



# CONTENT PLANNING

Learn the different types of digital marketing content, to understand which ones are best suited for YOUR business, and how to maximise YOUR content internally!

Increase your brand awareness, followers, and most importantly - **REVENUE**, using the free tools available.

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**DEFINE YOUR KEY MESSAGES**

✦

**UNDERSTANDING THE  
DIFFERENT TYPES OF  
CONTENT**

✦

**PLANNING YOUR CONTENT**

✦

**SCHEDULING YOUR CONTENT**

✦

**TRACKING YOUR  
ENGAGEMENT**

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# DEFINE YOUR KEY MESSAGES

Outline the key messages that align with your brand and product; this is the

**WHAT AM I REALLY**

question!

Your product might be a luxury item, but what you are REALLY selling is exclusivity, high quality, an aspirational lifestyle etc. If you are selling plus size clothing, you're REALLY SELLING confidence and a feeling, if you're selling beer, you're SELLING celebrations, socialising, and memories with friends and family...





## HOW DO I IDENTIFY MY KEY MESSAGES?

Start by defining your brand's unique value proposition and positioning statement. This involves understanding your target audience and what sets YOUR brand apart from your competitors.

When crafting your key messages, keep in mind the following:

- Focus on the benefits your product or service provides, rather than just the features.
- Use language that resonates with your target audience.
- Keep your messages simple and concise.
- Make sure your key messages are consistent across all marketing channels.

Once you have developed your key messages, test them with your target audience to ensure they resonate with them and effectively communicate your brand's value proposition.

You can also refine and adjust your key messages based on feedback from your audience and performance data from your marketing campaigns.



## SUGGESTIONS: ✦

- What do people say about your brand or product? Reinforce the trust and credibility in your brand with customer reviews and help potential customers understand what to expect from your business.
- What goes on behind the scenes to get your product to market? Show the level of dedication and expertise behind your brand. Become the authority on the subject and provide value to your followers (not just money grab sales tactics).
- What problem do you or your product solve?
- FAQs - what do people regularly ask about your brand or product?
- How did it start / why does that benefit customers? (Commitment to.... doing it differently, creating something brand new on the market, being more sustainable, being more affordable, being more accessible etc)

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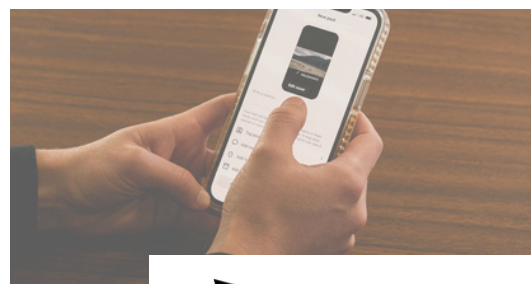
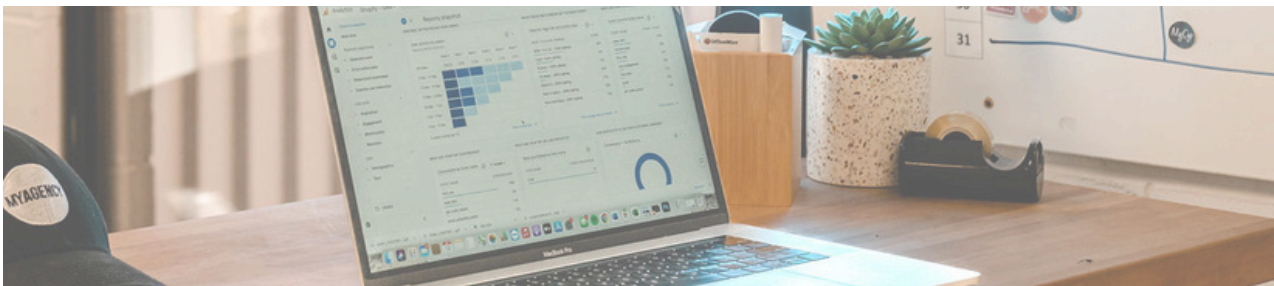
# UNDERSTANDING THE DIFFERENT TYPES OF CONTENT

Digital marketing content can take many forms, each with unique advantages that can be used strategically to engage your target audiences and achieve your marketing goals! Mixing different types of content will help maintain audience interest and maximise the impact of your digital marketing strategy.

When planning which type of content you are going to use, remember to keep your target audience in mind! Think about the age, demographic, socioeconomic background, interests and professions of who you want to buy your product. This will help determine the type of content you should use.

