Content Management Strategies

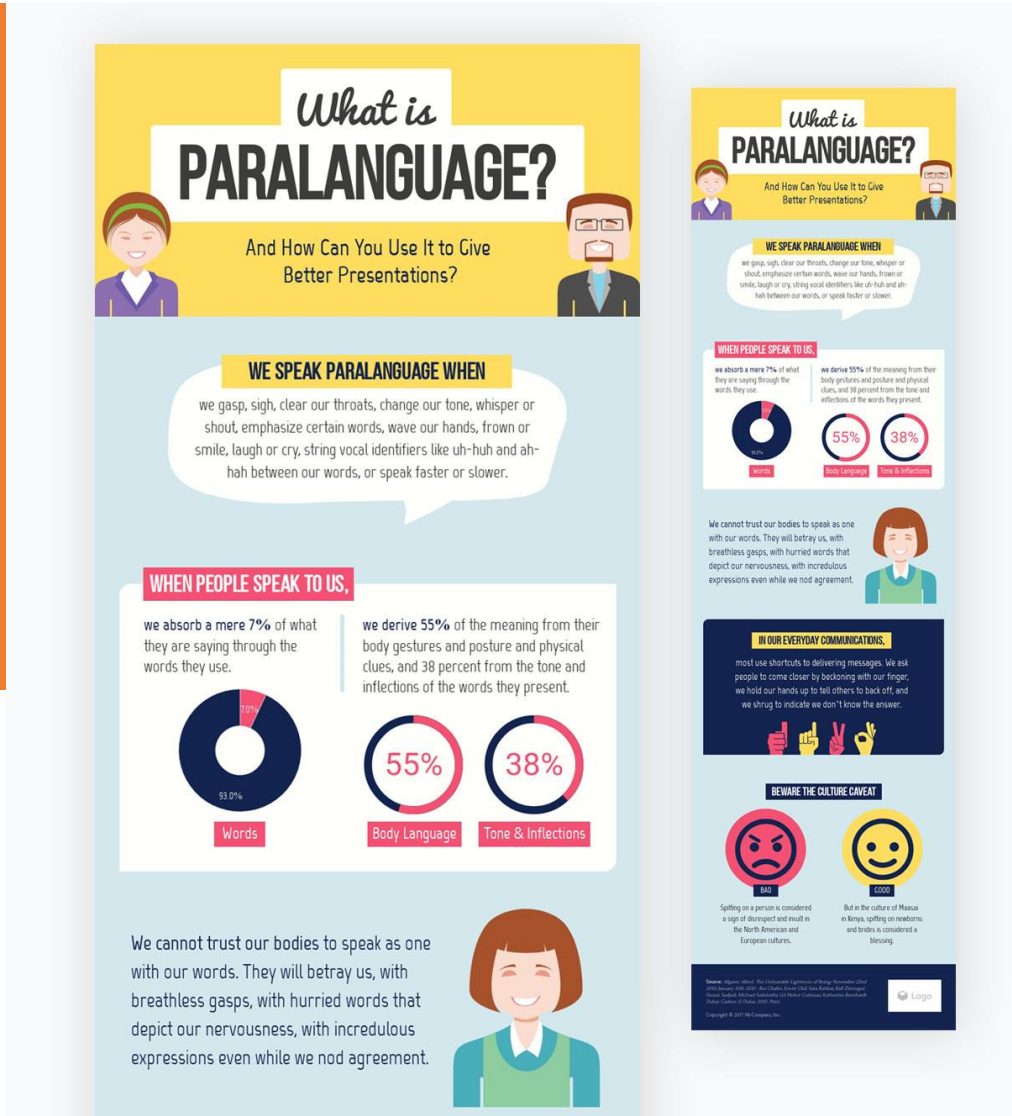
Readable

Written Social Media

Content Management Strategies

Readable

Infographics



Transcripts

Speaker 1: Good morning, Sasha. How are you?

Sasha: I'm okay. I, uh, actually, I admit I was a little late, because I stopped for coffee, so I'm doing pretty good now.

Speaker 1: Oh, I bet. Can't start the day without it, huh? Um, well, really, the reason I asked you here was to talk about your niece, Mackenzie.

Sasha: I know.

Speaker 1: Has Mackenzie ever reported any concerns to you about her foster home?

Sasha: No, not at all. If I thought that, that, that anything at all was up, I'd have been reporting it myself.

Speaker 1: Of course. So she never mentioned anything about her foster siblings?

Sasha: Well, she says the brother is kinda mean, but she told me she just avoids him.

Speaker 1: When you say the brother, you mean Sean?

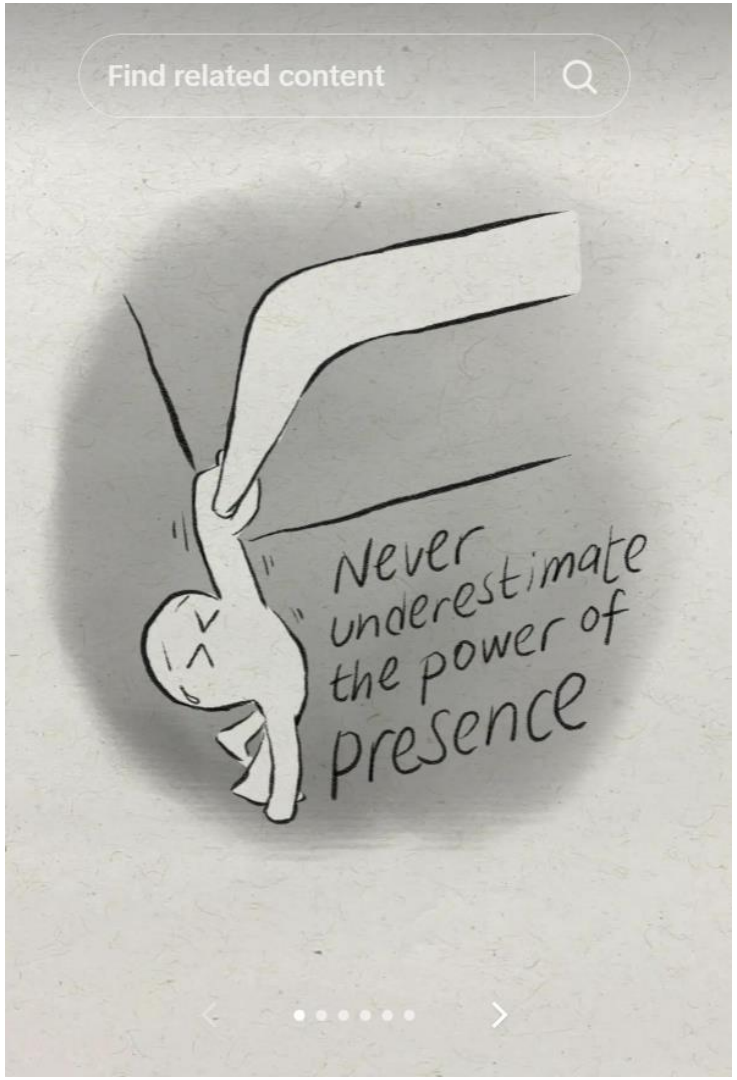
Sasha: Yeah, the older one.

