

Copywriting & Content Writing



Copywriting & Content Writing

A Digital Marketing Course By ASK Training

Administration Brief

- Class Attendance (Start, During and End)
- Lunch and breaks
- Learners documents

Ice Breaker:

- How you want to be remembered?
- Where you are at this Digital Space?
- Do you have a current business/concept?
- What you hope to achieve by attending this course



OG : write your own

PINTEREST : write your own

SLIDEShare : write your own

FB : write your own

Learning Outcomes

By the end of the course, learners will be able to:

1. Apply the principles of digital storytelling to conceptualise and create content ideas that effectively meet marketing objectives, engaging audiences and driving desired actions in the online landscape.
2. Create a digital storyboard as an integral component of a content strategy plan, including applying multichannel content strategies that adhere to the parameters of delivering content for marketing purposes, incorporate the essential features of marketing content, and employ various modes of content delivery to achieve marketing objectives.

Learning Units

LU1: Digital Storytelling, Copywriting, and Content Writing

- Concept of digital storytelling in digital marketing
- Concept of copywriting and content writing in digital marketing
- Principles of digital storytelling in digital marketing
- Principles of copywriting in digital marketing
- Principles of content writing in digital marketing
- Create persuasive and compelling text for copywriting in digital marketing
- Steps and techniques for content writing in digital marketing

Learning Units

LU2: Storyboard Creation & Content Strategy Plan

- Storyboard Creation
 - Steps and techniques to create a storyboard for copywriting and content writing in digital marketing
- Content Strategy Plan
 - Parameters of delivering content for digital marketing purposes
 - Features of digital marketing content
 - Modes of content delivery for digital marketing
 - Guidelines for content strategy execution

Assessment

Individual Project (IP)

Short Questions & Answers (SQA)

(Total: 2 hours)

Qualification Programmes

Diploma in Digital Marketing (DDM)

SEVEN Modules (6 months):

1. WSQ WordPress Website Creation
2. WSQ Digital Content Creation
3. WSQ Copywriting & Content Writing
4. WSQ Google Ads
5. WSQ Facebook & Instagram Marketing
6. WSQ Website & Landing Page Optimisation
7. WSQ Capstone Project (Digital Marketing Campaign)



@ASK Training is registered as a Private Education Institution (PEI) by the Council of Private Education (CPE)

Qualification Programmes

Specialist Diploma in Digital Marketing (SDDM)

EIGHT Modules (6 months):

1. WSQ Advanced Digital Marketing Strategy
2. WSQ Advanced Digital Content Marketing
3. WSQ Advanced Digital Advertising
4. WSQ Advanced Social Media Management
5. WSQ Advanced Search Engine Optimisation
6. WSQ Advanced Digital Marketing Analytics (Google Analytics)
7. WSQ Email Marketing
8. WSQ Capstone Project (Digital Marketing Strategic Plan)



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Copywriting & Content Writing

The Digital Age of
Storytelling



THE ELEMENTS OF A SUCCESSFUL DIGITAL MARKETING STRATEGY

CONTENT MARKETING

Content marketing uses creative and original content for the purpose of generating brand awareness, traffic growth, lead generation and targeting customers.

3

SEARCH ENGINE OPTIMIZATION (SEO)

SEO is the process of optimizing your website to 'rank' higher in search engine results pages to drive traffic to your website.

2

SEO



AN ENGAGING WEBSITE

For maximum impact, a website should be responsive, up-to-date, and represent your company well.

1

EMAIL MARKETING

Many businesses use email marketing as a way of communicating with their audiences. Email is often used to promote content, showcase discounts and events, and direct people towards a website.

4

SOCIAL MEDIA MARKETING

Social media is a great way to promote your brand and your content to increase brand awareness, drive traffic, and generate leads for your business.

5

PAY-PER-CLICK (PPC)

Pay-per-click is a way to drive traffic to your website by paying a publisher every time your ad is clicked. One of the most common types of PPC is Google AdWords.

6



What do you need
to know to create
good contents?

Scan the QR code to input your answers

Contents – The Foundation

WHO ARE
YOU DOING IT
FOR?

TYPES OF
CONTENTS

EVOLVING
NEEDS OF
CONTENTS

Who are you doing it for (or to)? (1/3)



Who are you doing it for (or to)? (2/3)

2. Positioning

- Your Target Audience
- Your Differentiation
- Consumer Perception



Who are you doing it for (or to)? (3/3)

3. Engagement

- Relatable!
- Currency
- The 5 senses



Form of Contents (1/3)



Text



Image



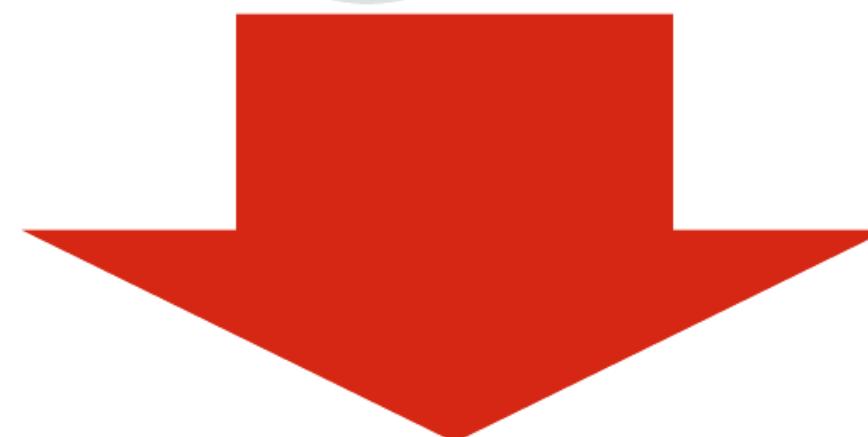
Video



Audio

One or Combination of

Form of Contents (2/3)



Contents -
Organic

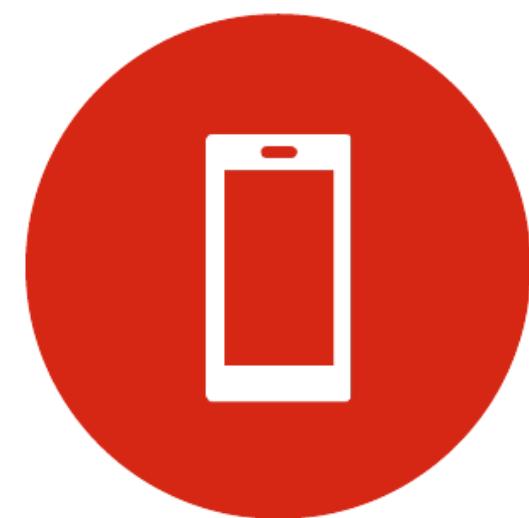
Copyrighting –
Paid Ads



Form of Contents (3/3)



Agenda



PRINCIPLES OF DIGITAL
STORYTELLING



EVOLVING PREFERENCES



CONCEPTUALISING
CONTENT IDEAS

Principles of Digital Storytelling



What is digital storytelling?



