

CONTENT CONFIDENCE

Part 3:

From Ideas to Action—Bringing Your Content to Life



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 3 (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!).

In Part 2 we built our content machine for continuous idea generation inspiration that's on brand and high quality, and enabling regular planning and execution. No more guessin', no more stressin'.

Today, we're putting it all together and creating and publishing content!



Each series builds off of the last and the presentations will be shared afterward.

They're designed to be self-guided tools with links throughout to vetted, in-depth 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.



Without further ado...



450k

followers

millions

of engagements

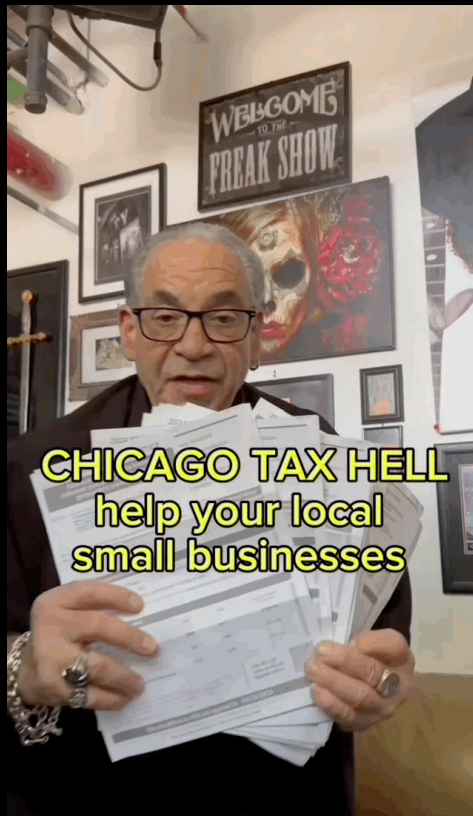
48

years





Fearless Fun



CHICAGO TAX HELL
help your local
small businesses

Transparent



**DID YOU MISS THE
EVENT OF THE
DECADE**

Authentic





Mark Thomas

The Alley Chicago



For Mark's insights and recommendations, check out the webinar recording [here](#).

But read on for some bonus material from Mark, with even more tried-and-true tactics for any business to implement.



Track your acquisitions and act accordingly.

It's vital to know how people found out about you. With those insights, businesses can focus marketing, sales, and customer service efforts on channels and audiences that are best for them and their bottom line.

The Ally used to have 100 different sources for acquisition that included names of other stores in the neighborhood that referred people to them. Then they would send those referral sources free T-shirts. They used those insights to focus efforts on Q101, Chicago Reader, bus benches, emails, and texts. However, these days social media is king and their focus is there now.

The Alley Chicago
13 Month Buyers Quantity Report
Generated On 7/7/2024

Supplier	Jul	Aug	Sep	Oct	Nov	Feb	Mar	Apr	May	Jun	Jul	Sales	QOH	Item	Description	Cost	Margin
0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2	0.00	ADTCUST	Enter Custom Ad Tracer H.	\$0.00	0.00%
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0.00	0.00	0.00	8.00	28.00	25.00	10.00	5.00	4.00	5.00	0.00	157	0.00	ADTTTR	TkTok: Repeat	\$0.00	0.00%	
0.00	0.00	0.00	25.00	31.00	18.00	13.00	16.00	9.00	19.00	2.00	173	0.00	ADTTX	Text/Emails	\$0.00	0.00%	
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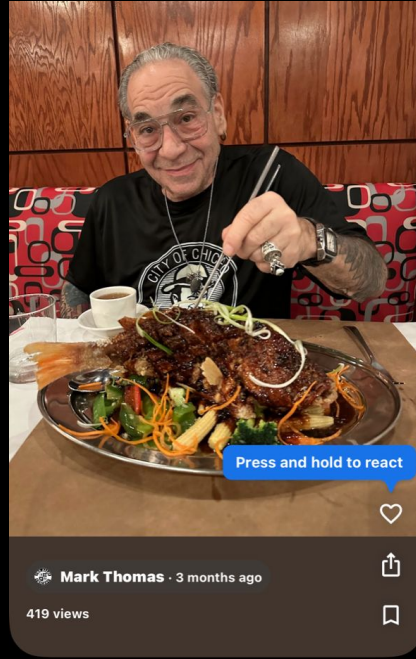


Don't neglect your Google Business profile. Leave reviews for fellow businesses to drive awareness and business to your own.

