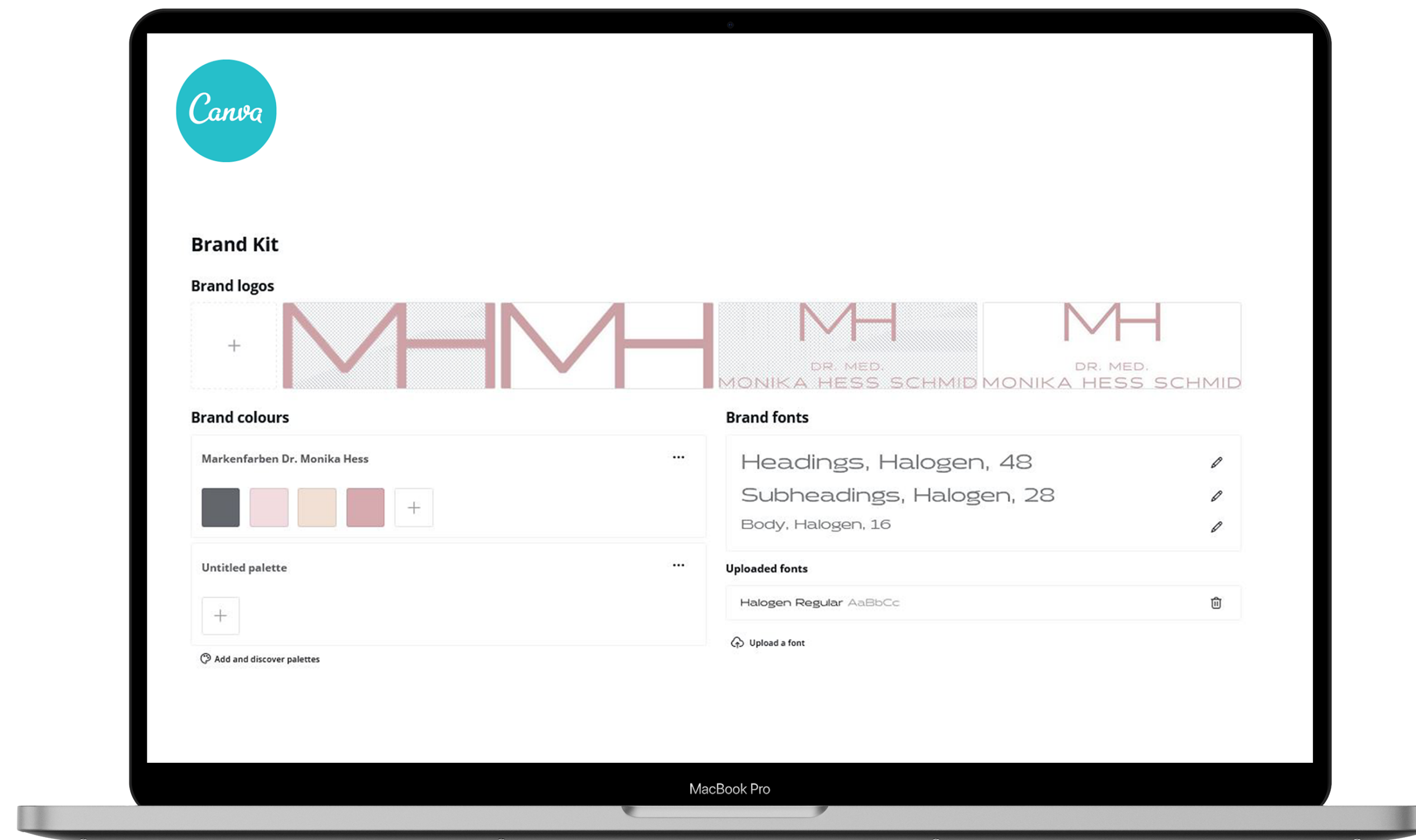
### Croma is More tip:

When it comes to Canva you need to add the color codes in [HEX values](#). If you do not know the code, you can search through the internet for any free converter tool such as [rgb to hex](#) →





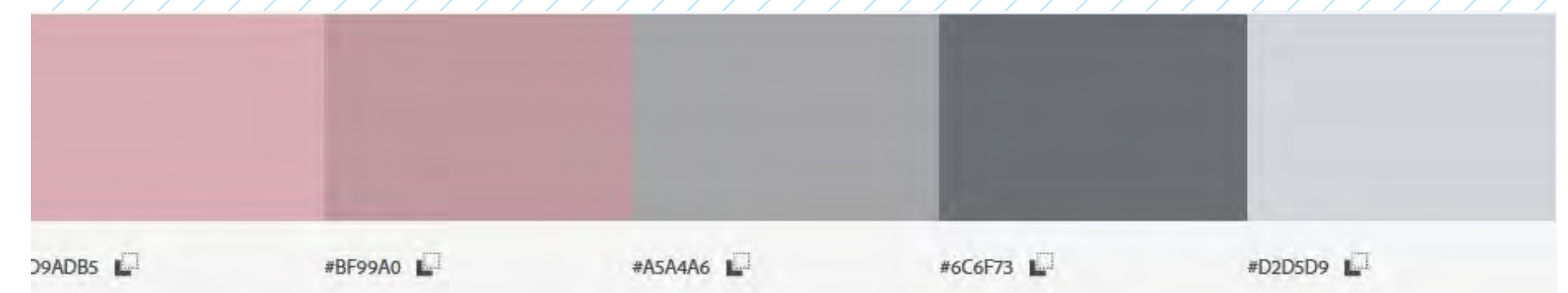
# The Brand Kit



## Croma is More tip:

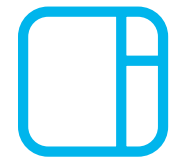
Additional help for those who want to take it a little further:

1. If you are not familiar with your corporate colors or your entire color family range, visit [adobe color wheel](#) →
2. Click the tab [Extract Theme](#) and upload a screenshot of your corporate website
3. Now all of your corporate color themes can be [extracted in HEX, RGB, CMYK](#) etc.





# Design Tool Bar (1/2)



## Templates

Explore thousands of beautiful free templates. With Canva's drag and drop feature, you can customize your design for any occasion in just a few clicks.



## Uploads

This is your picture and video library. Here you can upload images of your practice or treatments for your own use, with a volume of up to 5 GB with a free account, and up to 100 GB with the PRO version.



## Photos and Videos

Make use of hundreds of thousands of free photos and graphics with the free version, and over 75 million premium stock images, photos and videos, with the PRO version. Use the search bar to look for specific images, or click the category buttons below the search bar to easily browse by category.



**Elements** – such as lines, shapes, or picture frames. These are particularly handy for designing cool story highlights in less than a minute.



# Design Tool Bar (2/2)

## T

### Text

Upload your own font or use the existing ones provided. You can add it in your brand colors, as well as animate it.



### Music

Add music to your designs. To adjust the volume, click the speaker icon.



### Background Color

Backgrounds are the backbone of great design. Background textures and colors create depth and contrast, allowing graphics to stand out and get noticed.





### Croma is More tip:

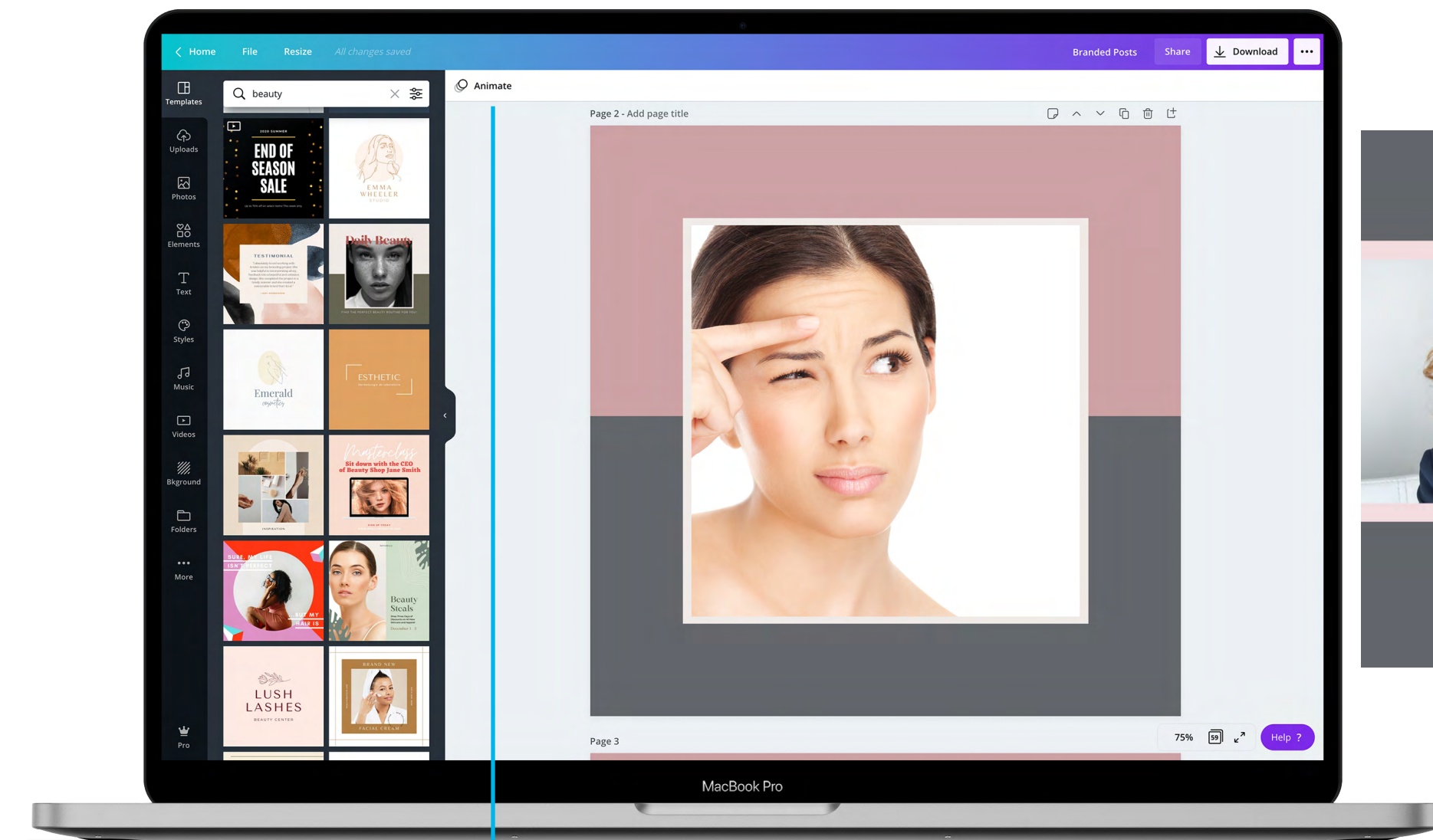
Click Preview or the button above the editor to [preview your design](#) before downloading.