Importance of narrative in
the digital space



Emotion & Engagement:
Key to successful
storytelling

What is Digital Storytelling

The practice of using digital media and tools to convey narratives or stories in compelling and immersive ways.



What is digital
storytelling?

Watch a Video
Volvo Trucks





BELONG ANYWHERE
BELONGANYWHERE.COM/BERLIN



Watch a Video
Airbnb “Belong
Anywhere”

Watch this
Video...

Tell me how
you feel...





DIGITAL STORYTELLING

Watch this Video...

A Digital Storytelling Video about Digital Storytelling!

Mirriad – In Content Advertising



The Importance of Narrative in the Digital Space



Engagement



Memory
Retention



Human
Connection



Distinguishing
the Brand



Simplifying
Complex Ideas



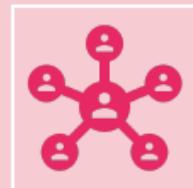
Driving Actions

Emotion and Engagement



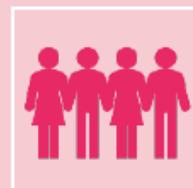
Emotional Resonance:

Tapping into Feelings
Relatability
Influence Decision Making



Building Relationships through Engagement:

Two-way Communication
Continuity and Consistency
Community Building



The Power of Shared Experiences

Evolving Preferences



How have customer preferences changed over time?



Current trends in content consumption



The importance of understanding your audience

How have customers preferences change over time?

Shift to Digital

Desire for Personalization.

Value-Driven Consumption

Interactive & Engaging Content:

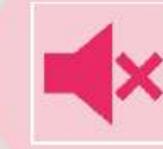
Current trends in contents consumption



Video Content.



Voice & Audio



Bite-sized Content



User-Generated Content



Mobile-First Consumption:

The importance of understanding your audience



BUILDING TRUST



**EFFECTIVE
TARGETING**



**FOSTERING
LOYALTY**



FEEDBACK LOOP

Coffee/Tea Break

15 minutes



Conceptualising Content Ideas



MATCHING CONTENT TO
MARKETING GOALS



BRAINSTORMING
TECHNIQUES



CUSTOMER-CENTRIC
CONTENT CREATION

CUSTOMER JOURNEY LAYERS

CUSTOMER JOURNEY
STAGES

AWARENESS

CONSIDERATION

ACQUISITION

SERVICE

LOYALTY

CUSTOMER JOURNEY
STEPS

will neue Schuhe kaufen

klickt Ad zu Landing Page

stöbert im e-Shop

durchläuft Checkout

landet auf der Thank You Page

wartet auf Paket

erhält Paket

probiert Schuhe an - passen nicht

will Schuhe zurück schicken - versteht aber den Prozess nicht

ruft bei Hotline an

führt Retouren Prozess durch

wartet auf Retouren Bestätigung

wartet auf Gutschrift

erhält Newsletter zu Bewertungs Aktion

gibt Bewertung ab

nutzt 10 € Gutschein für neuen Einkauf

ng
llisierungen
ch
g

Computer
Mitarbeiter
Dienstleistungen

Understanding the Buyer's Journey

Digital Touchpoints

The Customer Journey





Matching Contents to Your Goals (1/2)

Awareness: For brand or product awareness, consider blog posts, infographics, and explainer videos.

Consideration: Webinars, case studies, and product comparison charts help potential customers in the consideration phase..

Matching Contents to Your Goals (2/2)

Conversion: Product demos, reviews, and testimonials can drive purchases or sign-ups.

Retention: Email newsletters, loyalty program information, and user guides help in retaining customers.

Advocacy: User-generated content, referral programs, and community forums can turn customers into brand advocates.

Brainstorming Techniques



Mind Mapping: Start with a central idea and branch out into subtopics, themes, and related concepts.



SWOT Analysis: Evaluate Strengths, Weaknesses, Opportunities, and Threats to guide content direction.



Rapid Ideation: Set a timer and jot down as many content ideas as possible within that time. Don't overthink—focus on quantity over quality, then refine.



The SCAMPER Method: Consider how you might Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, or Rearrange existing content ideas.



Collaborative Sessions: Use tools like **Miro** or **Trello** for team brainstorming, allowing remote collaboration and idea visualization.



Activity 1: Content Topics

- In Groups of 4-5, select a business of your choice
- Define what are the products or services offered by the business
- Define your target audience(s)
- Discuss and list the topics relevant to the products or services you are offering

Customer-Centric Content Creation (1/2)



Persona Development: Create detailed profiles of your ideal customers to tailor content to their preferences, pain points, and journey stages.

Feedback Analysis: Regularly review customer feedback, comments, and reviews to understand what they're looking for and adjust your content accordingly.

A/B Testing: Test different content types, headlines, or designs to see what resonates most with your audience.

Customer-Centric Content Creation (2/2)



Empathy Mapping: Understand the emotional journey of your customers. What do they see, hear, think, and feel? This can guide content that truly resonates.

Use Tools like Google Analytics and SEMrush: These help in understanding what content performs best and provides insights into user behavior and preferences.



Activity 2: Buyer Persona

- In Groups of 4-5, create two buyer personas for your business including the various segmentations that you have learnt
- Note that you are also required to do this for your Individual Project (IP)

Activity 2: Buyer Persona

Name of Persona	[Give your persona a name]	Paste a photo of your persona
Demographic Details		
Age range		
Gender		
Education Level		
Marital Status		
Designation		
Income Range		
Psychographic Details		
What are their interests?		
What pain points / challenges are they facing at the moment?		
Describe their lifestyle, daily or preferred activities		
Which social network or website do they frequent?		
Buying Behaviour		
Where do they source for product information?		

BRANDI TYLER

MUNRO
AMERICAN



@ASK Training
Attitude | Skills | Knowledge

PROFILE Narrow Feet

GENDER Female

AGE 36

LOCATION Los Angeles, CA

OCCUPATION Receptionist; \$38k



"It's SO difficult to buy shoes that fit my feet."

MOTIVATIONS

Brandi gets very emotional about shopping for shoes in retail stores because she rarely can find a pair that fits her narrow feet. Recently, she's turned to online shopping to avoid the hassle of shopping in stores. Brandi found Munro after Googling "narrow width shoes" and reading other reviews online about the company.

GOALS

- Needs an SS (4A) width shoe
- Would like to purchase several pairs to fit occasion, style, and color
- Hoping to find that she doesn't have to sacrifice style or options when searching by fit

FRUSTRATIONS

- Not being able to filter available shoes by width
- Getting far fewer options when she applies width filter
- No other recommended shoes when she's looking at a pair she particularly likes

REAL MUNRO CUSTOMERS

"My whole life has been a choice between fit and style - when I was younger, I went for style & my feet killed me. As an adult, I tried for fit & the styles were for 95 year olds. This shoe is the 1st time I could get both."

