

Digital Masterclass Series

The Importance of Going Digital in a Post COVID World

Topic 4:
Become Your Own Content
Marketing Expert

Collaboration, Respect, Service Excellence,
Integrity, Innovation



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CITY COUNCIL

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Today's Topic



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Become Your Own Content Marketing Expert

A guide to understanding and
developing content on social
media.



Agenda

1. Why content marketing?
2. Types of content
3. The importance of audience and purpose
4. The three engagement tactics
5. Digital style conventions



Why Should You Care About Content?

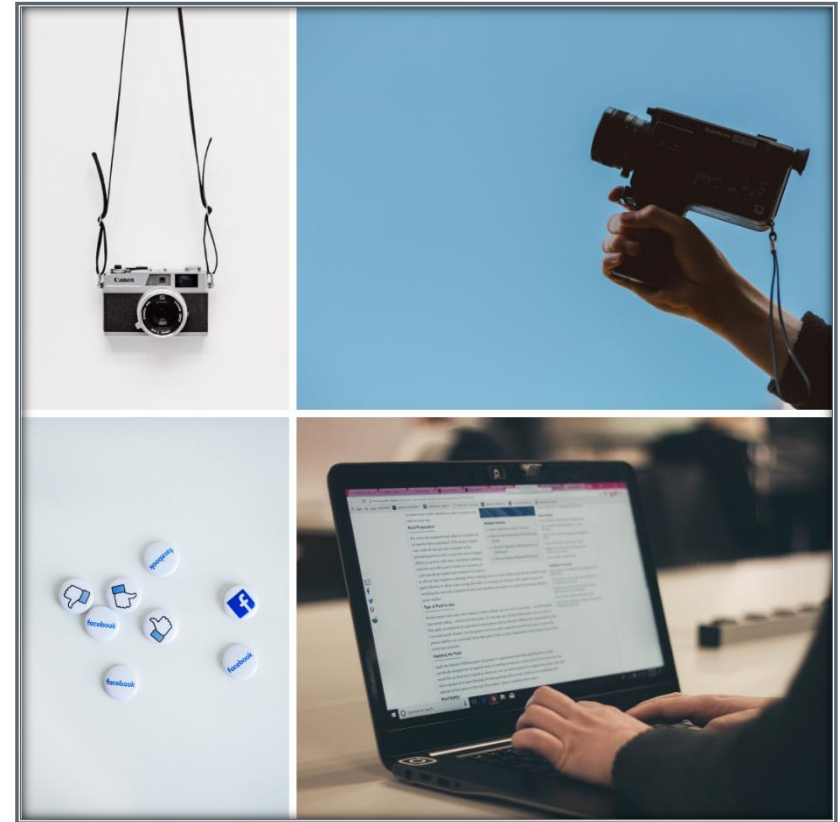


When it's done right, content is king

- The ultimate organic (i.e. not paid) marketing tool
- Relationship building tool (audiences love authentic content)
- Plays a key role in distinguishing your brand identity
- Google loves it

Types of Content

- **Long form** (Blogs, whitepapers, articles, press releases)
- **Short form** (Posts, tweets, LinkedIn updates)
- **Images** (Pictures, memes, infographics, product shots)
- **Rich content** (videos, gifs, polls, games, interactive maps)



The Recipe for Great Content

Audience

Who do you want to talk to?



Purpose

What do you want them to do?

Great content is made for a specific audience and a specific purpose.

Audience: New audiences, existing followers, repeat purchasers, first time purchasers, loyal customers, industry peers

Purpose: Brand awareness, follows, clicks, leads, shares, downloads, likes, purchases, enquiries, comments

An Example: A Local Drycleaner

A local drycleaner wants to create a Facebook post so more people become aware of their business and have it top of mind when they next need clothes dry-cleaned.

Audience: Facebook users in the area who have their clothes dry-cleaned

Purpose: Encourage post shares to promote brand awareness



Creating Engaging Content

A diagram of how closed loop recycling works

A poll on Daniel Andrew's Lockdown 2.0

A video of cats in strange places

To engage a digital audience, your content needs to do at least one of the following:

- **Entertain**
- **Educate**
- **Agitate** (be careful with this one)

Example Part 2

- Shareable information (relatable with broad appeal)
- Educational
- Appeals to existing dry cleaning customers but can draw in a wider audience
- Demonstrates industry expertise/ builds authority



Adapting Your Content to Different Platforms



- Every digital space has different style preferences and conventions when it comes to content
- Understanding these conventions is crucial for engagement
- I've provided a handout on with details on style conventions for the main social media platforms used in Australia (LinkedIn, Facebook, Instagram, YouTube)

Example Part 3

Facebook Post Options for Local Drycleaners:


- Video (59% more engagement than other post types/source: Buzzsumo 2019)
- Create graphics for an image carousel
- Infographic conforming to Facebook's preferred image size (1200 x 630)
- Written post with instructions + image



Words broken down into small sentence 'chunks'

Eye catching image from a free stock image website

Create post

**Your Local Drycleaners**
Public


Coffee is liquid happiness....until you spill it down the front of your nice white shirt 30 minutes before your job interview.


Here's a quick fix to help you survive until you're near a washing machine.

1. Blot the stain
2. Dab white vinegar on the area
3. Using a clean cloth, dab the stain away
4. Allow to dry







Tag your coffee spill prone co-worker and share the knowledge.

Got a more serious stain situation? Our Main Rd store is open until 9pm and we offer a local discount so drop by next time you have a coffee catastrophe





Add to your post



Post



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Simple, easy to follow instructions

Call to action at the end