Content Management Strategies

Watchable

https://about.instagram.com/features/stories

https://www.tiktok.com/@hikari.comics/photo/7345522227275746578



TOP 10 BRAND TONE OF VOICE

EXAMPLES TO INSPIRE YOU

MAILCHIMP

APPROACHABLE,
WARM,
HELPFUL

SALESFORCE

WELCOMING,
FRIENDLY,
UNIVERSAL

NETFLIX

CASUAL,
CONVERSATIONAL,
FUNNY

VOLKSWAGEN

WARM,
FRIENDLY,
HUMAN

MAYBELLINE

WARM,
FRIENDLY,
HUMAN

STARBUCKS

FUNCTIONAL,
EXPRESSIVE,
URBAN

TIFFANY

WITTY,
ELEGANT,
CLASSIC

ADVENTURISTS

IRREVERENT,
OUTGOING,
WACKY

HERMES

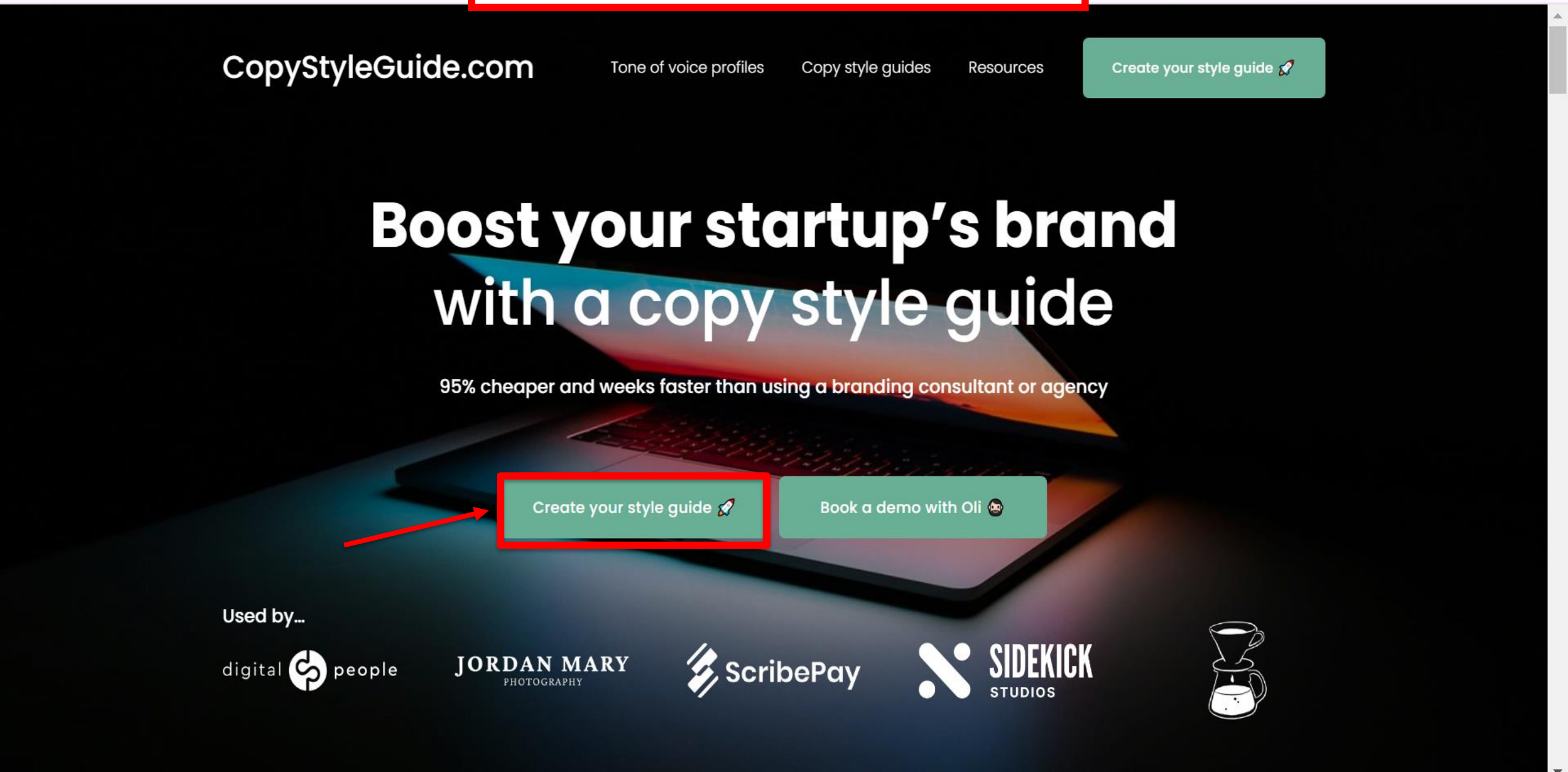
SLEEK,
TIMELESS,
LIGHT-HEARTED

THE BODY SHOP

CONVERSATIONAL,
DIRECT,
APPROACHABLE

https://blog.hubspot.com/marketing/brand-voice

copystyleguide.com



Your tone of voice profile is...

The Earnest Ally

At your company, you communicate with your customers in a down-to-earth manner, expressing genuine interest and concern while maintaining a respectful and polite demeanour. You're excited to work with your customers, providing solutions and support while fostering a positive, approachable atmosphere that nurtures collaboration and trust.