"I wear a 4A and I have struggled my entire life finding shoes narrow enough for my feet and more so in recent years. I stumbled onto this Munro brand sandal and was shocked to find it comes in up to a 4A width and it actually fit and is like wearing a glove! I now have two pairs in different colors."

"Love these slides so much I went out and bought two more pairs. I have very narrow feet and they fit perfectly. They're very stylish and I get compliments whenever I wear them."



Sarah Student

"I need to be able to go somewhere to relax, re-focus, and get inspired without breaking the bank."

A DAY IN THE LIFE OF SARAH

- Early mornings, late nights describes her daily routines, so she lives on coffee
- She goes to school all day, studies at nights and works freelance jobs
- She has a cat that keeps her grounded with a sense of responsibility
- She's a carefree college student
- Her house is never in order, her fridge is empty and she's always buried in a book or her laptop
- She takes the train and Ubers everywhere

Coffee Shop Marketing Persona

BACKGROUND

- 20 years old
- Single
- Lives in San Francisco, CA
- Full-Time Interior Design Student, Part Time Worker

FINANCES

- Household income of \$30,000
- She's super conscious about what she spends her money on
- Prefers to use her credit / debit cards

ONLINE BEHAVIORS

- Facebook is her life-line
- Active on Twitter, Instagram, and Pinterest
- Looks for coupons and good deals on cool, new experiences or restaurants

WHAT SHE'S LOOKING FOR

- A place to de-compress after a hectic week
- A quiet place to study where she's not distracted by her messy room
- A good deal to make her feel better about purchases
- A sense of stability in her chaotic world
- Cool, new experiences or adventures

WHAT INFLUENCES HER

- Her friends and colleagues
- Magazines, blogs, articles, and design publications

BRAND AFFINITIES

- Starbucks, H&M, Forever21, American Eagle, Target

HOPES & DREAMS

- Become a reputable interior designer
- Travel the world
- Have the flexibility to be able to pick up and go as she pleases
- Not have to worry about finances

WORRIES & FEARS

- Not being able to pay her bills
- Getting stuck somewhere and not being able to travel
- Not having enough time with her cat
- Not being able to pay back her school debt

MAKE HER LIFE EASIER

- Funky atmosphere that's inviting and relaxing
- Deals and coupons
- Provide a job-board inside the coffee shop for freelance jobs
- Cozy seating with plenty of charging stations
- Order drinks to-go online or through an app
- Social media engagement incentives for discounts

Developing a Buyer Persona template by Hubspot

Sarah Link



Background / Demographics

Job? Career Path? Family?
Lifestyle? Age? Income?

- Your text here

Real Quotes

About goals, challenges, etc.

- Your text here

Identifiers

Communication preferences?
Social media platforms?

- Your text here

Marketing Message

How can you describe your solution to have the biggest impact on your persona?

- Your text here

Goals / Challenges

What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person's success?

- Your text here

What can we do?

...to help our persona achieve their goals?
...to help our persona overcome their challenges?

- Your text here

Identifying Content Requirements



Assessing current content



Understanding gaps in
content delivery



Tailoring content to
customer & potential
customer preferences

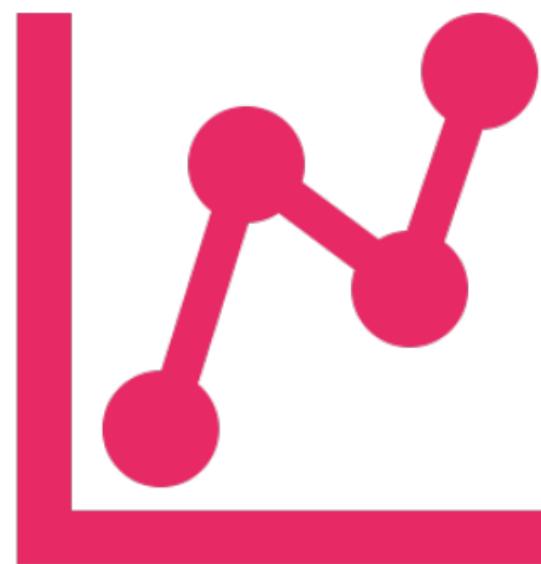
Assessing Current Content (1/3)



Content Audit: Review all existing content to determine its relevance, performance, and alignment with current marketing goals.

Example: A blog post from two years ago might be outdated or not align with your current brand voice. Identify such content for updates or removal.

Assessing Current Content (2/3)



Performance Metrics: Use tools like **Google Analytics** to analyze page views, bounce rates, conversion rates, and more. This will help you understand which content is working and which isn't.

Example: If a particular how-to video has a high number of views and shares, it's an indicator of its effectiveness.

Assessing Current Content (3/3)



Feedback Loop: Collect feedback from your audience about what they find valuable, and what they think is missing or redundant.

Example: Surveys or direct comments can reveal that users want more visual content like infographics rather than long-form articles.



Activity 3: Product Description

- Using the selected business of your group, write a product description that cater to your target audience/ buyer persona
- Note that you are also required to do this for your Individual Project (IP)



**Lunch Break
(1 Hour)**

Understanding gaps in the content delivery (1/3)

Competitive Analysis: Review competitors' content to identify areas where they might be outperforming you or areas they haven't explored.

Example: If a competitor is getting a lot of engagement from their podcasts, and you don't offer podcasts, it might be a gap to consider.



Understanding gaps in the content delivery (2/3)

Trend Analysis: Utilize tools like **BuzzSumo** or **Google Trends** to stay updated on trending topics in your industry.

Example: If there's a rising trend about a particular technology in your industry, but you have no content around it, that's a gap.



Understanding gaps in the content delivery (3/3)

Sales & Support Feedback: Collaborate with sales and customer support teams to understand common questions or concerns they encounter. This can highlight content needs.

Example: If the support team often gets queries about how to use a product feature, you might need more tutorials or FAQs addressing it.



Tailoring content to customer & potential customer preferences (1/3)



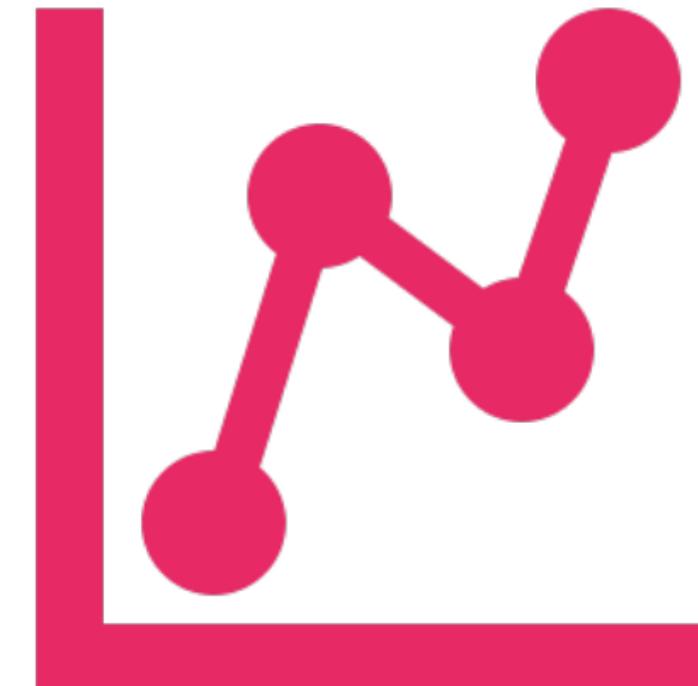
Segmentation: Divide your audience into segments based on demographics, behaviors, or other criteria and create content tailored for each segment.