Make sure the information on your Google Business profile is always up to date. Post updates there too, as regularly as you can.

But here's another way to use it that's not as known or understood but has big implications.

Mark's personal Google profile has been associated with his business account by Google. He makes sure to review the businesses he visits and includes high-quality photos. This gets his logo and business in front of many more people, and with 250k views on his photos and reviews, leads them to visit his profile, website, social media, and store.



Friendship Chinese
4.4 ★ · Chinese restaurant · \$\$

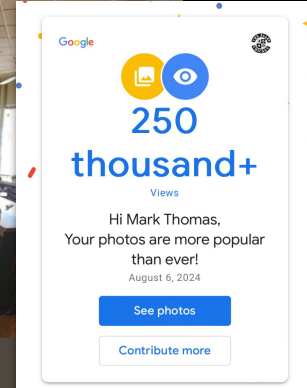


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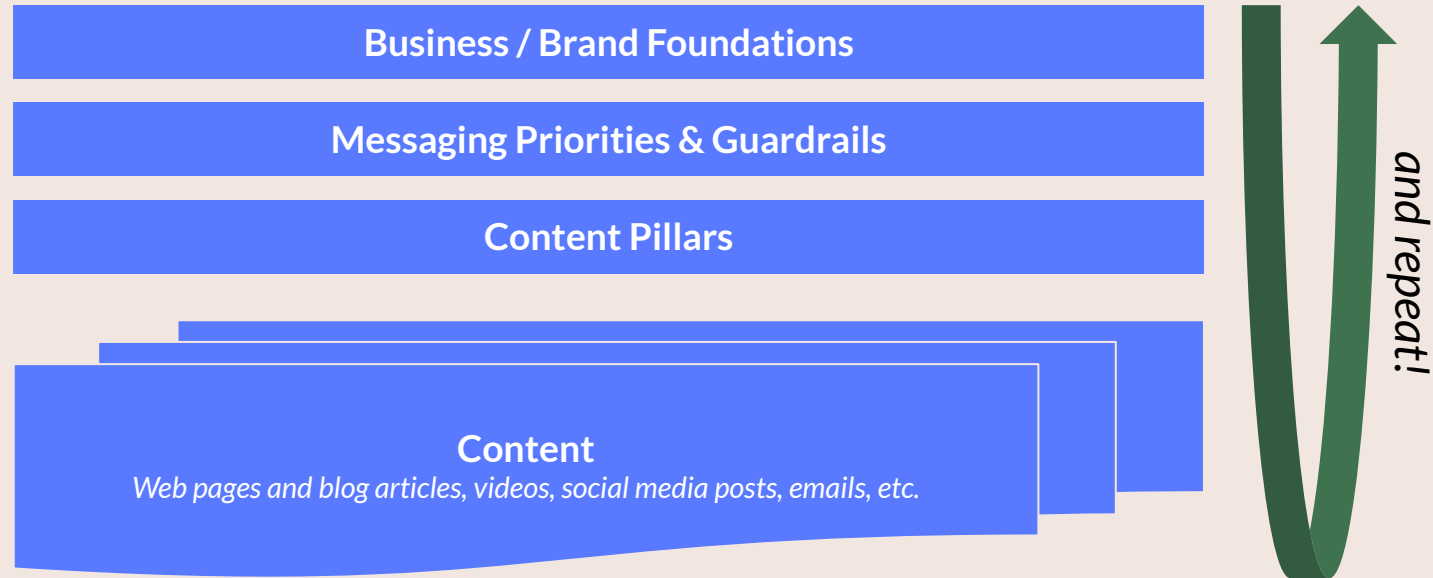
Mark Thomas · 5 months ago

129,951 views

Boulevard Bistro
4.8 ★ · Traditional American restaurant · \$\$



In Parts 1 & 2 we developed a strategy and an infrastructure for sustainable content planning. Specifically content that's cohesive and on-message! Consistency is key for building trust and affinity with your audience.