Buy the style guide - £149

Book a demo with Oli

Content Management Strategies

Maintain A Unified & Consistent Standard For The Content

Establish a centralized content management team responsible for overseeing and standardizing content across regions.

Implement a Content Management System (CMS) will ensure uniformity and ease of content updates.

Content Management Strategies

How To...

Ensure that the information on the website is always up-to-date and relevant?

- Set up regular audits
- Identify outdated content and make sure that the information is up to date and consistent with product developments.

Translate content management strategy into specific policies for web content creation and curation?

- Develop policies that clearly define the tone, style, and quality of content that aligns with brand identity

Prevent content redundancy?

- Implement policies requiring regular content audits.
- Establish a single repository for storing and managing content
- Duplication checks before content publishing (Tools: www.copyscape.com duplichecker.com)

Good blog vs. bad blog differences

In short, the main differences between a good blog and a bad blog include logical blog post structure, catchy headlines, quality content, a solid SEO strategy, frequent posting, knowing your target audience, enjoyable blog design, and compelling CTAs.

	Good Blog	Bad Blog
Blog post structure	Content is presented in a logical and engaging way.	Thoughts are loosely connected without a clear purpose.
Headlines	A good headline is revealing and intriguing at the same time.	If you want to lose clicks, make your headlines short and vague.
Content quality	Quality content provides value to the readers.	Bad content is a waste of time, but not in a funny way.
SEO strategy	Keywords, meta-text, and quality links boost visibility.	Google doesn't like blogs that are difficult to read.
Blogging frequency	Good bloggers keep up a consistent posting schedule.	Publishing once in a while shows a lack of commitment.
Audience targeting	A blog is only as good as its audience-targeting strategy.	Bad blogs don't think about or know their readers.
Blog design	Good design is readable, eye-catching, and interactive.	Poor blog design feels sloppy, messy, and confusing.
CTAs	An effective CTA must tell the reader what to do next.	Missing or complicated CTAs are common on bad blogs.

https://firstsiteguide.com/good-blog-vs-bad-blog/

Content Titles

PROBLEMS BEGONE

1. How To Get Rid Of _____
2. [Problem]? Here's How to Fix It
3. Get Rid Of _____ For Good!
4. The Best Ever Solution for _____
5. Is _____ Affecting Your _____?

PROMISE MASSIVE RESULTS

6. How to Create the Perfect _____
7. [#] Tips to Skyrocket Your _____
8. How To Create _____ To Explode Your ___
9. How To _____ Your _____ For Massive Growth
10. How To Completely Change ____
11. How To _____ Like An Expert/ Pro
12. [#] _____That Will Change Your Life
13. Never Worry About _____ Again
14. How To Permanently Stop _____, Even If You've Tried Everything!
15. How To Own Your Next _____
16. [#] Life-Changing Ways To _____
17. [#] Ideas to Supercharge Your _____
18. [#] Ways To Master Your _____
19. [#] Steps To Turn _____ Into _____
20. [#] _____ That Will Make You _____
21. Want To _____? Now You Can!

THE QUICK AND EASY FIX

25. How To _____ in [#] Minutes
26. How To _____ in [#] Easy Steps
27. How To Quickly _____
28. How To Make A _____ The Easy Way
29. How To Jump Start Your _____
30. How To _____Without _____
31. [#] Bite-Sized Tips To Create _____ in Under 20 Minutes
32. [#] Tips for Effortless _____
33. [#] Easy Fixes to _____
34. _____ Your _____ In _____ Days or Less
35. [#] Greatest _____ Hacks For _____
36. Give Me 30 Minutes And I'll Give You ___
37. Try These [#] _____For A Week, And Be Twice As _____
38. 1 Simple Rule To _____
39. [#] _____ Guaranteed To Make Your _____ Easier
40. [#] Simple Things You Can Do To Be A _____
41. Triple Your Results Without _____
42. The _____ Shortcut To _____

Top 20 most popular types of blogs in 2024

Best types of blogs to create:

1. Food blogs
2. Travel blogs
3. Health and fitness blogs
4. Lifestyle blogs
5. Fashion and beauty blogs
6. Photography blogs
7. Personal blogs
8. DIY craft blogs
9. Parenting blogs
10. Music blogs
11. Business blogs
12. Art and design blogs
13. Book and writing blogs
14. Personal finance blogs
15. Interior design blogs
16. Sports blogs
17. News blogs
18. Movie blogs
19. Religion blogs
20. Political blogs

Choosing a Content Management System (CMS)

