



How to

CREATE YOUR OWN CONTENT STRATEGY

Not seeing results with your current content? It may be because you don't have a content strategy in place!



Welcome!

I'M SHANNEN

If you're posting content for the sake of it, just replicating a trend and uploading it hoping it will bring in results you might be waiting a long time!

The key to increasing results on your social media is to have a content strategy! If you're unsure what a content strategy is or think that a content strategy is just uploading 3x a week at a certain time then that's not the full extent of what a strategy is! I created this work book to help you create a content strategy of your own, understand how to come up with content ideas that have a purpose!



Contents



INTRODUCTION

Understand what exactly a content strategy is and why it's important in determining results for your business!

CHAPTER 01

Understand and work through what your goals are for social media for your business

CHAPTER 02

Understand and work through who your ideal audience are and who you want to buy your products from you!

CHAPTER 03

How to use your audience and your goals to create content tailored to them.



WHAT IS A CONTENT STRATEGY?

A **Content Strategy** is the ongoing process of transforming your business goals into a plan using content as the means of achieving those goals.

Here's an example: If your goal was to increase traffic to your website you would focus on increasing clicks to your website through your social media page.

Therefore you would create content that is sales driven such as content that educated your audience about the benefits of your product that solves your audiences pain points, incorporating customer pictures/videos using your product on your page and customer reviews! **BONUS** to include problem awareness content such as "5 reasons you are suffering with dry hair" with your product providing the solution





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CHAPTER ONE GOAL SETTING

Setting your goals! The first aspect to look at when creating your content strategy is to look into what your goals are for your social media page, don't just choose goals you think they need to be e.g (increasing followers) look at what your end goal is, do you want more engagement, website visits? then focus on increasing profile visits or website clicks instead! Then follow the SMART framework



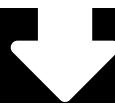
Create a document or make a note on your computer of
the following below:

S	<p><u>SPECIFIC</u></p> <p>WHAT DO I WANT TO ACCOMPLISH?</p>	
M	<p><u>MEASURABLE</u></p> <p>HOW WILL I KNOW WHEN IT IS ACCOMPLISHED?</p>	
A	<p><u>ACHIEVABLE</u></p> <p>HOW CAN THE GOAL BE ACCOMPLISHED?</p>	
R	<p><u>RELEVANT</u></p> <p>DOES THIS SEEM WORTHWHILE?</p>	
T	<p><u>TIME BOUND</u></p> <p>WHEN CAN I ACCOMPLISH THIS GOAL?</p>	

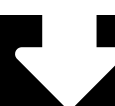


GOAL:

