

CONTENT CONFIDENCE

Part 2: Build Your Content Machine



x



We've all been there before.

You realize we haven't posted on social for a few weeks and feel the pressure to get something out asap. You pull something together and get it out the door, only to repeat the same stressful series of events in a few weeks.

By taking the time to develop strong foundations, including a strategy and a planning process, you'll break the cycle and free up time to work on impactful content that you can feel proud of. This applies to all content, by the way, not just social media.



This is Part 2 (out of 3) of our Content Confidence series.

In Part 1 we learned how to start with a plan, to ground your content in something real and tangible (and repeatable!).

Each series builds off of the last and the presentations will be shared afterward. There are links throughout to helpful, vetted resources so you can put everything into action as seamlessly and easily as possible.

And of course, myself and LVECC are here to help too.



Let's Go!



Let's review what we accomplished in Part 1.

Strategic Foundations

We defined your:

- Target audience
- Differentiators/value prop
- Objectives
- Values
- Mission
- Vision
- Personality
- Visual identity
 - Logo, fonts, colors, style

Channel Strategy

We identified:

- The digital marketing channels you want to focus on.
- A realistic publishing cadence for each one.
- How the channels interact with and impact each other.

Infrastructure

We explored tools to help make content planning and publishing sustainable and easy.

- For idea generation and inspiration
- For writing and designing
- For publishing and scheduling



Now, let's get on the same page about an important lens to view your content strategy and planning through: *time*.

Evergreen

Remains relevant and valuable over a long period, regardless of the time it was created.

Think: sharing about your business, how-to-guides, FAQs

Timely

Relevant to current events, trends, or specific time periods.

Think: promotions, events, news articles

Ephemeral

Short-lived and disappears after a certain period, often within 24 hours.

Think: memes and social media trends, IG stories, flash sales



These types serve various purposes and can be strategically used to engage and attract your audience in different ways.

Evergreen

Don't have to wait and see what happens before you can form a plan. Building a content calendar around evergreen content will help sustain efforts.

Maximize ROI. Your initial investment of time and resources to create it will spread out as time goes on.

You can reuse, repurpose, and even recycle it, even furthering its impact.

Timely

Use this to fill in the gaps in your content calendar. You're going to have timely things going on with your business and will want to share them with your clients or customers.

Compared to evergreen, timely content can generate a lot of attention and engagement quickly.

Ephemeral

Designed to be short-lived and often creates a sense of urgency.

Encourages immediate interaction and engagement.

Common on social media platforms like Instagram Stories, Snapchat, and Facebook Stories—not as relevant on other content channels.



Define your evergreen messaging priorities.

There are certain points you need to make over and over again, in different ways, to educate your target audience about what you do and how you do it, and to tell your story.

Figure out what those are and write them down. Hint, these should come from your foundations which we discussed in Part 1.

Self-Guided Resource:

[How to Identify Your Core Marketing Message](#)



Then establish evergreen content pillars.

Thinking about your messaging priorities will help you identify a few specific topics that you will consistently discuss and amplify. These are content pillars!

We're layering a lot of concepts on top of one another but once you use them to establish content pillars, these will be your main go-to when planning your latest content.

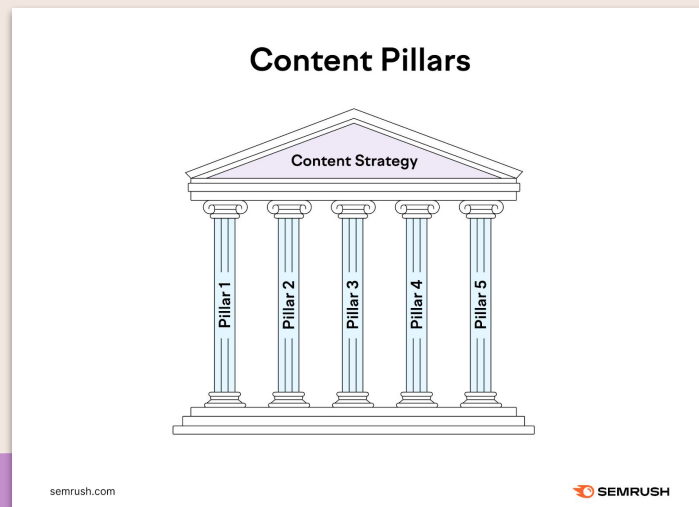
They almost act as **shorthand for all of the brand work and strategizing** you've been doing. Your **mission, values, differentiators, should be reflected in these pillars** and messaging priorities.

They also serve as a **recurring source of inspiration and idea generation**.

