Content Creation Made Easy: Strategies to Save Time and Boost Engagement

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Content Creation: Why Bother?

- Builds authority and credibility

- Social communities are where your customers are!

- Blog content is great storytelling AND great SEO

- Email marketing is extremely cost-effective for ongoing conversations

Content Creation: Three Tactics to Save Time

1. Harness the Power of Automation

2. Don't Reinvent the Wheel!

3. Use the Latest Tools to Gain Efficiency

Harness the Power of Automation

1. **Automation Tools** - Social listening, cross-posting, content writing, video captioning, content suggestions, graphic suggestions, drip campaigns, hashtag generators

2. **Take Advantage of Templates** - Pre-sized templates for social posts, video, email sequences, brand elements

Harness the Power of Automation

3. **Content Ideation** – Jasper or ChatGPT or Claude - content ideas; Canva - templates for various posts or custom ideas based on AI searches; convert content types; Google Alerts for current events

4. **Streamline Routine Admin Tasks** - Auto-back-up content, images & file versions to cloud storage (DropBox, Google Drive) - (versioning)

Harness the Power of Automation

5. **Share Across Services** – Gmail to Google Sheets, Posts to Google Sheets, Content to Reporting (Zapier, Looker Studio)

Don't Re-invent the Wheel!

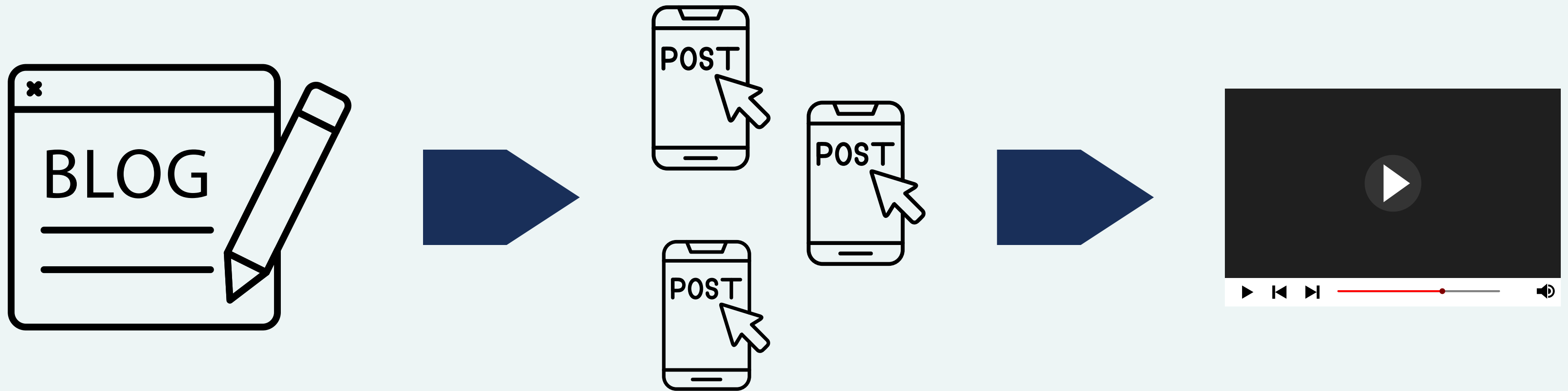1. **Audit Existing Content** – Look over older content - refresh? Re-use? Example: update an old blog post with current info (dates, etc.), new keywords and repost.

2. **Shop Traditional Content** – That three-year-old presentation may be a perfect start to several blog posts. Have a Rack Card? Great for several social posts!

Don't Re-invent the Wheel!

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3. **Video Without Video** –

a. Stock video mixed with a company's own footage can be spliced together (Adobe Spark, Canva, WeVideo)

b. Animated Explainer Videos (Animaker, Powtoon, Vyond)

c. Slideshows with video and text (Canva, Animoto, iMovie)

d. Screen Recordings & Tutorials (Canva, Loom, Camtasia)

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Cutting-edge Tools for Efficiency

1. **Generative AI**

a. ChatGPT, Jasper, Grammarly, Canva's content generation features for creating visual assets.

b. Does NOT replace you! Accuracy needs to be checked

c. Use for analysis and content segmenting and prioritization

d. Worth the $$

Cutting-edge Tools for Efficiency

2. **Top Marketing Tools**

a. Project Management Tools – Monday, Trello, Asana

b. Search Optimization Assist – SEMRush, Google Search Console, Yoast (Wordpress websites), Screaming Frog

c. Social Scheduling, Planning & Approvals - Hootsuite, Buffer

Cutting-edge Tools for Efficiency

3. **Analytics for Insight**

a. Google Analytics

b. HotJar or Microsoft Clarity

c. Looker Studio

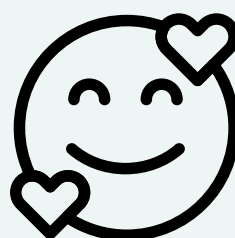# Cutting-edge Tools for Efficiency

Sentiment Analysis

👍 45   😮 2   😆 12

😢 3   😠 3   🥰 6

Sentiment Score: 88%

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