

Building Your Brand with Content Marketing



Cheat Sheet

Introduction

- ✓ Content is all-important
- ✓ Before your customers listen to your sales pitch or buy your products, they consume your content
- ✓ *"Content marketing is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience — with the objective of driving profitable customer action."*
- ✓ Content is basically any kind of media online or offline
- ✓ There are many different types of content including written, visual and multimedia

Content is Not Promotional

- ✓ Content marketing is much more subtle than advertising
- ✓ Advertising legend David Ogilvy developed a high successful strategy of writing ad copy disguised as editorials
- ✓ Today, we're bombarded by marketing so traditional advertising doesn't work anymore
- ✓ Content marketing doesn't try to promote or sell, only to inform and help
- ✓ All promotional or sales language is left out, the idea is that the customer will use and enjoy your content
- ✓ The you will be their first choice when they need what you sell

An Ongoing Process

- ✓ Content creation and publishing is ongoing
- ✓ You leverage your relationship with your audience, not individual content, to drive sales

Why You Should Care about Content Marketing

- ✓ Content is how we primarily consume information now
- ✓ In the old days, media channels were limited and big advertisers dominated
- ✓ Today, all of our media is on demand - in-your-face promotional content IS skipped over
- ✓ Instead, you need to provide content your audience will choose to consume over another competitor's
- ✓ Push vs Pull marketing - Today, we try to pull customers in with content that interests and engages them
- ✓ Statistics:
 - 82% of customers have a more positive outlook on a company after reading custom content ([source](#)).
 - 70% of customers feel closer to a business after engaging with their content ([source](#)).
- ✓ Content marketing is relatively inexpensive compared with advertising
- ✓ It requires significant time investment but small budget

Learning Objectives:

- ✓ Identify the most common barriers that are holding you back from using content marketing successfully
- ✓ Define the content brand you want to create, including image, expectations and types of content your brand should deliver
- ✓ Identify the keys to building your own viable content brand for success
- ✓ Pick your top content goals, so that you know what to focus on first
- ✓ Build a list of places where you can connect with your audience to understand their needs and create a growing list of content ideas
- ✓ Draft a simple, shareable content brand strategy that's easy to understand and implement

- ✓ Create six types of content to spread brand awareness and build a relationship with your audience
- ✓ Identify ways to repurpose your content, to extend its value
- ✓ Distribute your new content in at least six channels to start expanding your brand visibility
- ✓ Identify the most popular channels for reaching your audience with content
- ✓ Outline a schedule for your broadcast emails and your autoresponder series
- ✓ Join your audience's preferred social media channels and prepare to make your content go viral
- ✓ Review your content to make sure it's mobile friendly
- ✓ Identify the geographic location of your current customers and make your content easy to consume by an international audience
- ✓ Create an editorial calendar to implement your content brand strategy
- ✓ Use a Content Visibility Checklist to ensure you're always maximizing the impact and effectiveness of your visual content

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Module 1 - Reasons You May Not Be Using Content Marketing Yet

Learning Objective:

- ✓ Identify the most common barriers that are holding you back from using content marketing successfully

Barriers to Content Marketing

1. **Time** – it takes a significant time investment to create, post and manage your content.
2. **Skill** – Skills like writing and technical knowledge can be a barrier to producing content. Many business outsource their content marketing if they don't possess the skills needed.
3. **Resources & Tools** – There are many content creation and management tools available to help but learning how to use them can also present a barrier.
4. **Over-Complication** - It's natural for first time content marketers to make things more complicated than they need to be but it is simple – what do your audience want?
5. **Too Many Options** – if you try to use all options available at once, you will get overwhelmed. Narrow them down and recognize your capacity.
6. **No Results** - Content marketing takes a great deal of trial and error. You have to monitor your activities and make changes

Action Step:

1. What is holding you back from doing more content marketing right now? How might you overcome these barriers?

Module 2 – Create Your Content Brand Strategy

Learning Objective:

- ✓ Define the content brand you want to create, including image, expectations and types of content your brand should deliver

