

Create 1 Month of Content in 1 Day

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.



What is Content Marketing

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Content is King

Content marketing is a strategy to create and share valuable, relevant and consistent content to attract and retain a target audience in a way that builds brand awareness, nurtures potential customers and eventually helps convince them to buy.

Content marketing can really be anything you choose to communicate your brand, such as posters, magazines, images, videos, blog posts, etc. Regardless of what content you choose, it all represents and communicates your brand and your offer to viewers.

Posting organic content that just tells people to buy without providing value first isn't content marketing.

Content is all about communicating value and educating people in ways that allow them to develop a relationship with your customers.

Why do You Need Content?

Business owners might assume a content strategy is a 'nice-to-have', but not entirely necessary.

However, producing high-quality content to meet business needs can help companies build trust with new audiences and, ultimately, succeed over the long-haul.

Content Marketing

1. Is Part of the Buyer Journey
2. Builds authority and credibility
3. Helps you stand out from your competitors
4. Can make your buyers feel like part of a community, which can lead to retention

Examples of Content

1. Going live with videos
2. Interviews
3. Blog post
4. Emailing your list
5. Freebies (IE: Top Ten Guides, or Checklists)
6. Educational articles
7. E-books
8. Webinars
9. Social Media Posts
10. Trainings
11. Podcasts



iliabeauty

Follow

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Super Ser...



Lip Wrap



RECYCLING



Thing we ♥



Liquid Po...



Shipping



Between Us

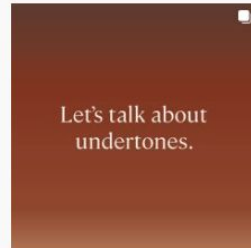
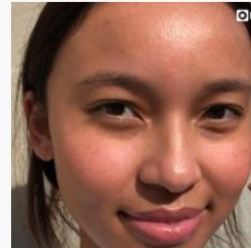
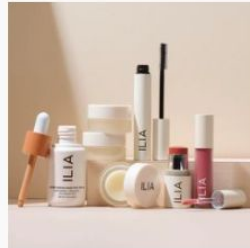
POSTS

GUIDES

REELS

IGTV

TAGGED



Picking Your Platforms

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What's Holding You Back

- You don't have enough time
- You'd rather do anything but create content
- Something urgent just came up (You pushed it down your 'to do' list...again)
- You don't have anything to create content about
- You are so disengaged from my customer avatar that you don't know what problems or pain points they have that I can solve for them.
- All of the above apply so I'm blaming lack of talent!

Anything on there sound familiar??

Content Calendar Overwhelm

Creating, organizing, and managing your social media content can be a time-consuming task. Many of us don't have the time trying to manage social media accounts. It can be a full time job.

Social Media can be a great way for you to connect to your audience. You have the opportunity to educate your potential customers about who you are and the services you offer.

You are able to build trust and position yourself as an industry leader.

Each platform does something different and it is important to plan for that. How do you plan content for multiple platforms without losing your mind?

While it is suggested that you grab your business' name on most social media platforms when you start out, don't fall for the pressure of needing to cultivate and grow every single one at once. Commit to the platforms you can consistently keep up with and begin with those, growing to other platforms once you're ready.

Platform Breakdowns

Facebook, the largest social media platform by far, is a great place for ads, quotes and photos. Posts do best when they keep users inside the platform itself, instead of linking out- this means Facebook is great for growing groups, lead generation ads and shops.

Pinterest is the second biggest social media platform after Facebook, and users are typically ready to invest in products and services.

Instagram can drive traffic to your website and is a great place to build credibility as an expert in your field.

Twitter is a place to build quality connections as well as your brand – not a place to drive traffic to your site.

LinkedIn is best for promoting professional services and growing your network. If corporate clients are your ideal target market, this is the best place to post content.

Blog/Vlog is a great way to get traffic and educate people on a topic.

4 Phases of Creating Content

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The 4 Phases of the Creative Process

1) The Goal Setting Phase

What is the goal of your content? Website visitors? Growing your audience?

2) The Planning Phase

This is taking that vision and parcelling it into a schedule, a plan, an outline, etc.

3) The Creation Phase

This is actually starting to make one of the ideas you dreamed and planned about into the real thing.

4) The Edit + Release Phase

This is editing and formatting the content, so it's ready to be out in the world.

