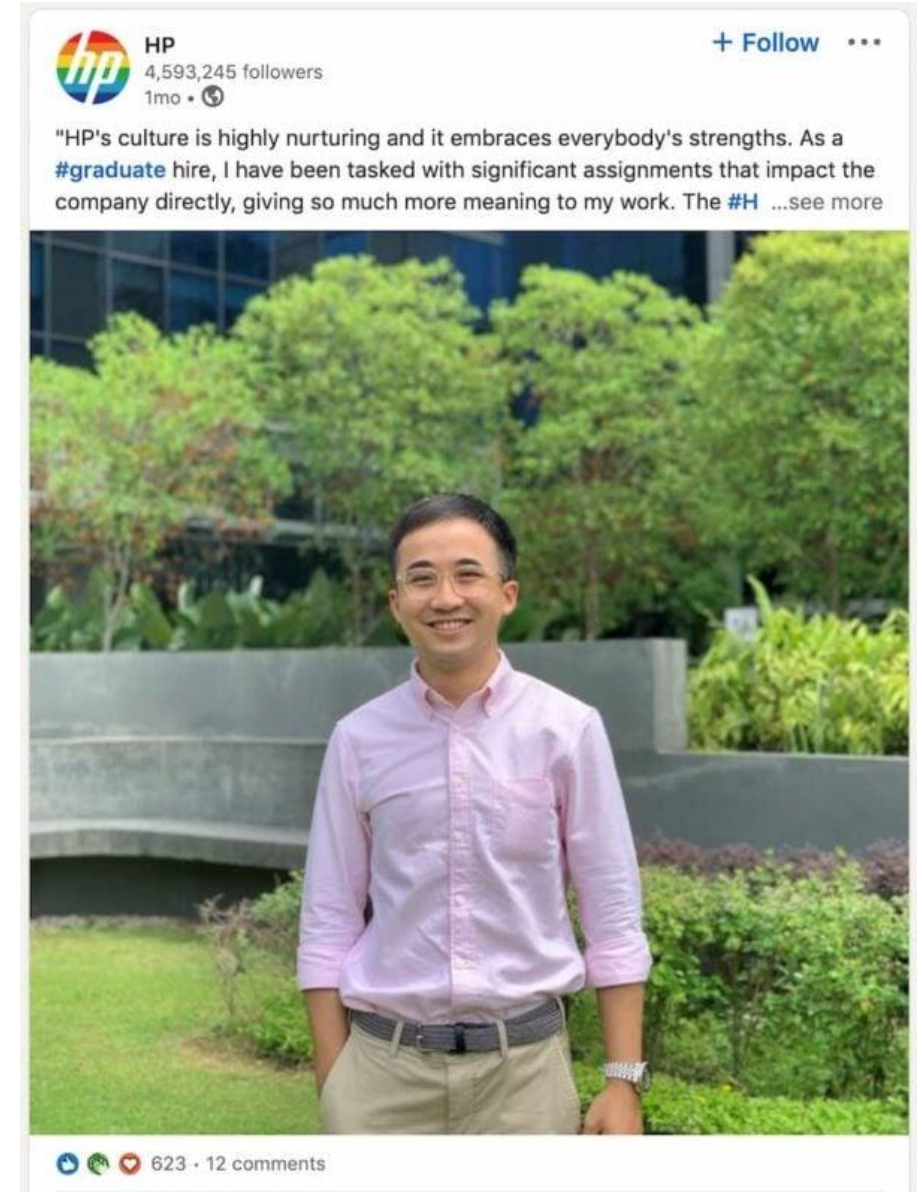


# Content Management Strategies

## 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.



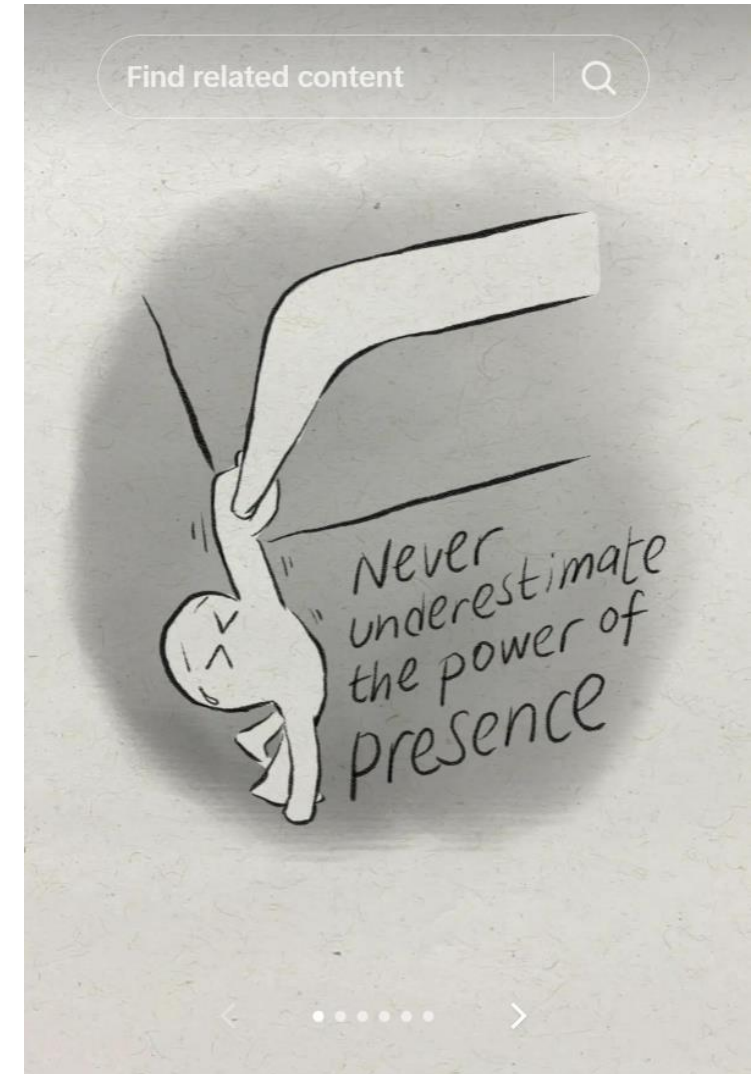
# Content Management Strategies

## 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

NETFLIX

CASUAL,  
CONVERSATIONAL,  
FUNNY



VOLKSWAGEN

WARM,  
FRIENDLY,  
HUMAN

MAYBELLINE  
NEW YORK

MAYBELLINE

WARM,  
FRIENDLY,  
HUMAN



STARBUCKS

FUNCTIONAL,  
EXPRESSIVE,  
URBAN

TIFFANY & Co.

TIFFANY

WITTY,  
ELEGANT,  
CLASSIC



ADVENTURISTS

IRREVERENT,  
OUTGOING,  
WACKY



HERMÈS

SLEEK,  
TIMELESS,  
LIGHT-HEARTED



THE BODY SHOP

CONVERSATIONAL,  
DIRECT,  
APPROACHABLE

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

 **Skittles**   
March 16 at 11:55 AM · 

Vote SKITTLES for Best Brand on Twitter so we can keep our jobs!  
<http://bit.ly/Vote4SKITTLES>  
#BestOfTweets

**WE NEED YOUR HELP TODAY**



Help us win this so our bosses  
think we're doing a good job.

CopyStyleGuide.com

Tone of voice profiles

Copy style guides

Resources

Create your style guide 🚀

# Boost your startup's brand with a copy style guide

95% cheaper and weeks faster than using a branding consultant or agency

Create your style guide 🚀

Book a demo with Oli 🗓

Used by...

digital people

JORDAN MARY  
PHOTOGRAPHY

ScribePay

SIDEKICK  
STUDIOS





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 !\[\]\(d66ff64371a51729ac8c1cdaa685ba6f\_img.jpg\)](#)

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

# 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

# Digital Content Strategy and Planning

## 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.”





solution I feel isolated when no  
one watches or like my social  
media



Why is it that I an

Powered by SURFER

More results from [www.quora.com](https://www.quora.com)

## 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 ...

Start for free! ->

Join Surfer community

Powered by SURFER



What's ne

# 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



## 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

# 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



# Perplexity

<https://www.perplexity.ai>

 perplexity

New Thread Ctrl I

Home

Discover

Library

problems that...


does spirituality...


whats the shape of our...