- **Example:** Younger audiences might prefer interactive quizzes, while older audiences appreciate in-depth guides.

Tailoring content to customer & potential customer preferences (2/3)

Feedback Mechanisms: Implement mechanisms for your audience to provide feedback on content, such as polls, comments, or direct surveys.

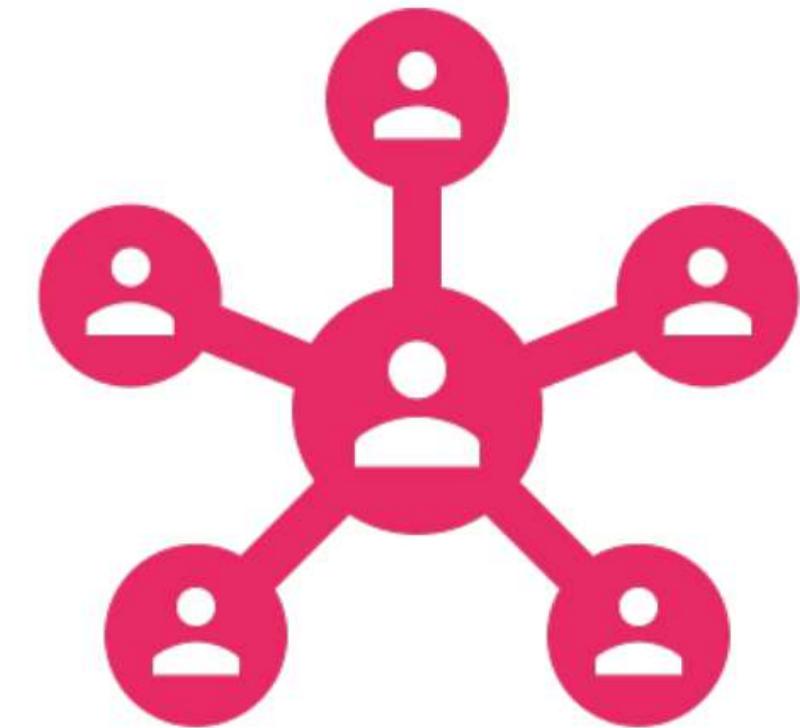
- **Example:** After posting a new type of content, run a poll on social media asking for feedback.



Tailoring content to customer & potential customer preferences (3/3)

Personalization: Use tools and platforms that allow content personalization based on user behavior, preferences, and past interactions.

- **Example:** Email marketing platforms like **Mailchimp** or **HubSpot** can send personalized content recommendations based on what a subscriber has previously engaged with.



Anatomy of a Facebook post



Echobox

Over 1.8 billion people use Facebook every day.

How do you get their attention? Here's what our research suggests.

Use link posts

over photo posts for greater traffic, impressions and CTR



+29% increase in pageviews

when publishers include at least 1 emoji in their Facebook posts

2.5% average CTR

on publishers' organic Facebook posts worldwide

+32% increase in CTR

when A/B testing is used to test images, share messages and other elements

+67% additional clicks

that a reshared post can gain, compared to its original share

Read the full research at echobox.com/resources

Essentials of a post/ ad post

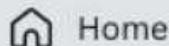
- Relevant image/ video (relatable)
 - Headline
 - Text (description)
 - Links
 - CTA





Benjamin Song's Team

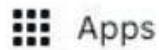
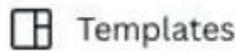
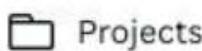
Pro • 81



Home



NEW



Meet Magic Studio



Use 5+ words to describe your design



For you



Docs



Whiteboards



Presentations



Social media



Videos



Print products



Websites



More

You might want to try...



Canva Design Platform



Activity 4: Social Media Post

- Based on the select a business of your group, discuss a social media post that you would like to create that is relevant to your target audience/ buyer persona
- Note that you are also required to do this for your Individual Project (IP)



Inbound Blog Post

URL optimized for search
<http://www.quantify.ly/the-art-of-graphs>

FEATURES

PRICING

SUPPORT

BLOG

START TRIAL

Headline that appeals to humans and search engines

The Science of Making Beautiful Graphs

Some relevant keywords

Want to visualize your results in a way that's accurate, but beautiful? Mastering the art of graph making will allow you to



Relatively informal language

Information Accuracy

The best way to ensure success is to make sure your graphs represent correct information. In order to make graphical data an integral part of your business found.

Section headers

Create Instant Emotional Reactions

If graphs are presented properly, a viewer will understand it instantly. Clearly labeling and proportionately displaying your metrics will increase comprehension and produce an emotional response.

Search



Subscribe to Quantify.ly Blog Articles by Email

Properly cited featured image

SUBSCRIBE

Subscribe by RSS

Shorter paragraphs

Anatomy
of a Blog/
Article

Much like we covered in [Sharing Content on Social Media](#), sharing your graphs according to [Relevant internal links](#) will help increase your brand credibility.

Share Article



Call us: [Share buttons](#)

Leave a Comment

First Name *

[Comments enabled](#)

Last Name *



[Responsive](#)

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Smart CTA

[GET THE EBOOK](#)

Anatomy of a Blog/ Article

The Anatomy of Top Performing Articles



H1 length

Articles with **long headlines** (14+ words) get:

2x traffic 2x shares 5x backlinks

than articles with **short headlines** (7–10 words).

Content length

Long reads of 3000+ words get:

3x traffic 4x shares 3.5x backlinks

than articles of **average length** (901–1200 words).

Shorter articles (300–900 words) have **zero shares** 4.5 times more often than long reads of 3000+ words.

H1 type

The most **attractive headline** types are:

Lists Guides How-tos

2x traffic 2x shares 2x traffic

Heading depth

36% of articles with **H2+H3 tags** have higher performance in terms of traffic, shares and backlinks.