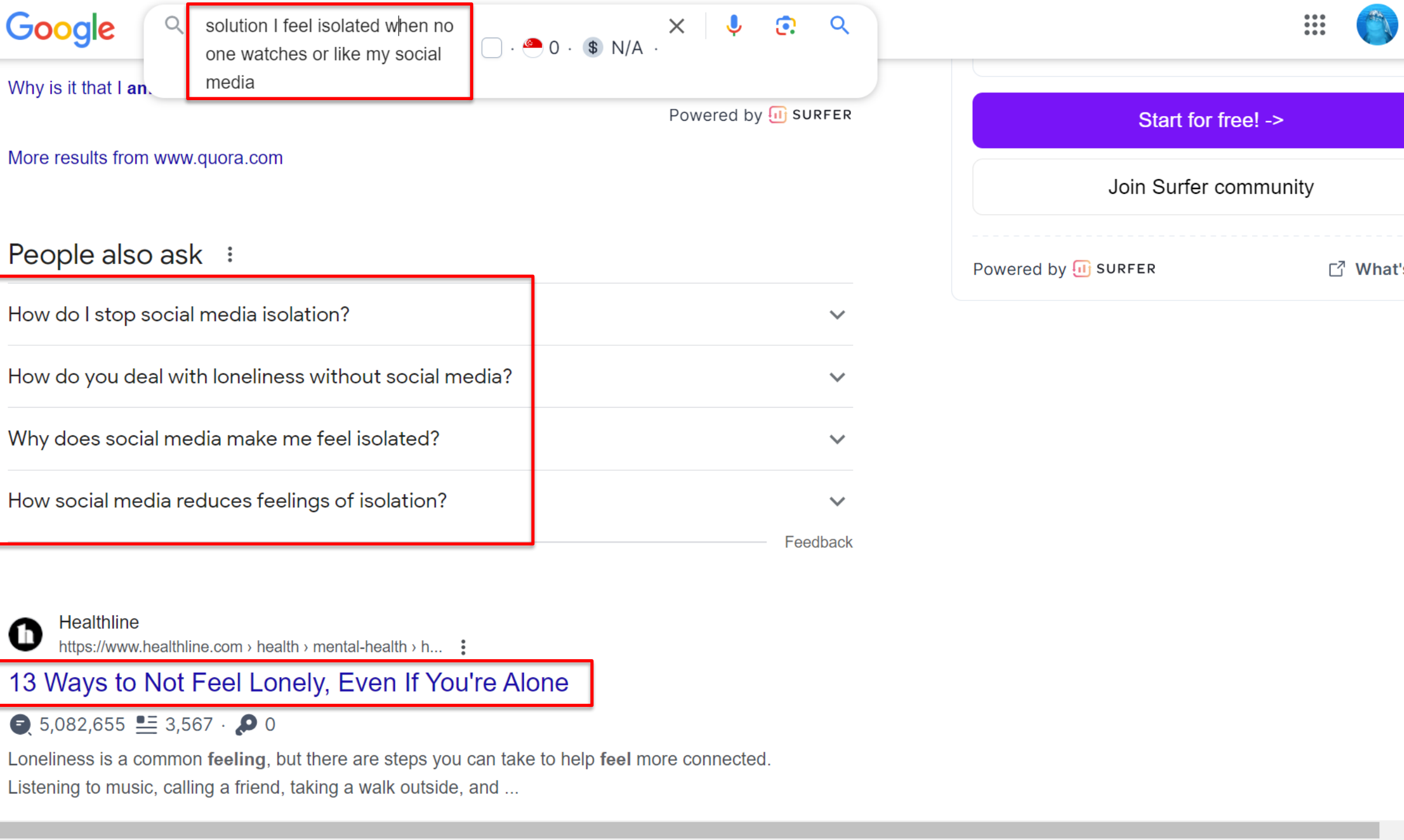
Factors to Consider:

- Assess user interface (UI – visual & Interactive part of CMS)
- Workflow simplicity
  (enhances productivity and reduces the likelihood of errors)
- Learning curve (Don't require extensive training)
- Intuitive
- Allow content creators to focus on quality

“Creativity happens in response to a problem, not a solution.”

~ Luke Sullivan ~

“If there isn’t a problem, you need to create one. [Creating conflict] is how we get interest about your product because your product is not particularly interesting to anybody but you.”


Google
solution I feel isolated when no one watches or like my social media
0 · $ N/A ·
Why is it that I an
Powered by SURFER
More results from www.quora.com
Start for free! ->
Join Surfer community
Powered by SURFER
What's ne
People also ask
How do I stop social media isolation?
How do you deal with loneliness without social media?
Why does social media make me feel isolated?
How social media reduces feelings of isolation?
Feedback
Healthline
https://www.healthline.com › health › mental-health › h...
13 Ways to Not Feel Lonely, Even If You're Alone
5,082,655 3,567 · 0
Loneliness is a common feeling, but there are steps you can take to help feel more connected.
Listening to music, calling a friend, taking a walk outside, and ...

How to Write a White Paper Your Customers Will Actually Read (Actual Examples Included)

By Mike Aquino

When we were students, thousand-word essay assignments used to strike fear in our hearts.

Now, imagine needing to craft and publish a 3,000-word, beautifully designed digital document that your bosses expect to bring in actual revenue.

Like, real money. In the real world.

Feeling the stress? Well, savvy marketers certainly don't.

https://withcontent.co/how-to-write-white-paper-examples/

Which Type of Opening?

1) Question
2) Picture This
3) Story
4) Shocking Statement

DBS

5 steps to transform your SME into a sustainable business

Guide

T Systems

Cyber threats in the automotive industry are growing, but they're not insurmountable

Thought leadership

Daniel Tay
@danieltaypy

How a mental health startup grew their organic keywords by *857%* in 1 year

Advanced Techniques and Trends

How Can You...

Assess and implement emerging tools and techniques for digital content creation?

- By establishing a dedicated team to explore, test, and assess emerging tools such as AI-driven content creation, virtual reality, and interactive media
- Utilize tools such as Content as a Service can ensure flexibility and consistency.

And...

What criteria should be used to evaluate these tools?

- Evaluation criteria should include ease of integration, scalability, cost-effectiveness, and the potential to enhance user engagement and experience

Gemini

See the latest updates to the Gemini Apps Privacy Hub

Bard

https://bard.google.com

Generate an image of a dolphin jumping out of ocean under the starry night

Sure, here is an image of a dolphin jumping out of the ocean under the starry night:

