



# Creating Exciting Content

And how to do it without losing your mind!

# Our Goal Today

To understand what content marketing is, exactly, and how we already apply it in our businesses PLUS how we can expand our content marketing knowledge to do it better and with greater impact to our customers and revenue.

# Content Marketing

We think we know what it is, but do we?



**You can call me Kim or Kimberly**


BE  BUSINESS

Entrepreneurial Wise Woman

**Kimberly Beer**

**Midnight Productions, Inc.**  
**Be More Business**  
**Kim Beer Photography**  
**The Beer Ranch**

Founder

 @kimberlybeer



IAW Influential Influencer 2018  
Award Winning Writer, Photographer & Designer  
National Speaker on Marketing & Entrepreneurship  
Certified Smackdab Partner  
Constant Contact Partner  
Master Equine Gestalt Coach  
Board Certified Hypnotist

Member of: National Association of Women Business Owners (NAWBO) | The Wellness Consortium | International Association of Counselors and Therapists | Professional Photographers of America | Equine Photographers Network Pro | InnovateHER Community



## Agenda

- Define and understand Content Marketing
- Establish Your Content Marketing Genius
- Consider Your Customer
- Create a Content Marketing Formula
- Learn About Batching
- Discover Easy Content Creation Tools

**92% of marketers reported that their company views content as a business asset.**

Content Marketing Institute

Source: <https://www.siegemedia.com/strategy/content-marketing-statistics>

**91% of consumers are prepared to reward brands for their authenticity.**

Social Media Week

Source: <https://www.siegemedia.com/strategy/content-marketing-statistics>

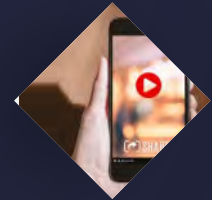
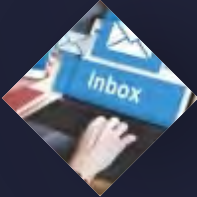
**84% of people expect brands to produce content that entertains, provides solutions, and produces experiences and events.**

Meaningful Brands

Source: <https://www.siegemedia.com/strategy/content-marketing-statistics>

The Common Conception

1. Visual, video and written “stuff” that goes on a website and social media.
2. SEO Practices
3. A lead generation program using a “free” resource.



**Content is a noun.**

**Marketing is a verb.**

## Content Marketing in the Real World

This is Content

**A How-To Blog Post.**

This is Marketing

**Sharing your blog in  
a marketing email to  
your customer list.**

## Content Marketing in the Real World

This is Content

An inspirational  
photo.

This is Marketing

Sharing the photo to  
your Instagram  
followers.

## Content Marketing in the Real World

This is Content

**Creating a Video  
Demonstration of  
your product.**

This is Marketing

**Adding that video to  
your *active* YouTube  
Channel.**

## Content Marketing in the Real World

This is Content

**A white paper of interest to your industry.**

This is Marketing

**A Facebook ad targeted to your industry with a lead generation form to the white paper.**

## Content Marketing in the Real World

**This is Content**

**A live seminar or webinar in context to a new offering.**

**This is Marketing**

**Inviting people from an associated group to attend your seminar or webinar.**



Content marketing is a multi-step process.



The "FUNNEL" Concept



The "PIPELINE" Concept

# Find Your Content Marketing Genius

1

Assess the assets you already have.



- Blog
- Videos (YouTube Channel)
- Reports/Whitepapers
- Research
- Podcast
- Books
- Classes/Webinars
- Speeches
- FAQs
- Short Form Video



“ The best content assets for your business are the ones you’ll actually create.

2

Take a moment to understand the way YOU express yourself best.