Try Pro


Upgrade for image upload, smarter AI, and more Pro Search.


Learn More

 lifedesigner1111




Download






## Where knowledge begins


Ask anything...

 Reddit


 Attach

Pro


→

 All


Search across the entire internet

 Academic


Search in published academic papers

 Writing


Generate text or chat without searching the web

 Wolfram|Alpha

Computational knowledge engine

 YouTube

Discover and watch videos

 Reddit

Search for discussions and opinions

How do mousetraps work?


Pro

Careers

Playground

Blog


English (English)




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 ...



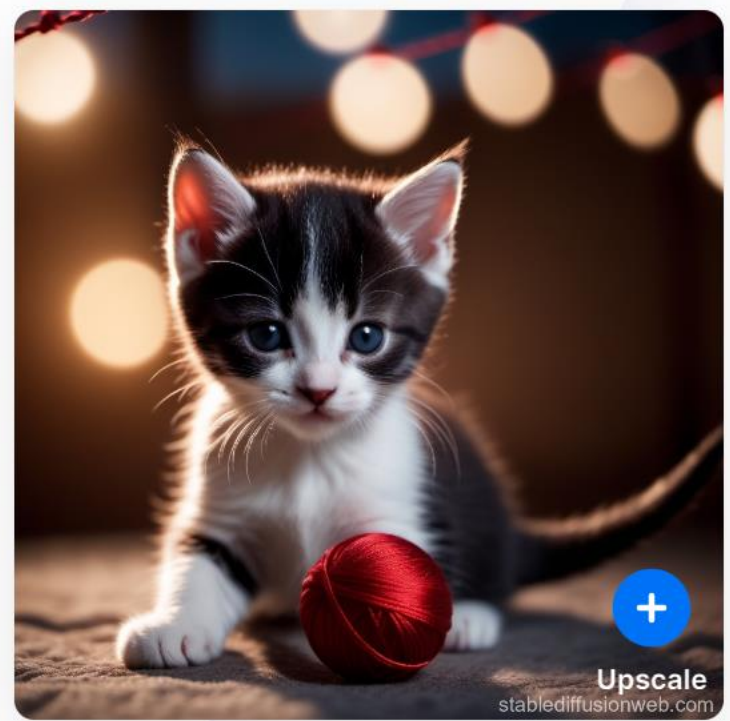
Line Art

**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](mailto:yuki@stablediffusionweb.com)

Image available for 7 days. Download soon.



**Stable Diffusion**  
<https://stablediffusionweb.com/>





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](mailto:yuki@stablediffusionweb.com)

Image available for 7 days. Download soon.