Phase 1– Goal Setting

Most businesses get overwhelmed with the idea of creating lots of content because they feel they don't know what to talk about.

Take a step back and think about the **GOAL** of your content.

What action do you want your ideal client to take?

- Get more traffic
- Schedule a 1:1 consultation
- Buy a product or service
- Get new followers

Think about the **TONE** of your content.

How would you have a conversation with your ideal client if they were standing in front of you?

Pick a platform.

Where do your ideal clients hangout. Not every piece of content is suitable for every platform.

Phase 2: Plan and Outline

Choose which topics feel most urgent and relevant to your business right now?

- Upcoming events or promotions
- What do I want my audience to know about my business?
- What are some things I can teach to give my audience a quick win?
- What pieces of content could I create that relate to my upcoming offers?

Be sure to think about:

Who your target audience is for the content is

Which platforms you want the content to show up on

What the audience takeaways or actionable steps are

Phase 3: Creation

Let yourself create freely. Don't start editing as you go, and don't worry too much about your word choice, grammar, spacing, formatting, or anything else at this point. This is where you get all of your thoughts down. You'll have the chance to edit later!

If you feel stuck:

1. Set a timer and see how much you can write in a set amount of time. If you are doing this weekly, plan for 2 hours a week. If you are doing this monthly, plan 8 hrs.
2. Make sure you won't be interrupted by anything/ anyone during your writing time. Have a drink near you, and set your environment up in an optimal way for you to get into flow mode.
3. Use a voice typing feature on Google Docs to "talk out" your content. This will allow all your ideas to come more freely.

Phase 3: Part 2

One last thing about this phase: maybe you're wondering how many pieces of content you "should" be able to create in one batch.

This depends on the length of your content, your own natural creative flow, your energy that day, and lots of other things!

My suggestion is to give yourself a time limit – maybe try a 2-hour creation batch (with breaks!) at once and see how that goes.

Pick one main theme for the month and then 4 sub-content ideas, one for each week. You will then repurpose it for other platforms.

It is easier to create content about things you are excited about. Choose topics that feels exciting to write about in the moment, and that will make the process way more efficient.

Phase 4: Edit and Release

Re-reading (preferably out loud!) and editing the content

Formatting it with hashtags, categories, links, calls-to-action, etc.

Scheduling or automating the posting so that it's ready to go!

The amazing thing about scheduling and automating all in one go is that you don't have to be thinking about your content every single day. You have it all ready, which leaves you time to focus on other work for your brand and business.

Phase 4: Part 2

Read through the blog again or watch your video and highlight the soundbites or big takeaways.

These could be facts that you turn into other pieces of content:

Infographic

Chart

Animation

How to guide

Cheat sheet

A meme

Instead of producing multiple pieces of content, the goal is to create one piece of content you can repurpose into other types of content.

Phase 4: Part 3

4 Parts to Writing Great Captions

Hook: This is the first line in your caption that will draw your audience in and stop their scroll. Use wording that will compel them to read more.

Line Breaks: Avoid cluttered captions by using line breaks. It will also help make long captions easy to read and skim. Tools like [Instagram Line Break](#) make this easier.

Emojis: Depending on your brand voice, emojis can add personality, color, and emotion to your caption – making it more interesting to users.

CTA: Boost your post engagement by inviting your audience to take action. You could ask them to comment their thoughts, save the post for later, click on the link in your bio, or shop through your profile.

Phase 4: Part 4

Now that you have created your content topics you can search for complementary information, posts, videos, or anything else from another, trusted, source to build the curated content.

As you are searching 'on topic' this is far easier and quicker because the pool of content that is relevant is massively reduced.

YOU DON'T HAVE TO CREATE IT ALL. Share information from trusted sources that back up your position.

Content Buckets

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The Biggest Secret to Creating Content

You are NOT CREATING 30 pieces of content a month.

