



6 STEPS TO GREAT CONTENT

1. Create a content strategy

Use a matrix or 'hub and spoke' approach to think of one idea and 10 topics related to that idea. Write whatever comes to mind and use those as your blog topics. Do it over again and you have a matrix

2. Think about the customer's problem

Write about what your customers want to read and learn. They're interested in themselves, not necessarily your ideas, so focus your content on helping them learn and solve problems.

3. Run a content boost

Create a 'content boost' which relates to the blog post. Keep it specific, useful, fast to read and easy to use - a cheat sheet or checklist from the post is more valuable than an epic ebook.

4. Promote your content to your network

Reach out to your network and ask them to read it. Email people who have an audience and network and ask them to check out your content. It really helps if you find influencers that create content similar to yours.

5. Invite experts to submit content

Reach out to influencers and ask them for a small comment or quote relating to your content. Most people are happy to do this when they have clear instructions and it's a small ask. They're also more likely to reciprocate by sharing your content when it's out, or asking you to guest for them.

6. Share and share and share on social

Promote your content on social multiple times over a period of days and weeks. Use tools like Hoot suite to line up your posts and send them out over a period of time, to multiple channels: LinkedIn, Facebook and twitter.

WE'D LOVE TO HELP YOU GET YOUR CONTENT IN SHAPE.

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