# Stable Diffusion

<https://stablediffusionweb.com/>



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

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







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**

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

Gen-2 video See full prompt 🗑️ ➦ **⌕ Extend 4s**

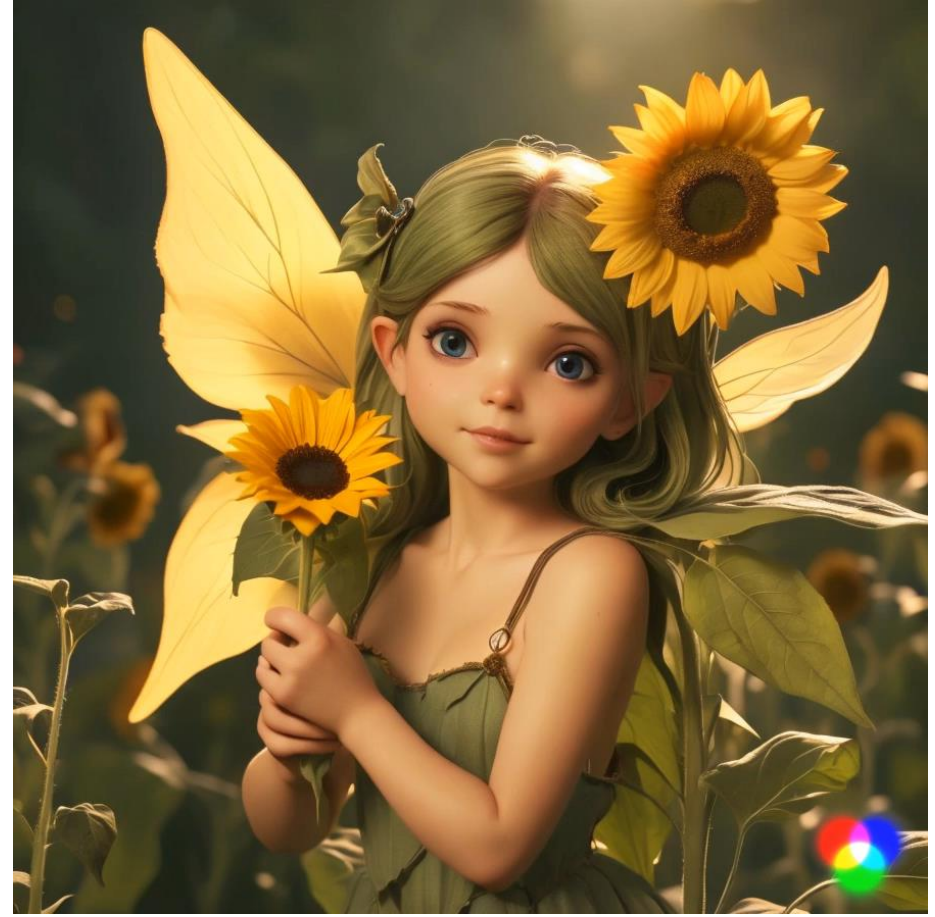


Help us improve: how is the result? ☆ ☆ ☆ ☆ ☆

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>

7 Simple Exercises To Change Your Life For The Better.

You have 1 hour of transcription remaining. [Upgrade to increase your transcription limit.](#)

Back to projects

File > New > Enable multiple compositions > Version history > Project access Ctrl+Shift+A > Project settings > Move... > Duplicate > Delete > Set composition to audio-only > Export Ctrl+Shift+E > Publish Ctrl+Shift+P

lifedesigner9  
lifedesigner9@gmail.com  
Logout

7 Simple Exercises To Change Your Life For The Better.

If you are one of those people who want to start working towards your goals, overcome obstacles, fulfil your aims, and change your life for the better, take the following steps;

0:22.1 / 0:22.0

Export Publish

Video Audio GIF Timeline Transcript Subtitles

Web export is in Beta. If slow or buggy, try our [Desktop App 2.0](#).

Export Current composition

Format Lossless WAV audio (.wav)

Metadata

Advanced

Export

Tale of a Thing in a Place  
Based on a Story

T The Tale of a Thing in a Place  
T A So-and-So Original  
T CHANGE  
T 7 Simple Exercises  
Waveform

7 Simple Exercises To Change Your Life For The Better.

You have 1 hour of transcription remaining. [Upgrade to increase your transcription limit.](#)