Introduction

- ✓ The core of your content marketing strategy is your content brand
- ✓ Content branding is a customer-centered approach - your sole mission is to provide the content your audience wants
- ✓ Your goal is to establish a reputation as a publisher who provides only relevant, high-value content
- ✓ If you can do this, your customers will always come to you to get their needs met

Lesson 1: 5 Keys to Building a Timeless Content Brand

Learning Objective:

- ✓ Identify the keys to building your own viable content brand for success

5 Keys to Building a Timeless Content Brand

- 1. Understand Your Customers** – Know your customers well, research their demographics, tastes and connect with them on social media
- 2. Serve Your Customers' Needs** - Your job is to deliver what your audience loves. This content is interesting, informative, helpful, entertaining, and/or helps your customers solve their problems
- 3. Consistency** – Deliver the same message. Remain in touch with their feelings and opinions to stay on track
- 4. Building Authority** – Your fans will come to see you as an expert. Through delivering content, your brand becomes an authority
- 5. Always Quality** – You must maintain a high standard of quality and never let your audience down.

Action Steps:

1. Where do you go for the content you need? Look at the content brands where you get your online or offline content. Make a list of your favorite content providers.
2. Take your list and ask yourself for each item, why do you go to them? How do you feel about these content brands?
3. If there are some content providers you've quit going to, why was that?
4. How do you currently measure up against the above five keys? Which keys are strong and which could use improvement? Make notes on what you can do to improve.
5. Draft your content brand vision. How do you want to be seen and remembered? Why should people consume your content and not someone else's?

Lesson 2: Putting the 'Marketing' into Your Content Brand

Learning Objective:

- ✓ Pick your top content goals, so that you know what to focus on first

Introduction

- ✓ Content marketing is as the fuel that powers your continuous sales cycle
- ✓ It helps people first become aware of you, helps build relationships with leads and converts customers to loyal followers

Identifying Your Content Marketing Goals

- ✓ Identify the specific purpose for which you're building a loyal audience. Ask yourself what you want your content to achieve.
- ✓ For example:
 - Lead people to your email list or website
 - Indirectly sell goods or services
 - Build awareness of your brand
 - Get people engaged with your brand
 - Keep in touch with customers
 - Inform Customers
- ✓ Your strategy may be a combination of options
- ✓ When deciding on your content purpose, refer to your business objectives. Your content strategy needs to be in tune with them

Action Steps:

1. Identify your top 5 content marketing goals. Aside from the possible goals listed, add any other content goals you have.
2. Put your goals into priority order. E.g. driving traffic to your website might higher priority than getting more Likes on your Facebook Page.

Lesson 3: Gather Your Content Research

Learning Objective:

- ✓ Build a list of places where you can connect with your audience to understand their needs and create a growing list of content ideas

Introduction

- ✓ The objective of your content research is to discover what content your audience needs
- ✓ In regular day-to-day interactions with your customers offline, how does your expertise help them?

Online Research

- ✓ Observe what your customers say and do online – look at social media, comments on blogs, videos, online forums, Q&A sites.
- ✓ Look at what content they're consuming and what other brands they follow

Analytic Research

- ✓ Look at your website analytics – which pages do your audience spend most of their time?
- ✓ Use a keyword tool to find out what words have high search volume

Organizing Your Ideas

- ✓ Keep an idea file and add to it when you come across something you can use
- ✓ The whole point is to create a system that's easy for you to use where you can save and organize your ideas
- ✓ Once you have a good ideas list, check it against:
 - Your published content – don't repeat or contradict yourself

- Your Brand – are the ideas appropriate and on-brand?
- Your long-term business goals - Will the ideas draw the right people in and lead them to your eventual goal?

Action Steps:

1. Conduct research to see where your market consumes content and use the relevant page in your Action Guide to start a list of sources to regularly visit for ideas.

If you're not sure where your market likes to find their content, try surveying your current customers or searching for your most successful competitors' content. That's assuming they're publishing their content in the best places themselves!