You are creating 4 Pieces of Content, that you are using 5-7 ways

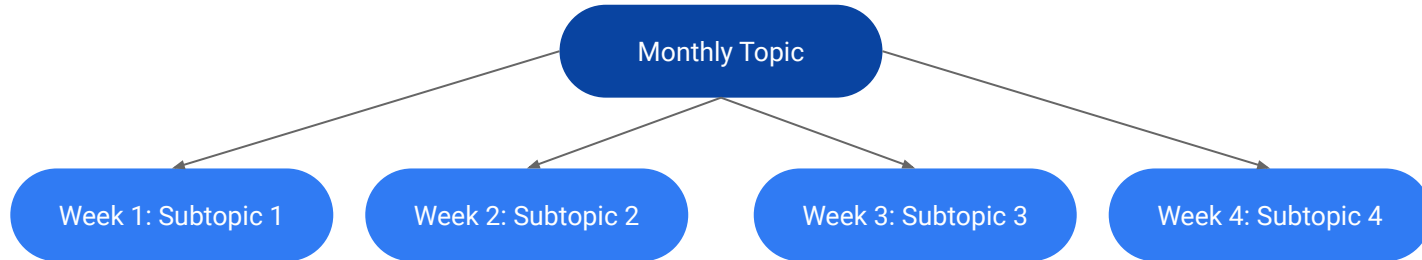
4 Things You Want to Stand out for in your market

Content Creation:

Each week = 1 content bucket

1. Decide a topic of the week that falls under the umbrella of that bucket.
2. There are different types of content that go into each bucket.

Structure



Content Bucket Examples

Topic: Facebook Ads

Content #1

10 Terms You Need to Know Run Facebook Ads

Content #2

How to Choose the Right Campaign Objective

Content #3

Do you Need an Agency or Can You Learn This on Your Own?

Content #4

What are the Core Audiences You Should Run Your Ads to?

How to Breakdown Content

Content #1: 10 Terms You Need to Know Run Facebook Ads

1. Social Media Ads with Definition of each Term
2. Graph Showing Campaign Structure
3. Conversation Post: What terms do you use the most?
4. Live: What terms do I focus on?
5. Email list to invite them to where my post lives

Content #2: How to Choose the Right Campaign Objective

1. Social Media Definition Cards explaining each objective
2. Graph showing where each objecting is on the funnel
3. Conversation Post: What objectives do you currently run?
4. Live: What objective do I use the most?
5. Email list to invite them to where my post lives

Content #3: Do you Need an Agency or Can You Learn This on Your Own?

1. Social Media Definition Cards explaining when to hire an agency
2. Graph showing when to hire an agency
3. Conversation Post: What are the pros and cons to hiring an agency?
4. Live: Why you should bring your ads in-house
5. Email list to invite them to where my post lives

Content #4: What are the Core Audiences You Should Run Your Ads to?

1. Social Media Definition Cards explaining each type of audiences
2. Graph showing how 'warm' each audience is
3. Conversation Post: What audiences work best for you?
4. Live: What is the #1 audience people overlook?
5. Email list to invite them to where my post lives

Repurposing Content

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Why This Works

- 1. Not everyone sees your posts the first time you share them.** Organic post reach has been on the decline for some time now and average engagement is also decreasing. Last year alone engagement rates decreased from 1.6% to 1.2% according to a study by RivallQ.
- 2. You have more opportunity to reach people where *they prefer to consume content*.** Static Images, Carousels, Videos, Stories, IGTV, Reels, Guides – there are more options than ever before to create and share high value content for your customers!
- 3. You get your most valuable message, offer, and story in front of more people, more often, and in different ways.**

Why You Need to Start Repurposing Today

Reach New Audiences

When you first publish a piece of content, the performance might be average. However, over time, it gains traction and does a little better. When you repurpose that content in a new format and/or update it, you can reach new audience segments that otherwise may have never found it.

Reinforcing Your Message

Repetition is important with marketing. Marketing's Rule of Seven states that buyers need to hear your message approximately seven times before they will close the deal. Repurpose your articles to consistently deliver your message to your audience. This works great if you're starting with high-value, authoritative content. It makes it easier to find unique ways to reinforce your message.

