

YOUR MARKETING, YOUR WAY

CREATING CONTENT

The Marketing Mind
Australia

Creating Content



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Content Marketing

Content Marketing is the creation and sharing of information specific and related to your business.

Content created, should aim to provide the user with information that assists them make a decision regarding a product or service, but is not aimed to directly promote that product or service.

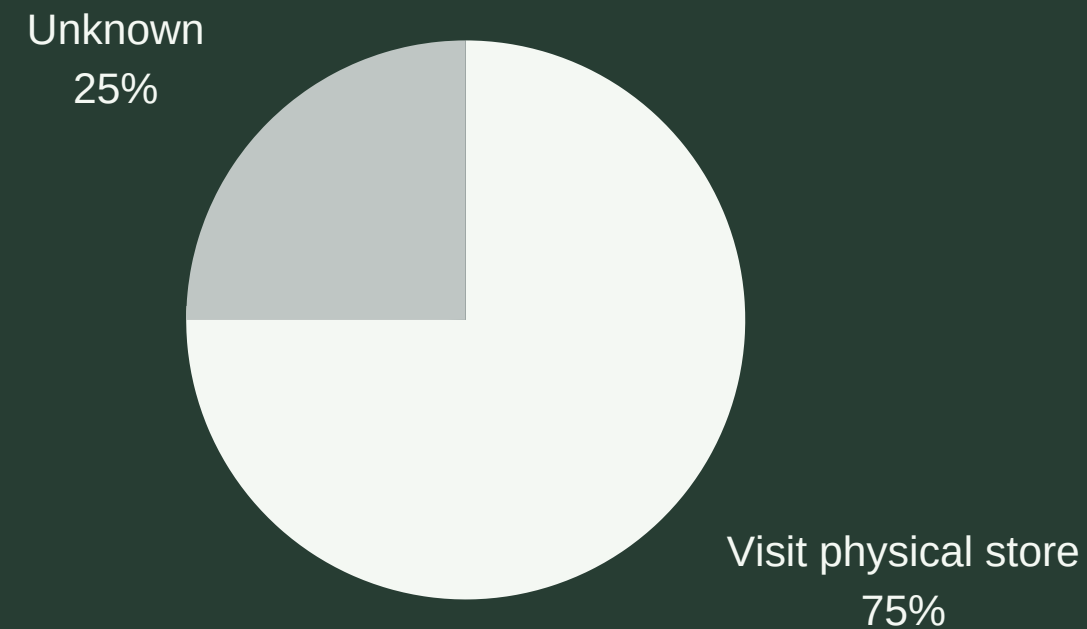
Content Marketing can build a customers trust with your brand, as customers are given valuable information that they seek, and in doing so, puts your brand in a prime position to be considered first when the decision to purchase comes along.

Build Trust
Inform
Stay Top of Mind
Engage
Build Reputation
Educate

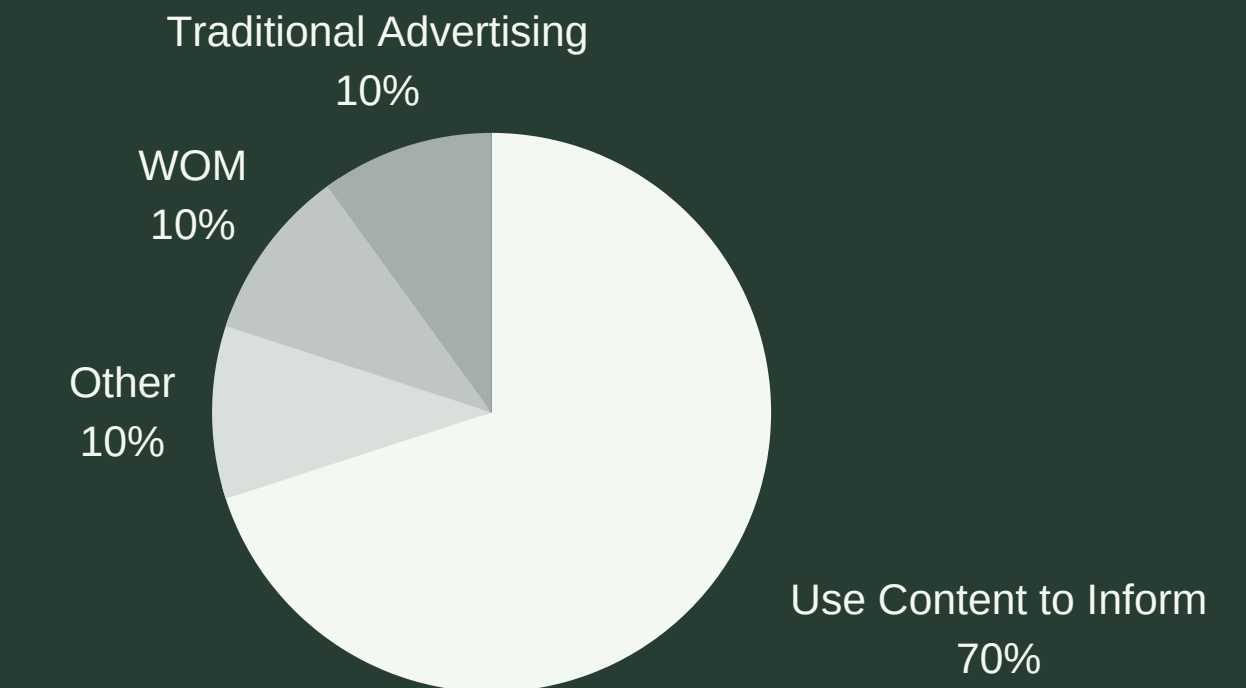
Why use Content Marketing?