2. Find places to connect with your customers online such as social media or forums and add those places to your list of sources, so you can regularly visit and use to check for ideas.
Again, if you're not sure where to go, try asking your customers directly.
3. Start your idea file by visiting at least 3 of the places you identified in your initial research. Start with the ones where you saw the most discussion happening. Note the topics that were most discussed and some of the biggest issues talked about. Those are the types of ideas you should put in your idea file.

You can use the Action Guide to start your list of ideas, or use a separate mind map, notebook, spreadsheet or other tool.

Lesson 4: Create Your Content Brand Strategy

Learning Objective:

- ✓ Draft a simple, shareable content brand strategy that's easy to understand and implement

Introduction

- ✓ Your content brand strategy includes –
 - Target Audience
 - Topic Ideas and guidelines
 - Your Content Creation Process
 - Monitoring Content

Target Audience

- ✓ Summarize your audience's likes, dislikes, tastes, problems and preferred channels in a target audience profile
- ✓ This will help your content creators visualize a specific person they're creating for and talking to

Topic Ideas and Guidelines

- ✓ Keep a separate list of topic ideas with links to types of content you're aiming for
- ✓ Your guidelines are the rules for creating content for your brand such as grammar, tone and composition

Your Content Creation Process

- ✓ Your process goes all the way from the brainstorming phase to publishing
- ✓ Include a schedule of when and where you will post

Monitoring Content

- ✓ Add time to you schedule for monitoring, checking analytics and seeking feedback
- ✓ It's important to make changes in order to better meet your audience's needs

Additional Considerations

SEO

- ✓ Plan how you content will be optimized for search engines
- ✓ The main SEO consideration is keywords and their placement
- ✓ Find a handful of keywords and use them naturally in your content.
- ✓ Ideal keywords have a high search volume but low competition, long tail keywords and keywords that include geographic locations

Article Length

- ✓ Decide before you start how long your pieces of text content are going to be
- ✓ Shorter posts allow you to write and post more often but longer posts allow you to get more in-depth

Plan for Promotion Your Content

- ✓ Make sure all your content is easily sharable - include an image and visible 'share' buttons
- ✓ Announce to your email list and/or social media followers whenever you've published a new piece of content

Content Creation Tools

- ✓ If creating content yourself, consider investing in some tools to make it easier

- ✓ Editorial calendars and social media dashboards are good tools for everyone and for every type of content

Action Steps:

1. Create a content brand strategy document that includes all of the essential information discussed in the module, including summaries of:
 - a. Your brand vision (summarized from earlier)
 - b. Your top content marketing goals (from earlier)
 - c. Your target market
 - d. Your high-level content creation process
 - e. Your monitoring schedule

Make it as short and to-the-point as possible while still including everything essential. Create a separate document if you need more space.

Attach a copy of your content styles and language guidelines also, if you have one. Otherwise, this is a great time to start creating one that includes links to examples of your best content.

2. Based on the research you've done so far, identify 7 to 10 content topics to get started with. Use the worksheet provided to record your ideas.

Module 3 – The 6 Types of Content You Need to Create

Learning Objective:

- ✓ Create six types of content to spread brand awareness and build a relationship with your audience

Lesson 1: Text Content

Step – by – Step

- ✓ Take something your audience has to do and walk them through the process

Tips

- ✓ Unlike steps, tips can be in any order
- ✓ They are tidbits of information from your expertise or research

Basic information

- ✓ offer basic information to inform people and help them make good purchasing decisions

Lists

- ✓ Lists are easy for you to write and easy for your audience to enjoy
- ✓ Make a numbered list and include a little information on each list item

News

- ✓ Write short news articles that cover current event related to your customers and brand
- ✓ Simply share a story, write a summary and your opinion of it

Case Studies & Testimonials

- ✓ Case studies show how someone has used your product or service by looking at a real-world example
- ✓ A testimonial presents one customer's point of view on your product, service, or brand

Interviews

- ✓ Interview someone - find an expert in your field or something else you think your audience would enjoy
- ✓ Have someone interview you