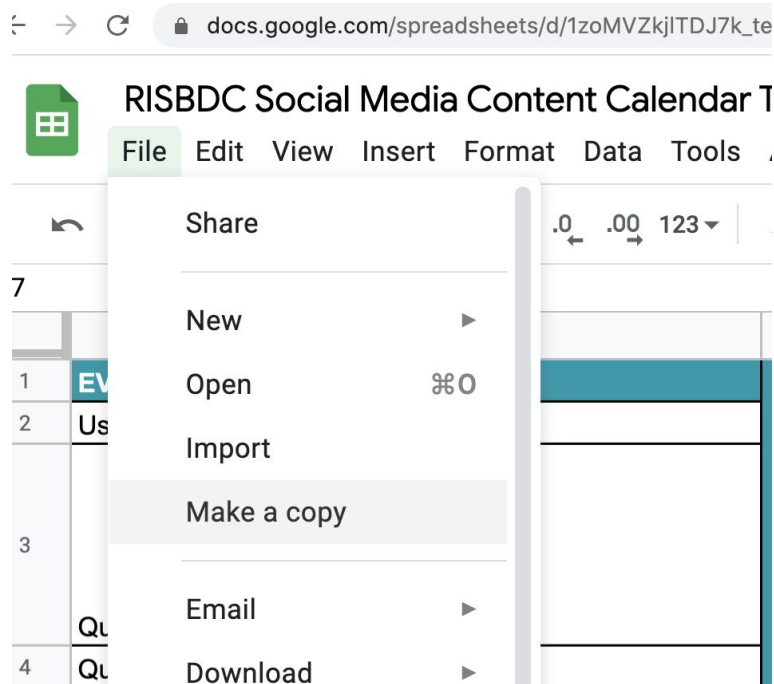
Improved Organic Visibility

Organic search still provides the majority of site traffic. Organic search holds a 51% share among traffic sources. Repurposing optimized content in various formats can give you a significant lift in organic visibility and traffic. Publishing a variety of content gives you more access to search real estate for targeted queries. If you publish your content on other sites, then you'll also (sometimes) have the benefit of backlinks.

How to Use Your Content Calendar

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Step 1: Make a Copy (do NOT edit the Template)



The screenshot shows a Google Sheets document titled "RISBDC Social Media Content Calendar T". The "File" menu is open, and the "Make a copy" option is highlighted. The spreadsheet content is partially visible, showing rows 1 through 4. Row 1 contains "EV", row 2 contains "Us", row 3 contains "Qu", and row 4 contains "Qu". The "File" menu options include: Share, New, Open (with keyboard shortcut ⌘O), Import, Make a copy, Email, and Download. The background shows a grid with a teal header row and a teal column.