Let's dive into the most popular types of content:

- Static images, Text images, Reels, Stories, Blogs, and Email marketing



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# STATIC IMAGES



First up - the original digital marketing format, static images a.k.a photos or graphics! Images are visually appealing and can capture attention in a crowded feed. High-quality images can make a strong impression and help convey your brand's aesthetics and values.

They can quickly convey messages, emotions, and stories, making them highly shareable, especially when visually striking or resonating with the audience.

By using consistent themes, colours, and styles in your photos, you can establish a cohesive brand identity. This helps in making your brand easily recognizable and memorable to your audience. Static images are generally great across all digital marketing platforms.

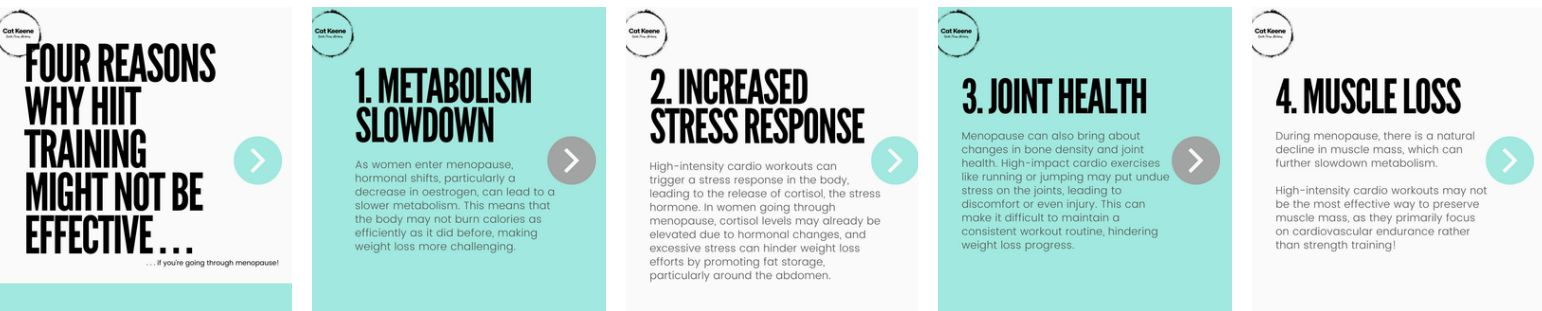
## Top Tips for Static Images:

- Always use HIGH QUALITY images
- People love people! Human elements in your static images make it more relatable.
- Crop your images for the platform optimisation - Instagram loves 1:1, Facebook works well with portrait or landscape 4:3 and Tiktok prefers 9:16
- Try and avoid 'Stock Images' where possible.



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# SWIPEABLE TEXT POSTS



Swipeable text posts, also known as carousel posts, enhance engagement by allowing your audience to swipe through multiple images or text cards within a single post, encouraging prolonged interaction and deeper engagement.

They are particularly effective for storytelling, as each slide can build upon the previous one to convey a cohesive narrative or message effectively. This format also excels in presenting informative content in a digestible manner, making it easier for users to consume detailed information, such as lists, tips, or step-by-step guides. By combining text with visuals, swipeable posts break up content visually, maintaining viewer interest and enhancing comprehension.

Swipeable text posts optimise space by spreading content across multiple slides, preventing information overload in a single post. This approach not only improves user experience through intuitive navigation but also increases content retention. Users can navigate through slides at their own pace, making the format user-friendly.

## Top Tips for Swipeable Text Posts:

- Canva has customisable templates that are a perfect starting point
- Don't put too much text on the posts - it still needs to be consumable!
- Use your first image to GRAB the readers attention!



# REELS

Instagram and Facebook Reels are short-form video content formats designed to capture and engage audiences on social media platforms. Reels typically consist of videos up to 60 seconds long and are characterized by their fast-paced, dynamic nature.



Reels provide a platform for creativity and expression, allowing users to showcase their talents, share quick tutorials, or entertain followers with engaging content.

The format encourages concise storytelling and creativity through features like music, text overlays, and special effects, making it easy for users to create visually appealing and entertaining videos.

For your audience, Reels offer a quick way to discover new content and trends, as they are prominently featured in the Instagram and Facebook feeds and Explore pages.

Reels foster community interaction through likes, comments, and shares, encouraging social interaction and connection among users. They also have viral potential, as engaging Reels can quickly gain traction and reach a wider audience. From a business perspective, Reels provide a versatile and engaging way to consume short-form video content, offering entertainment, education, and inspiration in a compact format directly within their social media feeds.