Self-Guided Resource:

[Content Pillars for Social Media: How to Create & Use Them](#)

(note that pillars can be used for all of your content, not just social media.)



Feeling stuck? Use AI to help!

If you're feeling stuck, AI can help you at this point. Take those foundations and use a free AI tool like ChatGPT to come up with some potential content pillars for your business to use to steer content ideas and planning.

Use a prompt like this:

Come up with potential content pillars to help a small, local business plan consistent and cohesive content. More information: it's a [type] restaurant that's been located in [area] for 20+ years, providing [products and differentiators] for [target audience]. They want to consistently share and reinforce [messaging priorities].

1. Heritage and Legacy

- **Founding Story:** Share the origins of the restaurant, how it started, and the vision behind it.
- **Milestones:** Highlight key moments and achievements over the past 20+ years.
- **Long-time Staff:** Feature profiles of employees who have been with the restaurant for many years, sharing their experiences and favorite memories.

2. Community Engagement

- **Local Partnerships:** Showcase collaborations with local farms, suppliers, or businesses.
- **Charity and Events:** Highlight involvement in local charities, community events, or sponsorships.
- **Customer Stories:** Share testimonials and stories from loyal customers who have been dining there for years.

3. Signature Dishes and Menu Evolution

- **Classic Favorites:** Highlight dishes that have been on the menu since the beginning and remain customer favorites.
- **New Additions:** Introduce new menu items and seasonal specials.
- **Recipe Reveals:** Share recipes for popular dishes or cocktails, allowing customers to recreate them at home.

4. Behind the Scenes

- **Chef and Kitchen Staff:** Feature interviews and profiles of the chefs and kitchen staff.
- **Daily Operations:** Offer a glimpse into the day-to-day activities, from prep work to service.
- **Sourcing Ingredients:** Share stories about where and how the restaurant sources its ingredients.

There is no right or wrong.

Pillars are there to help you. You can **approach them many different ways.**

Some businesses ladder up to classic marketing principles as the pillars and others use more broad categories like Products, Company, and Industry.

The key is going with what resonates with you, determining your priorities, and establishing the **right mix and balance to strike in your content.** You won't publish equal quantities of each type. The ratio is up to you and what your target audience wants.

Entertain

Persuade

Inspire

Educate



You've got what you need to generate those ideas!

Like I said earlier, the pillars are meant to inspire ideas, month after month and year after year. Use them to **guide team brainstorms** or your own thinking. Or you can use them to **prompt AI for ideas** to help you get started.

For example, you could say:

Help me generate content ideas for the next two months using my content pillars. Content pillars: [insert pillars and short descriptions]. More info: [insert some brief business background info or context for more specific and quality results].

Social Media

Heritage and Legacy

1. **Instagram Carousel:** Share a series of photos highlighting key milestones in your restaurant's history, each with a brief caption explaining its significance.
2. **Facebook Live:** Host a live Q&A with a long-time founder discussing their experiences and the evolution of the restaurant.
3. **Throwback Thursday:** Post historical photos from your archives, each with a brief story about each image, encouraging customers to share their own memories.

Community Engagement

4. **Local Partner Spotlight:** Create a short video featuring a local supplier or farmer, explaining how their products contribute to your menu.
5. **Customer Story Highlight:** Share a customer's story in a video or post, focusing on their favorite dish and their experience at the restaurant.
6. **Charity Feature:** Post about a recent or upcoming community support event you're involved in, with a call-to-action for customers to get involved.

Email Newsletter

1. **Monthly Heritage Feature:** Share an in-depth article about the restaurant's history or a significant milestone.
2. **Recipe of the Month:** Include a detailed recipe for a beloved dish, with a personal note from the chef.
3. **Customer Testimonial Highlight:** Feature a heartwarming customer testimonial, inviting others to share their stories.
4. **Health and Sustainability Update:** Write about your latest sustainability efforts and any new healthy menu options.
5. **Local Partnership News:** Highlight a local farm or supplier you're collaborating with, explaining how it benefits your dishes.
6. **Loyalty Program Reminder:** Provide a detailed guide on how customers can join and benefit from your loyalty program.

Website Content

1. **Founding Story Page:** Create a dedicated page detailing the founding story of your restaurant, with photos and interviews.
2. **Interactive Milestones Timeline:** Develop an interactive timeline showcasing major events and milestones over the past 20+ years.
3. **Employee Profile Blog Series:** Start a blog series featuring profiles of long-time employees, sharing their journeys and experiences.



Ok, while we're on the topic of AI, let's dive deeper.

Pros

Can **generate a large number of ideas quickly**, saving time compared to manual brainstorming.

