



2020 CHAMPION PLACEMAKERS WORKSHOPS

CONTENT MARKETING



Why is content marketing important?

Content marketing helps you:

Educate customers and potential customers about the products and services you offer.

Guide people along the customer journey. *For example, convert awareness to booking.*

Build relationships between your customers and business.

Show people how your products/services solve their challenges (through storytelling).

Grow a community around your brand.

FINDING AND CREATING GREAT CONTENT - A CHECKLIST

- Inspires interest or motivates action; video/photo albums.
- Grabs attention; stops people from scrolling and focuses them immediately.
- Entertains; shows remarkable visuals.
- Informs; provides local tips/insider information, or event dates and time of year to visit.
- Adds value; exclusive offers or deals/demonstrate value in terms of money and time.

THREE WAYS IN WHICH CONTENT CAN HELP A BUSINESS ELEVATE ITS REPUTATION

1. Builds awareness.

Content about a business makes people aware of its personality and the experiences it offers. By consistently producing and sharing quality content, a business increases its exposure.

2. Generates revenue.

Businesses can publish content that encourages people to visit their websites or e-commerce platforms. This way, they can build interest and trust in their brands, products and services. You can motivate people to take action by sharing informative and helpful content.

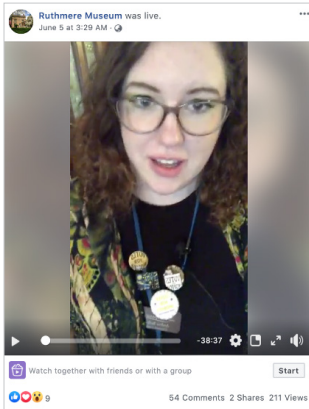
3. Creates loyalty.

Each piece of valuable content builds trust. With consistency, businesses can build loyalty by helping people solve problems or find the experiences they want most.

TYPES OF CONTENT MARKETING

- Social media
- Audio
- Video
- Blogs/articles

CONTENT MARKETING EXAMPLES



Ruthmere Museum created a call-to-action to join their virtual trivia session. The engagement generated from the live trivia event was incredible and is a great example of providing value and building community.



Janus Motorcycles do a great job of asking questions and engaging in conversation with their audience. The answers they provide are thoughtful and helpful. This puts the spotlight on customers and their stories.



Elkhart Civic Theatre provides inspiration in the form of quotes during a difficult time. This is supported by a heartfelt message to their community.

Pumpkinvine Cyclery puts the spotlight on locals helping to craft a beautiful space. Thanking volunteers builds a sense of community.



Extra Information – some of the information below was not covered in our slides but may be helpful as you plan your content marketing.

Content marketing strategy checklist:




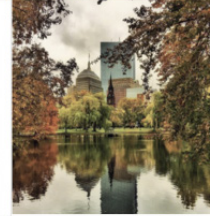
- Set goals and KPIs (Key Performance Indicators).
- Choose content channels.
- Work out what type of content you want to create.
- Create a budget (content creation time plus \$ for paid posts).
- Create the content.
- Distribute the content.
- Measure results and adapt content accordingly.

CONTENT MARKETING HOMEWORK ASSIGNMENT

Write a social media post using one of the above examples as a guide and template by either creating a call-to-action, ask a question to engage your audience in a 2-way conversation, provide inspiration in the form of quotes or spotlight locals.

HOMEWORK EXTRA CREDIT: THIS IS A HELPFUL TOOL TO USE LATER AS WELL.

Use a calendar to plan your content in advance. Aim to create at least two weeks worth of content. This template is available for you to edit to suit your requirements. We also recommend creating around 7 themes which represent you as a business.

Week 1	Date	Date	Date	Date
DAY	MONDAY	TUESDAY	THURSDAY	SUNDAY
FACEBOOK	7.20PM	8.00PM	8.30PM	8.30PM
Copy	Write copy here	Write copy here	Write copy here	Write copy here
Image/video link				
Theme/keywords	THEME 7. Shop Local	THEME 3. History	THEME 2. Maker profile - coffee roaster	THEME 1. Downtown
Image preview				
Published? Y/N				
INSTAGRAM	7.20PM	8.00PM	8.30PM	8.30PM
Copy	Write copy here	Write copy here	Write copy here	Write copy here