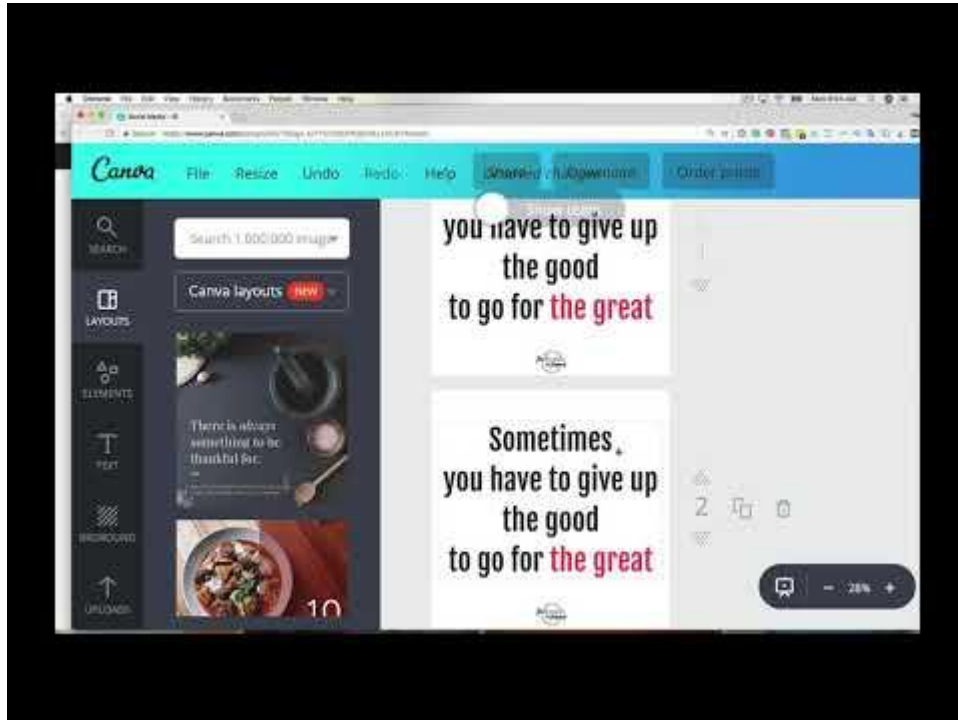
Planning

	TOPIC 1: 10 Terms You Need to Know to Run Facebook Ads	TOPIC 2: How to Choose the Right Campaign Objective	TOPIC 3: Do You Need An Ads Agency	TOPIC 4: What Core Audiences Shoul You Run Your Ads To?
Engagement post	The one thing you can do to instantly improve your ad performance	How to run Facebook ads on a small video	How to design Facebook ads without fancy photoshop or graphic design skills	How to uncover your ideal audience for targeting
Conversation post	What terms do you use the most?	How big does your budget need to be to get started with Facebook Ads?	What are the pros and cons to hiring an agency	What audiences work best for you?
Poll in group		Do your current Facebook ads get the ROI you need?		
Live video (business page)	What terms should you pay attention to?	How to run Facebook ads without a huge budget	What objective do I use the most?	What is the #1 Audience people overlook?
Weekly Live show (full teaching in FB group)		How to run Facebook ads without a huge budget		
Two minute tips for all social media platforms	1- 2- 3- 4- 5-	1- 2- 3- 4- 5-		1- How to find your ideal audiences 2- How to upload customer match list 3- How to create look alike audiences 4- How to segment audiences 5- How to quickly test an ad
Instagram and Facebook stories	- Card 1: Use poll - Card 2: engagement post question - Card 3: Picture with quote ...	- Card 1: Use poll - Card 2: engagement post question - Card 3: Picture with quote ...		
Email to list	Summarize my topic for the week and invite them to take an action.	Summarize my topic for the week and invite them to take an action.	Summarize my topic for the week and invite them to take an action.	Summarize my topic for the week and invite them to take an action.
Posts on business page / group / IG Feed				
Related item from a thought leader/influencer				
Podcast episode				

FREE Tools

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Canva



Go through your soundbites and create your social media cards at once. Canva allows you to duplicate up to 25 times.

Later.com

The screenshot displays the Later.com interface, which is used for scheduling social media posts. The interface is divided into several sections:

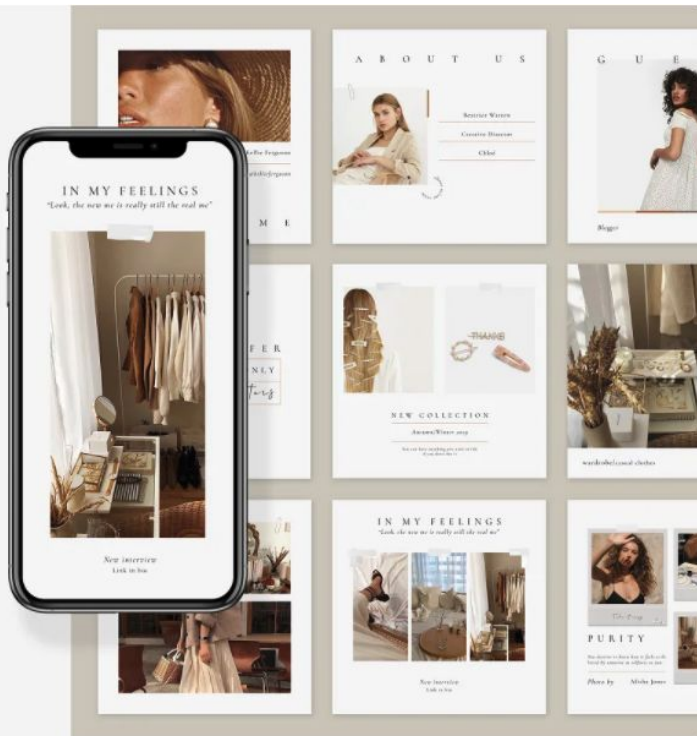
- Top Left:** A sidebar with navigation icons for home, calendar, drafts, inbox, analytics, users, settings, and help.
- Top Center:** An "Upload Media" button with icons for Dropbox and Google Drive.
- Top Right:** A user profile section for "localmojitos" with a plus sign for adding more users.
- Calendar Header:** Shows the current date "Today" and a range "May 21 - 27, 2018". It also indicates the location "Singapore" and offers view options: "Preview", "Week" (selected), and "Month".
- Calendar Grid:** A grid showing days from Monday (21) to Sunday (27). The time slots range from 10AM to 11PM. Scheduled posts are represented by blue boxes with the following times:
 - Monday, May 21: 11:20 AM
 - Friday, May 25: 1:00 PM
 - Saturday, May 26: 1:00 PM
 - Sunday, May 27: 4:20 PM
 - Monday, May 28: 2:00 PM
 - Tuesday, May 29: 5:30 PM
 - Wednesday, May 30: 4:20 PM
 - Thursday, May 31: 4:20 PM
- Media Library:** A grid of media items on the left side, including photos and videos, with a "Drag media on calendar to schedule" instruction below them.