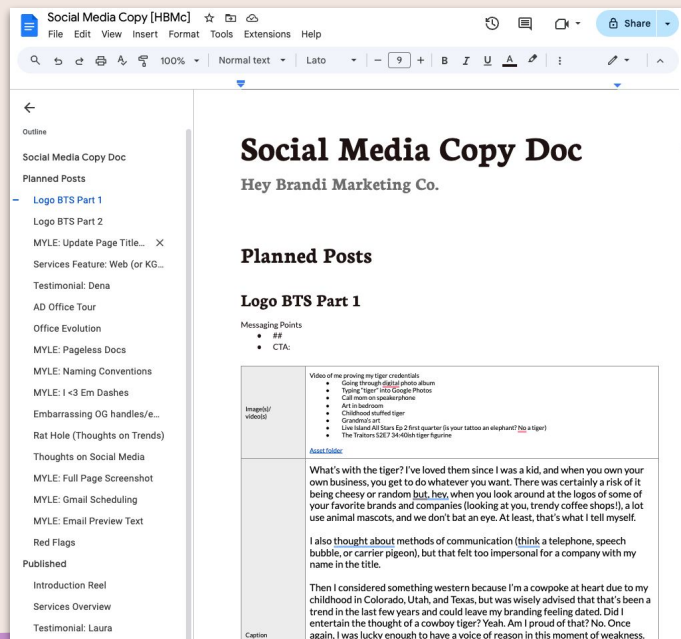


Yeah yeah yeah, let's get to the part where we **MAKE STUFF!** You have your strategy, you've done your brainstorming and decided on the content you're creating for the next two months, so what's next?

Create a place to write out captions, email copy, website or blog copy, etc.

Personally, I keep all of my social posts in one document and create new ones for each email I'm planning to send and for each webpage or blog post.

We talked about this with imagery and it applies here too—this is where setting up a folder structure to organize everything is basically a necessity.



**Before you dive in, figure out a system that works best for you and your team.
Here are some things to consider.**



Collaborative Documents

No matter what, it's important to have a homebase for your content so you can easily find it when you need it, and look back at it (remember, we talked about recycling and repurposing content?).

The benefits of using tools like Google Drive or Microsoft OneDrive include:

- Easy to edit and share feedback between multiple people.
- Can access the information no matter where you are or what device you're on.



Instagram Post

Messaging Points

- ##
- CTA:

Copy on image/video	[if applicable]
Image(s)/video(s)	[Insert image] [Link to image file]
Caption	
Hashtag/First comment	

Alts

Copy on image	
Caption	

Services Overview

[Caption design here](#)



Image(s)/video(s)

Forging ahead without a (marketing) plan is fine and dandy, but eventually, it leads to a dead end, and now you have to make an illegal U-turn and retrace your steps, and before you know it, you're an hour late and have to pay an arm-and-a-leg for a traffic ticket.

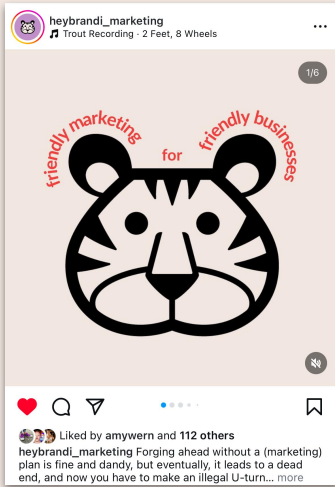
What I do is ground your marketing in strategy (maybe like a road with smooth, new asphalt?), paving the way for you to get to your destination safely (cruise control is not on in this analogy, but you definitely have a rearview camera). There will be pit stops and side quests, but you'll be prepared (because you have an emergency kit in the trunk).

This is the third or fourth analogy I've tried out for this post and I'm getting tired of it, so I just want you to know that I can help with:

- Brand Strategy & Development
- Content & Marketing Strategy
- Search Engine Optimization
- Website Development
- Email Strategy
- Social Media Strategy
- Operational Support

Go to my website for way more details, fill out my contact form, and [let's](#) chat about running some diagnostics on your vehicle!

