



CONWAY



THE CONTENT SESSION

What is a content strategy?



A content strategy is a **documented plan** that identifies **what content** you're creating, **for which audience**, to meet **which objectives**, and with **what projected results**.



“Positioning defines where you fit, what people can count on, and how you’re different from others. It’s what you stand for, your reason to be, the purpose of the organization.

Rather than trying to be all things to all people, positioning defines a specific niche, a place for you in someone’s mind.”



The right messaging will:

- Reaffirm the mission of your organization.
- Emphasize your location as the logical choice to establish business operations, visit or relocate.
- Establish a connection with your audience.
- Differentiate you from competitors!
- Support the efforts of partner orgs and stakeholders.

THE SCIENCE OF STORYTELLING

As more brands make the move towards content marketing, cutting through the noise is more vital than ever before. But our brains are built to connect with compelling stories.

IF

100,500

digital words are consumed by the average US citizen every day

92%

of consumers want brands to make ads that feel like a story

60X
faster

rate at which the brain processes images in comparison to words

THEN



Keep it short (and have a great title to grab readers' attention).



Deliver content that is linear and expresses a clear narrative.



Show, don't tell. Use images for more compelling content.

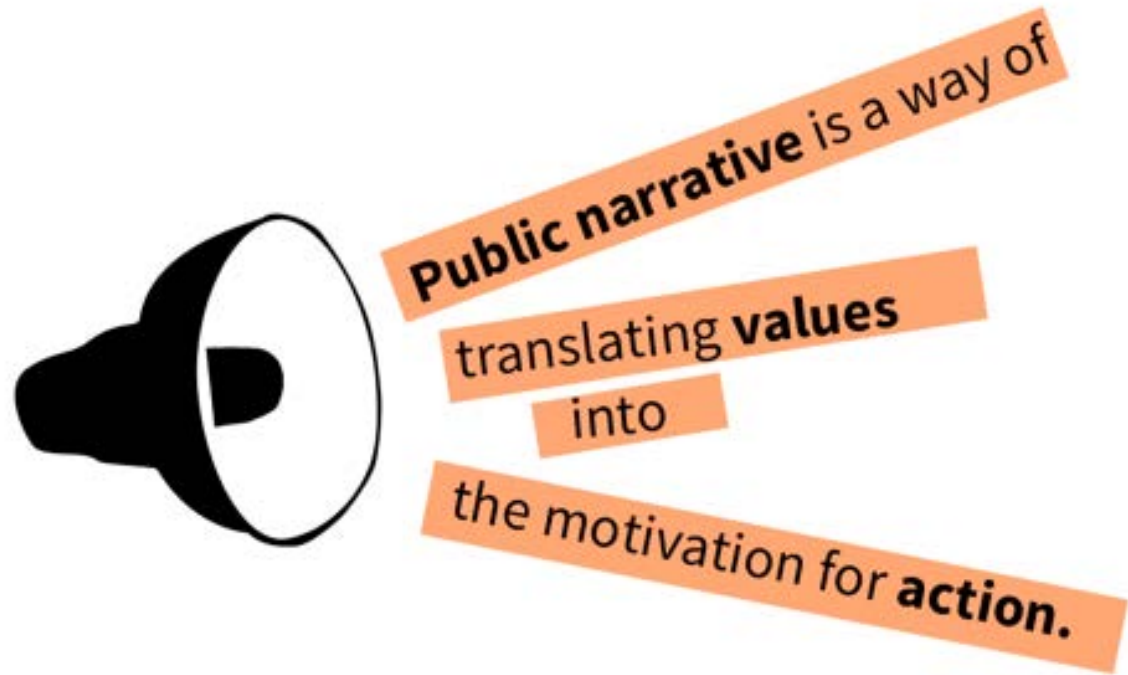


The difference between regions, countries, and locations with similar incentives often comes down to sights, smells, touch, people, and experiences.

Narrative is a useful tool in describing these sensations to people who are unfamiliar.

Evoking emotion through storytelling and narrative is another way to connect with people and round out your unique value proposition in their minds.

Narrative



- **Audience.** Who are you trying to reach? Who is this customer? What are their characteristics and where do they read their information? What platform will you find them on?
- **SMART Goals.** What are the SMART goals you need to accomplish your PR efforts? A SMART goal is **specific, measurable, attainable, relevant, and timely.**
- **Metrics.** How will you measure and quantify success? How are you collecting this data?
- **Ownership.** Who on your team is responsible for each of the elements necessary to make your strategy a reality?

- The look is up to you – a **spreadsheet** is a great place to start
- Can be as **specific and detailed** as you'd like
- When is the post supposed to happen? **Date?** **Time of day?**
- Where will the post go? What social media **platform?**
- What is the **body** of the post? **Links** to share? **Hashtags?**
Mentions / handles to include? **Photos?**
- **Who** will post it?
- Any relevant **metrics** to keep track of?

Writing posts



Speak like your audience and **speak to** their interests. Reach them where they are.

Include a **call-to-action**. Motivate them into clicking, sharing, responding.

Evoke **(positive) emotion**– even humor, when possible!

Use **simple language**.

Include **no more than 3 hashtags** and any relevant handles/user mentions.

Include relevant **links, images, or video**. Visuals are always a plus!

Frequency



Final checklist



Who are you trying to reach?

Which network will you reach them on?

**What is your message?
Does it help you reach your business goals?**

**What do you want the audience to do?
What is the call-to-action?**

What time will you post/send the message?



Content Development Session

In groups, develop 1-2 posts for LinkedIn and Twitter.

How will you maximize your social media strategy going forward?

What changes will you make?



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Q&A

THANK YOU