Can provide **unique and innovative ideas** by combining concepts in ways that might not be immediately obvious.

Can analyze **current trends and popular topics**, helping content creators stay relevant.

Can leverage vast amounts of data to suggest content that is likely to **engage the target audience**.

Can help maintain a consistent content generation, ensuring regular **output without burnout**.

Cons

Ideas might **lack the personal touch and originality** that come from human creativity.

Quality can vary, requiring human oversight to ensure it meets standards.

Over-reliance can **stifle human creativity** and innovation.

Might **misinterpret the context or nuances** of certain topics, leading to inappropriate or irrelevant suggestions.

Concerns about **plagiarism and the ethical use** of AI in content creation, especially regarding intellectual property.



Ok, while we're on the topic of AI, let's dive deeper.

Best Practices

Use to generate ideas and then refine with human creativity and expertise. Use specific, creative prompts and share as much context and detail as possible.

Establish parameters for the AI to follow, ensuring generated content aligns with brand values and goals.

Always review and edit AI-generated content to maintain quality and relevance.

Cross-check any content you want to use with plagiarism checkers.

Be transparent with your audience about the use of AI in content creation.

Stay aware of the ethical implications of AI use and continuously evaluate its impact on your content strategy.

For recommended tools and prompts, check out [slide 11 from Part 1](#).



To generate even more ideas, look back at previous content and see what you can reuse and repurpose.

5 Examples Of Repurposing Content



Turn Videos
Into Blog
Posts.



Turn
Long-Form
Videos Into
Short Clips.



Turn Blog
Posts Into
Infographics.



Turn Blog
Posts Into
Social Posts.



Turn Blog
Posts Into
Emails.

Search Engine **Journal**

Think about how you can take a piece of content you already have and reimagine it for other content channels.

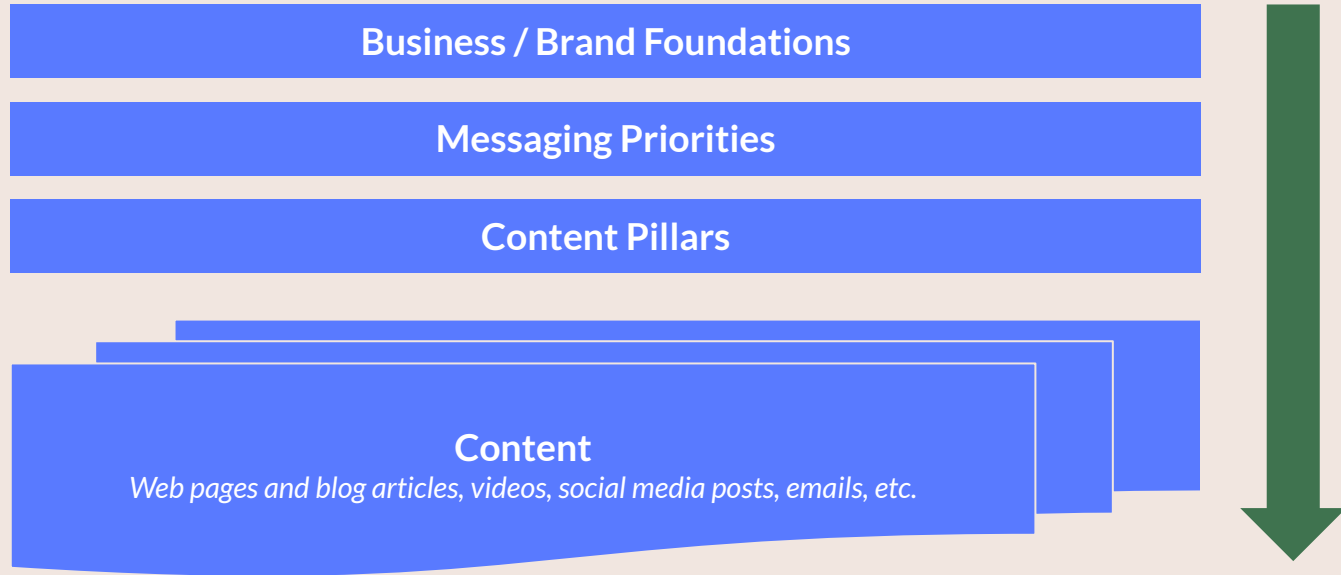
It's also ok to reshare past content as long as enough time has passed. You can also make slight tweaks like writing a new caption or updating a graphic.



For even more guidance here, check out [slides 8 and 10 from Part 1](#).



Putting it all together.



And repeat!



Ok but *when* and how do I start planning content on a regular basis?