# Creating a Post with Canva

## Take Home Exercise – Post Creation

- 1) Click [Create a design](#)  –  Instagram Post
- 2) [Select a template](#) by using the search to find something usable.
- 3) [Change the picture](#) by adding one of your own uploaded pictures in the left menu bar, “uploads”, or choose one of the thousands of photos or videos from the Canva app.
- 4) If the picture doesn't fit into the provided frame, you can [adjust it by double clicking on the picture](#).
- 5) Next, [change the colors](#) by clicking your brand kit and selecting your brand colors.
- 6) Change the font.
- 7) Adjust the font color and/or the font size.
- 8) [Download](#) your font in the required format.



### Croma is More tip:

You can also [animate your post](#) by adding more design elements or using video instead, and save the design as an MP4 file. Easily edit your photos with Canva's photo editor. Add filters, frames, text and effects, with the free online photo editing tool!



# How to Resize a Post

Take Home Exercise – [How to Resize](#)

Follow these simple steps:

Use the given dimensions, or use custom dimensions to resize your designs.

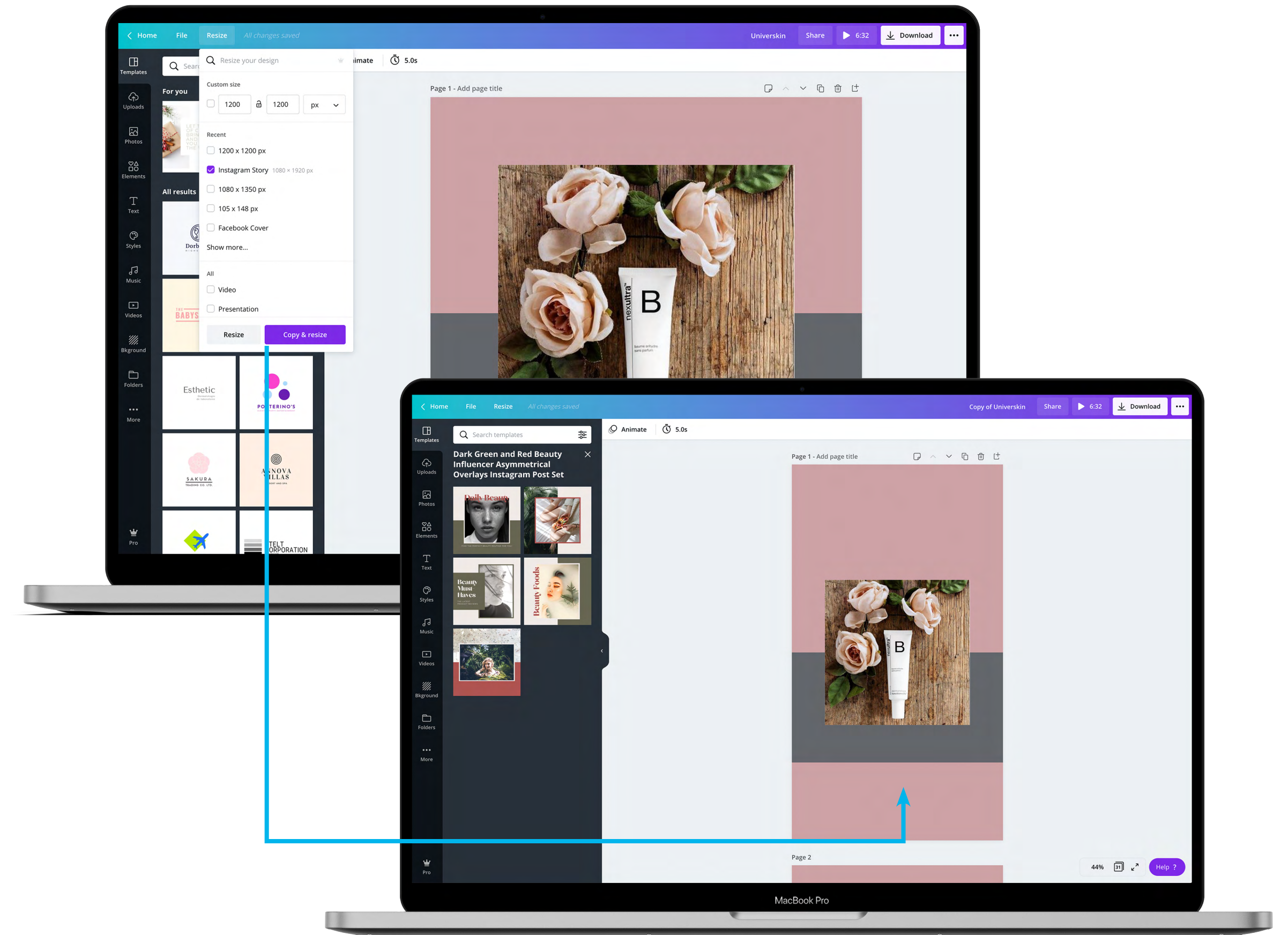
This feature is available on Canva Pro accounts only.

Here's how to resize designs:

- 1) Open the design that you want to resize.
- 2) Click Resize.
- 3) Enter the new dimensions.
- 4) Click 'Copy & Resize' to leave your current design unchanged, and create a new, resized design.



**Fact:** Businesses can expect spending on social media marketing to grow by 89% over the next five years.







# Creating animated content

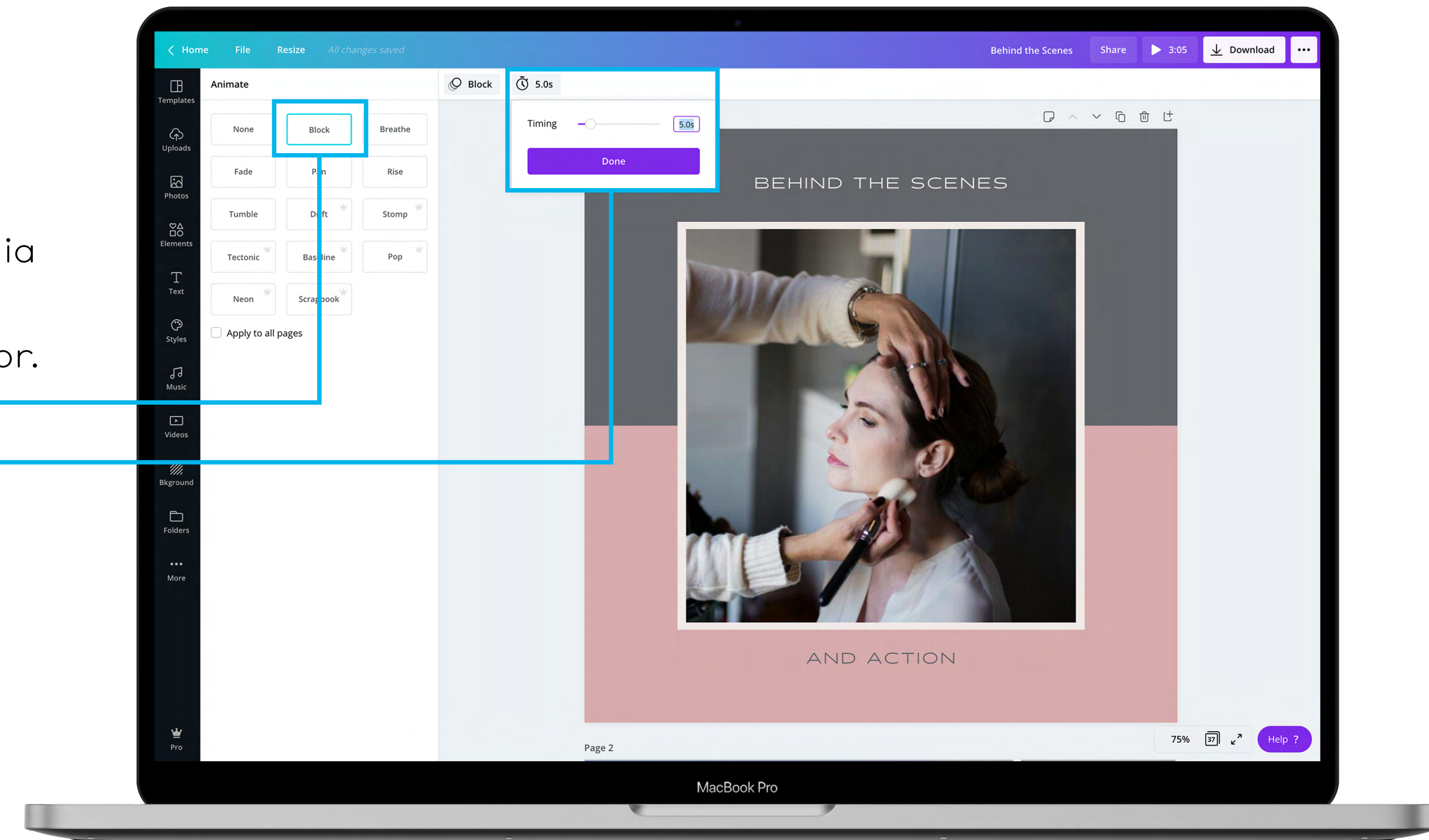
Take Home Exercise – [How to create animated content](#)

Create Instagram videos or GIFS that will wow your followers, promote your brand, and make your feed sparkle.

- 1) Click [Create a design](#)  –  Animated Social Media
- 2) Search for [animated template](#) e.g. an offer template
- 3) Adapt the size, the font color, and the bottom text and color.
- 4) Next we adapt the [animation](#) from RISE to BLOCK
- 5) We use the [cutting element](#) to slow the animation speed from 10 to 5 sec.
- 6) Download as MP4

[Croma is More tip:](#)


Use Copy style or the paint roller icon in the toolbar to copy the style and formatting of text and elements.