Utilising online platforms, Content Marketing provides your business the ability to publish information in a very cost effective way directly to your audience.

Content Marketing gives your business the ability to find out valuable information about your customer through analytics, and their reaction to your product and brand.



75% OF CONSUMERS ARE MORE LIKELY TO VISIT A BUSINESSES PHYSICAL STORE AFTER ABSORBING ONLINE CONTENT FROM THEM.



70% OF CONSUMERS ABSORB CONTENT TO INFORM THEIR PURCHASE DECISIONS VS OTHER FORMS OF ADVERTISING.

TYPES OF CONTENT

There are many different forms of content that you can produce for your business. Depending on what products and services you offer, some forms of content will be more relevant to you. Take a look at the list below for some inspiration for content for your business.

Blog posts
White Paper
Infographics
Articles
Photos
Videos
Webinar
Podcasts

How to Documents
E Books
Quizzes
Case Studies
Checklists
Product Demonstrations
Quotes
Training Videos



YOUR BUSINESS

- Behind the Scenes
- Tour of the shop/workshop.
- Interviews with staff.
 - Stories from the businesses history
 - Awards won
- Details of Tools or Systems used that are unique.

YOUR PRODUCTS

- Product photos.
- Product Video Demonstrations.
 - Product lifestyle shots.
- Showcase Unique Product Features.
- Consumer Product Review.

YOUR INDUSTRY

- Most popular products of the season.
 - Upcoming Events.
- History of product in the Industry.
- Inspirational Brands and their stories.

INSPIRATIONAL

- Famous quotes relating to your business.
- Businesses philanthropic activities.
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EDUCATIONAL

- Product How to Guides.
- Product cleaning or repair tips.
- Product Stats or Benefits Infographic.

CONTENT IDEAS

HOW TO CREATE YOUR CONTENT

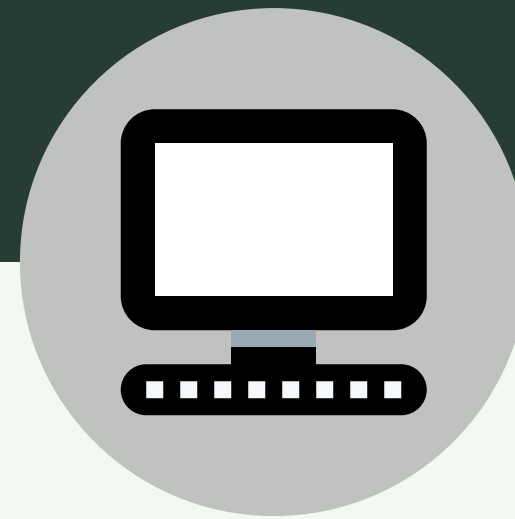


DESIGNED YOURSELF

Take your own photos and upload from your camera or phone.

Create your own video footage using your smartphone or camera.

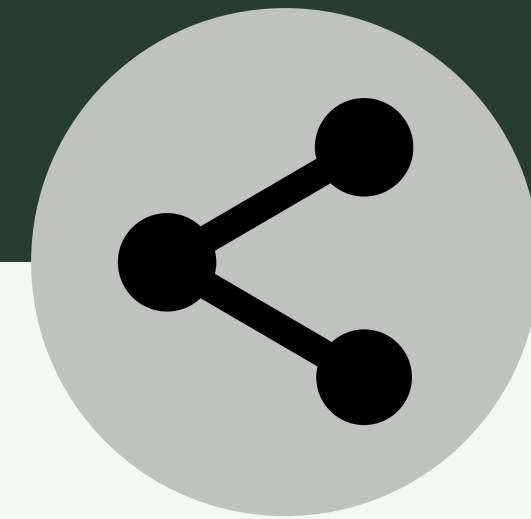
Edit and finalise content and copy for each post, using inhouse tools and skill sets.



ONLINE TOOLS

Download stock photography - paid or free - to use in your posts.

Use design software available online to pull together content, such as Canva.



SHARE EXISTING CONTENT

Find content online that can be shared as your content.

Utalise UGC (User Generated Content) from your audience and post.



MAKE THE MOST OF YOUR CONTENT

Generating content takes time and effort, so its worth while making the most of what you have created.

SHARE ACCROSS MULTIPLE PLATFORMS

Your content can easily be shared accross multiple platforms such as to Facebook, Instagram and LinkedIn without changing many elements. Taking the same piece of content and sharing to different places, expands your ability to reach more of your audience.

MODIFYING FOR ALTERNATIVE PLATFORMS

Your content can easily be either expanded or simplified to work through different marketing channels. For example, the message in your Social Media post, can be expanded with additional thoughts and images to create an email to your database.



STEP ONE

Plan Plan Plan!

Write a Content plan, including a list of content ideas and a calendar of dates of when to post.

Plan which platforms you are going to use, ie: Facebook, Twitter, Instagram, LinkedIn, YouTube, Business Blog, Business Website, etc.

STEP TWO

Create your content.

Take photos, gather information, write copy, collate posts to share and get your posts ready to send out to the www.

Optimise your posts by adding Hashtags and URL's to increase visibility.

STEP THREE

Plan your posts into a calendar and either:

- put in diary reminders each week to post to your platforms.
- Utilise an online scheduling tool and spend a few hours scheduling your posts to all your different platforms. By doing this, you can be confident that your content is running automatically.

Content Strategy

Let us help!

CONTACT US TODAY FOR MORE INFORMATION
OR TRAINING ON CONTENT MARKETING FOR
YOUR BUSINESS.

CONTACT US

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