E-Books & Reports

- ✓ Create an eBook or report for a big topic or several articles that can be bundled together
- ✓ Use it as a free giveaway as an incentive for signing up to your list, or you can sell it

Writing Guidelines for Online Content

- ✓ The most popular content uses a tone that sounds like a friendly email but make sure it doesn't have errors in spelling and grammar
- ✓ Tackle only one topic, present a clear message and don't cover too much
- ✓ Your title is the most important part tell the reader what to expect and draw them in
- ✓ Break articles up into small paragraphs with sub-headers to make them easy to skim

Text Content for SEO

- ✓ Text content like your blog will help bring search engines and visitors to your site
- ✓ Try guest posting on a site that has a higher page ranking and get a good backlink to your site from it

Action Steps:

1. Select one of the topics from the list you identified earlier to use for a piece of text content.
2. Select one format of text content and create something based on the topic you identified.
3. Check your content to make sure it follows the guidelines discussed earlier, including a catchy title, readability, subtitles, one clear topic, and keywords for SEO.

Lesson 2: Visual Content

- ✓ Visual content can take many forms such as:
 - Photographs
 - Illustrations
 - Infographics
 - Memes
 - Comics
 - Slideshows
- ✓ You can use a combination of the above and work text into your images to give them more impact

How to Use Visual Content Effectively

- ✓ Choose images that are relevant, uncluttered, uncomplicated, and easy to understand
- ✓ Use tools to create and edit images to how you want them

Things to Avoid

- ✓ Avoid images that are confusing or distracting
- ✓ Don't use images that are potentially offensive or inappropriate

Crowdsourcing Visual Content Creation

- ✓ Create wonderful visual content that engages your audience by crowdsourcing - Ask your readers for contributions
- ✓ It gets your audience directly involved with your brand

How to Get Ideas

- ✓ Follow your favorite or most popular brands and look at what they are sharing
- ✓ Pay especially close attention to the content that their audience shares or that goes viral

Action Steps:

1. Brainstorm a list of visual content ideas and start an idea file.
2. Look at other brands to see what they share and what's the most popular with their audience. Make a list of those in your idea file, along with links to the most popular content.
3. Make a list of software and online tools to help you create and edit your visuals. Take note of anything you already own, such as image-editing software.
4. Now select one format of visual content and create something related to one of the topics you identified earlier. It could also be based on the topic you used in the text-based content you created or something you've created in the past.

Lesson 3: Audio Content

- ✓ Audio content is very popular and usually in the form of podcasts (internet radio shows) that listeners can stream or download

Creating a Podcast

- ✓ Plan the format, length features and topic of your podcast
- ✓ Short podcasts generally get more listeners than long ones
- ✓ Posting episodes often isn't as important as posting them regularly
- ✓ You can script your podcast but try to sound as natural as possible

Other Types of Audio Content

- ✓ Examples include instructional audio files that teach people how to do things and audio webinars
- ✓ However, any audio content can also be turned into a podcast

Sound Quality

- ✓ The only essential piece of gear is a high-quality microphone
- ✓ There are many free and inexpensive programs that allow you to do everything you need, such as the free [Audacity](#) software

Publishing Audio Content

- ✓ Embedding audio files on your site to make them available and list them in directories like iTunes for visibility
- ✓ Ask your listeners to rate your audios. With a higher ranking, more people will find them through directories

Action Steps:

1. Brainstorm and list different kinds of audio content you would like to offer.
2. Identify the tools and skills you need to produce your own audios.
3. Select one format of audio that you can create quickly, such as an inspirational message, an audio version of an article, or a brief interview with a colleague.
4. Using one of the topics from the list you created earlier, create your audio content. If you don't have top-notch equipment right now, just use the free Audacity software and the microphone on your computer to get started.