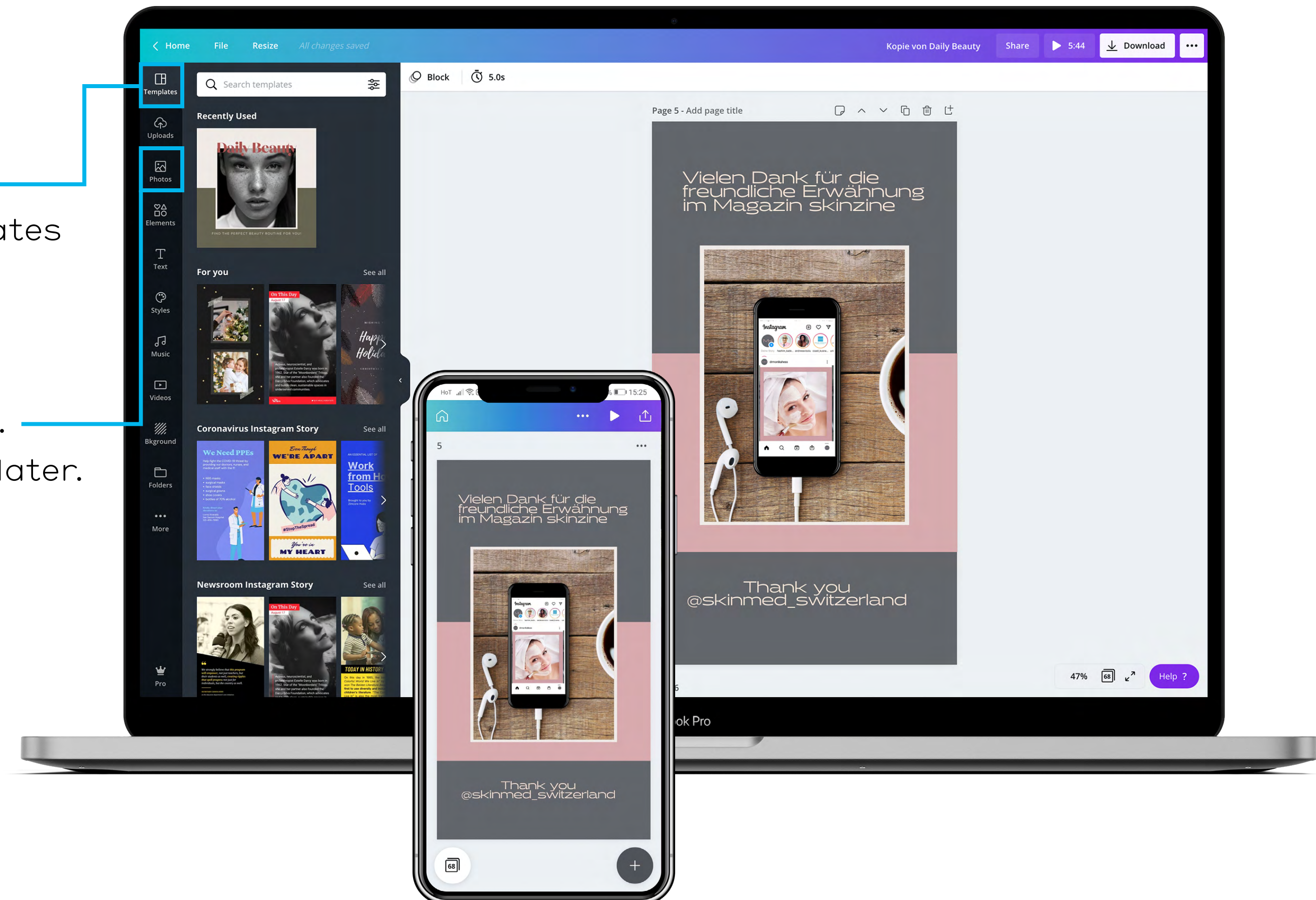
# Creating a Story

Take Home Exercise – [How to create a story with Canva](#)

- 1) Click [Create a design](#)  Instagram Story
- 2) Select [your story](#)
- 3) Choose a [template](#) that fits your purpose.
- 4) By hovering the cursor over function you will find templates that include up to 8 different design pages
- 5) Apply either one or all design pages
- 6) Change the [font](#), its [size](#) and [color](#)
- 7) Transform the photos by using a mix of stills and videos.
- 8) Download all sites for uploading it to your insta stories later.



**Fact:** 70% percent of Instagram users watch Instagram Stories on a daily basis.





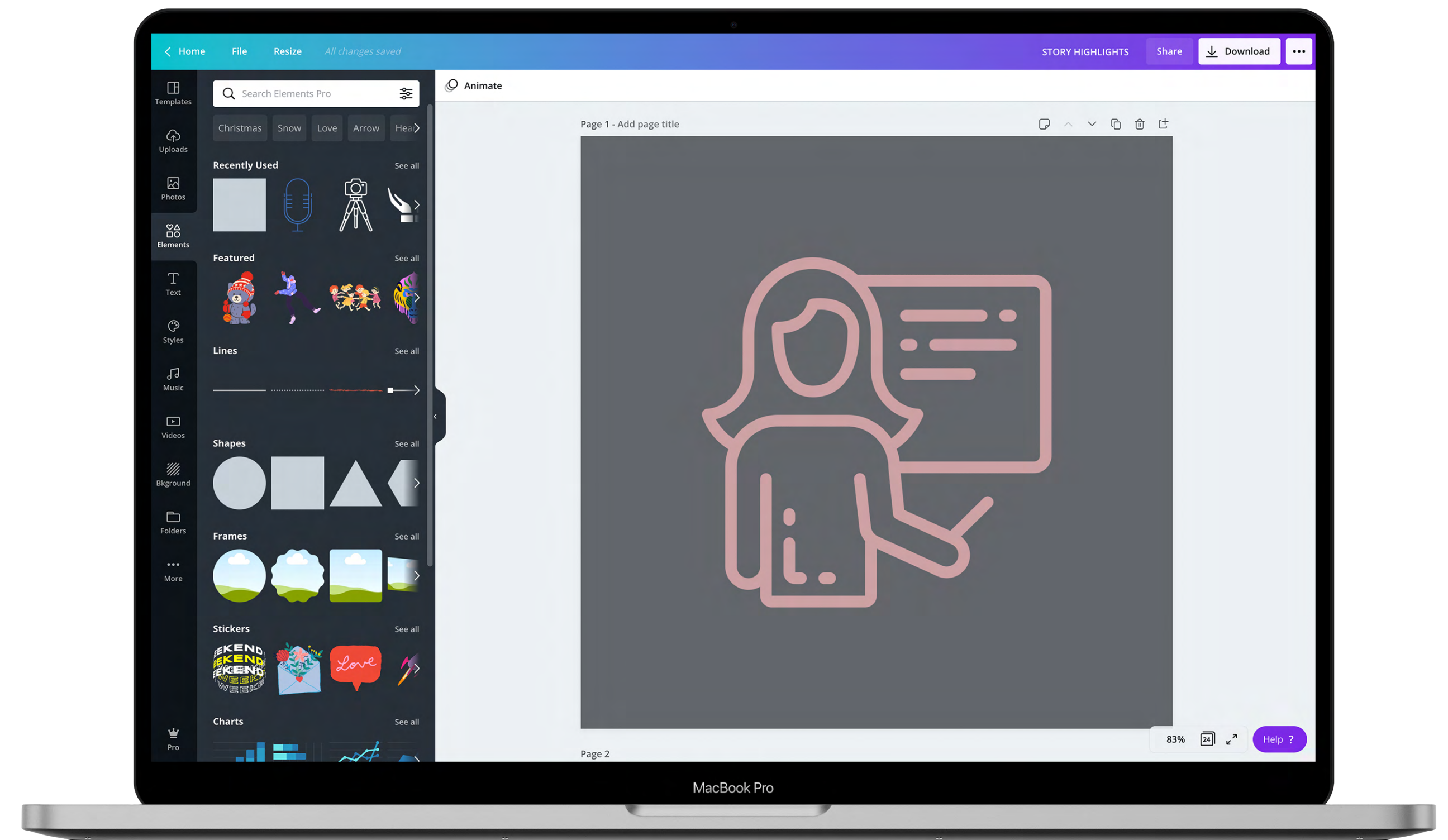
# Creating a Story Highlight (1/2)

Take Home Exercise – [How to create a Story Highlight design element using your corporate design](#)

- 1) Click the home button
- 2) Click create a design
- 3) Click custom dimensions
- 4) We suggest adding your main brand color as a background color for this purpose
- 5) Look for an element which best describes the purpose of the story e.g. add a service in the search field, use the pro selection, and add the desired element to your design.

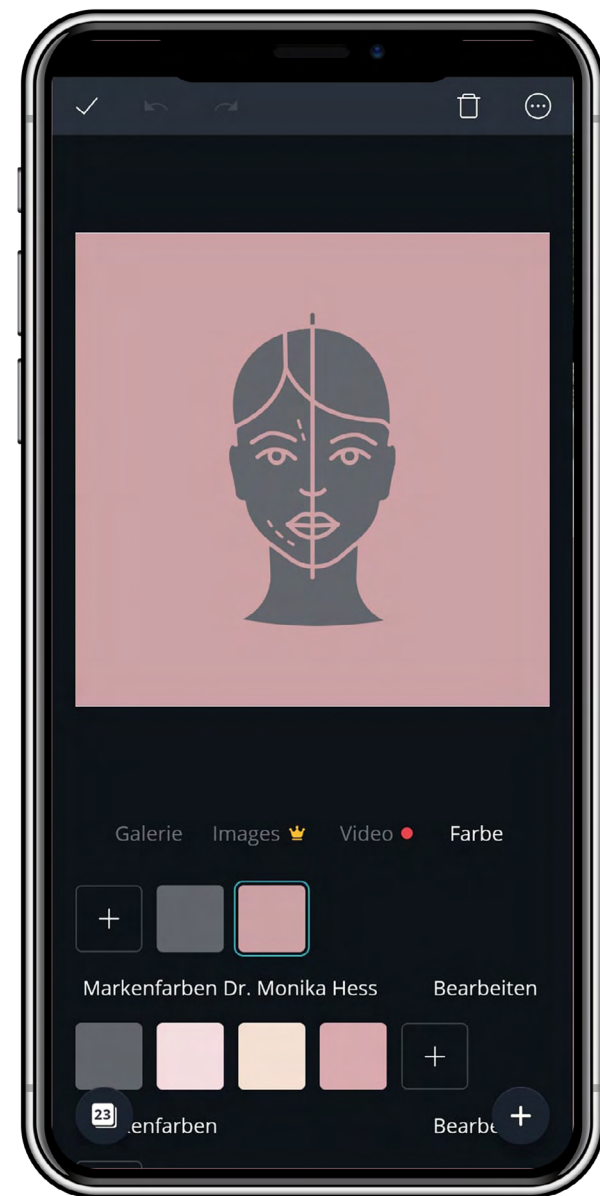
[Croma is More tip:](#)

Our Trick: We browse through PRO elements and filter for elements only in white.





