

CONTENT CREATION FOR BUSINESS **101**

w/Shandra Redwine

DOES YOUR BUSINESS LACK A SOCIAL MEDIA STRATEGY BUT YOU DON'T KNOW WHERE TO START?

START HERE



TIP #1

CONSISTENCY

Repetition and consistency are **REQUIRED** if you want to build brand recognition. Start with 1 platform and commit to 2 pieces of content per week.

TIP #2

BRAND REPETITION

Use free platforms like **Canva** to add your logo to a photo or graphic. Consistent use of your logo, color palette, and fonts will help create subconscious recognition of your brand.

TIP #3

SCHEDULE IT

Create a free account on a scheduling platform like **Hootsuite** or **Loomly** and schedule all of your posts in advance. Carve out 2 hours for this and then you're done for the month!

TYPES OF CONTENT



VIDEO

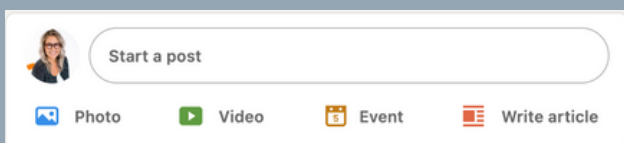
- RECORD YOURSELF TALKING AND POST IT!
- USE INSTAGRAM OR FACEBOOK STORIES TO SHARE SMALL SNIPPETS
- VIDEO IS THE THE **MOST EFFECTIVE** AND HIGHEST ENGAGED OF ALL CONTENT
- DON'T OVERTHINK IT. IT TAKES 60 SECONDS AND A CALL PHONE TO CAPTURE AND POST A VIDEO.

GRAPHICAL



- DON'T FORGET TO INCLUDE YOUR LOGO AND BASIC INFO LIKE WEBSITE
- CREATE YOUR OWN USING SITES LIKE CANVA
- OFTEN TIMES SHARING LINKS FROM YOUR OWN WEBSITE WILL AUTOMATICALLY POPULATE A GRAPHIC

TEXT



- SIMPLY SHARE YOUR THOUGHTS, TIPS, VALUES, OR COMPANY INFO AND HIT SHARE
- CREATE A BLOG, NEWSLETTER, OR WHITEPAPER
- LINKEDIN HAS IT'S OWN NEWSLETTER FEATURE THAT ALLOWS YOU TO CREATE A BRANDED NEWSLETTER AND EVEN ALLOWS YOUR FOLLOWERS TO SUBSCRIBE

RESOURCES



CANVA

A FREE-TO-USE ONLINE GRAPHIC DESIGN TOOL. USE IT TO CREATE SOCIAL MEDIA POSTS, PRESENTATIONS, POSTERS, VIDEOS, LOGOS AND MORE. YOU CAN EVEN CREATE TEMPLATES FOR YOUR BUSINESS MAKING IT QUICK AND EASY TO CREATE FUTURE CONTENT



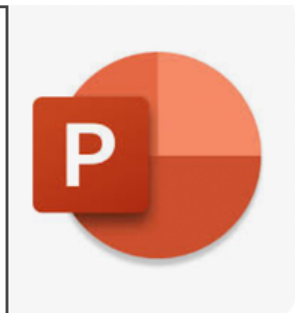
HOOTSUITE

A SOCIAL MEDIA MANAGEMENT SOFTWARE THAT HELPS YOU CREATE CONTENT AND MANAGE & SCHEDULE POSTS TO SOCIAL MEDIA. THIS ALLOWS YOU TO DEDICATE TIME FOR THE ACTIVITY AND THEN BE DONE FOR THE MONTH!



POWERPOINT

A SOFTWARE WIDELY USED BY MOST BUSINESS PROFESSIONALS. THIS IS A GREAT TOOL FOR CREATING, VIDEO, SLIDESHOWS, AND GRAPHICS IN A SOFTWARE THAT YOU'RE ALREADY FAMILIAR WITH.