Hashtag/First comment: #heybrandi #heybrandimarketing



heybrandi_marketing Trout Recording · 2 Feet, 8 Wheels

1/6

84

Liked by amywern and 112 others

heybrandi_marketing Forging ahead without a (marketing) plan is fine and dandy, but eventually, it leads to a dead end, and now you have to make an illegal U-turn... more



Folder Structure and Naming Conventions

You've created your "home base" documents but where to store them? I recommend creating folders in whatever tool you're using and after much trial and error, recommend thinking about them like this:

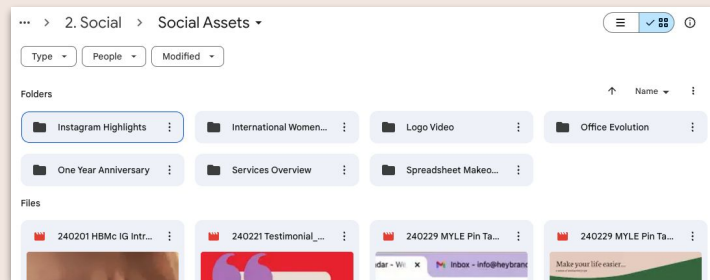
Use numbers to sort your folders in order of priority or most usage.

Create a folder for each content channel (email, social, website, blogs, etc.).

Don't go overboard with subfolders. You don't need an entire folder for a few files. Create these as the needs become obvious.

Create a folder for Campaigns (e.g. you're moving locations and want to let your customers know via email, social media, and a website banner). Create subfolders for each campaign and **save not only your planning documents there, but also any design assets so everything is in one place.** This goes back to timely versus evergreen content from Part 2.

Come up with a **standard way of naming your files.** You're going to thank yourself later when all you have to do is type in a keyword and find all relevant files! This also helps you sort things alphabetically in your folders so that related files are next to each other.



Here I'm using a mix of having subfolders sorted alphabetically and a standard naming convention starting with the date to sort individual files with a two-digit year, two-digit month, and two-digit day format.



Now it's time to put figurative (or real) pen to paper.

You've got your home base and it's saved in an easy-to-find place.

Now, it's time to get to work and start creating.

I encourage you to take the pressure off yourself and not be too precious with things like social captions. People like authenticity and candidness, and perfection is not expected. But, if you're having a hard time getting started, or copywriting doesn't come naturally, AI is your friend.

In Part 2 we talked about how to use AI to help with idea generation, ongoing planning, and developing your content pillars. But it's probably most known for helping with the writing process.

I'm going to bring back some best practices from Part 2 that apply just as much in this use case.



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 a first draft for copy (emphasis on first draft).

Use a prompt like this:

Come up 5 different caption options for a social media post about [content topic] with a call to action to [desired CTA]. The tone should be [brand foundations personality]. The target audience is [description]. The main points to hit are [description]. More information: [company background and differentiators].

1. 🚌 Stay in the loop with CoPilot! Our driver's terminal displays a real-time list of students for each stop. Fob or card scans provide instant insights, ensuring a smooth and secure journey. 🚪👤 #CoPilotInsights #SafeBusRides
2. 🗂️ No more guesswork! CoPilot's terminal empowers drivers with a detailed list for every stop. Fob or card scans streamline the process, guaranteeing a quick and accurate pick-up and drop-off. 🚏 #SmartTransport #CoPilotAdvantage
3. 🌟 Real-time precision with CoPilot! Fob or card scans at every stop ensure our drivers have a clear view of who's on board and who's not. A seamless way to manage student commutes! 🚪📱 #StudentCommuteSimplified #CoPilotTech
4. 📄 One glance, all the info! CoPilot's terminal displays a comprehensive list for each stop, thanks to fob or card scans. Students, your journey is in safe hands! 🚪🔒 #CoPilotSafety #EffortlessJourneys
5. 🔍 Attention to detail matters! CoPilot's fob or card scanning system allows drivers to know exactly who's on the bus at every stop. Real-time awareness for a safer commute. 🚏👤 #DetailsMatter #CoPilotAwareness



BUT use AI responsibly and following these best practices:

Use to generate copy and then **refine with human creativity and expertise.**

Always review and edit AI-generated content to maintain quality and relevance. Cross-check any content you want to use with **plagiarism checkers.**

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.

