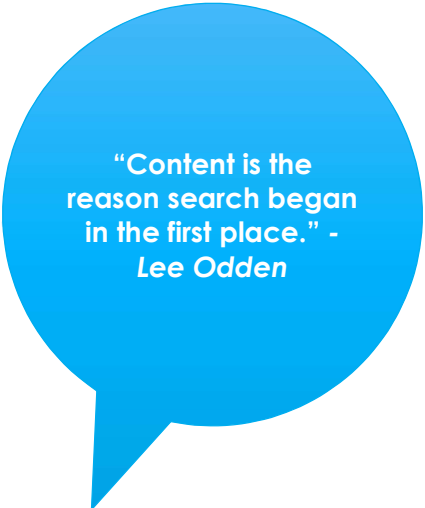


Week 22 Focus – Marketing – Creating Continuous Content

Focus Question: If you were to create content around different themes, what would those themes be?



"Content is the reason search began in the first place." -
Lee Odden

DESCRIPTION

Marketing can take a variety of different forms. It can be useful to look at it from different timeframes including:

- Short-term
- Medium term
- Long term

What are the different types of vehicles you would use to generate buzz about your work and offering in each of these different ways?

Ongoing marketing is critical for business success. It's easy to run out of ideas. This week's Tip gets you thinking about Creating Continuous Content.

Whether it's Facebook or a blog, Instagram or Pinterest, here are some of the varying ways to get your ideas out:

1. Create a series – i.e. 31-day series around the topics of your choice;
2. Create an A- Z series (take a look at my A-Z for Virtual and Remote Team Members);
3. Do an infographic about the different steps in the process;
4. Do a 60 second sound byte around the most important topics in your area;
5. Do an in-depth step by step guide with a series of different posts for the different areas of focus;
6. Create a Top 10 list of books
7. Prepare a top 10 list of videos to check out
8. Make a list of 10 Websites to check out
9. Create a go-to guide
10. Produce a user's guide to (insert main questions or how tos)
11. Create a Top 10 trends from the year
12. Make a list of Ted talks to explore on the topc

What will help to make your message more strategic and targeted?

What is of interest to your clients? What will help to focus the conversation for people?

ACTIVITY

Get in to action around one of your key priorities in marketing. Use the list of 10 series above to create a series of marketing tasks. You might:

- Host a Facebook live, or Instagram call around a topic of your choice.
- Do a podcast around your topics
- Write an
- White post
- Linked in Article on Pulse
- Create an assessment or self assessment. For example, if you are working with leaders, have them identify what are the key skills they need to be successful.

What is the one that you have not explored AT ALL?

Who can help you expand your marketing reach? We talked about use of the Top 20 list in an earlier marketing post. Who could help you expand your message?

CONNECTION TO THE WORKBOOK AND PLANNER

Section 3 is dedicated to Marketing Essentials. What are your key priorities around marketing?

Use the One Page Plan (page 275/277) to create a focused plan around marketing

Use the trackers to track the outcome or impact of this activity – note visits, likes, what gets traction. specific activities or results for each of the activities.