# Creating a Story Highlight (2/2)



- 6) Change the color of the element to your brand colors
- 7) Use the ledger line to add the element to the very center, and make it a little larger.
- 8) You can add more pages with the predesign settings and create additional story highlights
- 9) Now download your designs in the recommended PNG format.

## Croma is More tip:

Have a look at the Canva Pro Background Remover, which is easy to use, in just a few clicks. Eliminate layers and other complex design wizardry.



**Fact:** Instagram Stories accounts for 34% of Instagram-sponsored content.



Visit our course on [Social Media Essentials by Nina Hauber](#). She is an absolute social media pro and will tell you all about different Instagram tools and how to use them STEP BY STEP.



# BONUS – Creation of Puzzle Grids (1/3)

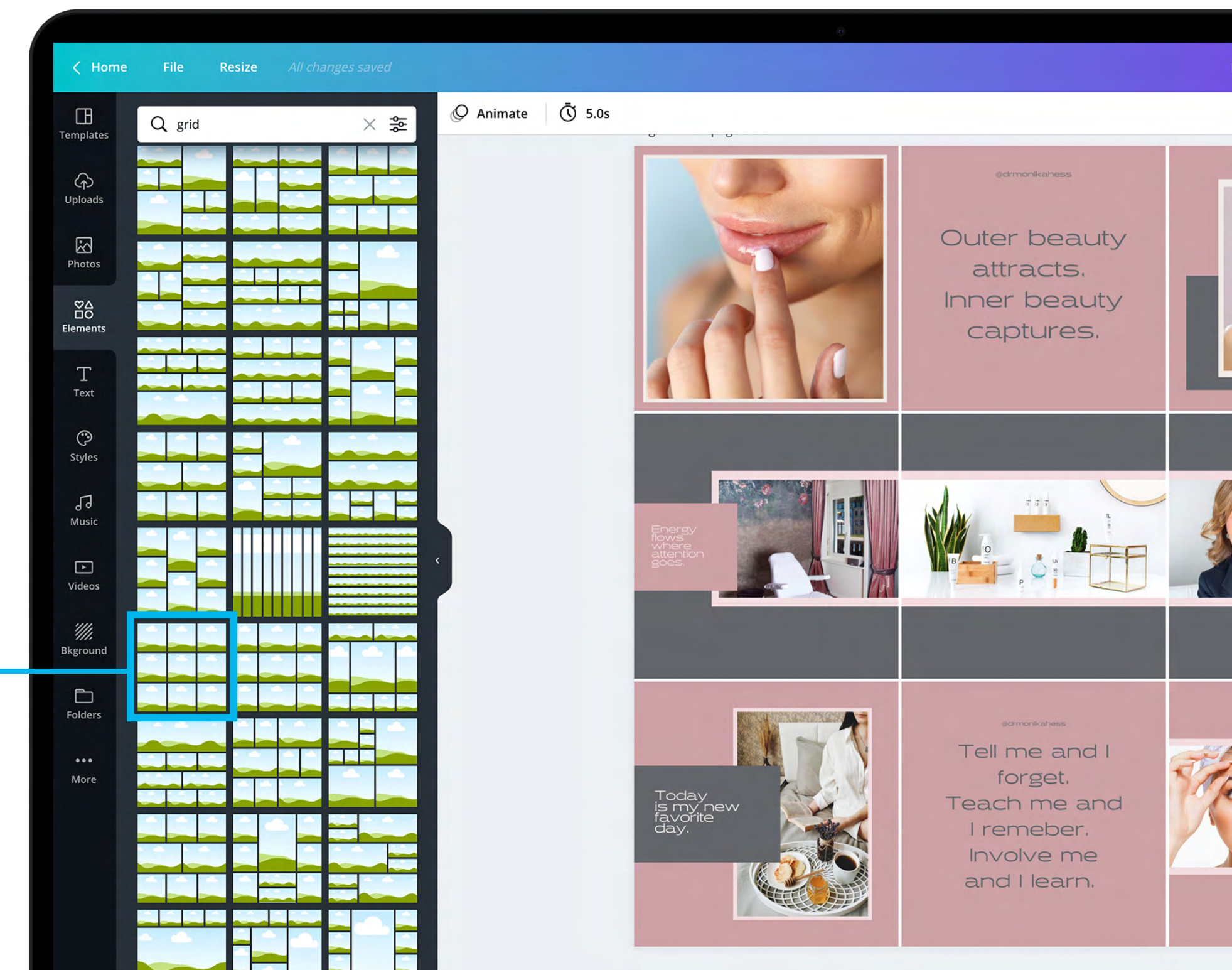
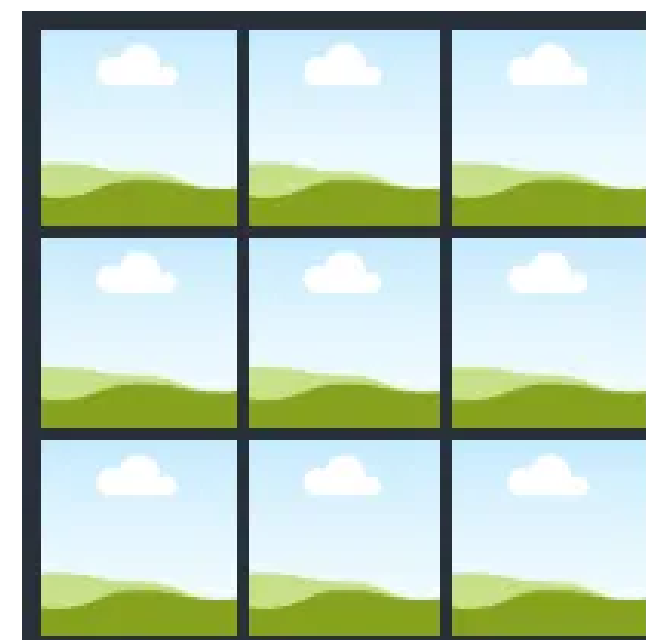
For those who feel comfortable using canva, and would like to push it a little further, please follow our hacks on how to create puzzles using canva. Puzzle Grids are fun to make, and can make your feed design stand out from your competitors. Once you have created all your rows, you will have weeks or even months worth of posts ready to go!

**Croma is More Promise:** You'll never have to worry about what you are going to post today, or even next month.

Take Home Exercise – [How to make an Instagram Puzzle Feed using Canva](#)

1) Login to your [Canva](#) account and click 'create a design'  
Click Custom Dimensions [3240 x 3240 px](#) for a 3x3 Instagram grid.

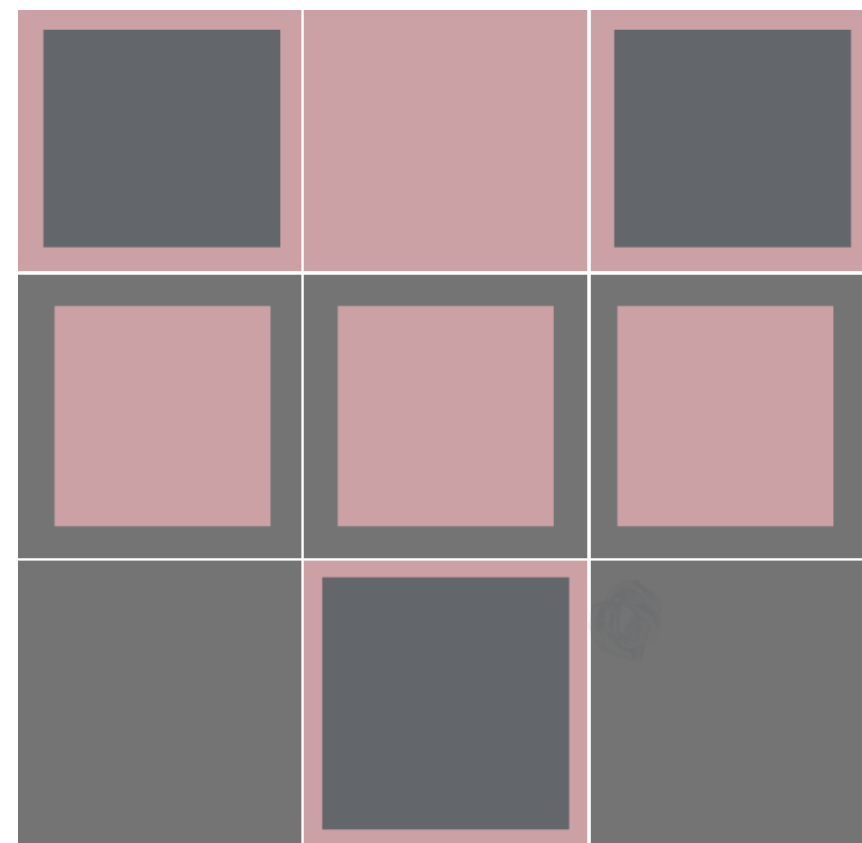
2) Click Elements and search for grid, and scroll down to find this [grid pattern](#)





# BONUS – Creation of Puzzle Grids (2/3)

3) Once you select this grid, [click on each tile and add a color](#).