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.](#)*

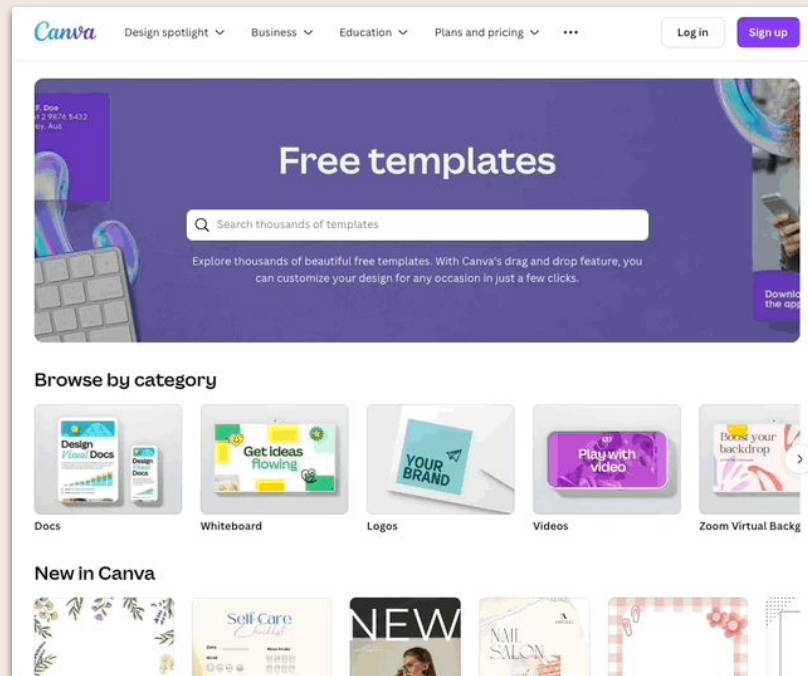


You're likely not a graphic designer and that's ok with tools like Canva.

You have your copy and now it's time to design. That's where Canva comes in!

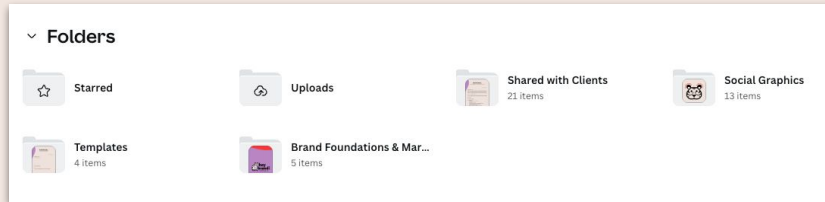
Note, Canva can help with more than designing social media graphics and email headers. Slideshows, hoodies, brochures, Instagram highlight icons—it can pretty much do it all.

But to get the best results, go back to those brand foundations and put your stamp on each design to make them yours, true to your brand, and instantly recognizable as you.

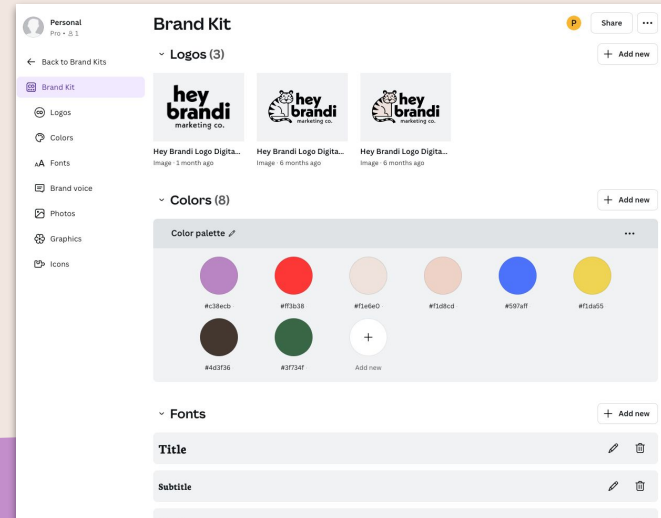


Canva has tons of amazing resources to guide you, but here are some tips to get your started.

Create a folder structure here too so you find easily find previous designs and share with team members.

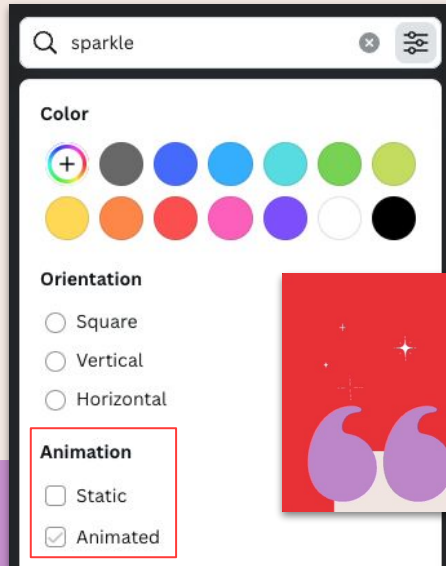


If you pay for a subscription, load in all of your branding for super quick and easy customization of any design.