## Top Tips for Reels

- Instagram has some awesome templates that you can use to get a feel for how to create a reel.
- Don't be scared of reels - they're a FANTASTIC way of showcasing your business.

# STORIES



Instagram Stories are temporary posts that appear at the top of users' Instagram feeds and disappear after 24 hours.

They provide a casual and spontaneous way for users to share moments of their day-to-day life in real-time. This style of content encourages authenticity and allows users to showcase behind-the-scenes content, personal experiences, or quick updates without the pressure of creating highly polished posts.

For audiences, Stories offer a more intimate and immediate connection with their favourite brands as they provide a glimpse into their business beyond curated content.

Stories enhance engagement through interactive features such as links to websites, polls, questions, quizzes, and countdowns. These features encourage audience participation and feedback, fostering a sense of community and interaction.

From a consumer perspective, Stories offer a quick and convenient way to consume bite-sized content directly within the Instagram app, making it easy to stay updated with the latest updates, promotions, or announcements from businesses they follow.

## **Top Tips For Stories:**

- Don't be afraid to do a selfie-style video! These are great for stories as it shows your followers who you are - people love people!
- Stories are a great way to show Behind-The-Scenes, Sneak-Peaks or answer frequently asked questions.
- Links in stories are a KEY way to send traffic to your website from your stories!
- Stories can be saved to your profile under 'Highlights'

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# BLOGS

Blogs on websites offer significant benefits for digital marketing consumers and contribute to a robust online presence!

They serve as a platform for businesses to consistently produce valuable content that educates, informs, and engages their target audience.

By regularly updating their blog



with relevant and high-quality and relevant articles, businesses can establish themselves as thought leaders and industry experts in their respective fields. This builds credibility and trust with consumers, who are more likely to turn to a knowledgeable source for information and solutions.

From a digital marketing perspective, blogs play a crucial role in driving organic traffic to a website through search engine optimization (SEO). Well-written and optimized blog posts can rank higher in search engine results pages, making it easier for potential customers to discover the business when searching for related topics or products.

Blogs also provide content that can be shared across social media platforms, expanding reach and attracting new visitors to the website. Furthermore, blogs allow businesses to address common pain points, answer frequently asked questions, and provide solutions that resonate with their audience, ultimately nurturing leads and converting them into customers through informative and engaging content.

## **Top Tips for Blogs:**

- Consistency with blogs is KEY! Be clear on how you want to come across to your target audience - is it going to be casual? Personal? Or informative?
- Using keywords strategically in blogs is crucial for SEO as it helps improve the visibility and ranking of the content in search engine results.

# EMAIL NEWSLETTERS (EDMS)



eDMs (electronic direct mail) or email newsletters as part of their digital marketing strategy as they allow businesses to maintain regular communication with their audience, providing updates, promotions, and valuable content directly to subscribers' inboxes!

When people sign up to your newsletter, they **HAVE SPECIFICALLY OPTED IN** to receive communications from you - indicating an interest in your business' offering. It is a convenient way to stay informed

about product launches, special offers, and business updates without actively visiting the website or social media platforms.

This consistent communication helps businesses stay top-of-mind and nurture relationships with their customers over time. It offers a highly targeted approach to marketing allowing businesses to tailor content specifically to their subscribers' preferences and needs, increasing the relevance and effectiveness of their marketing efforts.

Additionally, well-crafted eDMs can provide valuable information and insights that help consumers make informed purchasing decisions. By segmenting their email lists and personalizing content based on consumer behaviour and preferences, businesses can further enhance the relevance and impact of their email campaigns, ultimately driving traffic to their website and increasing conversion rates.

Thus, eDMs serve as a powerful tool for businesses to build and strengthen relationships with their audience while driving measurable results in their digital marketing efforts.

## Top Email Marketing Tips:

- Make sure your website has a way to capture your past and future customer email addresses as this is the best way to build up your contacts.
- Subscribers often appreciate receiving exclusive content or discounts via email, fostering a sense of loyalty and engagement with the brand.
- There are FANTASTIC eDM websites where you can build a newsletter in minutes with templates and tips and tricks - i.e FloDesk, Mailchimp.

FloDesk.

What's your goal?