Lesson 4: Video Content

Types of Videos

- ✓ Demos and Tutorials
- ✓ Brand Documentaries
- ✓ Promotional Videos
- ✓ Product Demos
- ✓ Case Studies and Testimonials
- ✓ Behind the Scenes
- ✓ Webinar or Presentation
- ✓ Interview
- ✓ Event Videos
- ✓ Vlog

Video Production Basics

- ✓ Start off by defining the purpose of your video
- ✓ Your video should have a basic story elements
- ✓ Your videos should be short and only focus on one thing
- ✓ Be yourself, act naturally, and treat the camera like a friend
- ✓ Today's editing software makes it very easy to edit and polish your videos
- ✓ If you're overwhelmed, hire someone to help

Distributing Your Videos

- ✓ Embed your videos on your website or blog
- ✓ Use high traffic sites like YouTube, Vimeo and social media platforms

Action Steps:

1. Select a type of video you would like to create, along with a topic from the list you identified earlier. You can also use the other content you've created so far (text, visual, audio) as the basis for our video.
2. If you don't already have some video creation software, check out the free ones available, such as Jing for screen capture videos. Experiment a bit and take note of the features you like or need. Use your notes to help you choose a better video production program for the future.
3. Pick the software or platform you will use for the video you are going to create on your selected topic.
4. Write your video outline and/or script and produce your first video. Don't worry if it's not perfect the first time. You don't have to publish it. However, it will show you where you need to improve.

Lesson 5: Interactive Content

Surveys

- ✓ People love to give their opinions and you get data in return
- ✓ You get feedback while also engaging your audience

Social Media Groups

- ✓ Groups work like online forums with a built-in audience
- ✓ Your group's members will create most of the content

Contests

- ✓ Do it either through your own site or a social media site
- ✓ You can give the winner exclusive content, a discount, or a free product - good ways to gain exposure for your brand

Interactive Visual Content

- ✓ These include interactive infographics, charts and maps where the data displayed changes as the user scrolls through
- ✓ Very engaging but you might need a developer to help

Apps

- ✓ A great way to spread your brand's message and keep your audience engaged

User Experience

- ✓ Start by imagining the end user experience rather than limitations
- ✓ Make your interactive content simple, easy to use, and compatible for your platforms

Action Steps:

1. Brainstorm what kind of interactive content you could use to engage your audience. Make notes next to each idea on what you would need to implement that content.
2. Select one topic from your list and one form of interactive content that you can create right now, such as a question to your email list or posted on your most popular social media site.
3. Create and publish that content. Then be sure to monitor and respond to the answers and reactions you get.

Lesson 6: Stories

The Elements of a Story

- ✓ **Setting** – When and where the action takes place
- ✓ **Character** – This could be you, a customer, or someone with a problem that's similar to those of your customers
- ✓ **Conflict** – This is the difficulty the characters are trying to overcome. The reader wants to know how it will be resolved
- ✓ **Resolution** – In storytelling content, the resolution says to the reader, "This can work for you too."

Brand Storytelling

The brand story has the same elements:

- ✓ **Setting** - When and where you started, the environment in which you started, how and why your brand came into existence.
- ✓ **Characters** – Those behind the brand and the supporters who helped it grow.
- ✓ **Conflict** – The problem or problems your brand set out to solve and the difficulties, challenges, or setbacks you faced along the way.
- ✓ **Resolution** – How your brand overcame the problem to reach where it is now.

Guidelines for Creating Good Stories

- ✓ Use your natural voice and let your personality come through
- ✓ A good story will help your readers resonate with you.
- ✓ Likeable characters will help your story resonate
- ✓ A great element for any story is failure, perseverance and success at the end
- ✓ Experiment with storytelling in as many different media as possible.

Action Steps:

1. Think of a difficulty you overcame that could help your customers and outline the story behind it.
2. Write your brand story using the elements above of setting, characters, conflict, and resolution.
3. Select the media you would like to use to communicate your story, such as text, images, video, audio, or even an interactive webinar. It can also be any combination of different media.
4. Now, produce your story in the media you selected.

Module 4 – Repurpose Your Content

Learning Objective:

- ✓ Identify ways to repurpose your content, to extend its value

Why Repurpose?