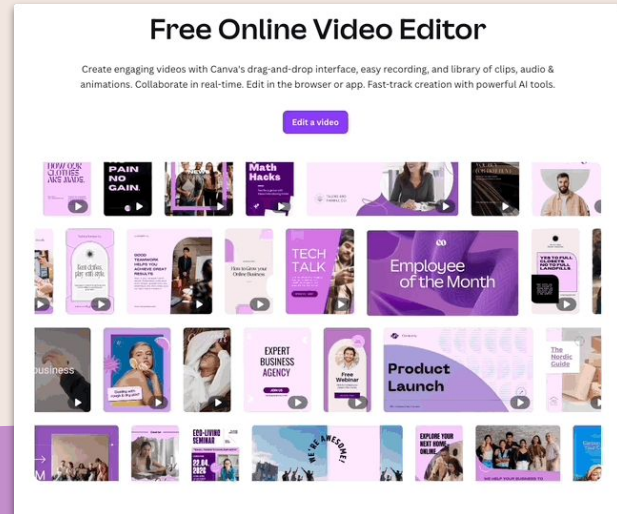


Canva has tons of amazing resources to guide you, but here are some tips to get your started.

You can filter for animated elements to add some movement and personality to your designs.

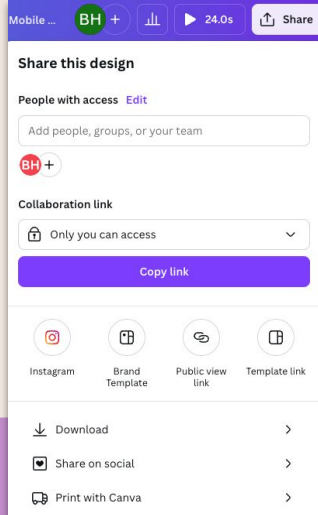


If you aren't familiar or comfortable with video editing, use one of their templates and just drop in your footage and branding.

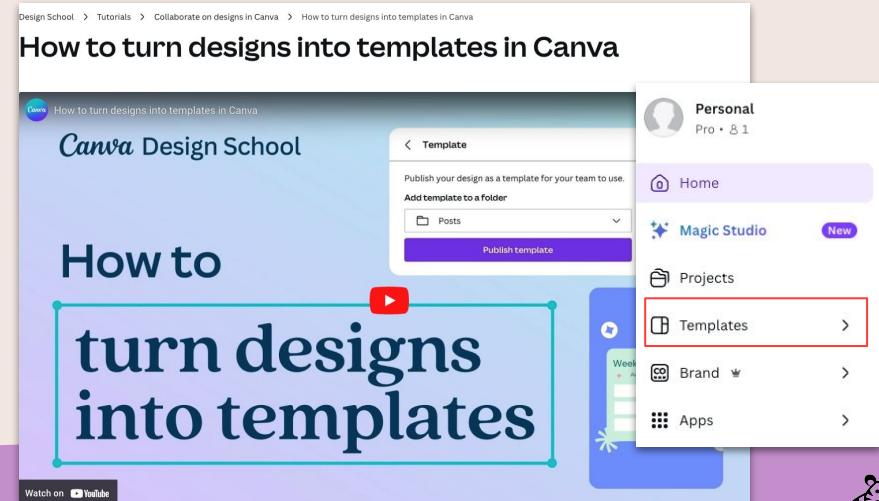


Canva has tons of amazing resources to guide you, but here are some tips to get your started.

Add people to your account so they can access your brand toolkit and make designs seamlessly. You can also share files with anyone even if they don't have an account.

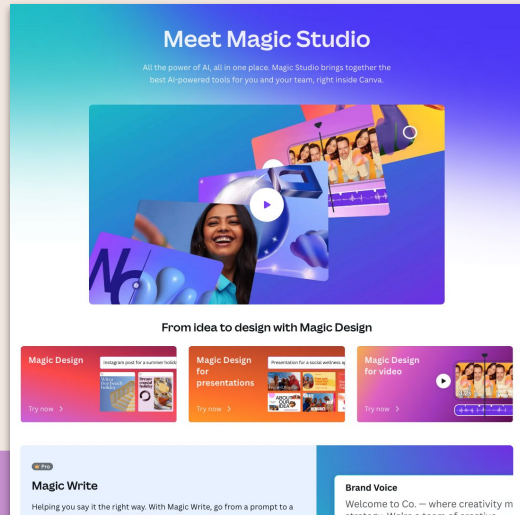


Create your own templates that you can reuse over and over, saving time and keeping things on-brand.