Browse all

#UpMyEmailGame 

Share news

Welcome

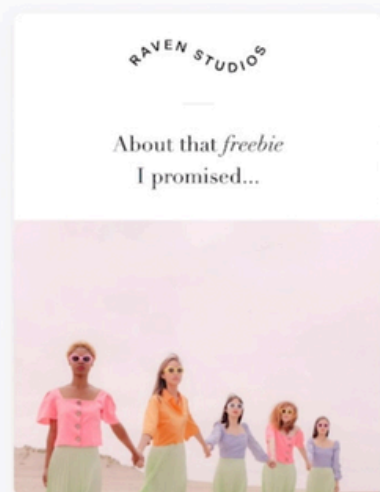
Make money

Say thanks

Inspire

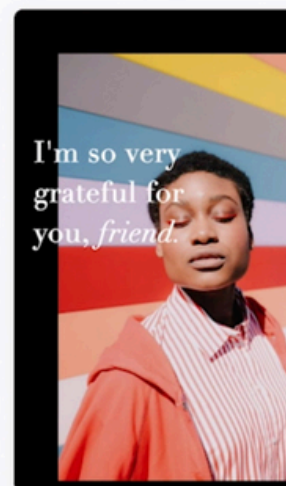
Start from scratch

SHOWING ALL



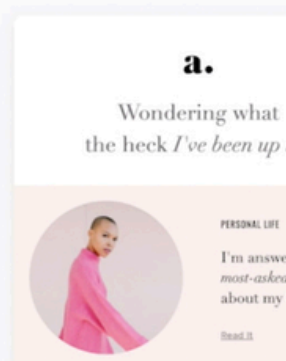
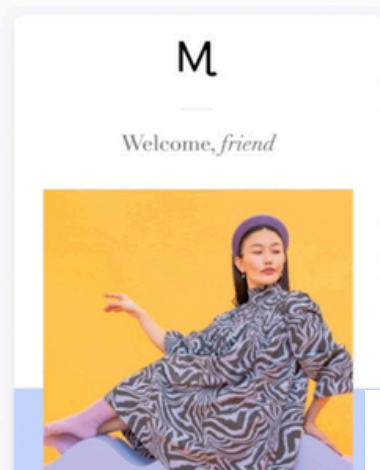
WELCOME

Deliver your freebie



INSPIRE

Invite a response



# WHAT ACTUALLY IS CONTENT PLANNING?

Content planning is the process of strategising and organising content creation and distribution to ensure it aligns with your business's goals and your target audience needs.

It involves mapping out what content will be created, when it will be published, and on which platforms it will appear. This planning should include your key messages, relevant topics, formats, and specific post schedules to maintain a coherent and effective online presence.

Content planning is essential for small businesses engaging in social media marketing because it provides a framework for consistent, strategic, and efficient content creation and distribution.

**This structured approach helps in building a strong brand presence, engaging the audience, and achieving business goals effectively.**



# WHY IS IT SO IMPORTANT?

## + **Consistency & Brand Identity**

Content planning ensures that a small business maintains a consistent posting schedule. Consistency is key in building brand recognition and trust with your audience. By regularly sharing content, you keep your audience engaged and aware of your brand, which can lead to increased loyalty and sales over time.



## + **Strategic Alignment**

Planning content allows a business to align its social media activities with its broader marketing and business objectives. This alignment ensures that every post, video, or image shared serves a purpose, whether it's driving traffic to a website, promoting a product, or engaging with the community. Strategic content planning helps in crafting messages that resonate with the target audience and drive desired actions.



## + **Resource Efficiency:**

Small businesses often operate with limited resources. Content planning allows for more efficient use of time and effort by enabling batch creation and scheduling of posts in advance. This not only saves time but also reduces the stress of last-minute content creation, allowing businesses to focus on other important aspects of their operations.



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# WHY IS IT SO IMPORTANT?

## + Improved Quality & Engagement:

When content is planned, businesses can focus on creating high-quality posts that are well-thought-out and tailored to their audience's interests and needs. High-quality content is more likely to engage users, generate interactions, and be shared, which can help expand the business's reach and influence on social media platforms.

## + Adaptability to Trends & Events:

Content planning allows businesses to stay ahead of trends, holidays, and events relevant to their industry or audience. By anticipating these occurrences, a business can create timely and relevant content that captures the interest of its audience, enhancing engagement and relevance in a rapidly changing social media landscape.

## + Effective Measurement & Optimisation:

With a structured content plan, tracking and measuring the performance of social media posts becomes more manageable. Businesses can analyze what types of content perform best and use this data to refine their strategies, continuously improving their social media marketing efforts for better results.





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# CONTENT SCHEDULING

Scheduling social media content in advance offers numerous advantages for businesses looking to streamline their digital marketing efforts as it allows businesses to maintain a consistent online presence without the daily pressure of creating and posting content.