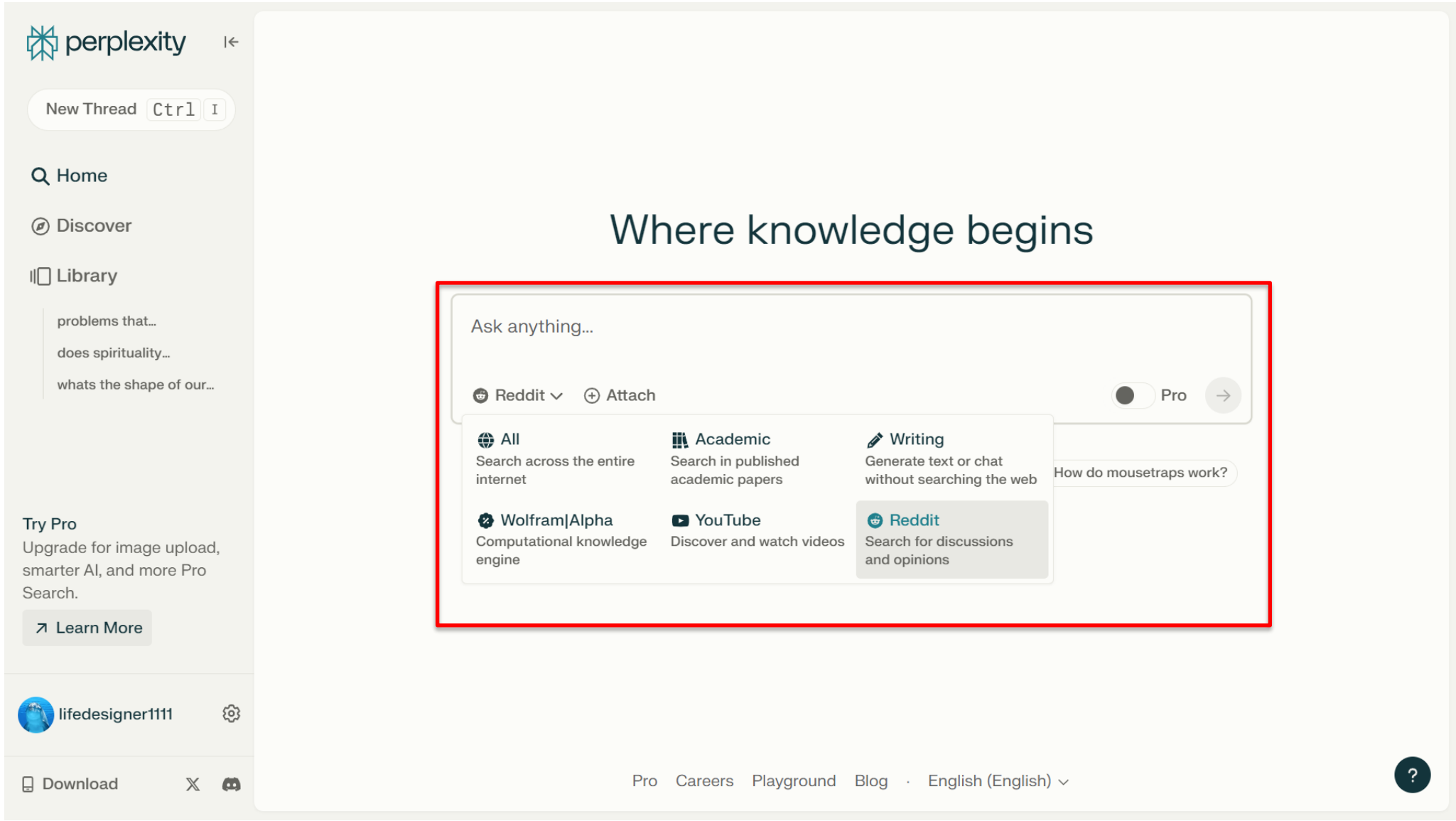
Generate more

Enter a prompt here

Gemini may display inaccurate info, including about people, so double-check its responses. Your privacy & Gemini Apps

Perplexity

https://www.perplexity.ai



Text to Image | Image to Image | Settings

Credit: 9 | Get Credit

a kitten playing a red string ball under the moonlight

Add Negative Prompt

Type what you don't want to see in the image. (a negative prompt)...

Style More

None | Cinematic | Analog Fi... | Animation

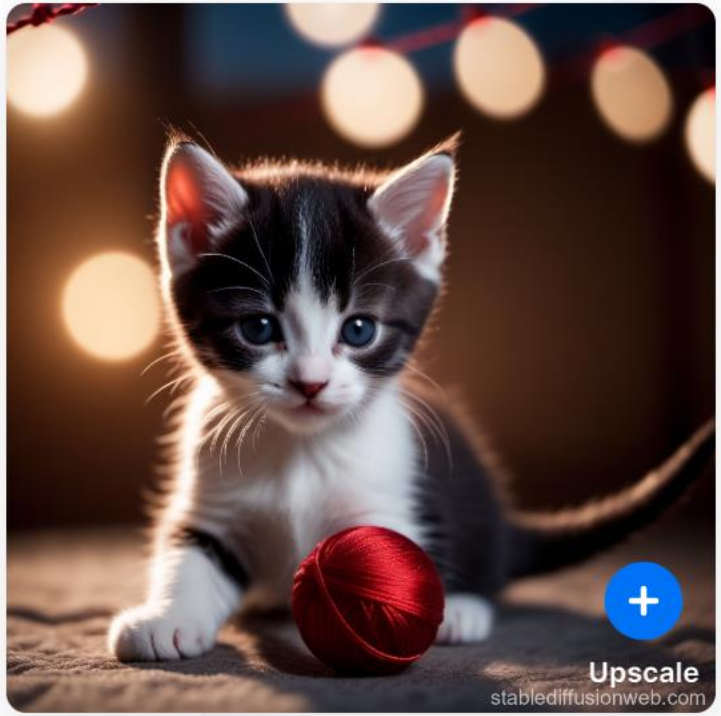
Comic B... | Craft Clay | Fantasy ... | Line Art

Generate

You are currently on a free plan.

Upgrade for priority generations, additional token credits, no ads and much more!

Upgrade Plan



Upgrading the plan can remove the watermark Upgrade

Feedback Email: yuki@stablediffusionweb.com

Image available for 7 days. Download soon.

Stable Diffusion

https://stablediffusionweb.com/

Text to Image | **Image to Image** | Settings

Credit: 8 | Get Credit

3 dogs on island

Add Negative Prompt

Style ⚠ Less

None

Cinematic

Analog Fi...

Animation

Comic B...

Craft Clay

Fantasy ...

Line Art

Generate

You are currently on a free plan.

Upgrade for priority generations, additional token credits, no ads and much more!

Upgrade Plan

Upgrading the plan can remove the watermark Upgrade

Feedback Email: yuki@stablediffusionweb.com

Image available for 7 days. Download soon.

Stable Diffusion

https://stablediffusionweb.com/

Lexica

Home Generate History Likes Account

L

Lexica

https://lexica.art

Describe your image

a kitten drinking fruit juice and sunbathing at the beach

puppy rabbit More ideas

Negative prompt

black and white, monochrome

Generate

Lexica Aperture v4

Dimensions

832 × 1152

Slow Fast Generation speed

a kitten drinking fruit juice and sunbathing at the beach

Copilot | Designer

Star Rewards Mobile

a kitten wearing goggles playing with a string of red ball under the moonlight

14 Create Surprise Me

Explore ideas

Help

Bing Image Creator

https://www.bing.com/create

Recent

Privacy and Cookies Content Policy Terms of Use Feedback

Feedback

Text/Image to Video | Gen 2

97 seconds left | Upgrade

Runway (Create video from text prompt)
https://runwayml.com/ai-magic-tools/

a cute little cartoon panda snorkelling in the water, and he saw a fried chicken, he swim and snatch it from a fish.