SPECIFIC



MEASUREABLE



ACHIEVEABLE



RELEVANT



TIME-BOUND



02

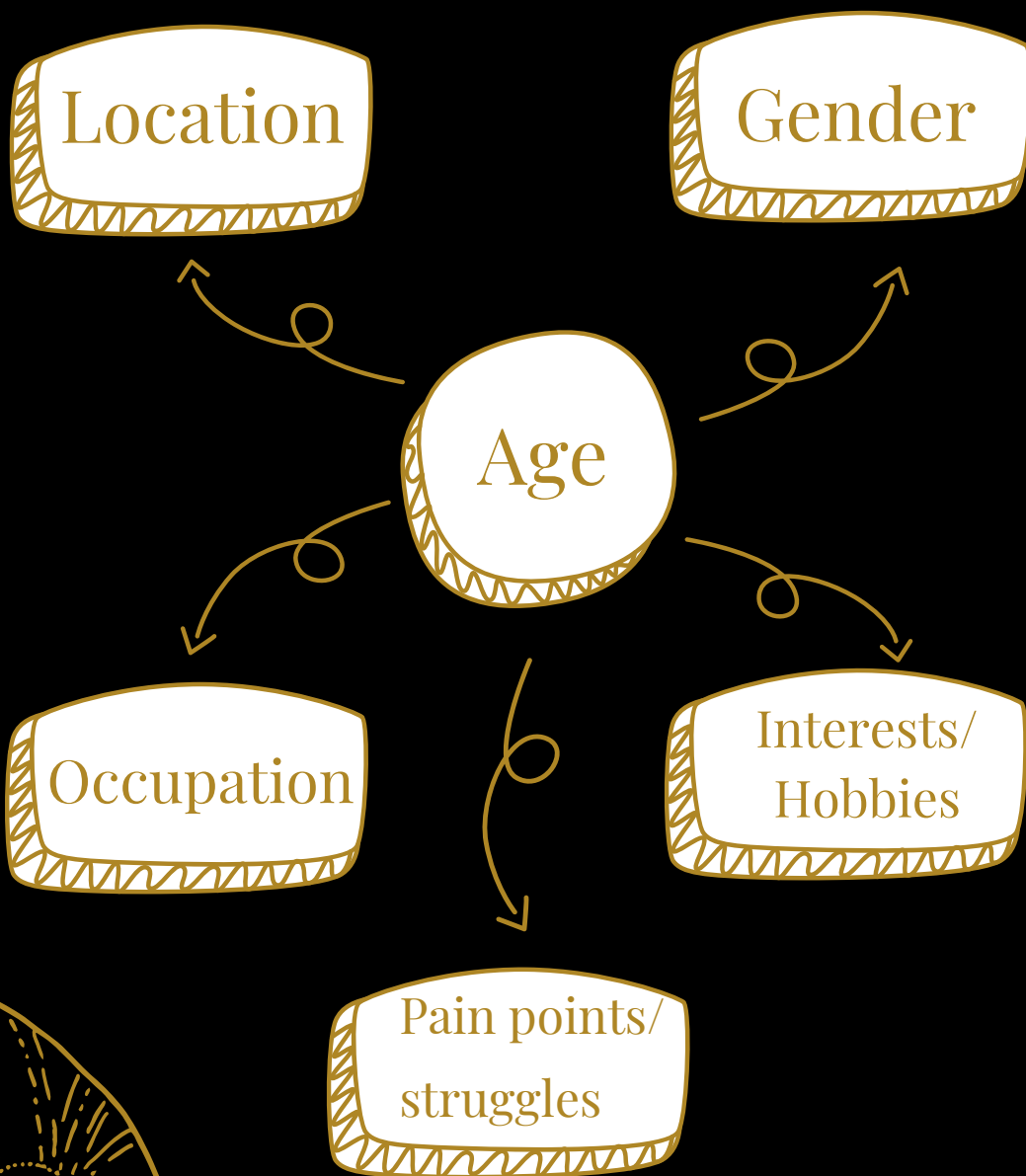


CHAPTER TWO

YOUR TARGET AUDIENCE

Now that you have set your goals you need to establish your target audience, who is it that you want to attract through your content?

What You Should Know About Your Target Audience





AUDIENCE PERSONA EXAMPLE (SKINCARE KIT)

Age - 25-40 yrs old

Gender - Females

Occupation - Working professional & mum

Location - North-West England

Hobbies/interests - Hiking, dogs, spa treatments, self-improvement

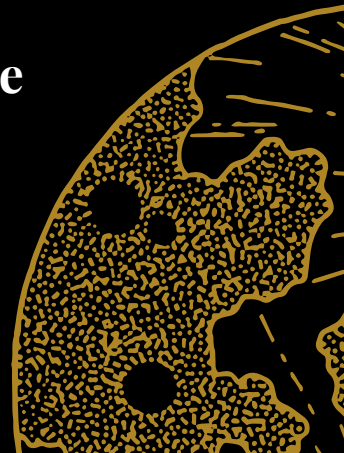
Pain points/struggles - Struggle to make time for themselves, struggle to find luxury products that are eco-friendly



IMPORTANCE OF HAVING A TARGET AUDIENCE

With all content strategies knowing which audience you want to target is crucial in your success online!
Once you've established who exactly you want to target you then need to tailor your content to them!

Top Tip - Think how does your product help solve your audiences problems?





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CHAPTER THREE CONTENT

So you've established your goals for your social media and who you want to target now it's time to create your content that is going to attract your ideal customers and help you in achieving those goals you have in mind!



FIRST UP: CONTENT PILLARS



What are content pillars?

These are going to help coming up with content so much easier and purposeful moving forward!

These are 3-5 topics that your content discusses on your social channels, they help to direct your content & lay the foundation for your content strategy!



CREATE YOUR CONTENT PILLARS



Think about what products you sell, what your audience is interested in, and your business values, mission and create 3-5 pillars from this!

For example if you are a candle company one pillar might be 'soy wax candles' another might be 'tea lights and candle holders' another being 'wax melts' and then 'selfcare/relaxation' these incorporate the products you are trying to sell as well as your audiences interests each of these pillars will then have the following categories - educational, entertaining, inspirational, promotional and personal!



BRAIN DUMP - CONTENT IDEAS

Once you have decided on your 3-5 content pillars it's time to create a document and brain dump as many content ideas under each category as possible,

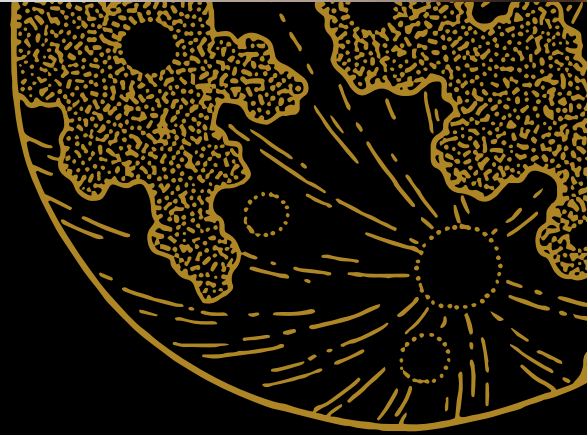
Make sure each category has ideas that are educational, promotional, entertaining & personal to mix up your content within each pillar & links to your goal for social media!

For example under 'Wax melts' content pillar if my goal is to create awareness & educate I might have these ideas under this pillar:

Our wax melt ingredients, how we create our wax melts, packaging our wax melts & our teams favourite wax melt scents



PUT IT ALL TOGETHER!



Now you have established your goals for your social media, who you want to target and have created your content pillars with ideas you can now put it all together into a content calendar (i have a template available for you to use in the membership) & plenty of ebooks with content ideas that you can use!

If you have any questions about creating your own content strategy feel free to message in the facebook group or email me shannen@moonlitmedia.co.uk