

WHAT TO POST

* WHEN YOU DON'T KNOW

WHAT TO POST

The Who, What, When, Where and Why of content creation that is manageable and grows your business. You can do this!



I'm Donna Botti of Delos Inc. where we make the web work for you. If you are like many of the business owners who come to us, you know you should be marketing your business online, but find it's too time consuming and you aren't sure what to post to get results.

And make no mistake, if you aren't getting results — growing your business and giving your customers a better experience — is it worth the time and effort?

Getting results requires a plan and a strategy, so we put together this resource to help you identify and implement strategic content that will move the needle in your business.



"It was a great program! I am learning more about social media but more importantly I am feeling more comfortable incorporating it in my practice."



"Donna, Bob, and Delos, always do a great job of teaching timely and educational business information!"



"Super impressed with your topic and strategic approach to it. I am putting your useful points into practice and action with results."

LET'S DIVE IN!

Now "Who, What, When, Where and Why" sounds familiar and catchy, but it's not the right order to consider your content strategy so we've rearranged it a bit.

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WHY

Why should someone do business with you?



- What are the problems you solve?
- What need or desire do you fulfill?
- What is the transformation you promise?
- Don't talk features in your promise.

WHO

Who is the ideal client for your product or service?

- Not everyone is your customer, and that's OK!
- What are the characteristics of your ideal client?
- When creating your content pretend you are speaking directly to your best customer.



WHERE

Where does your ideal client hang out online?



- First, make sure you are getting their emails and you are nurturing your list.
- Make your website the center of your strategy - you own it.
- Use social media to expand your reach, but you don't have to be everywhere.

WHEN

Consistency builds traction. When will you publish?

- Set a regular, but maintainable schedule. It takes consistency and time to build your presence.
- Batch create your content in advance.
- Use scheduling tools.



WHAT

Be relevant to your audience.



CORE STRATEGIC CONTENT - FIRST

- What questions does your client have?
- What do they need to know?
- Repurpose content across platforms.
- Concentrate on growing core content that is reusable over time and tells your story.

SOCIAL MEDIA MIX - SECOND

- 80% interesting, informative, fun content and 20% promotion. It's called "social" for a reason!
- Use repeating features like tips, quotes, featured products or customers.
- Add holidays, events, shares from others.

CONTACT US

www.delosinc.com
info@delosinc.com



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CONTENT IDEAS TO GET YOU STARTED

Tip: Create a series or repeating features to build recognition and simplify creation.

- How-To Do Something
- Featured Product or Service
- Showcase a Customer
- Behind the Scenes
- Checklist
- Photo Gallery
- Manufacturer Content
- Industry News and Resources
- Unboxing video
- Tips and Best Practices
- Case Study or Portfolio Item
- Team Spotlight
- Top 10 Lists
- Event Promotion and Wrap-Up
- Trends
- Quiz
- Interview
- Write a Review
- Showcase Community Involvement
- Listicles (3 Ways to

HOW TO REPURPOSE

For example, suppose you created "Top 10 Beach Vacations." How many ways can you use this?

- Make a video with 10 photos, captions and voiceover or music
- Embed video in blog post with your list
- Add the video to YouTube
- Send a link to the blog to your email list
- Post video directly on social media channels
- Make 10 social media posts, one for each item
- Create a poll of reader's favorite



MAKE IT EASY

Integrate all your efforts. You don't have time to treat each channel separately.

- Separate planning from execution
- Use templates
- Create a content calendar
- Batch content creation
- Schedule posts and emails ahead of time

WANT RESULTS?



DON'T SKIP THE WHY, WHO, WHERE AND WHEN!

Tactics won't get you marketing results if you don't have a plan in place. Get the strategy and messaging right first!

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