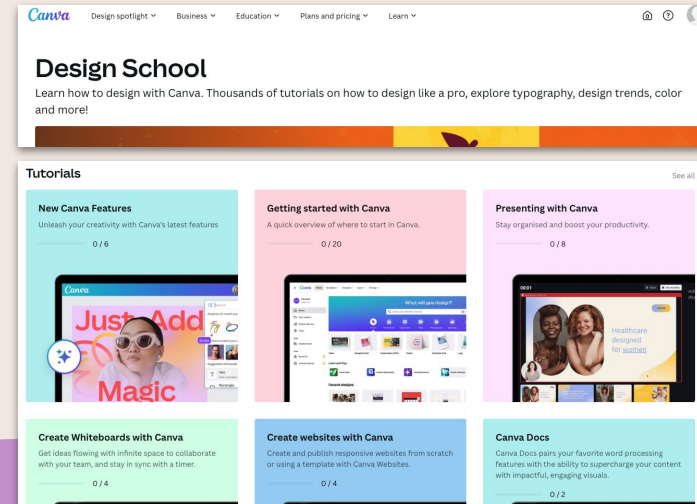


Canva has tons of amazing resources to guide you, but here are some tips to get your started.

Use their built-in AI to help you create custom designs and even write copy in your brand voice.



They're always rolling out new features so scroll through their design school to uncover all the magic.



You've written copy, created your design, and are ready to publish. But you're still not done.

It's time to analyze.

For much more information on tools and techniques to schedule and post your content, revisit Parts 1 and 2!



Analyzing content is essential for understanding audience preferences, optimizing engagement, informing strategy, and improving overall communication and user experience.

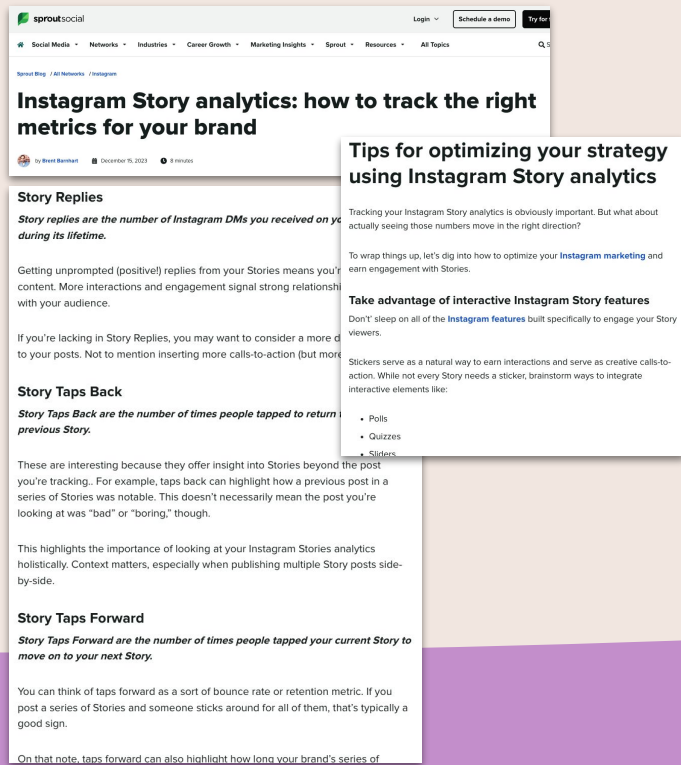
It's **not a great use of your time** to put all these resources into strategizing and brainstorming and creating to just **put your content into the world and walk away from it.**

You need to see how the content did. **Did your audience engage with it? Was the engagement neutral, positive, or negative?**

Based on your analysis, you can **make adjustments for future planning**, or maybe come up with something you want to test. The point is to learn and iterate, which will only **increase the quality and impact of your content** (making all this effort worth it!).



Research metrics for the content platforms you're publishing on and define what success looks like to you (KPIs!). Now, analyze your content through that lens.



You may have noticed by now that there are a few specific places I refer to over and over for resources and best practices.

