

Social Media

A SHORT TALK BY
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OF
MY MARKETING PERSON
MYMARKETINGPERSON.COM.AU



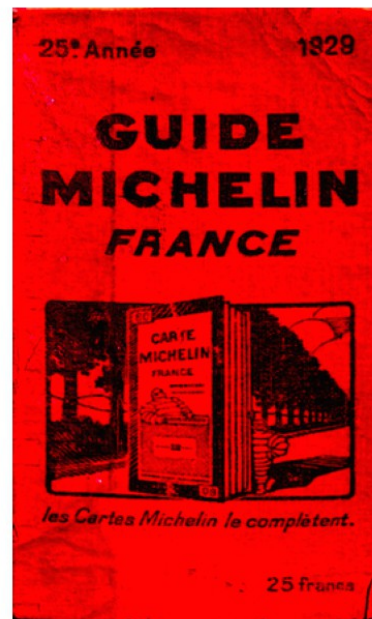
FOR



ITS ALL ABOUT THE CONTENT SOCIAL MEDIA MARKETING IS CONTENT MARKETING

- WHAT IS CONTENT MARKETING
- HOW TO PUT TOGETHER AND IMPLEMENT A CONTENT MARKETING STRATEGY ON SOCIAL MEDIA

ITS NOT A NEW IDEA...



...BUT ITS A BIT MORE COMPLICATED TODAY



AND THERE CAN BE A TENDENCY TO DEFAULT TO...



HOW DOES A CONTENT MARKETING APPROACH HELP THE SALES PROCESS

1. HELPS WITH SEO (MAYBE THE ONLY WAY TO DO IT NOW)

2. HELPS POTENTIAL FUTURE CLIENTS AND NURTURES THEM (WITHOUT ALWAYS HAVING TO TRY TO SELL THEM SOMETHING)

3. DEMONSTRATES YOUR EXPERTISE/POD

4. BUILDS YOUR BUSINESS BRAND

HOW TO...

STEP 1 MAKE A PLAN...

- **DECIDE HOW TO MEASURE THE IMPACT OF YOUR CONTENT MARKETING STRATEGY**
- **WORK OUT WHO YOU'RE TALKING TO (YOUR PERFECT CLIENT)**
- **ALLOCATE RESOURCES TO THE PROJECT (TIME AND MONEY)**
- **DECIDE WHAT VALUE YOU CAN PROVIDE TO PEOPLE WITH YOUR CONTENT**

STEP 2 CREATE THAT CONTENT (CONTENT CURATION)

STEP 3 TAILOR THAT CONTENT TO SUIT THE CHANNELS YOU ARE USING

ACTUALLY CREATING CONTENT - SOME IDEAS...



The graphic is a 'Content Generator Cheatsheet' presented as a hand-drawn list on a white sheet of paper. The paper is placed on a light brown wooden surface. A hand holding a silver pen is visible, appearing to have just finished writing the list. The list consists of 11 numbered items, each enclosed in a light grey circle. The items are: 1. Advice (FAQs), 2. Tech/ (Industry Developments), 3. Comment (on industry news), 4. Media (Coverage), 5. Client (Case Studies), 6. Events (Coming Up/Attended), 7. Company (News), 8. Recent Jobs/ (Projects), 9. New Team (Members/Promotions), 10. Polls/Surveys (+Share Results), and 11. Quirky/Funny (or personal stories). At the bottom left of the paper, the website 'wewritestuff.com.au' is written. At the bottom right, there is a black circular logo with the text 'We Write Stuff' in white.

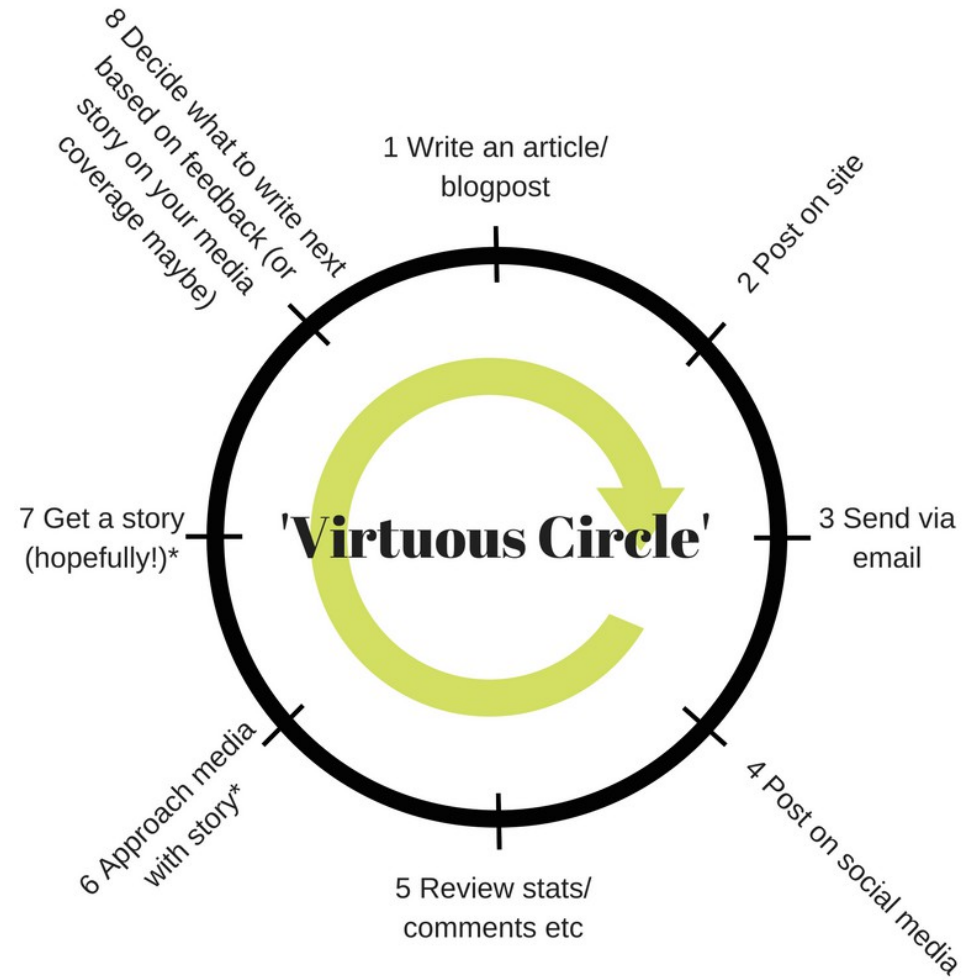
Content Generator Cheatsheet

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+Share Results
11. Quirky/Funny
or personal stories

wewritestuff.com.au

We Write Stuff

OUR APPROACH...





**DO YOU HAVE ANY QUESTIONS FOR THE
ANSWERS I HAVE**

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