



Social Media 22

Creating Valuable Content

Helpful Hints:

Content that is created will be a solution to your target audiences' problems. Use content without mentioning what the company has to offer - NO sales pitches!

Example: Tire company gives customers "10 Tips to Drive Safely" – this is giving the consumer useful information, but at the same time the tire company is promoting their name.

- Provide powerful and insightful information with a clear focus.
- Create content for each target audience.
- Use examples, stories and even statistics.
- Create titles that grab one's attention!
 - Ask a question
 - Spark their curiosity (don't put full description in title – make them want to read more)
 - Present title as a problem based question – not solution based
- Segment target audiences and create web pages that speak to them, press releases targeted towards them, etc.
- Develop a site personality – This is HUGE! Create a distinct, consistent and memorable site. Consider tone of voice in content.
- Insert photos, graphs, charts, polls, videos, audio – Need more than just text! Content is everything you see – catch people's attention.
- Make the content interactive – wikis, calculators, quizzes, "Stump the Expert," trivia, Chien Chic Dog of the month, etc.
- Give opportunity to post comments/feedback – this will give ideas for content the buyer wants to read. Showcase a client's experience/story.

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- Remain focused on buyers and their problems.
- Post interesting articles that your target audience would enjoy.
- Set Google Alerts for keywords within your industry to learn what is being talked about, what is in the news, etc. Then build off this for your content. If you re-tweet and re-post interesting articles, then you become a go-to person in your industry. (*always give proper reference to another person's work)
- Follow blogs that your target audience would follow. Repost interesting blogs or build off from what people are commenting on.
- Check in with your target audience – ask them for feedback, post a poll, etc.
- Giveaways, contests, or any other appealing content will draw in more followers, fans, etc.
- Make content benefit based – what's in it for them (your target market)
- Stay away from product driven messages.

Resource: *Some* of these tips were learned by David Meerman Scott in his book "The New Rules of Marketing and PR"