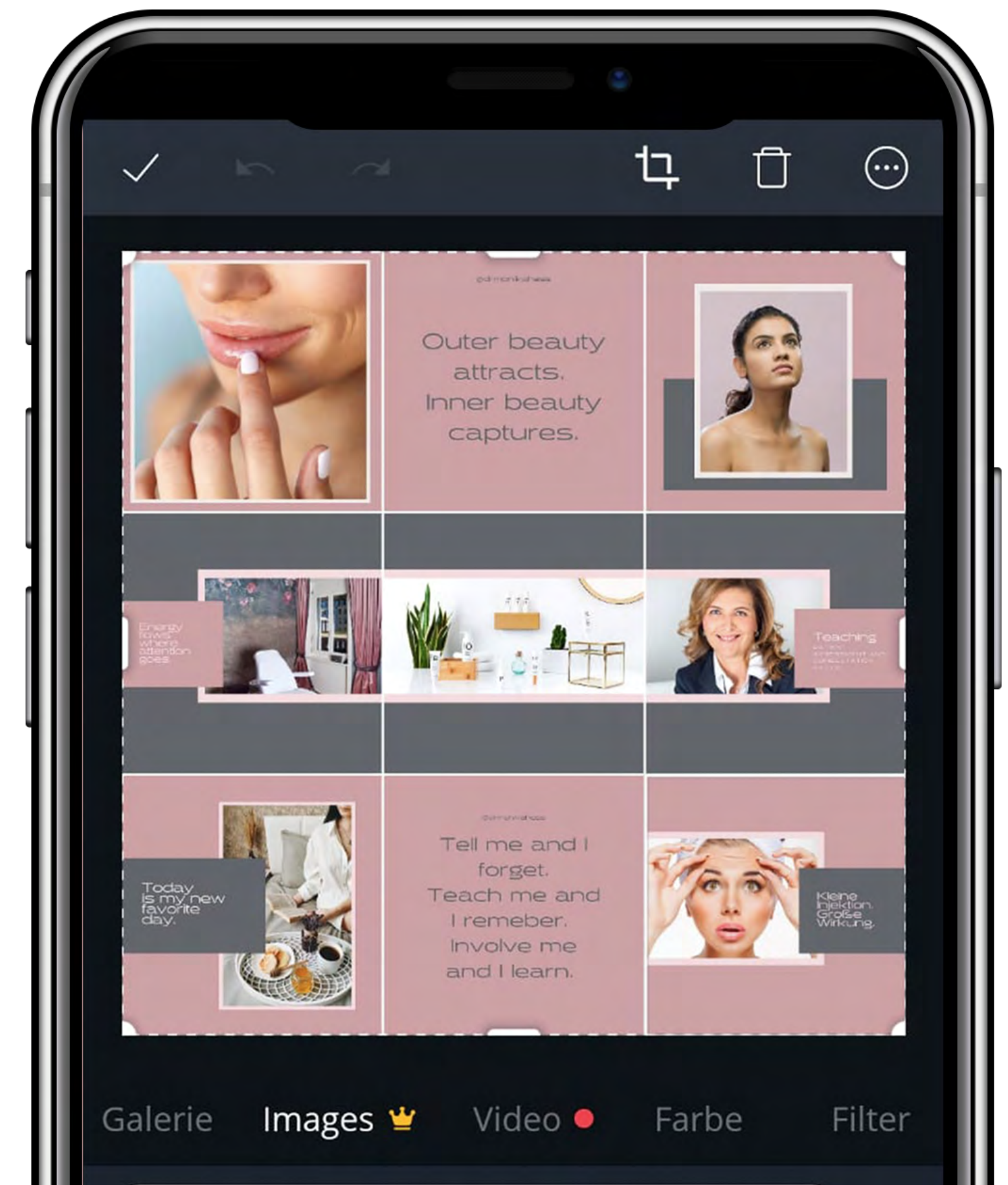
We used pink and grey so that we can easily identify each tile, and use the corporate design colors of our client. Once you have all the tiles colored, select them all and [lock the layer](#) by using the lock symbol on the upper right side of the top bar.



## Croma is More tip:

If you do not lock this layer, every time you try to place an element on the grid, it will lock into the blocks.

Now its your time to get creative and create a puzzle that looks like the below:





# BONUS – Creation of Puzzle Grids (3/3)

4) Next you need to [export the data](#) so you can upload this total of 9 images to your feed, which you will then schedule in advance.

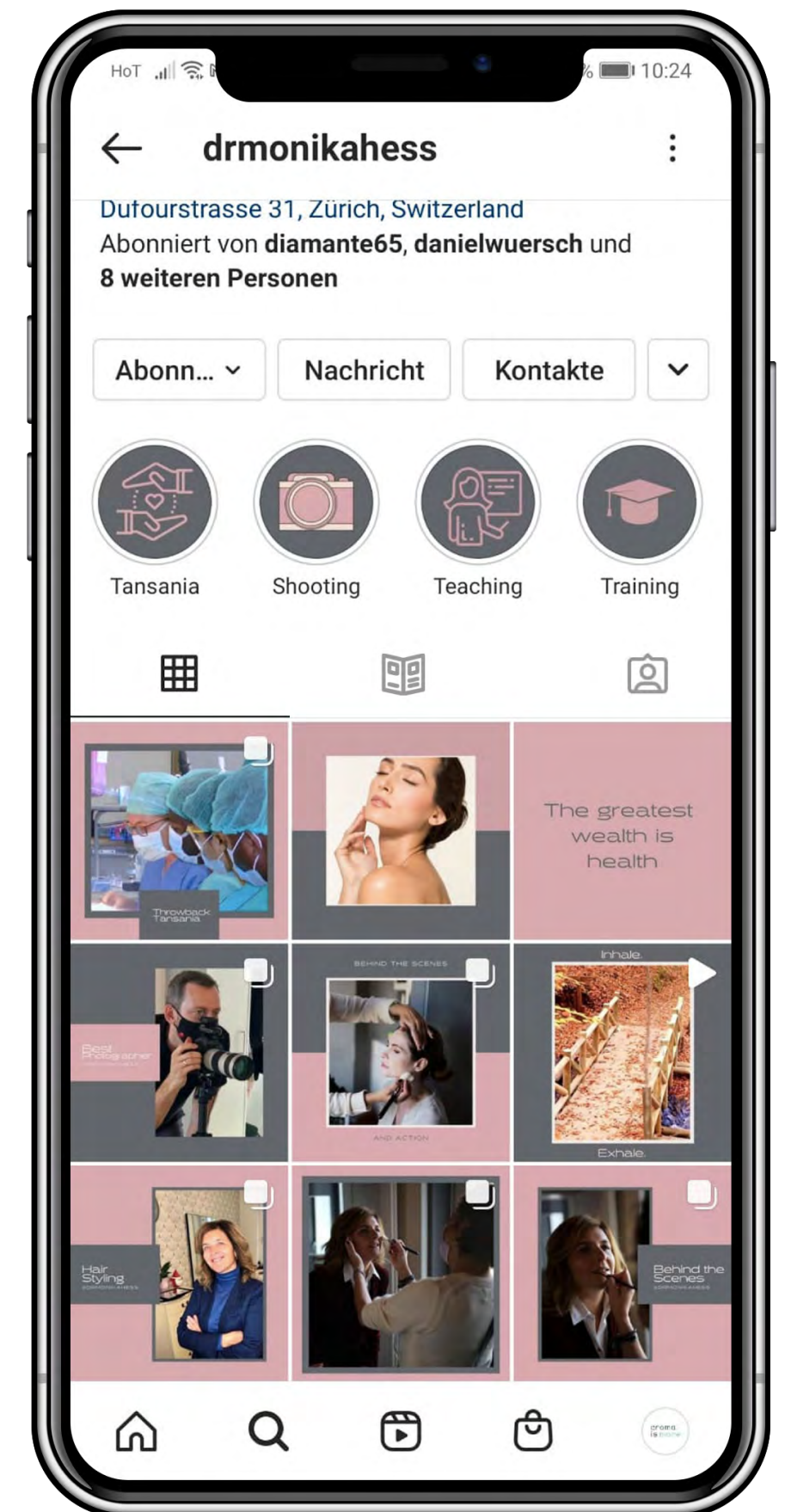
(Take a closer look at the next chapter where we show you how.)

- ✓ Click Download
- ✓ Select PNG

Visit any free Grid splitter tool such as <https://pinetools.com/split-image>

- 1) [Upload your Image](#)
- 2) Enter 3 vertical, and 3 horizontal numbers of blocks.
- 3) Under 'options' select 'Both (grid)' and [download the files](#) as JPG
- 4) Click [Split Image](#)




You will then be able to [individually download each tile](#), and upload them to Instagram; or to your content planning platform.








# Canva

## The PROs at a glance

-  **Save time** with the Magic Resize Tool which takes the hassle out of design resizing.
-  Control of your brand: Keep **brand consistency** by organizing colors, logos and family fonts in one brand kit.
-  **Professional appearance**: Over 60M images and over a thousand premium templates. **Animation tools** bring your content to life. Download in high quality with transparent backgrounds, animations and much much more.

VS

## The CONs at a glance

-  **No offline usage**. – You need to be connected to the internet to be able to use the app
-  The Mobile version of the app is slow and **limited**
-  Be careful of which images you use, as some are legally restricted to the health industry



# Mojo

Mojo is another super cool app for creating animated stories. It brings storytelling to the next level. The first frames instantly catch the people's attention, and the animations help viewers to stay engaged until the end.

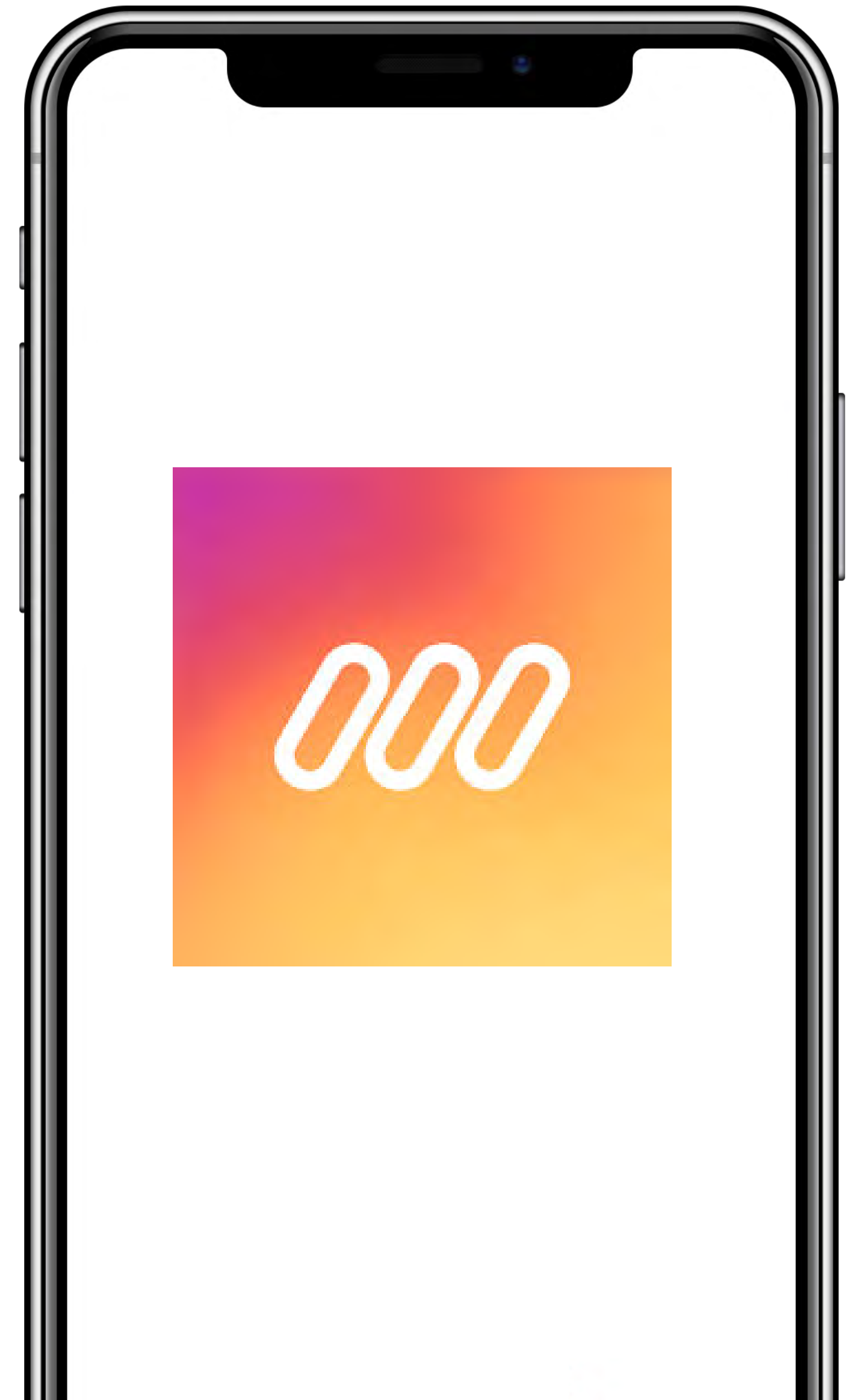
[Mojo is a mobile only app.](#)