116/320

Camera | Motion Brush

5 | Free Preview | Generate 4s

Gen-2 video

See full prompt

Extend 4s

Help us improve: how is the result?

Runway (Create video from text prompt)
https://runwayml.com/ai-magic-tools/

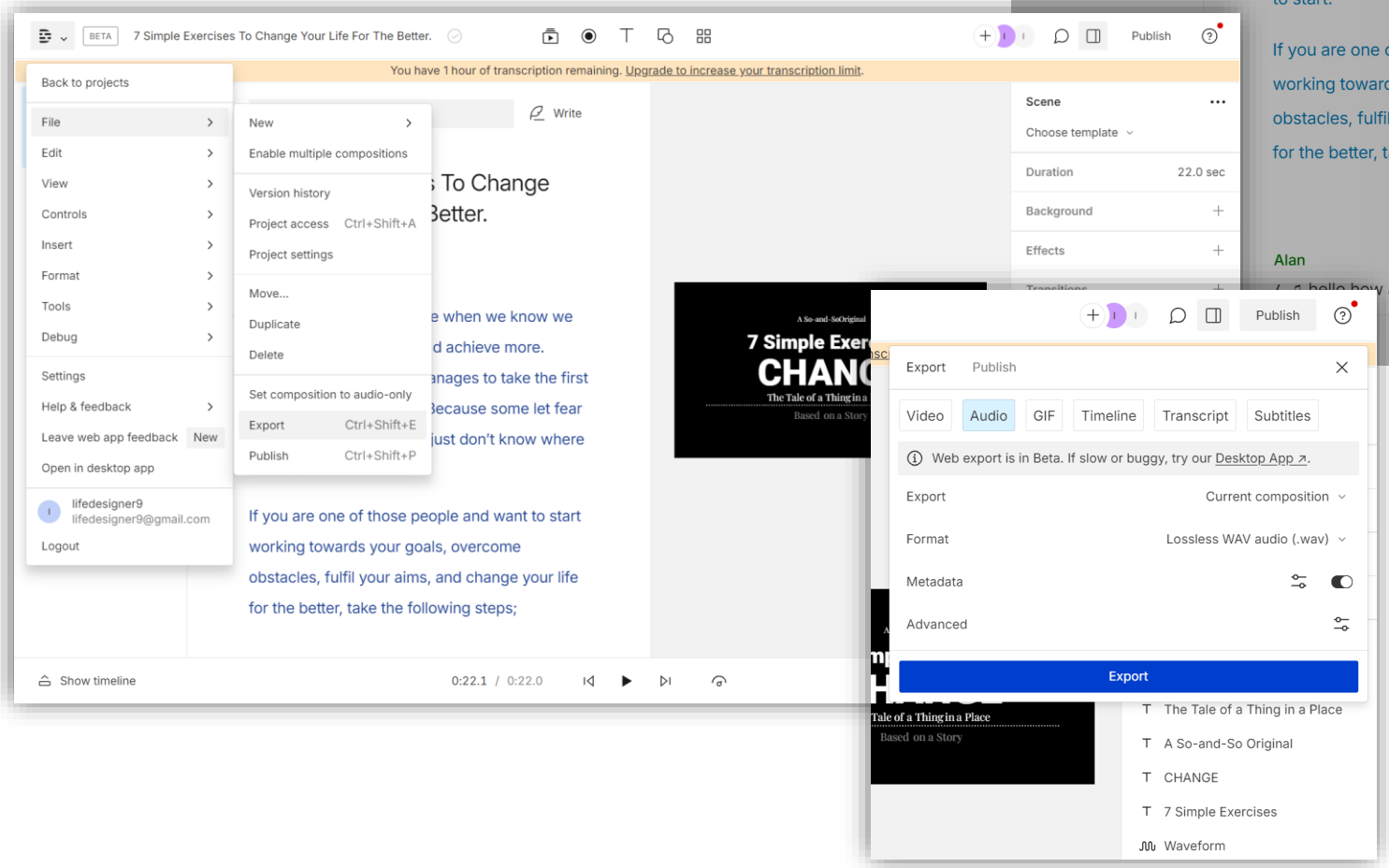
Image

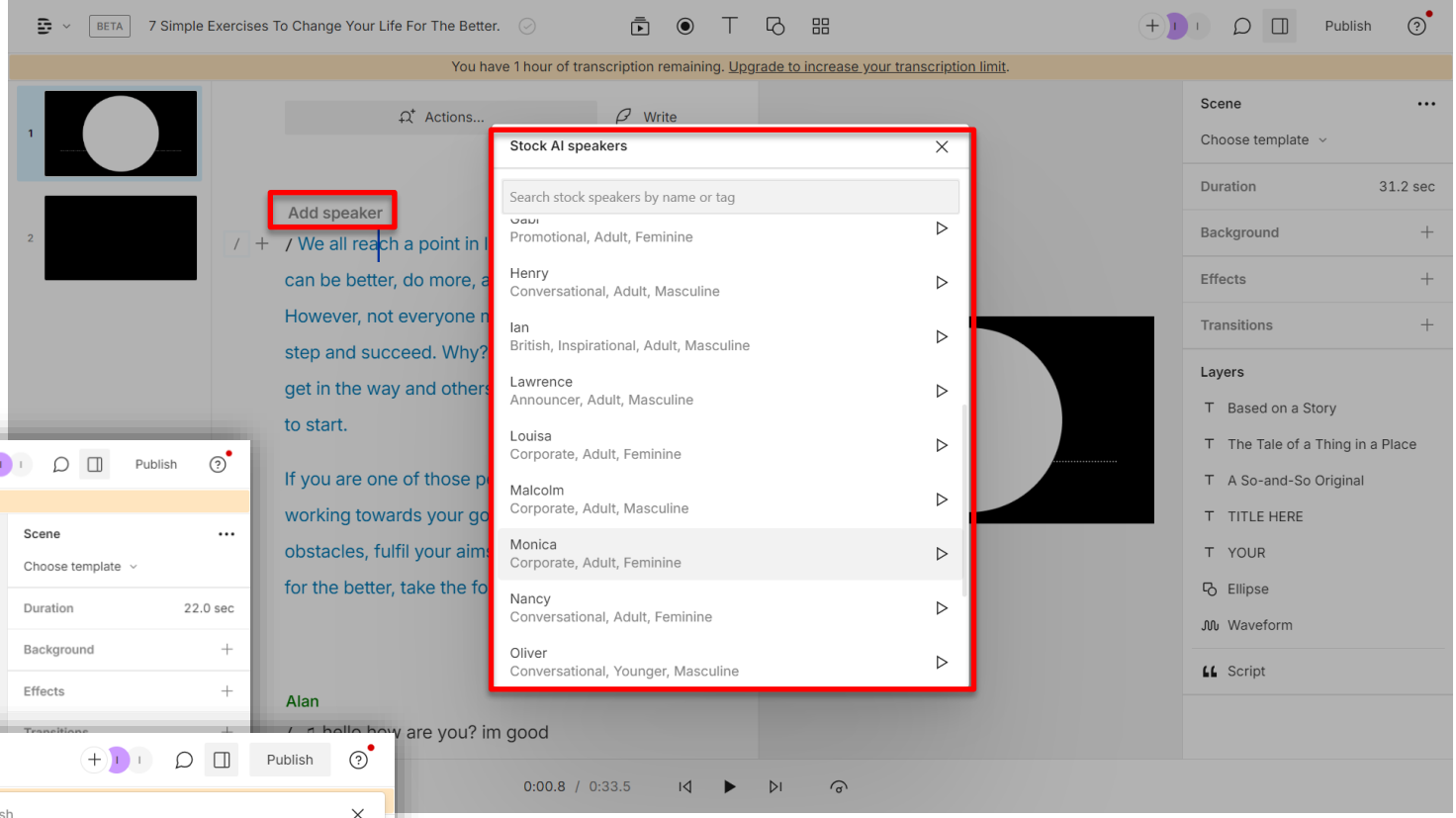
Video

Pictory (Generate video from script)
https://pictory.ai/pictory-features/script-to-video/