## Why schedule?

By planning and scheduling posts ahead of time, businesses can ensure a steady flow of content that aligns with their marketing goals and brand messaging. This consistency helps in building brand recognition and trust among their audience, as followers come to expect regular updates and engagement from the business.

Scheduling content in advance frees up time for businesses to focus on other aspects of their operations or to engage more deeply with their audience through real-time interactions and responses to comments or messages. **Scheduling social media content enhances efficiency, improves audience engagement, and strengthens brand presence in the digital landscape.**

CONTENT PLAN - JUNE				
Date	Day	Organic Social Media (FB/IG)	Reels	Emails
1st	Saturday			
2nd	Sunday			
Kings Birthday 3rd	Monday			
4th	Tuesday			
5th	Wednesday			
6th	Thursday			
7th	Friday			
8th	Saturday			
9th	Sunday			

# EXAMPLE OF A CONTENT PLAN

Day	Organic Posts FB/Insta	Reels	Stories	Emails
Sunday				
Monday				
Tuesday			Hello - introduce yourself / your team	
Wednesday	What our customers love / review from a client or customer.			
Thursday				
Friday				
Saturday		Behind the scenes - what do you do, to bring your product to market	Behind the scenes - what do you do, to bring your product to market	
Sunday				
Monday				
Tuesday				
Wednesday				
Thursday			What do you do differently to the rest	
Friday				
Saturday	Information about the problem your product or service is solving.		Information about the problem your product or service is solving. Facts that back up your post.	
Sunday				
Monday		FAQ - take a video of yourself answering a common question you get about your business or product	FAQ - take a video of yourself answering a common question you get about your business or product	
Tuesday				
Wednesday				
Thursday				
Friday				

# CONTENT SCHEDULING TOOLS

Put your Post-it notes away because we are going to schedule your digital marketing content.. digitally! There are a huge variety of online content scheduling tools that offer a array of features that help businesses plan and automate their social media posts, ensuring a consistent online presence and maximizing engagement.

These tools allow businesses to schedule posts across multiple social media platforms from a single dashboard, simplifying the process and saving time. They also provide analytics to track performance, helping businesses understand which types of content resonate most with their audience.

## RECOMMENDATIONS



Our recommendation for scheduling Facebook & Instagram posts is the Meta Business Suite. It allows businesses to manage, schedule, and analyse their activities from a single dashboard, streamlining social media management and enhancing engagement and performance tracking.



Our recommendation for scheduling eDMs is using MailChimp or FloDesk. Mailchimp offers benefits such as advanced analytics, robust automation features, and a variety of customisable templates, making it ideal for data-driven campaigns and detailed audience segmentation. Flodesk provides a user-friendly interface with visually appealing templates and a simple drag-and-drop editor, making it perfect for businesses focused on aesthetics and ease of use. Both platforms support seamless integration with various tools and offer effective ways to enhance email marketing efforts, improving engagement and conversions.



# TRACKING & MEASURING ENGAGEMENT

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Content planning for digital marketing is crucial not only for staying organised but also for effectively tracking and measuring engagement across various platforms.

By having a structured plan in place, businesses can ensure that their messaging is consistent, timely, and aligned with their overall marketing strategy. This organization allows for a more strategic approach to content creation, reducing the likelihood of last-minute posts that may lack focus.

For example, in social media marketing, planning out posts in advance ensures that content is not only visually appealing but also strategically timed to coincide with peak engagement periods.

This could involve scheduling Instagram posts, Facebook updates, or LinkedIn articles to align with audience behaviour, making it easier to track which types of content drive the most likes, shares, or comments.



# TRACKING & MEASURING

In email marketing, a well-thought-out content plan allows businesses to plan out eDMs and newsletters, ensuring that they are sent at optimal times with relevant content that meets the different needs of their audience. By tracking open rates, click-through rates, and conversions, businesses can measure the effectiveness of their email campaigns and refine their strategies accordingly.

Similarly, for blogs and website content, having a plan in place allows for a steady flow of SEO-optimized posts that not only drive traffic but also help in tracking metrics like page views, time spent on the site, and conversion rates. This level of organisation helps identify which topics and formats resonate most with the audience, allowing for continuous improvement.

Lastly, in paid advertising, content planning ensures that ad copy and visuals are cohesive and aligned with broader campaigns. Tracking engagement metrics such as click-through rates and conversion rates allows marketers to measure the ROI of their ad spend and make adjustments to improve performance.

By organizing and planning content across these different avenues, businesses can maintain a consistent brand presence while also using data to optimize engagement and drive better results.



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