

Content Creation for Today

Beginners Guide To Building Your Online Presence

Today's Presentation

MAIN TOPICS

Marketing Objectives

Content is King/ Context is Queen

Marketing Content Platforms

Content Scheduling

Software Support





Why go into the digital space?

Marketing Objectives

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TAKE NOTE

*Social media is about sociology
and psychology more than
technology.*

- Brian Solis

Marketing Objectives

**STAY ALIVE & THRIVE BEYOND CORONA
VIRUS**

Improve brand awareness

Higher brand trust and perception

Increase website traffic

Improve social following

MAKE SALES!!!!





LEVERAGEABILITY

LOOK AT YOUR ASSETS

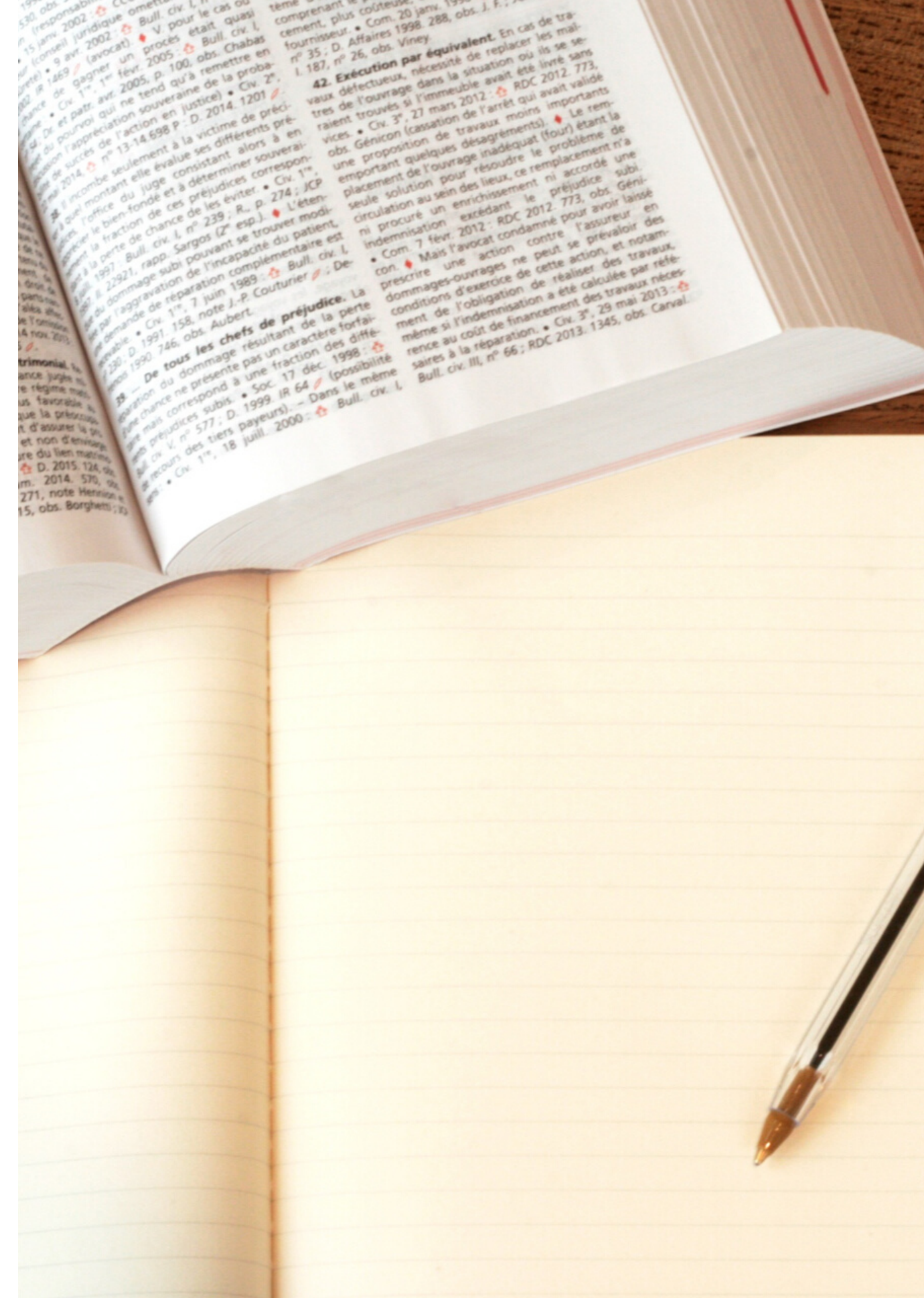
- Database
- Blogs/Articles
- Books
- Relationships
- Networks
- Programs

LEGALITIES

Ethical Requirement Constraints

Content taken from a third party should always be referenced, whether that be an author or website.