Descript

(Video editor/transcription/
clone your voice)
https://www.descript.com

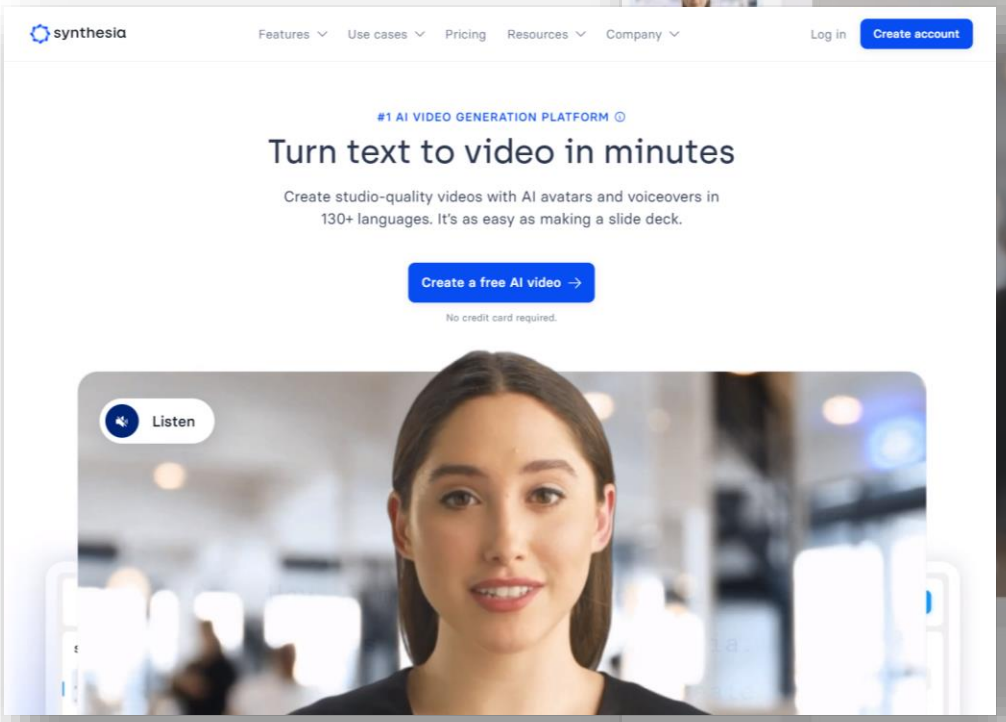


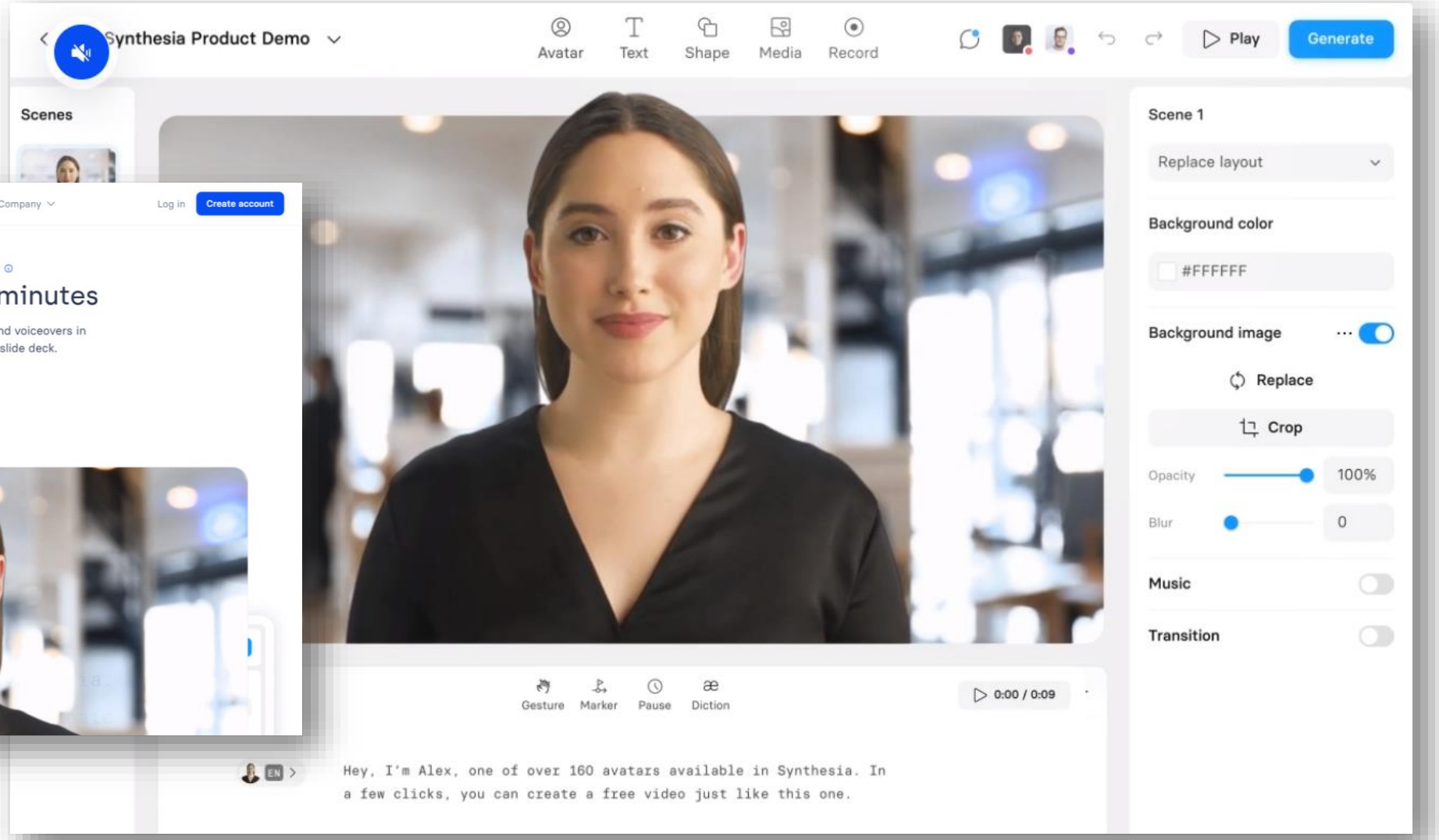


Synthesia

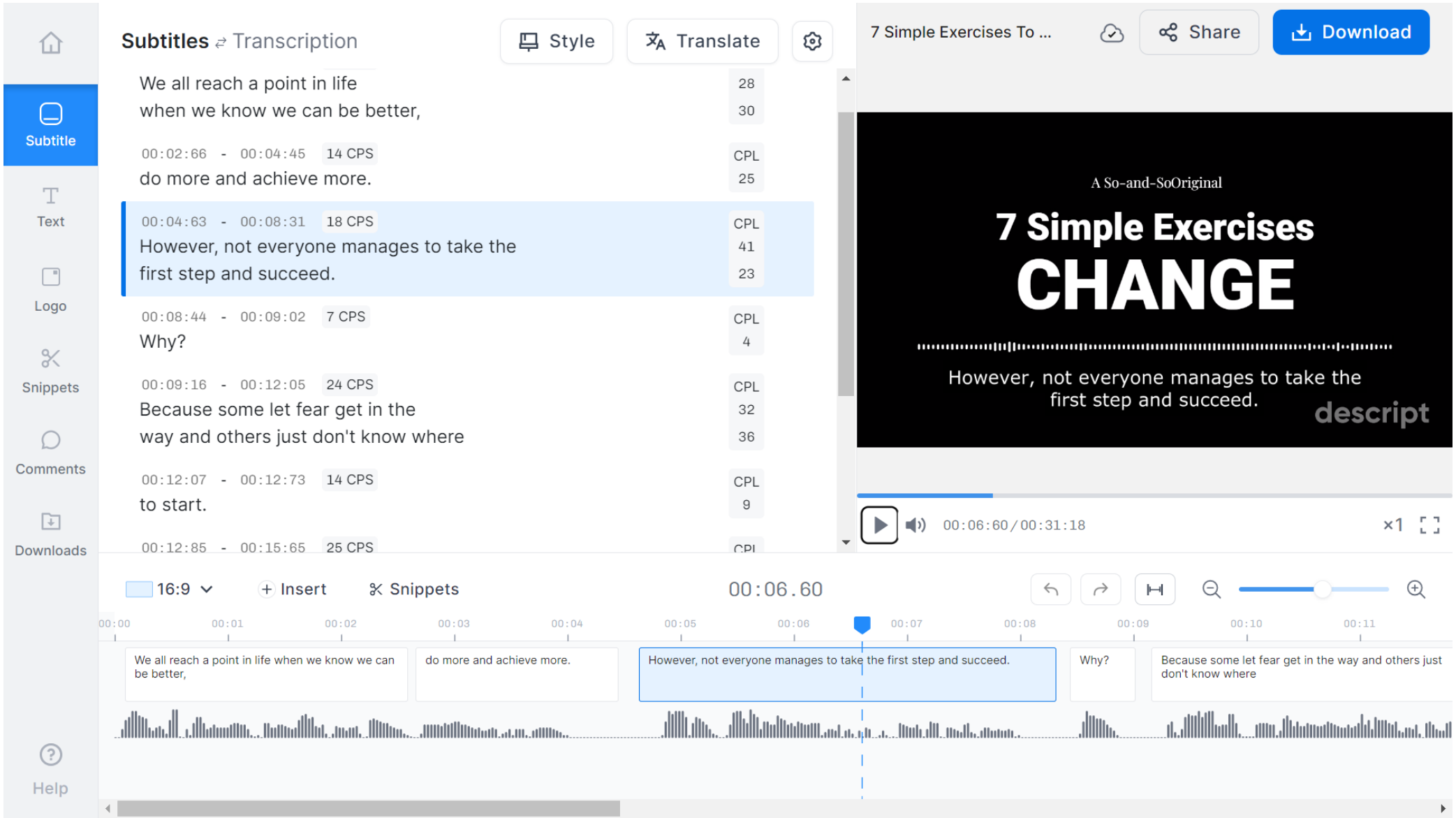
(Video avatar creator)

https://www.synthesia.io





Subly
(Subtitles creator)
https://www.getsubly.com



Advanced Techniques and Trends

How Can You...

Leverage emerging tools to customise and personalise content for different audiences and regions?

- Leverage tools by employing Artificial Intelligence (AI) and Machine Learning (ML) to analyse user behaviour and preferences

Implement strategies to continually assess and adapt to new tools and techniques?

- By establishing a continuous learning culture and a periodic review process.
- Regularly scanning the market for new tools, attending industry conferences and staying active in relevant communities to be always aware of the latest trends and technologies