

Delivering Consistent Content & Launch Planning

Review, Grow & Scale Your Business



week five



Create your content themes

Look back at the work you have done so far on your brand USP's, sales analysis and market research to create 3-6 overarching content themes.

Think about what makes you and your brand unique and what you are passionate about.

What sums you and your business up?

Check back in. Do these:

- Represent your brand and values
- Provide value and help to your customer
- Sell your products?

Rotate between these 3-6 content themes each week, month or quarter depending on where and when you're posting.

For example, your content pillars could look like this:

- Products
- Creativity
- Community
- Mindset
- Family
- Nature

My content pillars

Content idea generation

Create a big list of content ideas that you can use in your marketing so you always have inspiration ready to pull from.

Use your content themes

- Use your content **themes** as a starting point to create your content ideas.
- Write down all your ideas for one content **theme**, then move to the next.
- Go back to the first content **theme** and see if you can add any more ideas.
- Start big and write down all the ideas you have - you can edit at a later point.

Content ideas from my content pillars

Review your ideas

- Go back and check your original ideas. The ideas might be quite large or generic.
- Break the ideas down into smaller pieces of content with a focus on your niche.
- Rewrite your idea into a blog post title to get specific on what the content you'll include in this idea.
- Include titles such as:
 - Top five xxx
 - Mistakes people make when they xxx
 - How to xxx
 - What you need to know about xxx
- Add a few bullet points for each idea of what you'd include in a blog or social media post. This means you'll have a starting point when you come to create this piece of marketing content.