## Written Word

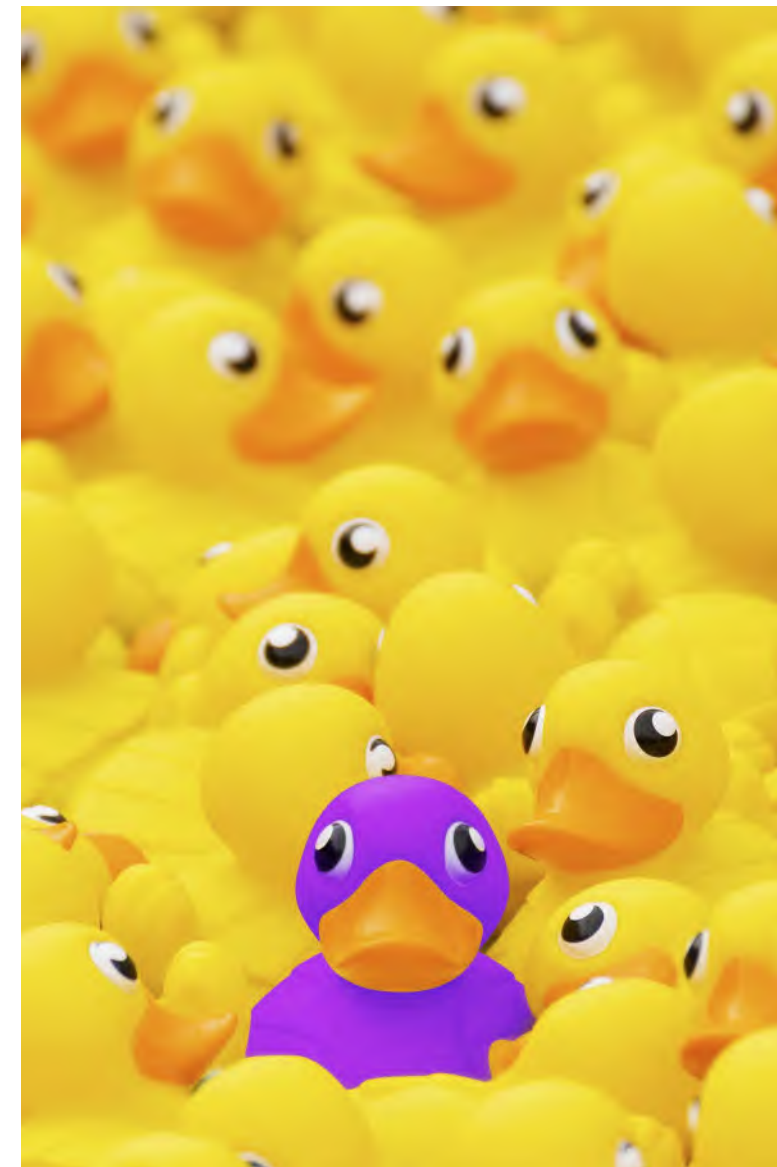
- Long form
- Short form

## Video – Short and Long form

## Images/Photos

## Verbally

- Podcasts
- Speeches/Seminars



“ You have permission to be different from your competitors.

**3**

What's your marketing "Love Language" or Unique Genius?

sitting and  
**lounge**<sup>2</sup> /lɑːŋdʒ/  
a relaxed o  
**lous·y** /'laʊzɪ/  
**lov·a·ble** /'lʌvəbəl/  
to like  
**love**<sup>1</sup> /lʌv/ ve  
**1** to like or e  
*loves all type*  
*glass of wine*  
♦ love to do st

Inspirer

Empathizer

Humorist

Realist

Culturist

Teacher

Sharer

Ragbagger

4

Choose the channels that suit your content assets and who you want to attract.