List presence

Articles with **5 lists** per 500 words compared to articles with no lists get:

4x traffic 2x shares

Anatomy of a Successful Blog Post/article

Essentials of a Blog/ Article

- Strong title (emotional catch)
- Relevant image
- Section headers
- Short paragraphs (readability)
- Relevant tone targeting to selected audience
- Share button
- Keywords & url for SEO
- Links (internal & external)
- CTA





Activity 5: Blog/ Article Creation

- Based on the select a business of your group, discuss a blog post/ article that you would like to create that is relevant to your target audience/ buyer persona
- Note that you are also required to do this for your Individual Project (IP)

Coffee/Tea Break

15 minutes



The Digital Storyboard Process



What is a digital storyboard?



Importance of planning & visualizing content



Steps to create an effective storyboard



What is a Digital Storyboard

Definition: A digital storyboard is a visual representation—using drawings, graphics, and annotations—of how content will unfold, particularly in video, animation, or multimedia projects.

- **Example:** Before creating a promotional video for a product, a storyboard might showcase scene transitions, camera angles, graphics, and key dialogue or messaging moments.



Importance of planning & visualizing content (1/3)

Clarity & Cohesion: Storyboarding ensures that everyone involved understands the vision, preventing inconsistencies and misalignments in the final product.

Example: For a team working on an animated advertisement, a storyboard ensures animators, voice actors, and sound engineers are all on the same page.



Importance of planning & visualizing content (2/3)

Efficiency & Resource Management: Knowing the flow in advance can help allocate resources efficiently, saving time and money.

Example: If a scene in a video requires a specific prop or setting, it can be identified and arranged in advance, avoiding last-minute rushes.



Importance of planning & visualizing content (3/3)

Stakeholder Approval: Before investing in full-scale production, stakeholders can review and approve the storyboard to ensure alignment with the brand and objectives.

Example: A marketing team can present the storyboard to company executives to get buy-in before proceeding with the actual video shoot.

Steps to create an effective storyboard

1. Outline the Narrative
2. Determine Key Frames
3. Sketch or Source Images
4. Add Annotations
5. Sequence & Flow
6. Review & Revise
7. Finalize & Share





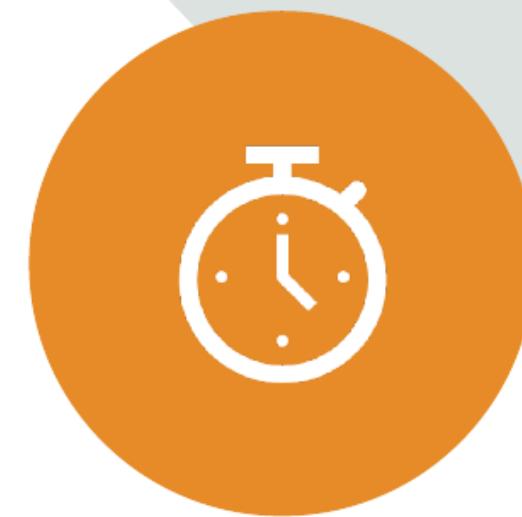
Activity 6: Digital Storyboard

- Based on the select a business of your group, develop a digital storyboard
- Note that you are also required to do this for your Individual Project (IP)

Parameters of Delivering Content



CONTENT LENGTH AND
FORMAT



TIME & PLATFORM
CONSIDERATIONS



ENSURING CLARITY
AND ENGAGEMENT



Content Length & Format (1/2)

Short vs. Long-Form Content: Depending on audience's preferences and the platform used, content length can vary. While short-form content like tweets or Instagram posts may engage some users, long-form articles or webinars may be suitable for more in-depth information.

Example: Instagram Stories are limited to 15 seconds and are perfect for quick updates or teasers, while a YouTube tutorial video might run for 20 minutes to provide comprehensive guidance.



Content Length & Format (2/2)

Format Variety: Different formats cater to different audience preferences. Some might prefer videos, others infographics, podcasts, or written content.

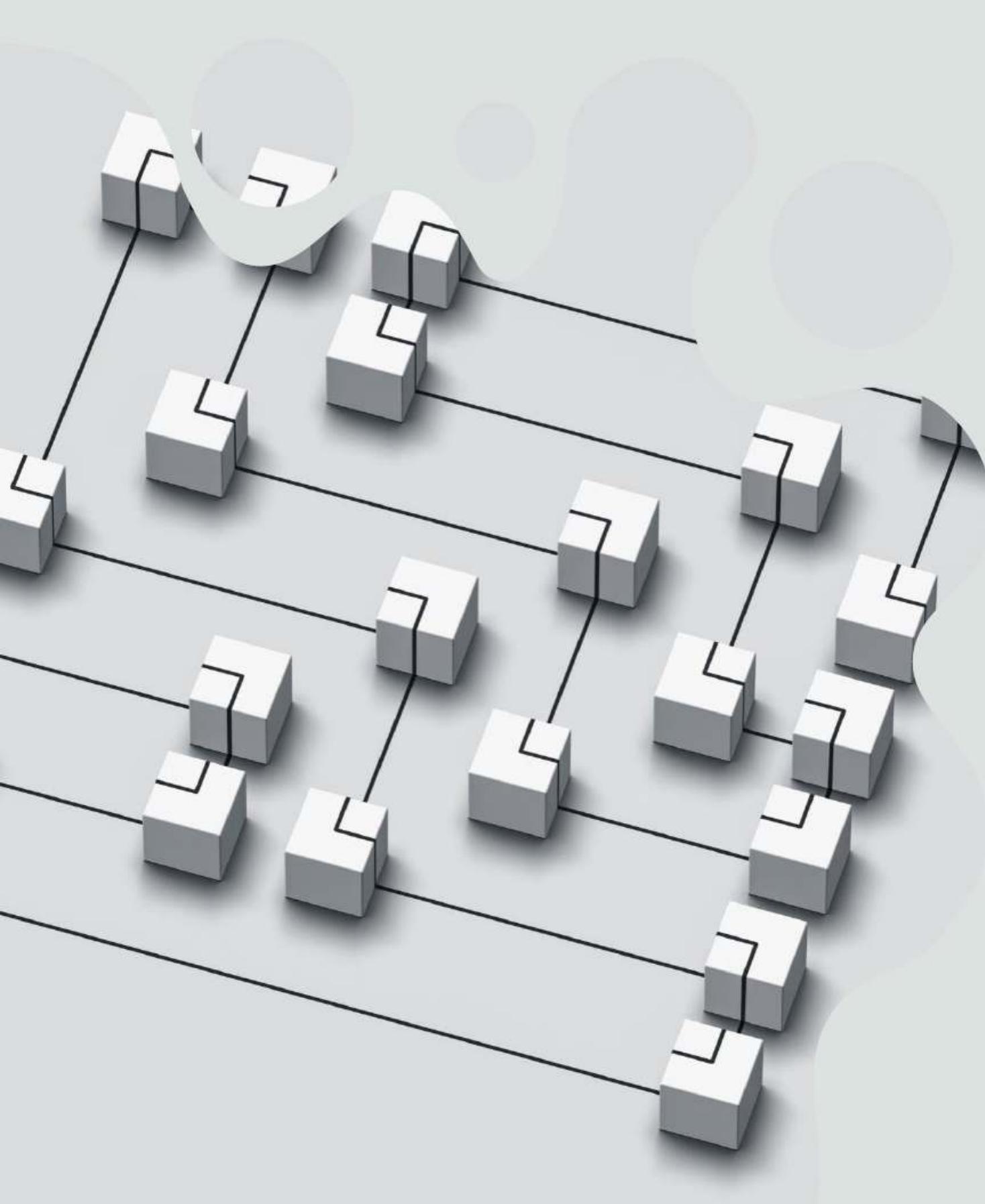
Example: A blog post can be accompanied by an infographic summarizing key points for those who prefer visual content.