Actions... Write

Add speaker

Stock AI speakers

Search stock speakers by name or tag

Promotional, Adult, Feminine

Henry  
Conversational, Adult, Masculine

Ian  
British, Inspirational, Adult, Masculine

Lawrence  
Announcer, Adult, Masculine

Louisa  
Corporate, Adult, Feminine

Malcolm  
Corporate, Adult, Masculine

Monica  
Corporate, Adult, Feminine

Nancy  
Conversational, Adult, Feminine

Oliver  
Conversational, Younger, Masculine

Scene

Choose template

Duration 22.0 sec

Background

Effects

Layers

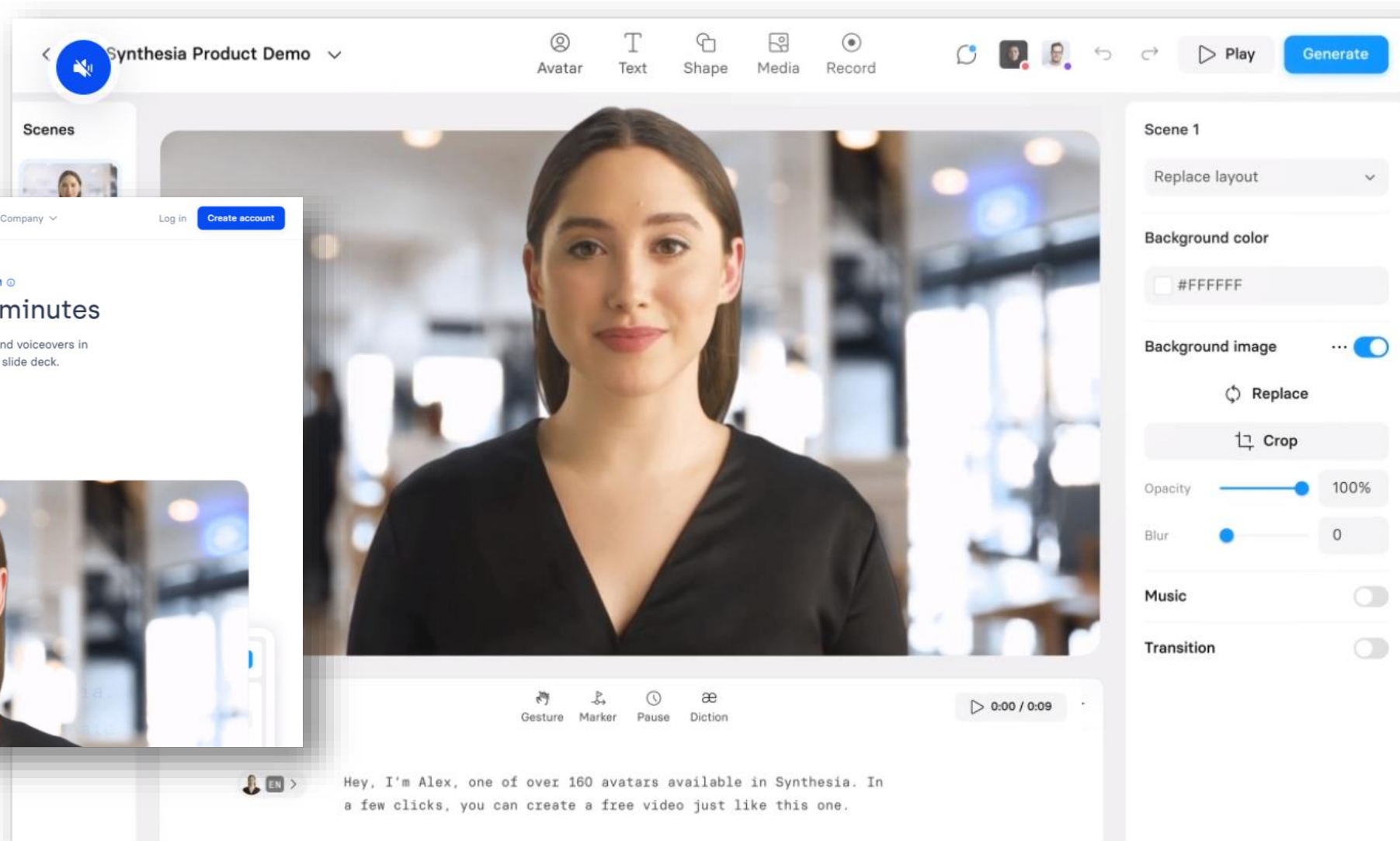
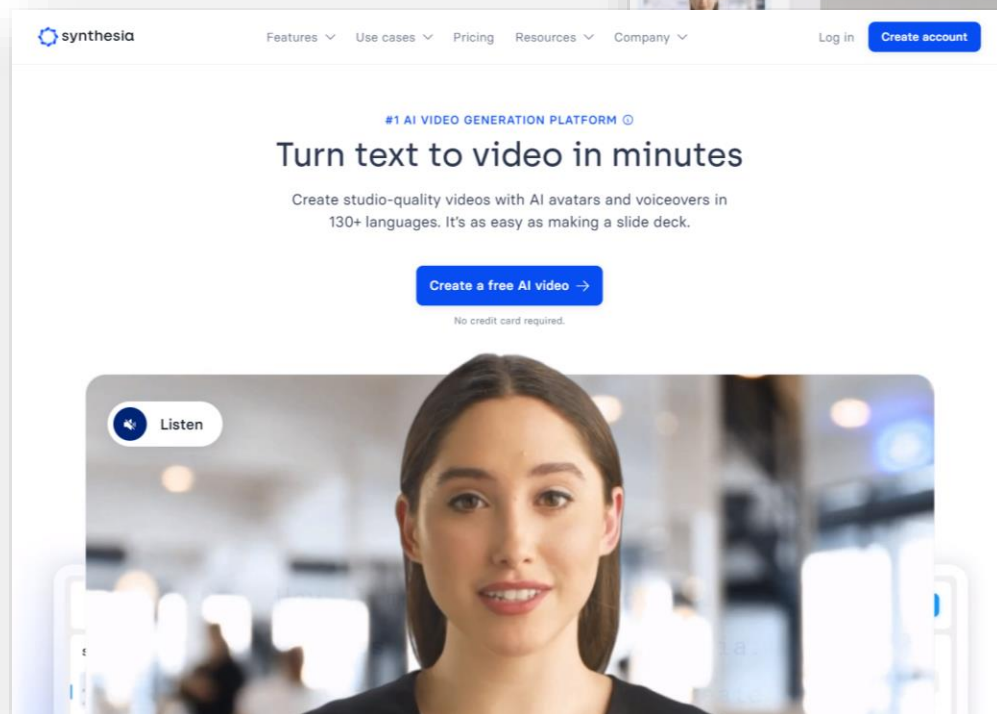
T Based on a Story  
T The Tale of a Thing in a Place  
T A So-and-So Original  
T TITLE HERE  
T YOUR  
Ellipse  
Waveform  
Script