The free version offers a great variety of different formats. If you would like to use your own font and more templates, we recommend using the pro version. The app offers hundreds of animated templates to create eye-catching stories. You can add photos, videos and music to any template.

Share your mojo stories directly from the app to any social platform or save it as a video file to your phone.



**Fact:** 15%–25% of people swipe up on a link in branded Stories.





# Create a Story with Mojo

Take Home Exercise – [Create Your Story with Mojo](#)

- 1) Choose from hundreds of animated stories
- 2) Click the edit button
- 3) Enter your message
- 4) Add a Photo or Video to the template
- 5) Change the font and color
- 6) Modify the speed of the animation
- 7) Share directly to any platform or save as a video.
- 8) Change the design, size or color, and save it
- 9) You can either use one of the fonts provided, or upload your own family font in the pro version.
- 10) Then save it in mp4 video format.







**Fact:** 1 in 5 Instagram Stories shared by brands, receive direct replies from platform users.



# Mojo

## The PROs at a glance

-  A large selection of animations
-  Intuitive usage
-  Useful features to customize stories
-  Many options with the fee version

VS

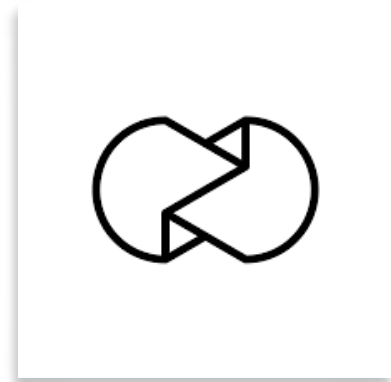
## The CONs at a glance

-  Limited number of templates

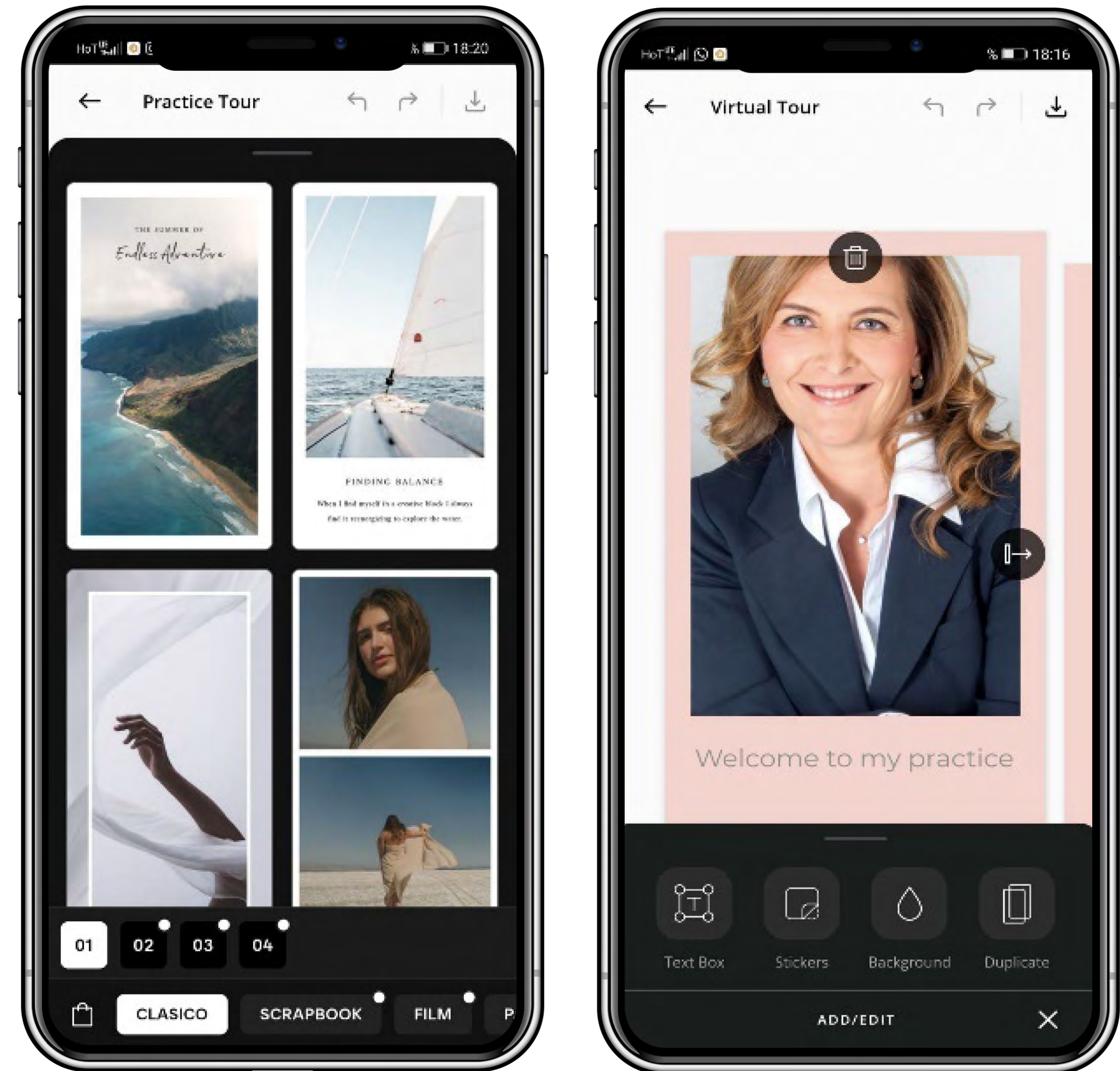
# Unfold

Unfold is a mobile app only, and specially designed for Instagram stories.

Its purpose is to add pictures and collages from your mobile directly to a professional looking story. The pro version has a great variety of additional templates, but to begin with the free version should be fine.



**Fact:** One third of the most viewed Instagram Stories are from businesses.





# Creating a Story with Unfold

Take Home Exercise – [Story Creation with Unfold](#)




- 1) [Enter the title](#) of your story
- 2) Press [create a story](#)
- 3) By clicking the [+ button](#) you are shown different design templates to choose from
- 4) Once you have selected a template, you can add a picture from your library
- 5) Add a [Caption](#)
- 6) With the [pen button](#) you can also make further edits to the design, such as changing the background color.
- 7) You can preview the content using the button underneath on the left
- 8) With the button in the upper right corner you can [download your story designs](#).
- 9) You can select either your entire story, or just some of its pages.
- 10) And you can choose between downloading the file, sharing it with others or directly uploading it to Instagram.



**Fact:** Instagram stories are posted by 500 million users every day Instagram internal data, January 2019




# Unfold

## The PROs at a glance

-  You can save your stories in the app, and reuse one customized template for a consistent style.
-  Great for achieving a minimalistic design
-  You have a great variety of templates to choose from

VS

## The CONs at a glance

-  Mobile App only
-  Limited freedom to be creative
-  Size is restricted to the story format



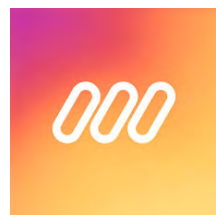
# Conclusion Content Generation

Any great social media strategy requires eye-catching content.

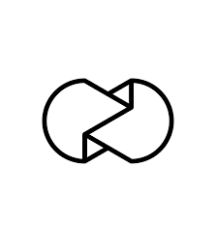
Canva, Mojo and Unfold, belong to some of the best Instagram Story apps of 2020.



[Canva](#) is one of the most powerful content generation tools. It helps you design beautiful images and documents for your practice, without the need for a professional designer. You can use a wide range of free templates, a library of over two million graphic elements, and an intuitive drag-and-drop interface, to create outstanding designs in no time.



[Mojo](#) is the perfect choice if you are looking for an app with animations. It is one of our favorite apps for designing animated collages, and stories with implemented Music.



[Unfold](#) is a very intuitive and easy to use app to create collages. It offers a great variety of creative options to combine photos/videos and additional text captions.



# Every minute you spend in planning saves 10 minutes in execution



**Visually plan your feed.** We show you tools which allow you to drag and drop your content until it looks the way you like it. Draft your captions ahead of time.



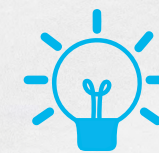
**Schedule** your content once your grid looks ok.



Arrange a **Hashtag** list so you don't have to make them up each time.



Use **Auto Post** functions - we show you how.



It's all about **timing**. Use your insights and tools that tell you when your audience will most likely interact.



# Content Planning & Scheduling

“Failing to plan is planning to fail.” – Proverb

The key ingredient to better content is separating the individual from the stream.

It's our belief that when it comes to Social Media for business – content is king. So, to help you get ready for your next months of planning your Instagram content, we have summarized the most essential apps we are using to plan ahead.

You should know that all the different social media platforms have their own etiquette for how often you can, and should, share new content. With that in mind, you may want to keep promotional content to a minimum, as this can seem pushy on Instagram. What is more likely to get you noticed, as well as a more engaged following, is a balanced mix of promotional content with relationship building content.