Time & Platform Considerations (1/3)

Peak Engagement Times: Posting content when your audience is most active can increase engagement. These times vary based on platform and audience demographics.

Example: A B2B company might find better engagement on LinkedIn during weekday work hours, while a fashion brand might see more activity on Instagram on weekends.



Time & Platform Considerations (2/3)

Platform Strengths: Each platform offers unique features that can be leveraged for content delivery. Understanding these can ensure optimal content performance.

Example: Facebook might be great for community-building and discussions, while Pinterest is optimal for visual inspiration.



Time & Platform Considerations (3/3)

Adaptability: Ensure your content is adaptable across devices, especially mobile, given the significant percentage of users accessing content on smartphones.

Example: A website article should be responsive, ensuring it's readable both on desktop and mobile.



Content Planner & Calendar

- Plan your content posting ahead instead of a haphazard manner
- Alternate your postings over several platforms
- Plan your contents across different platform cater to the different audiences
- Access to contents calendar
bit.ly/calendarsmm



Activity 7: Content Calendar

- Using the selected business by your group, develop a content calendar for the various topics your group has brainstormed
- Note that you are also required to do this for your Individual Project (IP)

Ensuring Clarity & Engagement (1/4)

Clear Messaging: Content should have a clear message or purpose. Avoid fluff and ensure that the core message isn't lost in unnecessary details.

Example: If promoting a product's new feature, highlight its benefits clearly instead of drowning the audience in too many technicalities.



Ensuring Clarity & Engagement (2/4)

Interactive Elements: Incorporating quizzes, polls, or interactive infographics can increase user engagement and retention.

Example: An article about health habits might include an interactive quiz to assess the reader's knowledge.





Ensuring Clarity & Engagement (3/4)

Visual & Audio Aids: Utilizing relevant visuals, audio, or even subtitles can enhance understanding and cater to varied audience preferences.

Example: For a podcast episode, having an accompanying blog post with key visuals and points can cater to those who prefer reading.



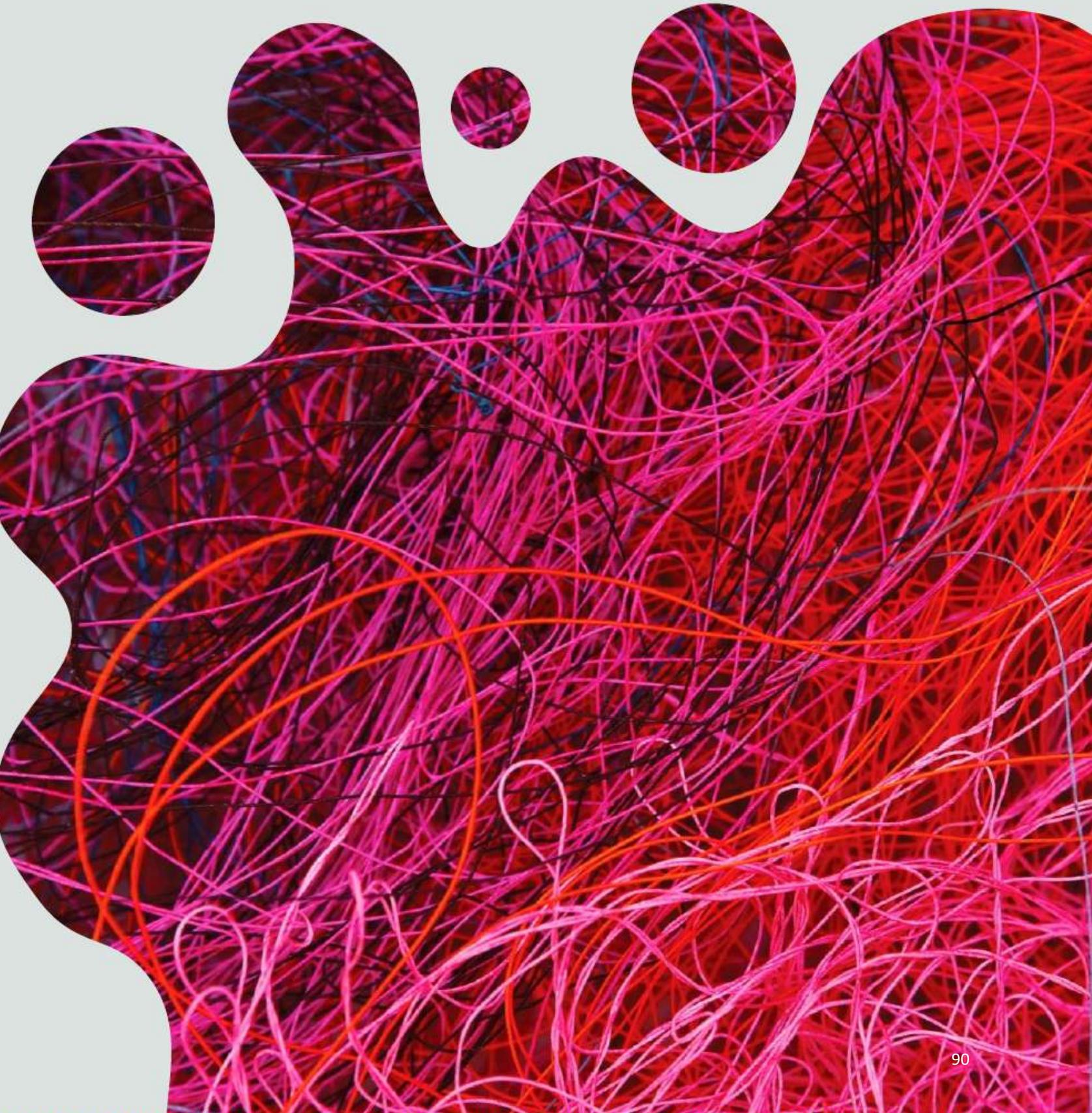
Ensuring Clarity & Engagement (4/4)

Feedback Mechanism: Always have a way for your audience to provide feedback. It ensures continuous improvement and makes the audience feel valued.

Example: After posting a tutorial video, prompt viewers to leave comments about what they found helpful or what they'd like to see in future videos.

Recap

- What have you learnt today?
- What is your main takeaway?