Avoid plagiarism if possible



AUSTRALIAN COMPETITION & CONSUMER COMMISSION (ACCC)

- Social media gives large and small businesses a direct way to interact with existing and potential customers, and promote their products and service.
- Businesses using social media channels have a responsibility to ensure content on their pages are accurate, irrespective of who put it there.
- Don't make misleading claims or allow others to do so on social media whether as part of your marketing and promotional activities
- Monitor your social media pages and minimise your risk
- Respond to false, misleading or deceptive comments instead of removing them
- Consumer protection laws which prohibit businesses from making false, misleading or deceptive claims about their products or services have been in place for decades
- These laws apply to social media in the same way they apply to any other marketing or sales channel



Why go into the digital space?

Content is King/Context is Queen

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TAKE NOTE

Give value

Give value

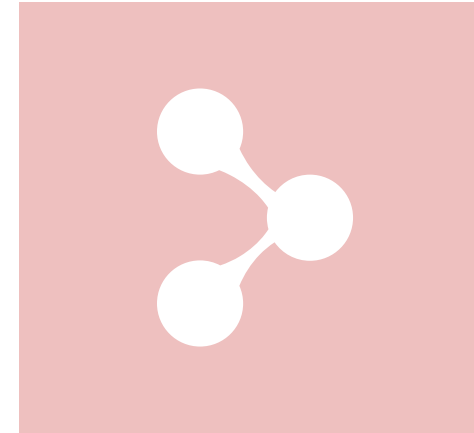
Give value

then ask for the business

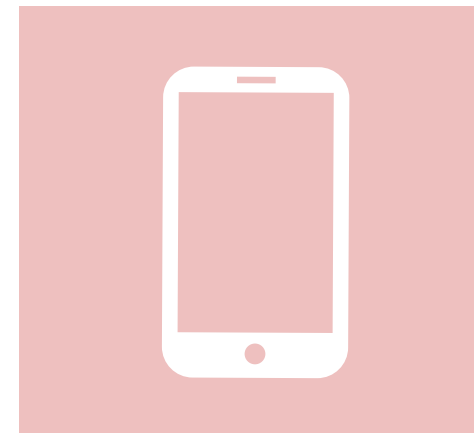
Gary Vaynerchuk

Content, Content, Content

MULTI-PLAN APPROACH



30% about your business



30% about your
product/services



30% about your
customer/s



Opportunity Areas



CUSTOMER SUCCESS

Recommendation or testimonial from your client or how you helped them



LATEST NEWS

Your opinion on the latest facts



NEW PRODUCTS/SERVICES

Awareness of latest additions



BUSINESS UPDATES

Introduce new team members or changes to your business

Opportunity Areas

MOTIVATIONAL QUOTES

Positive and uplifting

FUNNY & QUIRKY

Content to make you laugh

UPCOMING EVENTS

What's happening next

ASK QUESTIONS

Start conversations online

Written Context Ideas

Blogs/Articles

Place of authority or expert

How to Guides

Share knowledge in a logical manner

Cheat Sheets

Punchy and simple to implement ideas

Newsletters

Factual and informational

Imagery Context Ideas

Memes Posts

Mix of image and quotes

Video Posting

No more than 3.5 minutes long

Guest Speaker Slots

Live or recorded interviews

Live Video

Content straight into Social Media

A collage of tech-related items including a laptop keyboard, a camera lens, a pair of glasses, and a tablet.

Why go into the digital space?