Most of them are companies that ultimately are trying to sell you something. But they're incentivized to create high-quality, helpful content to build trust and demonstrate their authority in the space.

So I recommend searching some of the places below not only for analytics for all sorts of other topics.



sproutsocial



Adobe

HubSpot



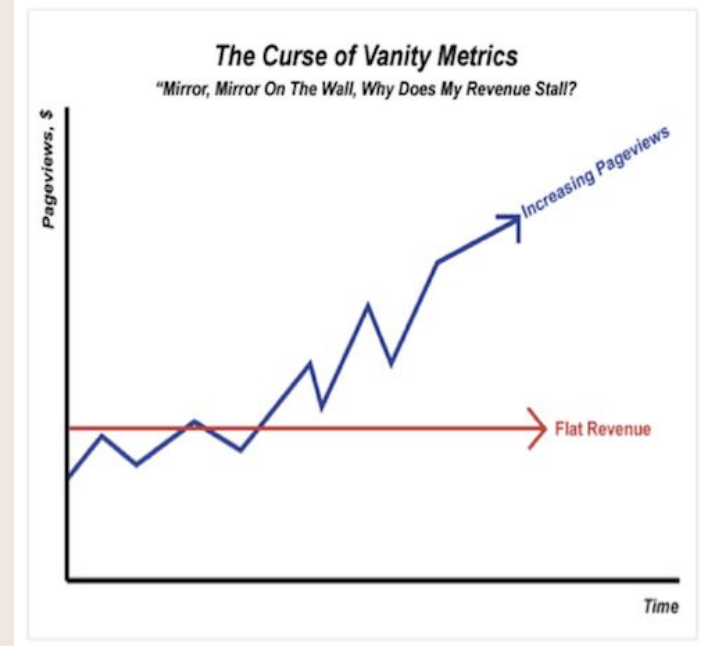
SEMRUSH



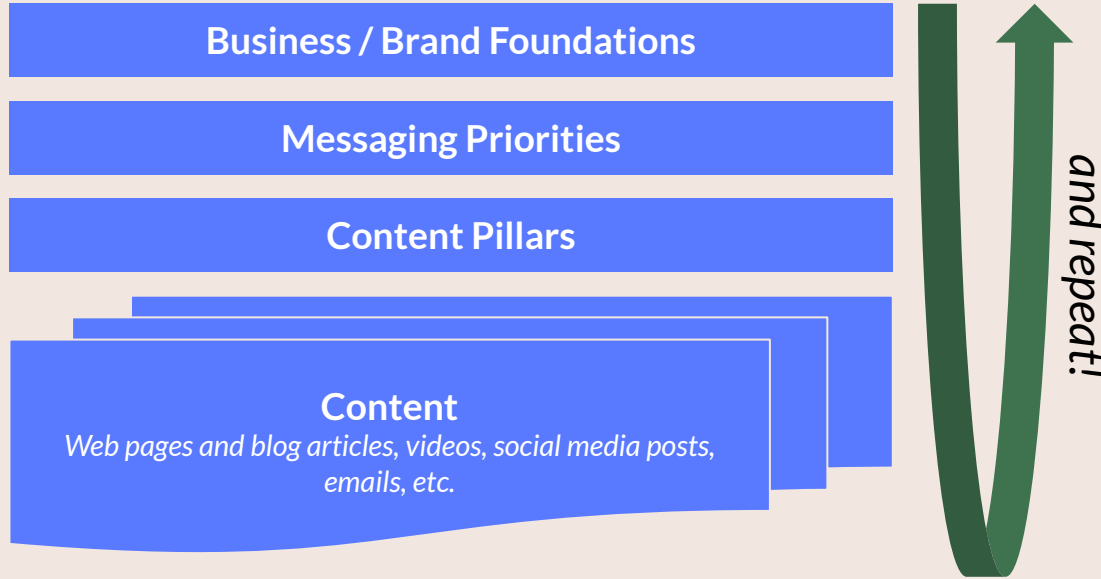
CONTENT
MARKETING
INSTITUTE™



Focus on engagement or actionable metrics and try not to get too caught up in vanity metrics.



Before I go—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).



And this concludes our three-part Content Confidence webinar series.

Thank you so much for coming! We hope you've found this helpful and wish you the best of luck on your content journey.





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

Follow @heybrandi marketing on Instagram for
more helpful tips.