Day 2



Recap

- What have you learnt yesterday?
- What is your main takeaway?



Features of Marketing Content



Must-have elements in marketing content

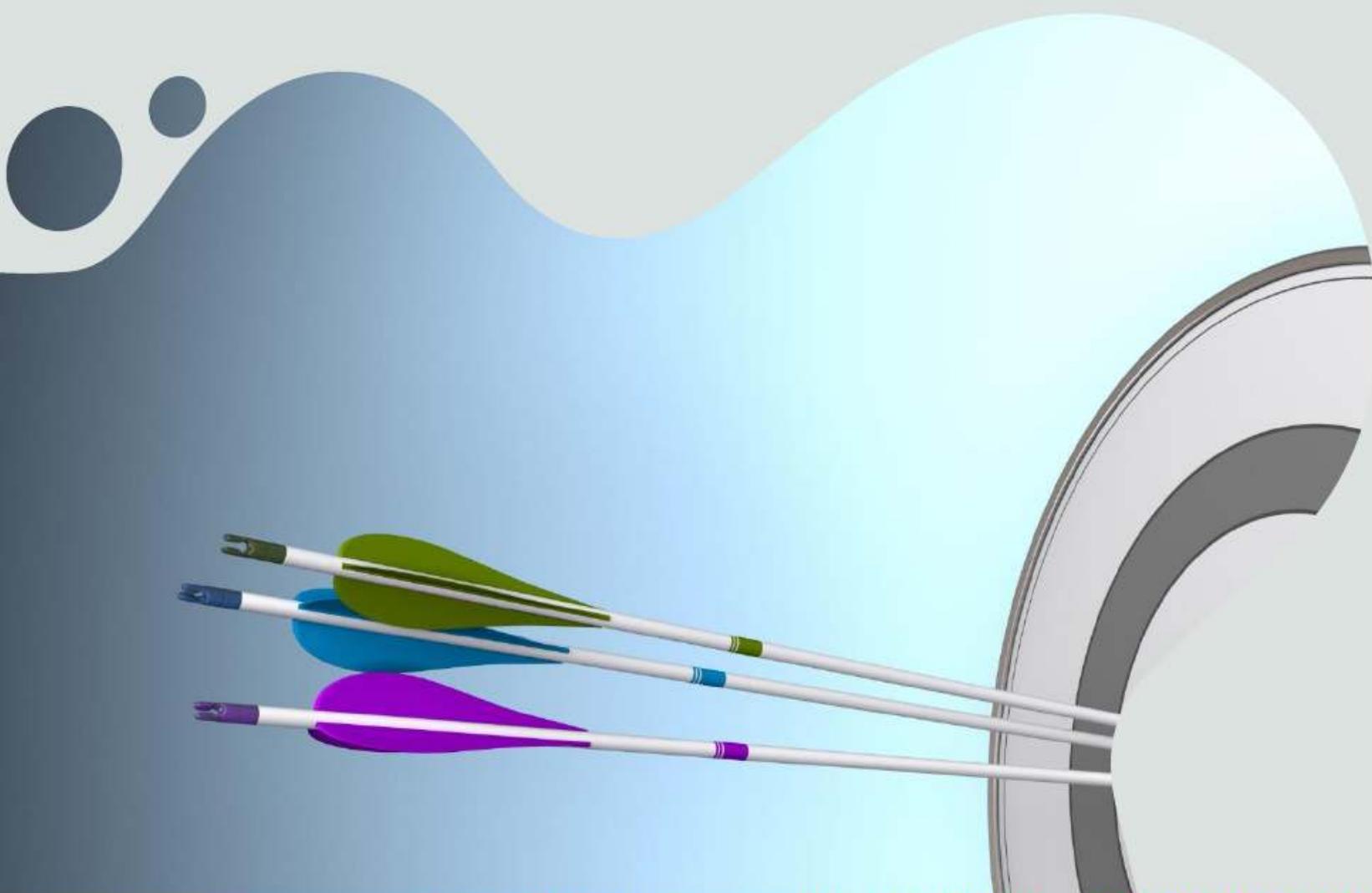


Differentiating between various content types



Value-driven content vs. promotional content

Must-have elements in content Marketing (1/2)



- **Clear Objective**
- **Relevance:** Content should resonate with its target audience, addressing their needs, interests, or challenges.

Example: A skincare brand targeting teenagers might create content addressing acne concerns and self-confidence.

Must-have elements in content Marketing (2/2)

- **Call-to-Action (CTA)**
- **Consistency:** Whether it's in terms of branding, posting frequency, or tone, consistency helps in building brand recognition and trust.

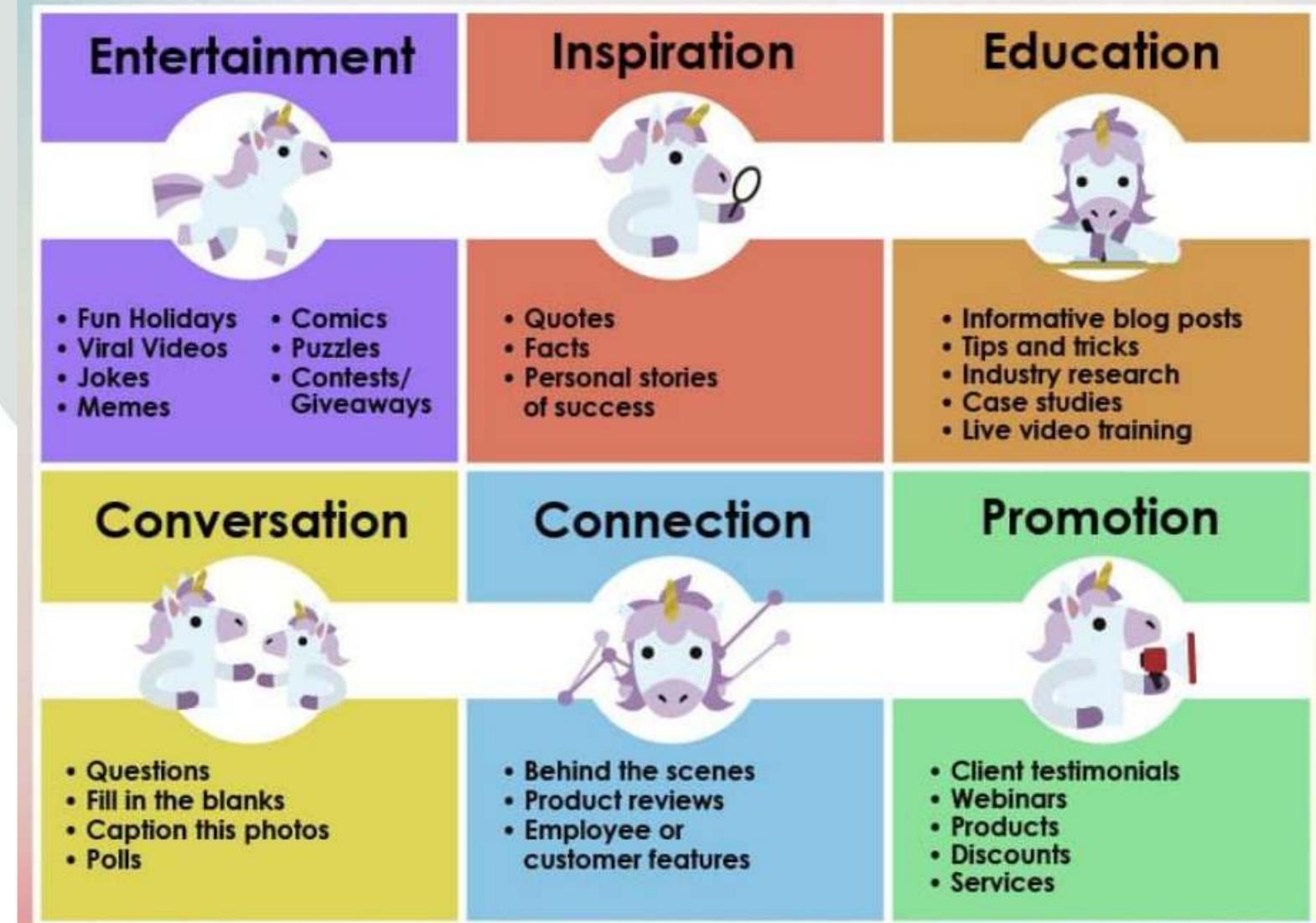
Example: If a company uses a playful tone in its social media posts, it should maintain that across all platforms for cohesive branding.