**Fact:** Businesses can expect spending on social media marketing to grow by 89% over the next five years.

# Planoly

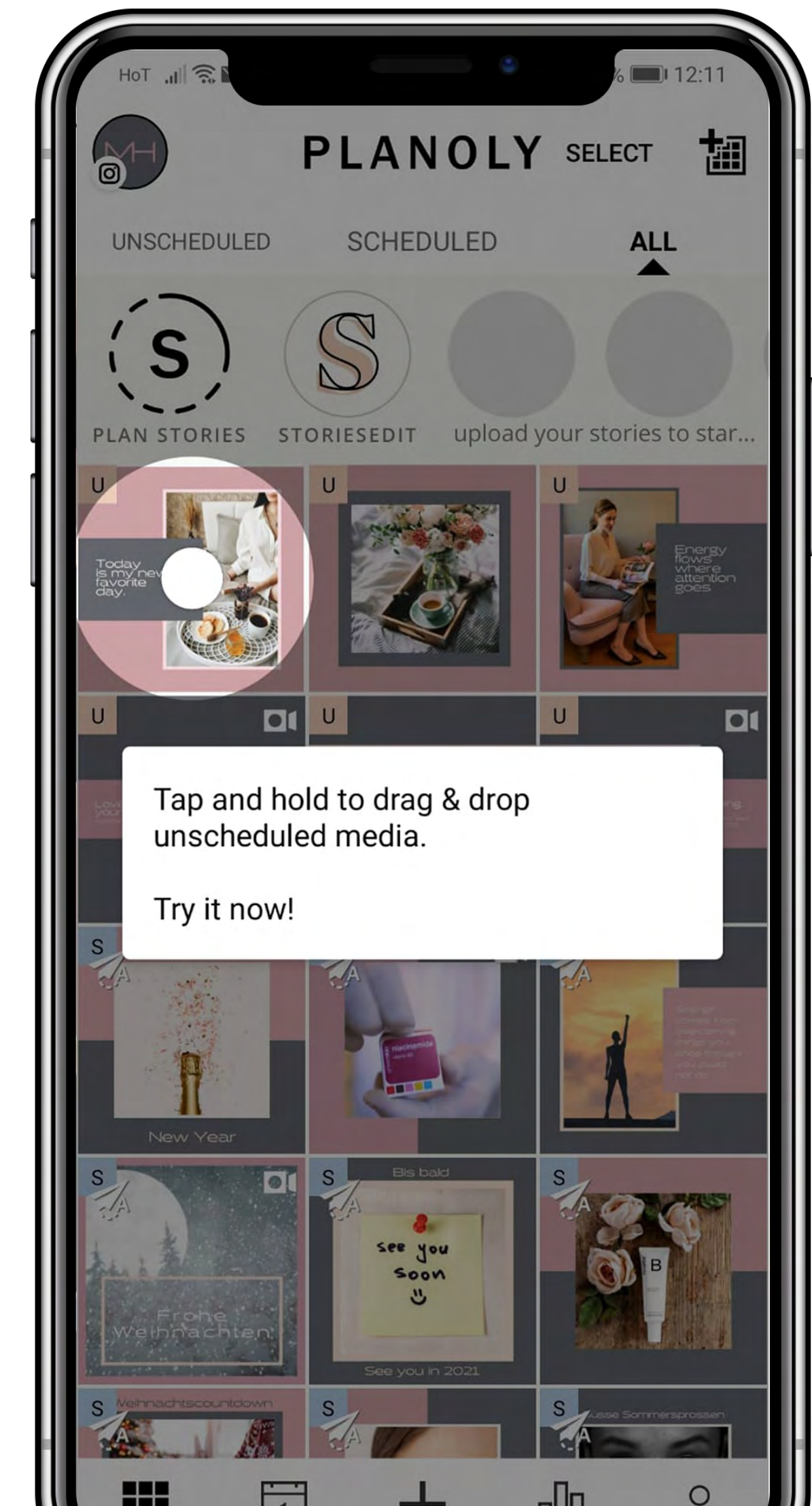
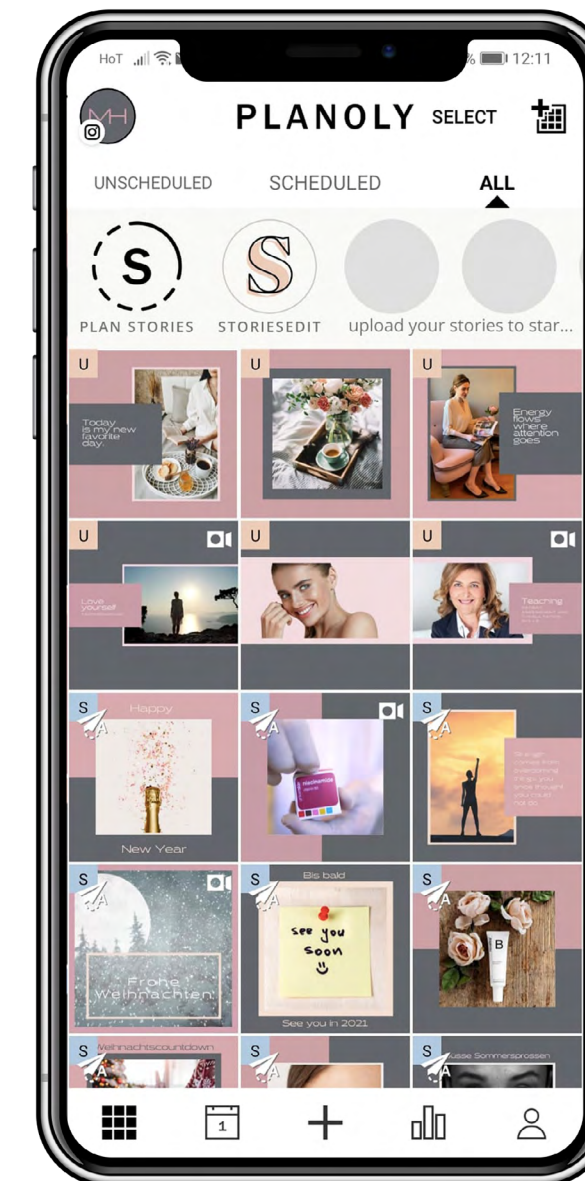


Planoly is a great tool for scheduling your content on any social media account such as facebook or Instagram. It enables you to [visually plan your Instagram feed](#).

The platform allows you to [drag and drop](#), and to rearrange your scheduled posts on the calendar. Planoly is available as a mobile app, and a desktop app. We suggest to use its desktop app since it is much more convenient to schedule content from there.

## Planoly Toolbar:

- Plan and rearrange your Instagram feed by dragging and dropping
- Craft and edit captions, and tag friends
- Organize your Hashtags
- Schedule posts in advance using the key insights
- Use it to see past and scheduled posts
- Metrics: view your likes & comment engagement
- Manage and reply to comments all in one place

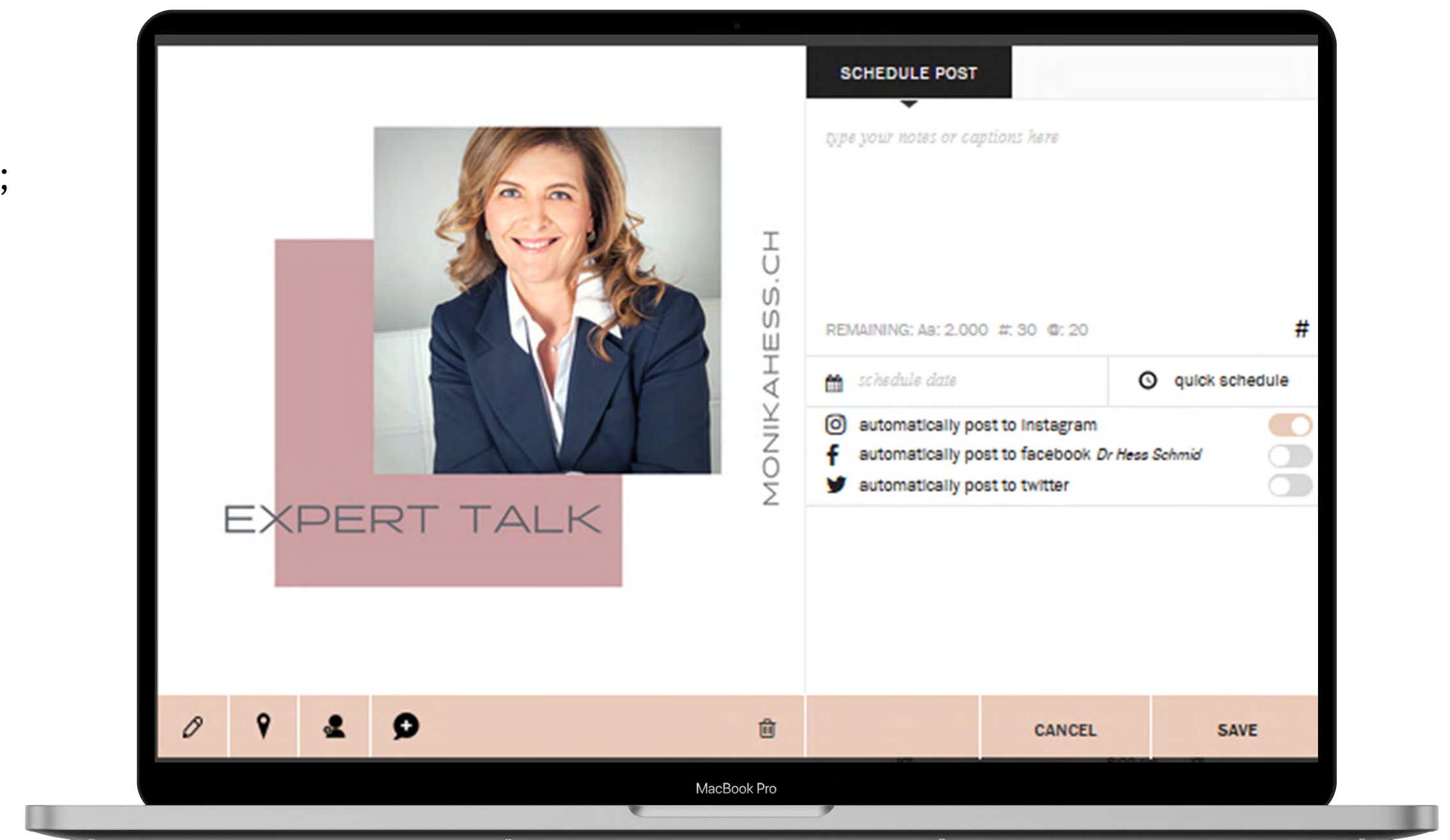




# Planning & Scheduling with Planoly

Take Home Exercise – [How to plan your content ahead of time with Planoly](#)

- 1) Click “[Add to Grid](#)” or drag and drop your image or video from your computer
- 2) Select either [single post](#) or [carousel post](#)
- 3) Add a Caption
- 4) Select the [hashtags](#) from your [library](#)
- 5) Tag friends
- 6) Select “[Quick Schedule](#)” to plan your content at the right time; when your audience is most likely to interact with your content.