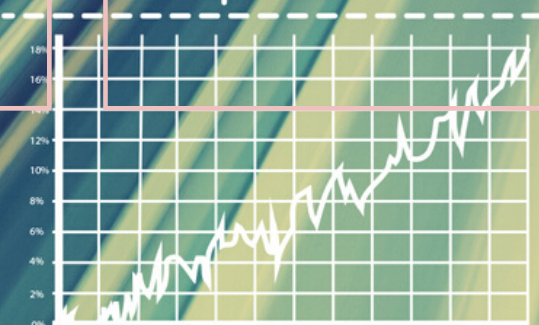
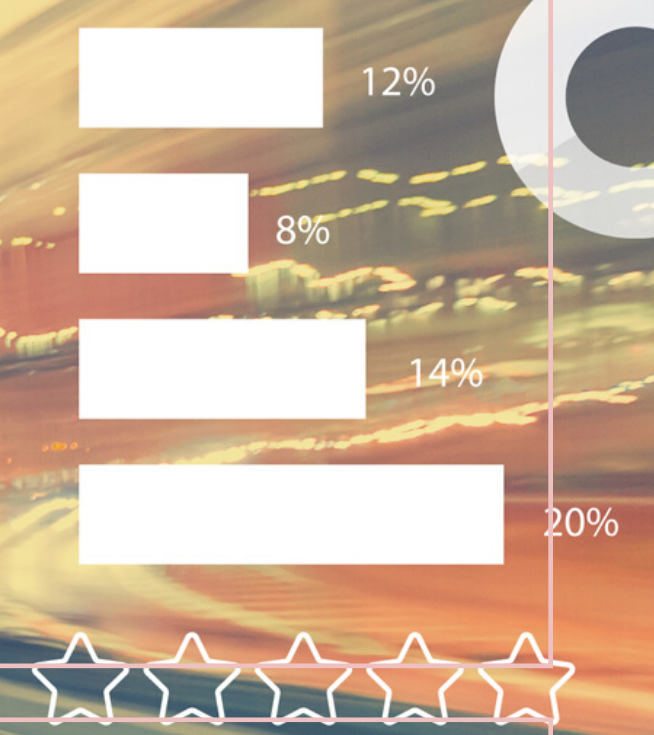
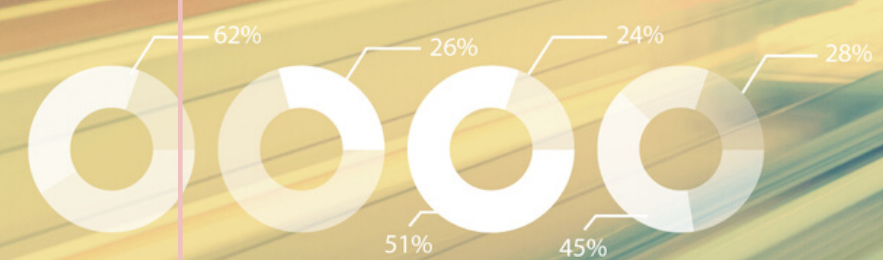
Marketing Content Platforms

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TAKE NOTE

*Marketing is telling the world you're a rockstar.
Content is showing the world you are one*

Robert Rose



A collage of creative tools including a laptop keyboard, a camera lens, a pair of glasses, a tablet, and a notebook.

Why go into the digital space?

Content Creation Tools

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TAKE NOTE

The incredible brand awareness & bottom line profits achievable through social media marketing require hustle, heart, sincerity, constant engagement, long-term commitment and most of all, artful and strategic storytelling

Gary Vaynerchuk



THE STARTING POINT

Tools to assist you with developing your content so that it enhances your professional image



ACROBAT PRO



PHOTOSHOP



ILLUSTRATOR



INDESIGN



PREMIERE PRO



DREAMWEAVER



LIGHTROOM



AFTER EFFECTS



ANIMATE



BRIDGE



THE STARTING POINT

Tools to assist you with developing your content so that it enhances your professional image



Why go into the digital space?

Calendar Scheduling

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TAKE NOTE

The best marketing doesn't feel like marketing

Tom Fishburne

How Often

When Not to post

When to post

Use of Platforms

Who to target

What to say



Copy of Social Media Calendar Template - Happy Yoga Marketing



SHARE

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive



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Verdana

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	A	B	C	D	E	F
1	Month					
2	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
3	1	2	3	4	5	
4	Facebook:	Facebook:	Facebook:	Facebook:	Facebook:	
5	Schedule for the week	Announce Yin Yoga Workshop	Photo and 3 things you don't know about me	Article about yin yoga benefits	Photo and story why I do what I do	
6	Instagram:	Instagram:	Instagram:	Instagram:	Instagram:	
7	Photo of my dog	Announce Yin Yoga Workshop	Photo and 3 things you don't know about me	Insta Story about yin yoga workshop	Photo and story why I do what I do	
8						
9						
10	8	9	10	11	12	
11	Facebook:	Facebook:	Facebook:	Facebook:	Facebook:	
12	Schedule for the week	FB Live about consistent yoga practice	Photo from my city and why I live here	Announce new retreats 2019	Article about yoga retreats	
13	Instagram:	Instagram:	Instagram:	Instagram:	Instagram:	
14	Photo doing yoga, importance of consistent practice	Photo of advanced yoga pose and how I got there	Photo from my city and why I live here	Announce new retreats 2019	Insta Story about retreats 2019	
15						
16	22	23	24	25	26	
17	Facebook:	Facebook:	Facebook:	Facebook:	Facebook:	
18	Schedule for the week	Story how I found yoga	Photo of me with best friend, share moment	Picture gallery retreat Ibiza	Blog post favorite books	
19	Instagram:	Instagram:	Instagram:	Instagram:	Instagram:	
	My yoga space at home and		Photo of me with best friend			



Calendar Template

Sample Calendar





ANY QUESTIONS

Next Steps



Content

What do you want to talk about



Context

How do you want to display this



Create

Determine the platforms and software to use

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TAKE NOTE

*Social media is about sociology
and psychology more than
technology.*

- Brian Solis

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