**Channels are everywhere! Your website, social media, live events, expos, organizations...**

# Really Get to Know Your Customers



The "FUNNEL" Concept



The "PIPELINE" Concept



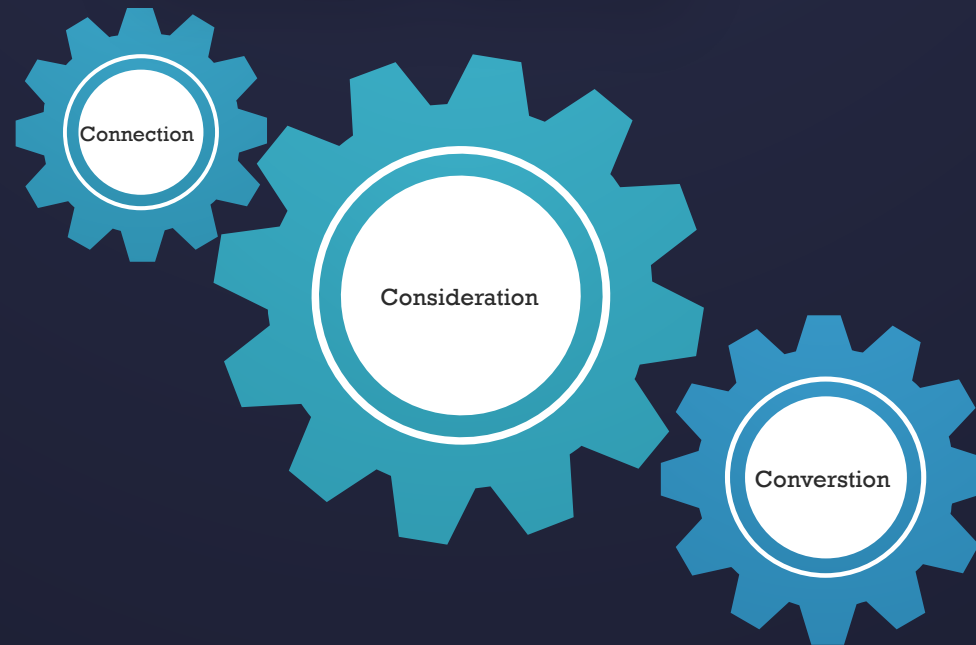
## Pain Points & Gain Points

# 5 Levels of Customer Awareness

Eugene Schwartz tackled this issue in his classic book *Breakthrough Advertising* back in 1966.



# The Three Gears that Drive The Customer Journey





Consider how you can nurture awareness with your content via your channels.

# Create YOUR Content Marketing Formula





## Formula Pieces

How-To

Objections/Obstacles

Myths/Mistakes

Direct Sales

Community Building

\*\*\* YOUR CALENDAR \*\*\*



## Content Forms Brainstorm

Photos, Videos, Articles

Reviews/Recommendations/Testimonials

Lists

Don't Do/Do

Case Studies

Quotes

Spotlights/Roundups

Quizzes, Challenges

Lives

Courses

Groups

Slideshows, Skits, Metaphors, Memes


Polls, Surveys

Challenges

Loyalty Programs

Webinars

Guest Influencers/Creators/Contributors



EXAMPLE: Photographer  
Marketing Style: Inspirer / Teacher  
Genius: Images  
Channels: IG/FB  
Time Period: 1 month 30 posts

1 High Value Blog Post on website  
5 Quotes from the Blog (posts & stories)  
10 Inspiring images with CTA to website  
3 How-To Tips  
2 Direct Booking CTAs  
2 FB Group Invites  
2 Myth Busters  
2 Reasons WHY You Should Hire Me  
(objection/obstacle)  
3 Event Advertisements (Reel from event)

A close-up photograph of a person's hands drawing on a large sheet of paper, likely a blueprint or technical drawing, in a workshop or office setting. The person is using a blue pen. The background is slightly blurred, showing a desk with various tools and papers.

EXAMPLE: Product Manufacturer  
Marketing Style: Sharer / Humorist  
Genius: Video/Short Form Written  
Channels: YT/IG/FB/LI  
Time Period: 1 month 40 posts

- 1 High Value Video on YouTube (Sales)
- 8 Video links/teasers on other channels
- 5 Customer Testimonials (Community)
- 2 Myth Buster Posts
- 5 Objection Posts
- 10 Direct Sales Posts
- 2 FB Group Invites
- 4 Behind the Scenes Video Stories
- 3 Shared Industry News Posts

1

Start with a HIGH VALUE piece of content.

- Use AI to generate ideas, do research, and get you started — DO NOT USE IT VERBATIM!



- Address a customer pain and/or gain point.
- Be pointed to a specific step in the customer journey.
- Formatted with LOVE in your favorite medium.
- Offer a quick and easy win for your customer.
- Timely in respect to your business calendar.
- Is given Freely as a Gift

2

Ask yourself how you can easily repurpose content from your chosen medium into another format.

- Use AI to help you change formats — for example, clean up an audio transcription or shorten a long blog post.

3

Cut up, extract from, tease, link-to, quote, and otherwise “divvy” up your high value content into pieces. For bonus points, fit it into your formula!

- AI can be a powerful ally in this process!



EXAMPLE: Blog post for a chimney company talking about how to get birds out of your chimney.

How-To Blog on Website

3-6 FB/IG social posts teasing article w link

2 FB/IG story w case study from blog

2 FB/IG story w quote from technician

1 Reel of birds in the chimney

Social media ad campaign with service

2-3 posts detailing objections

2-3 posts talking about bird myths/mistakes

# Batch it Baby!



“Batching saves you time and stress!”

1

Get Everything ELSE Out of Your Way

2

Gather Your Ingredients.

4

## Compose and Schedule



**Employ technology like an employee or partner in your business.**

Questions?