Refined content ideas

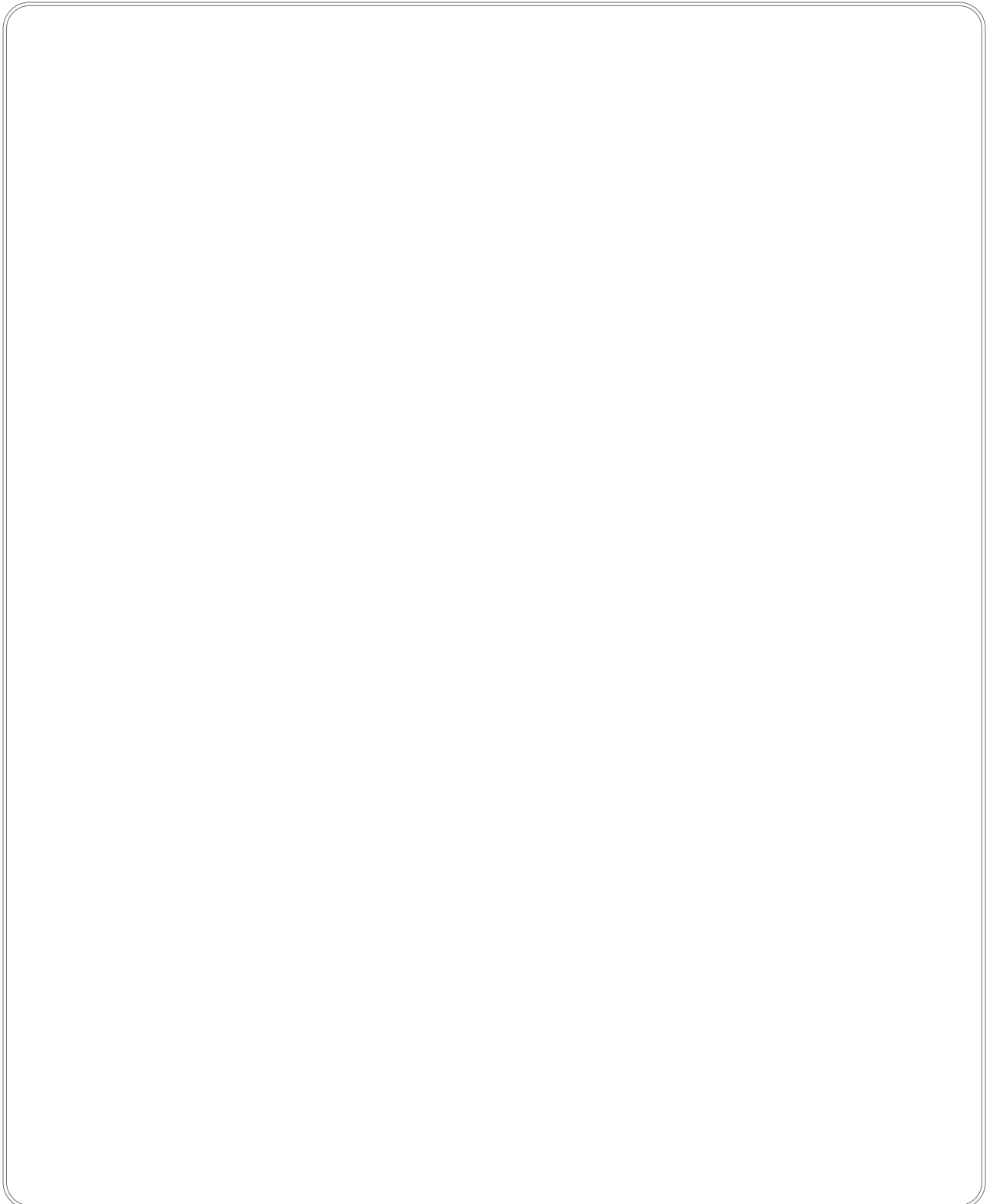
What is currently working

- Using your instinct first, what type of content have you posted that has done well in terms of engagement and sales?
- Now look at your analytics and insights on the social media platforms you use and Google Analytics for blog posts. Look at metrics such as:
 - Clicks
 - Website traffic
 - Engagement such as saves and follows
- What types of posts have been the best in terms of sales? Not just likes!
- How can you replicate these posts in new ways?

What is working for me?

Use your market research

- Refer back to your market research and pick out your customers deep desires and pain points
 - How can you address these, educate and help them?
- What emotions and feelings can you tap into that will resonate with them?
 - How can you create feel good content that will inspire them?
- What are their interests, how do they spend their time and what are their buying habits?
- How does your product help them with this and build your brand awareness?
- What indirect competitors can you collaborate with?



Look at your competitors

- Analyse what your competitors are sharing.
- How can you make these topics unique to you using your brand USP work?
- What gaps are they not talking about?
- Look at the content you like to consume from companies outside your niche, so not your direct competitors. What is the style of content you like and how is it presented?

What else can I talk about?

Research your keywords

- Type keywords that describe your product categories, services or workshops into Google and Pinterest and see what other people have written about.
- How can you add a new take on this theme?
- Type phrases into Google that your ideal customer might be searching for and see what does, and doesn't, come up. Create content to suit this need.

What is my customer searching for?

Use social media

- Poll your audience on broader topics and ask them what they'd like to hear about.
- Ask them what their goals and challenges are. Create content based on their direct responses.
- Send out a survey to your mailing list.

What did my customer ask for?

Choose your platforms

- What platforms do you enjoy spending time on?
 - You need to like showing up there!
- What platforms have helped with sales? Review everything you have done to promote yourself:
 - Instagram
 - Facebook
 - Facebook groups
 - Newsletter
 - Blogs
 - Pinterest
 - Tik Tok
 - Press
 - Wholesale
 - Influencers
 - Marketplaces
 - Fairs
- Pick 1-3 platforms to focus on so you're not trying to be everywhere at once.
- It will be better for you to be reliable with how you try and show up on one platform, rather than inconsistently on 5 platforms.
- It takes time to set up and begin on a new platform, factor 1-3 months for this.
- You can add more platforms as a Q goal.
- Once you are set up, it will become part of your weekly routine so won't take as much time.

Where do I want to show up?