HUBSPOT

FROM FREE TO ENTERPRISE, HUBSPOT HAS EVERYTHING TO SUPPORT YOUR MARKETING EFFORTS - CONTENT, BLOGGING, EMAIL AND A MASSIVE FREE HUBSPOT ACADEMY TO DIG INTO ANY TOPIC



YOUTUBE

EASILY POST ALL OF YOUR VIDEOS TO YOUR FREE BRANDED CHANNEL, ALLOWING YOU TO TRACK VIEWS AND INTEREST, AND DRIVE TRAFFIC ANYWHERE YOU DESIRE.



WHEN AND WHERE TO POST



The Best Time to Post on Social Media

Marketers say the best times to post on **LinkedIn** are:



Source: HubSpot's 2023 Social Media Trends Report

HubSpot

THINK LIKE YOUR AUDIENCE

if your target audience is business owners in the financial services sector, try LinkedIn during business hours...where they are likely to be hanging out. If your audience is retirees, they may be more likely to frequent platforms like Facebook or Instagram.

The Best Time to Post on Social Media

Marketers say the best times to post on **Facebook** are:



Source: HubSpot's 2023 Social Media Trends Report

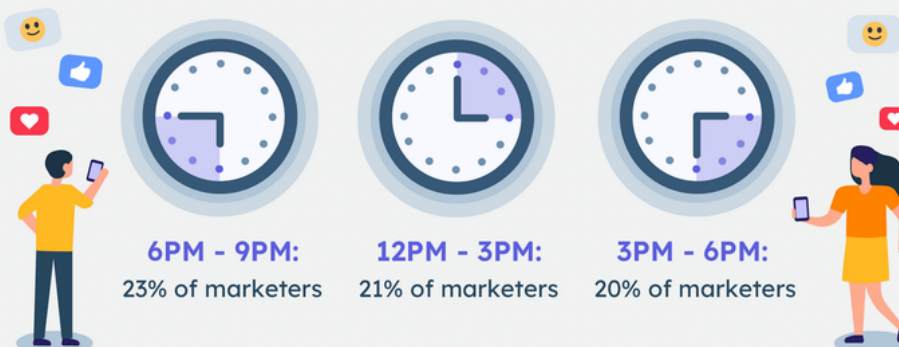
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MAXIMIZE YOUR CONTENT

Many social media users are visiting multiple platforms at different times or some not at all. Schedule your posts to go to different platforms at different times, improving your chances of being seen.

The Best Time to Post on Social Media

Marketers say the best times to post on **Instagram** are:



Source: HubSpot's 2023 Social Media Trends Report

HubSpot

START SMALL

If you're feeling overwhelmed, start small. Choose one platform and get to know it. Post once or twice a week and start exploring different features. Any brand awareness is better than none!

CALL THE EXPERTS



LOOKING FOR MARKETING SUPPORT?



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WE'D LOVE TO HELP!

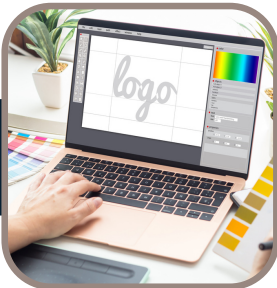
01



Content Creation & Social Media Management

Build recognition, familiarity, alignment and awareness of your brand squarely within your target audience. Strategic discovery, custom content creation and posting including professional video production, segmentation and growth strategy and data reporting.

02



Network Activation

Monetize and maximize the body of work and consumer base that you've built. Strategic and creative support, email marketing, analytics and data reporting.

03



Growth Strategies

Get your company, product, or service in front of more eyes, to drive conversion, sales, and ultimately ROI. Achieving digital growth and ROI require more than just flashy content. How, when, where and to whom you're sharing your brand and messaging are all vital to success.

04



Consulting & Executive Coaching

Operational support, CMO, CRO and vertical buildouts, salesforce optimization, copy services for long-form, scripting, outlines and web.