For true content success, you have to have a system. Remember that scenario from the [first slide](#)? It's not sustainable.

I recommend a mix of quarterly and monthly planning which enables both short and long-term planning. That will ensure you don't fall behind or get caught off guard, but also maintain flexibility for the curve balls that will inevitably come your way.

	Quarterly	Monthly
When	• 5+ weeks out from start of next quarter that you're planning for. • Pick a day that you're going to do this and put it in your calendar and/or set a reminder.	• 4+ weeks before start of the next month that you're planning for. • Pick a day that you're going to do this and put it in your calendar and/or set a reminder.
What	• This is your chance to get ahead of things so they don't sneak up on you when you're busy and distracted. <i>Holidays, seasonal trends, special events, upcoming remodel, etc</i>	• You need to check in regularly to account for new things that have come up since planning for the quarter, so you can pivot if and when needed. • This is also a chance to make sure anyone helping you with your content is on the same page and understands the plan. • This is also a good time to look back at the previous month's content to see how it did, so you can adjust upcoming content.



How to facilitate your planning.

In the following slides, we'll focus on a key part of content planning, content calendars, but those are for when you've finished brainstorming and committed to the content pieces you'll be creating.

For the brainstorming, I use a Google Doc template for each quarter and month that gives me helpful prompts so I don't forget to think about and incorporate all the important strategic foundations we've talked and it serves as an easy place to look back at past ideas and planning.

Content pillars

[Content Pillar #1 eg., Entertaining/Informative]	[Content Pillar #2 eg., Branded/Promo/Sales]	[Content Pillar #3 eg., Company Culture/Values]
-offers education or entertainment -doesn't ask for anything back -can be curated or shared from other accounts	-specific to our offering -benefits and features -promotions and sales	-who are we, and what do we stand for? -connect with customers on a deeper emotional level
Post ideas	Post ideas	Post ideas
[eg., Instagram Story featuring existing customers (a.k.a. user-generated content or UGC)]	[eg., Black Friday sale]	[eg., volunteer stories from fun run]
Frequency	Frequency	Frequency

Overview & Strategy

Background

Most relevant strategic context for this effort can be found in the [social media brief](#), which also includes highly relevant information regarding all organic/owned media at Kennedy Graham Home.

Objective(s)

For this time period, Evergreen content objectives are in the channel briefs.

- Focus on other media channels more than social but keep Instagram from going stale by posting 2x/month or every other week (just about)

Company Priorities

- Focus on in-person events—makes a huge difference in finding target [customer](#)
- Continue to use owned media to support company deeper story of KGH

Considerations

- I like knowing the 'holidays' each month even though [some idea](#).

Links

- [Roadmap & Content Calendar in Asana](#)
- [Social brief](#)
- [Email brief](#)
- [Blog brief](#)
- [Web brief](#)

Idea "Library"

[Jump to fun holidays](#) for more inspo!

To keep in mind:

Content Pillars

- Educational
- Engagement
- Community
- Promotional

Content Buckets

- Products
- Process
- Company

Recurring Series/Concepts

- Behind the Sketch
- Fabric Fridays
- Coke Spotlight
- Fun Holiday

Timing if applicable	Topic	Details/Notes
	Inspo: spinning glassware	maybe not for January, but these videos came to mind when talking about your amazing wood swatches. Not sure how possible it would be but I feel like you could make a reel similar to the ones at Kiss My Glass (https://www.instagram.com/kissmyglass/vintage/well/), spinning the swatches into the frame, editing them to go in reverse , etc.
	BTS (behind-the-scenes)	More behind-the-scenes craftsmanship/process content
	Israel at work	Document BTS content next time he works on a KGH piece
	Finishing wood	Why it's important, why you wouldn't want raw wood



Now let's talk content calendars.

AI will even help you generate ideas in the context of a calendar. But why does that matter?

In Part 1 you figured out **which content channels to prioritize and a realistic cadence** to publish content on them. On the slides just before this, you came up with a big list of ideas and selected the final ones you're going to go with.

Now, you need a **visual way to carry out your plan and stay on track**.

Content Calendar (Example for August and September)

August

- **Week 1:**
 - **Social Media:** Instagram Stories about the restaurant's founding.
 - **Email:** Monthly heritage feature.
 - **Web:** Founding story page update.
- **Week 2:**
 - **Social Media:** Facebook post about a local supplier.
 - **Email:** Recipe of the month.
 - **Web:** Employee profile blog series introduction.
- **Week 3:**
 - **Social Media:** Instagram carousel on a signature dish recipe.
 - **Email:** Customer testimonial highlight.
 - **Web:** Seasonal ingredient spotlight article.