0:00.8 / 0:33.5

# Synthesia

(Video avatar creator)

<https://www.synthesia.io>



Home

Subtitle

Text

Logo

Snippets

Comments

Downloads

Help

Subtitles ↔ Transcription

Style

Translate

Settings

We all reach a point in life when we know we can be better,

00:02:66 - 00:04:45 14 CPS

do more and achieve more.

00:04:63 - 00:08:31 18 CPS

However, not everyone manages to take the first step and succeed.

00:08:44 - 00:09:02 7 CPS

Why?

00:09:16 - 00:12:05 24 CPS

Because some let fear get in the way and others just don't know where to start.

00:12:07 - 00:12:73 14 CPS

00:12:85 - 00:15:65 25 CPS

28

30

CPL

25

CPL

41

23

CPL

4

CPL

32

36

CPL

9

CPL

7 Simple Exercises To ...

Share

Download

A So-and-SoOriginal

7 Simple Exercises

CHANGE

However, not everyone manages to take the first step and succeed.

descript

00:06:60 / 00:31:18

×1

16:9

Insert

Snippets

00:06.60

←

→

⏮

🔍

⏭

⏪

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00:11

We all reach a point in life when we know we can be better,

do more and achieve more.

However, not everyone manages to take the first step and succeed.

Why?

Because some let fear get in the way and others just don't know where

00:00

00:01

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00:11

# 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