- ✓ Repurposing offers your audience a choice of how they consume their content
- ✓ One piece of content can be used in many different ways and there are several methods for doing this

Rewriting & Updating

- ✓ To rewrite content, you can change the angle or repurpose it for a different audience
- ✓ Expand or tighten up content
- ✓ To recycle old content, you can update and give it an upgrade
- ✓ If some info has changed since it was originally published, you can just update the relevant part

Repurposing Across Platforms

- ✓ To repurpose across platforms, turn a text article into a video script
- ✓ Take a video or audio and have it transcribed into an article
- ✓ Old content can be bundled together into an information product
- ✓ The key is to make sure the content is appropriate for the new medium

Templates for Content

- ✓ Start a collection of templates for your most popular content
- ✓ Just plug in your text/images/multimedia and publish
- ✓ Some examples include:
 - The Do's and Don'ts of [topic]
 - How to [topic]...step by step

The Value Test

- ✓ Avoid regurgitating the same information. You can avoid this by asking yourself: Does this offer some unique value?
- ✓ You shouldn't use the same content in the same format or for the same audience twice.

Action Steps:

1. Look at what pieces of your content have been popular with your market and make a list using the worksheet. You can look at your Analytics, or even just the number of comments you've received to judge popularity.
2. List ideas for ways to repurpose some of that content.
3. Select one piece of content from your list and one method of repurposing it. Go ahead and create that new, repurposed content.

Module 5 - Spread the Word about Your Content Brand

Lesson 1: Where Will You Share Your Content?

Learning Objective:

- ✓ Identify the most popular channels for reaching your audience with content

Where Will You Share Your Content?

- ✓ This question is determined solely by your audience
- ✓ You need to find your audience online and your content needs to be everywhere they are
- ✓ Ask yourself:
 - Where is my audience online?
 - Where do they consume content?
 - How do they look for content?

Action Steps:

1. Go back and identify the key channels for reaching your audience from the research you did earlier in this course in Module 2, Lesson 3. Remember to look at where your most successful competitors are publishing their content and where your audience is interacting with content.
2. Note the channels that have the most interaction and highlight them.

Lesson 2: Email – Still the Most Personal Content Marketing Channel

Learning Objective:

- ✓ Outline a schedule for your broadcast emails and your autoresponder series

Types of Content to Share over Email

- ✓ Tips
- ✓ Current News
- ✓ Links to Other Content
- ✓ Promotions

Guidelines for Content Marketing through Email

- ✓ People need to choose your email list and they must contain a clear unsubscribe link
- ✓ The majority of your content should be helpful and informational, not promotional
- ✓ Use a personal tone and write like you're writing to a friend
- ✓ Personalize your email messages so that the person's name appears in the subject line or greeting
- ✓ Create an editorial calendar ahead of time and write your content in advance
- ✓ Share your content via email even if it's just a link to where they can find it online

Getting Subscribers to Open Your Emails

- ✓ Write a compelling subject line that entices and gives them an idea of what they can expect in the message.
- ✓ If the subject line is misleading, they won't open the next message
- ✓ Look at your autoresponder analytics to show you which messages

get the most reaction and you can then aim for creating more like them.

- ✓ You can ask your list how you're doing and see if they have any suggestions for content they'd like to see

Action Steps:

1. This activity assumes that you already have an email list set up. If not, then you will need to start by signing up for an autoresponder service, such as [ActiveCampaign](#), setting up your first list, and publishing a sign-up form on your website.
 - a. Make a list of the content you've already created or plan to create that you can share with your email list via broadcast emails.
 - b. Create a schedule for sharing your content via email.
 - c. For evergreen content, outline and write an autoresponder series in which you share specific pieces of existing content on a pre-scheduled basis. These can be emails that you add to an existing autoresponder series or a brand new one for people who are just signing up for your list or buying a product.

Lesson 3: Social Media - Creating Viral Content

Learning Objective:

- ✓ Join your audience's preferred social media channels and prepare to make your content go viral

Is Your Audience on Social Media?