What should your content calendar look like?

You can use **countless ways** to create and maintain a content calendar. It's very important to use something that comes most naturally to you to ensure that you use it, and therefore it stays useful.

Keep in mind, there's normally **multiple people involved** with coming up with content ideas, creating it, and publishing it. This calendar **keeps everyone on the same page** and is worth prioritizing.

Many content **publishing tools come with built in content calendars** so that's something to consider when deciding how you want to publish and track your content.

	A	B	C	D	E	F	G	H
1		Q4 2023						
2		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
3		September						
4							1	2
5	Pillar							
6	Bucket							
7	Topic/Description							
8		3	4	5	6	7	8	9
9	Pillar							
10	Bucket							
11	Topic/Description							
12		10	11	12	13	14	15	16
13	Pillar							
14	Bucket							
15	Topic/Description							
16		17	18	19	20	21	22	23
17	Pillar						Engagement campaign	
18	Bucket						3-post series introducing R&D	
19	Topic/Description							



Content calendar approaches for your consideration...

Content Publishing & Management Tools

Designed to streamline and automate content creation, scheduling, and publishing process. They often integrate with multiple platforms and offer features like analytics, collaboration, and workflow management.

Automate scheduling and publishing.
Integrate with multiple platforms.
Insights and performance metrics.
Enables collaboration.

Come at a cost, which can be expensive.
Can be overwhelming to learn and use.
Can be limited to certain platforms.

Flexible & Customizable Tools

Offer high levels of customization and flexibility, allowing users to tailor them to specific content planning and organizational needs. They are often versatile and can be adapted for various workflows.

Highly adaptable and customizable.
Can be used for things beyond content.
Often integrate with other things.
Support collaboration.

Require time to learn and set up effectively.
Some advanced features may require paid plans.

Manual & Low-Cost Options

Include simple tools like spreadsheets and basic calendar applications. They are cost-effective and easy to set up but lack advanced features.

Now or low-cost.
Easy to set up and use.
Can be tailored for a custom experience.

Lacks advanced features like automation and analytics.
Manual setup and maintenance can be labor-intensive.
May not scale well.

PROS

CONS



Hootsuite™

metricool



SocialBee

Trello



Notion



Airtable



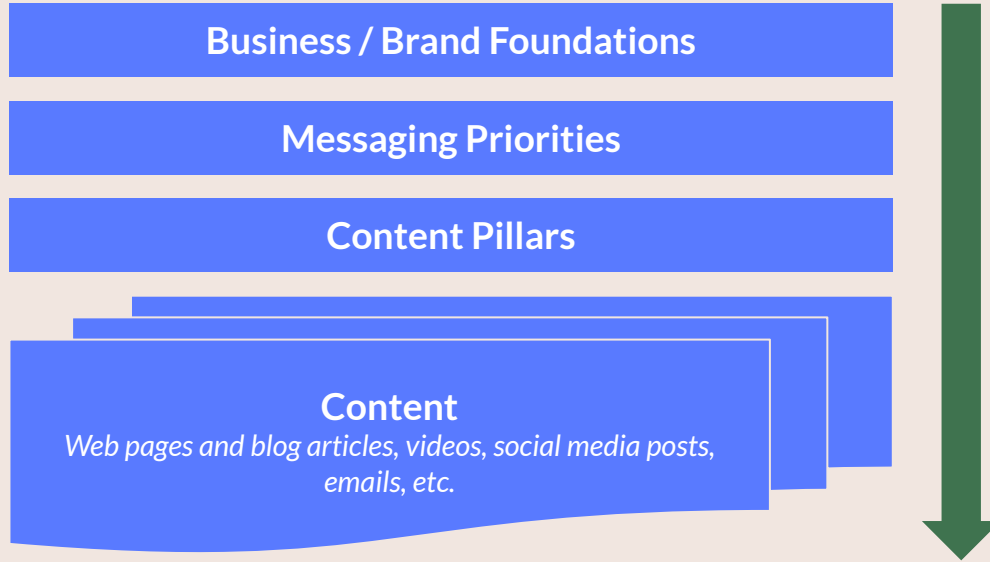
Google Sheets



Calendar



I've said it once, I'll say it again. Don't forget your foundations!



Your ideas, the words that you write, and the look of your designs should all ladder up to those foundations (e.g. visual identity, personality, values, etc).



In Part 3, everything (finally!) adds up to putting your content out into the world, how to analyze how it performed, and what to do with that information.





Interested in working together?
Check out my services and reach out here!

Follow @heybrandi marketing on Instagram for
more helpful tips.