Creative Market

Feel This

Purity Social Media Pack

60 Social Media Templates
3 Sizes for Instagram, Facebook
Format: Psd, Png



Purity Social Media Pack

★★★★★ 4 Reviews

By Feel This

License Type [What are these?](#) — 1 seat +

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- Commercial **RECOMMENDED** \$28
- Extended Commercial \$100

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Buy Credits and Save! Get free money towards your purchases with Creative Market Credits.

Get Credits with **PayPal** or Credit Card

Images

[Pixabay](#)

[Pexels](#)

[Unsplash](#)

Hashtags

This is for you, Instagram

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Why Do You Need Hashtags?

Why are hashtags so critical to use in your Instagram marketing campaigns?

Instagram posts that use hashtags gain a [12.6%](#) increase in engagement compared those without.

Hashtags:

1. Help users organize and categorize content. It allows similar content more discoverable.
2. Can get your content in front of a bigger audience.
3. Raise awareness about your brand
4. Target your ideal client
5. Train the algorithm to show your content for your hashtags

Hashtag Research

Use online tools:

There are tons of Instagram hashtag generators out there—like [All Hashtag](#), [Ingramer](#), and [Sistrix](#)—that will generate relevant hashtags and give you some data on what hashtags are popular.

Instagram Hashtag Generator

With our Instagram hashtag generator you can generate popular and related hashtags for your posts. Win more followers and get more likes. Simply enter a hashtag to start:

The use of the tool is free. You can do up to 25 queries a day. Thereafter, a likewise free registration is required.

The best 30 tags

 Copy

[#food](#) [#foodie](#) [#travel](#) [#foodporn](#) [#restaurant](#) [#fun](#) [#instafood](#)
[#trip](#) [#tourist](#) [#tourism](#) [#holiday](#) [#vacation](#) [#cafes](#) [#traveling](#)
[#travelling](#) [#foodstagram](#) [#visiting](#) [#foodies](#) [#chef](#) [#foodpics](#)
[#delicious](#) [#instagood](#) [#chefs](#) [#eat](#) [#yummy](#) [#foods](#)
[#chefsofinstagram](#) [#cheflife](#) [#tasty](#) [#gourmet](#)

Analyze

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What Did and Did Not Work

One of the best ways to grow any aspect of your business is to analyze the data and make changes accordingly.

Things to look at:

1. What part of the process is not working for you? Do you need more time? Less time? More topics? Do you struggle with Canva? Do you need help with analytics
2. What platforms and types of content did people engage with? What was stale?
3. What are your competitors doing that is working?
4. How can you improve for the next batch?

LinkedIn

View Analytics for Your Posts, Shared Posts, and Articles

You can view analytics for your posts, shared posts, and published articles to gain insights on the impact of your content within your LinkedIn network. Learn more about content analytics and the differences between post and article views.