# Do not miss out on #hashtags

Did you know that the hashtag was brought out by Twitter in 2007?

Nowadays, hashtags are important on Instagram too. These little words are the way that your audience are going to find your content. You might also want to pay attention to trending hashtags that are relevant to your practice or your treatments. Try to use a variety of branded hashtags (which include your brand name, and therefore should be unique) as well as Hashtags that describe your post or topic.

[#BrandedHashtags](#) [#DescribingHashtags](#) [#Location](#)



# Planoly

## The PROs at a glance

- + Mobile & Desktop App
- + Plan Content in Advance
- + Visualize Your Instafeed & Create a consistent style
- + Easy to add to using drag & drop
- + Schedule during recommended hours when your audience is most interactive
- + Manage Hashtag Lists

VS

## The CONs at a glance

- Currently the auto post function is not supported by the Quick Scheduling option.
- Stories can not be scheduled.

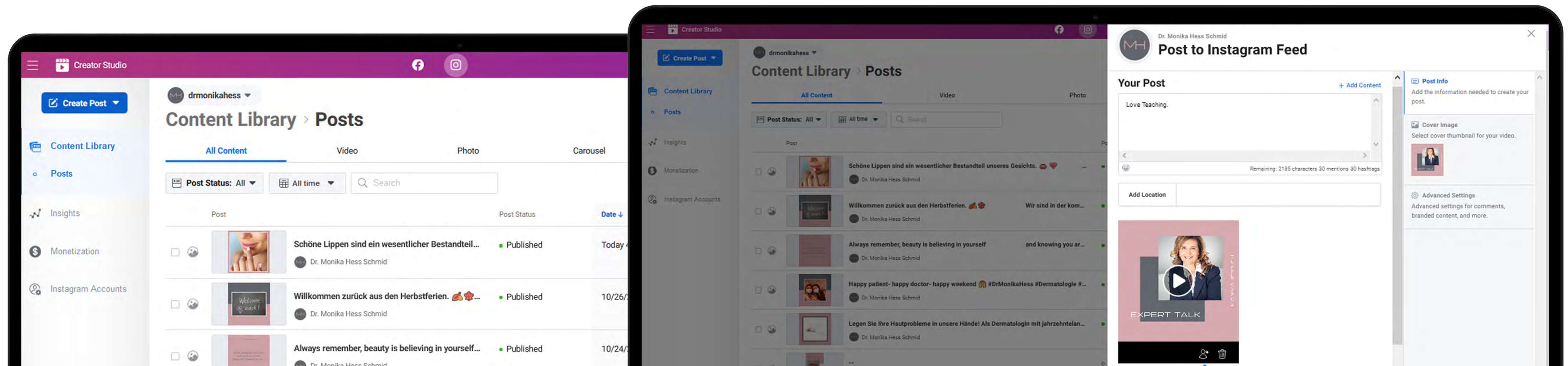


# Scheduling with Creator Studios



The Facebook Tool Creator Studios, lets you publish and manage your posts, insights and messages. For this purpose, we will walk you through how you can schedule posts.

- 1) Click <https://business.facebook.com/creatorstudio/>
- 2) Select your brand if necessary
- 3) Choose either post to Facebook or Instagram (we would recommend you create the post for Instagram first, then share it directly to Facebook, by activating the ‘share to Facebook’ option on the Instagram post.)
- 4) Click Post Something
- 5) Add a caption, hashtags and a picture or video
- 6) Do NOT Select the ‘share now’ button, instead, in the drop-down navigation menu select the option to ‘schedule’
- 7) Choose a date and time and voilà



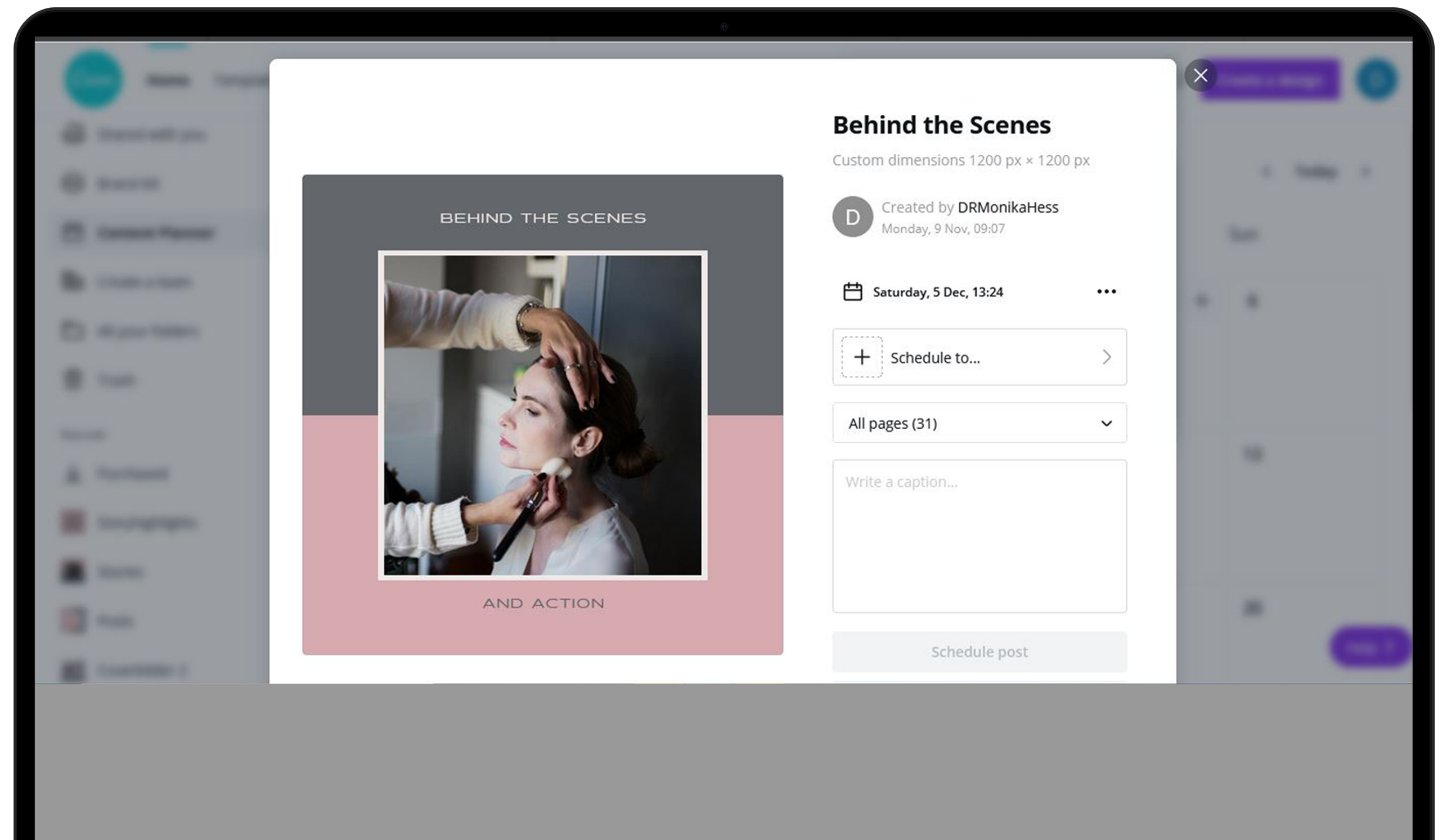


# Scheduling with Canva



With the Canva Content Planner you can choose your designs directly from Canva, and schedule them for posting, to any of your connected social media sites.

- 1) Select the date and time of your choice
- 2) Create either a new design or use an existing one  
(If you have saved up multiple pages to your design element – select the desired page)
- 3) Add a caption, and use hashtags and emojis
- 4) Schedule your post using the platform of your choice





# Conclusion

## Content Planning & Scheduling

[Planoly](#) enables you to see all of your content at a glance, and to visually plan your feed. It connects to your Instagram insights, and will tell you the best time to post, based on unique engagement patterns.

[Creator Studio](#) is Facebook's own tool for content planning, making it easy to schedule directly to Facebook and Instagram. You can upload all sorts of creative posts, and it's 100% free for everyone.

[Canva](#) has released its own Content Planning Feature, but it has strong limitations. Planning is limited to Facebook only. So if you are looking for an app to visually plan your feed, Planoly is the app to use.



**Fact:** 84% of marketers see increased traffic through as little as six hours of effort spent on social media per week.

# Customer Voices

The patient journey has become increasingly visual. It was such a great experience to work with the Croma is More Consultants when launching a digital branding strategy. We highly recommend their services. They have helped us to create a strong visual brand which aligns with our corporate practice design and matches our brand's personality.

[Dr. Monika Hess Schmid](#)

The content creation corresponded exactly to my imagination and reflects to my way of working. User-friendly and intuitive tools recommended by the Croma is More team have empowered me to release the weekly postings in the shortest time. Additional to the regular content creation in my corporate design, the Croma is More Team arranged a photo and video shooting in my practice to get more relevant content for my social media profiles. They have exceeded my expectations with the choice of the photographer which were both from the region (Tessin, Switzerland). A perfect scheduled storyboard and timetable, developed in a very short time, made the shooting very efficient. In summary, I highly recommend the social media consulting services provided by Croma is More which was a great time for me and I hope we continue our cooperation for a long time to come!

[Dr. med. Patrizia Carrozza Merlani](#)

The Croma is More team have leveraged our social media platform to achieve the desired outcomes. With an individual workshop and a creative content planning they have empowered us to develop an integrated social and digital platform.

[Dr. med. Oliver Phillips](#)



# Support

Thank you for reading our ebook.  
We hope you have enjoyed the journey so far.

Should you have any further queries or require any assistance, please do not hesitate to contact me.

I am here to support you and look forward to receiving your call.

Sincerely Yours,  
**Kathrin Fördös**

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