- ✓ Virtually every demographic uses social media – but which ones?
- ✓ LinkedIn for business and professionals
- ✓ Instagram and Reddit for under 25's
- ✓ Consider the frequency of your audience's social media use
- ✓ If you find your audience isn't using social media regularly focus more on delivering content through email or other channels
- ✓ For each site, understand what type of content is popular. E.g. [Pinterest](#) is for visual content and [Twitter](#) is for short content

Viral Content

- ✓ Your goal should be to create viral content where it spreads rapidly through people sharing it
- ✓ It is hard to plan - most content creators make viral content unwittingly
- ✓ There are a few things you can do - viral content tends to be positive, uplifting and humorous
- ✓ All viral content evokes emotions but not always positive
- ✓ It's the content that makes you think, "Other people need to see this."
- ✓ If one of your posts has gotten a great deal of social media interaction, try to figure out why

Action Steps:

1. Find out what social media sites your customers or potential customers use. You should already have a list from your earlier research. Join these sites to get a feel for them and make a list of the pros and cons of using them to share your content.
2. Find ten examples of viral content in your market. One easy way to do this is to search your main keywords on a site like YouTube and look at which videos have an extremely high view count.
3. Try to determine what made them go viral. What emotions do they evoke in people? Why did people feel compelled to share them? Write your notes next to each of the 10 examples so that you can refer to them when creating your own content.
4. Now go back to the content you created before. Make notes on where you can improve that content to give it a higher chance of being shared and going viral.

Lesson 4: Mobile Content - Making Your Content Mobile-Friendly

Learning Objective:

- ✓ Review your content to make sure it's mobile friendly

How to Make Excellent Mobile Content

- ✓ **Use Images** - Images should be big and bold without tiny details
- ✓ **Keep Text Short** – make it easy to skim by using short paragraphs with plenty of headers
- ✓ **Use Large Font** – Font should be big and easy to read
- ✓ **Fast loading** - Don't use Flash or anything that takes a long time to load
- ✓ **Test Content** - Test your mobile content on every device and platform

Action Step:

1. Test some of your current content on a smartphone and tablet. Test a variety of content to see how it looks, noting what needs to be changed and how you'll change it.

Lesson 5: Going Global - Expanding Your Content into New Markets

Learning Objective:

- ✓ Identify the geographic location of your current customers and make your content easy to consume by an international audience

How to Go Global

- ✓ Understand Culture – understand it's differences, values and taboos
- ✓ Language - hire content creators who are native speakers in the language
- ✓ English Differences - varieties of English vary widely from country to country
- ✓ Time Zones - post content during a time when your target market is awake and using the internet

Action Steps:

1. Do you have an international audience? Identify the countries where your current customers and/or content consumers are from. You can do this via your Google analytics or any other analytics program you are using.
2. Now go back and look at the content you created previously in this course. Where do you need to make edits to make it more easily consumed by your biggest international audience?

Module 6 – Review and Refine

Learning Objectives:

- ✓ Create an editorial calendar to implement your content brand strategy
- ✓ Use a Content Visibility Checklist to ensure you're always maximizing the impact and effectiveness of your visual content

Next Steps

- ✓ You now have all of the tools you need to identify your audience, create the content they're looking for, and deliver that content to them
- ✓ Take all your work from the course and put it together
- ✓ Create an editorial calendar and put all the content you've created into it
- ✓ Use the Visibility Checklist to make sure you've included everything you need
- ✓ Always remember that the best content meets the needs of its audience



Action Steps:

1. Review all your work from the course and the content you created.
2. If necessary, make revisions to your Content Brand Strategy, now that you've learned more about your audience throughout the course.
3. Enter the content you created during the course into your Editorial Calendar. Use the one provided or create your own version.
4. Review the Content Brand Visibility Checklist. It lists the main action steps from the course that help you maximize the effectiveness of your content when it comes to building your brand.
5. After reviewing the checklist, use the Action Plan table to plan your goals and what needs to happen next.