To locate post or article analytics:

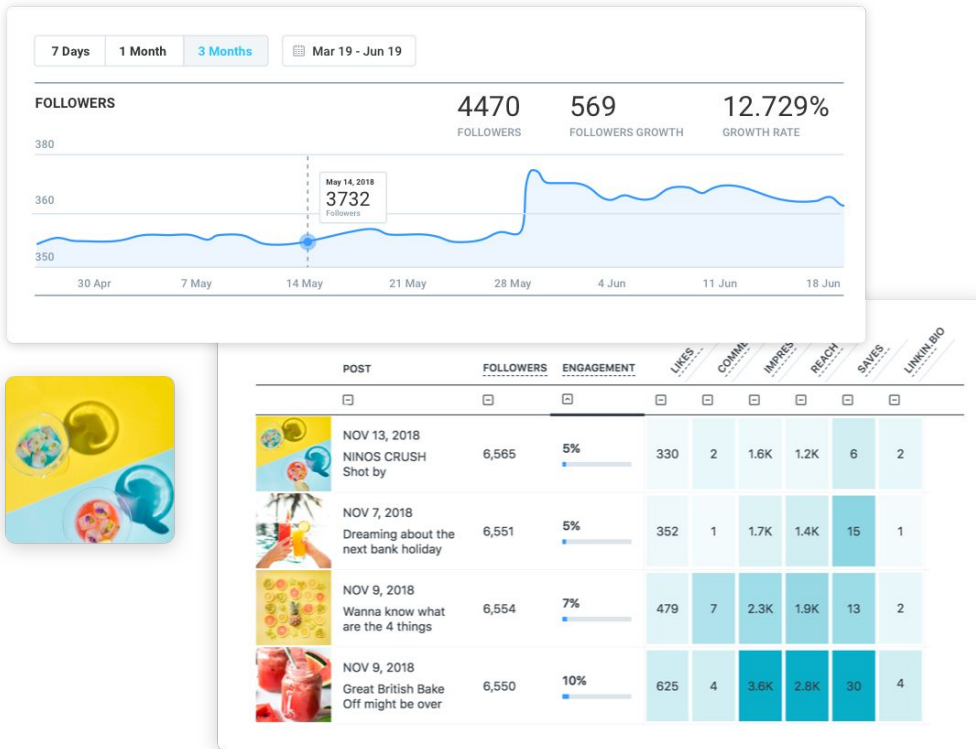
Click the Me icon at the top of your LinkedIn homepage.

Under MANAGE, click Posts & Activity.

Locate the specific post or article you'd like more details on.

Click the Analytics icon below your post or article.

Later.com



How to Find Your Analytics

1. Open the app
2. Click on Analytics

Facebook

Published	Post	Type	Targeting	Reach	Engagement
10/22/2013 4:35 am	 A sideboard doesn't have to go in the dining room. Look how well this works in this formal lounge environment. MI			1.9K 	8% 
10/21/2013 3:31 am	 Monday Inspiration: A Happy Look for a Happy Week!			724 	9% 
10/20/2013 5:38 am	 I am mad for the way this heavily carved Console Table has been finished! A very stressed white with gold detail o			3.5K 	9% 
10/17/2013 12:46 pm	 This is so stylish. Modern cross-tressle table paired with a classic vintage Louis chair upholstered with diamond b			1.4K 	20% 
10/16/2013 2:07 pm	 And why not! I have dreamed of painting a table RED! via Livingetc			3.1K 	12% 
10/14/2013 9:13 am	 Queen size silver leafed headboard only, waiting for client to bring fabric for diamond button upholstery. Can't wait			2.9K 	9% 
10/11/2013 10:28 am	 YAY, we have a new color its called NUDE – and this is what it looks like. This is our large heavily carved console			12.2K 	4% 
10/10/2013 11:14 am	 With right light and room temperature, plants are the most wonderful way to give a room a great vibe. And they las			1.3K 	11% 
10/09/2013 8:42 am	 This is the business !! just love these lights! via SA Decor & Design - The Buyers Guide			283 	25% 
10/08/2013 7:10 am	 Love this treatment of the Classic Square back Chair we keep! Via VERANDA Magazine magazine: http://vrnda.co/			855 	16% 

How to Find Your Analytics:

1. Go to your Facebook Page
2. Go to Publishing Tool

Conclusion

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Plan, Execute & Review

As with anything new, it will take some practice to get in a rhythm.

It WILL be hard at first. This is a new skill you have to master.

Practice Makes Better

If something is not working, CHANGE IT.

Resources:

[How to Batch Content for Social Media](#)

[Guide to Repurposing Content](#)

[Why You Should Repurpose Content](#)

[Content Batch Planner](#)

[Content Mapping Template](#)

[Content Calendar Template](#)

[Canva](#)

[Later](#)

Questions?

Type your question to the chat box

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<https://bit.ly/regRISBDC>

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