Differentiating between various content types

Entertainment	20%
Inspirational	15%
Educational	20%
Conversational	15%
Connection	15%
Promotional	15%

Caveat?

6 Types of Social Media Content that Drive Most Engagement



Source: LouiseM

Illustrated by: Larry Kim, MobileMonkey, Inc.

© <https://MobileMonkey.com>

Value-driven content vs promotional content (1/2)

Value-driven Content: Focuses on providing genuine value to the audience, often without an overt sales pitch. Builds trust and long-term relationships.

Example: A financial services company providing free e-books on personal finance management and investment basics.





Value-driven content vs promotional content (2/2)

Promotional Content: Directly promotes a product, service, or brand. It's more sales-oriented and usually has a clear CTA.

Example: An email campaign announcing a limited-time discount on a new product line.

Modes of Content Delivery



Websites, Blogs, and Articles



Social Media platforms



Emails & Newsletters



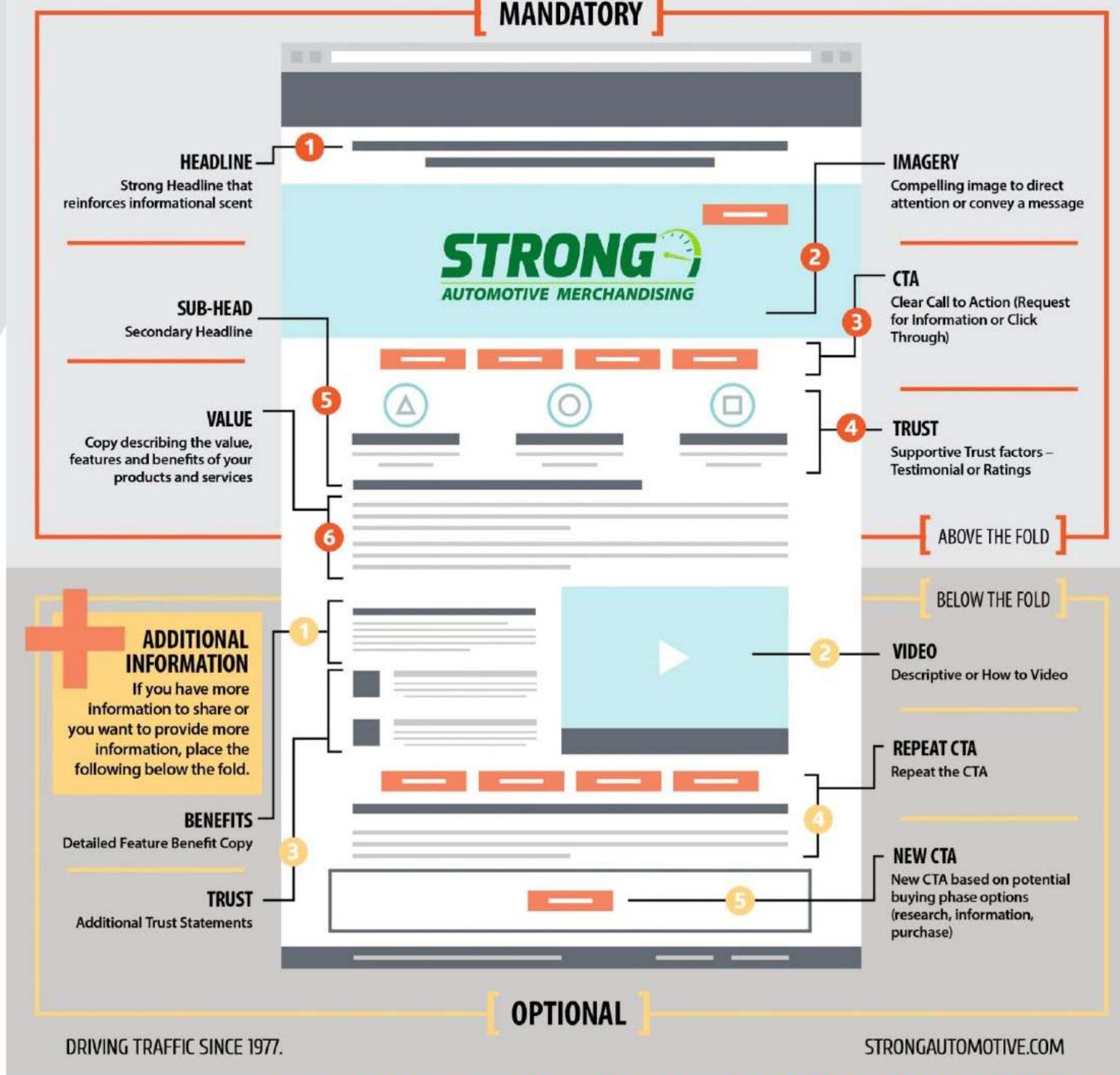
Video & Podcasts

Websites, Blogs & Articles

Purpose: Serve as foundational content platforms, providing a space to present detailed information, company ethos, products, services, and more.

Example: *Apple's official website* gives a comprehensive view of their product line, while their blog dives deep into stories about how these products impact individuals or communities.





Basic Anatomy of a Landing Page



Social Media Platforms

Purpose: Ideal for short-form content, instant updates, engagement, community building, and real-time interactions.

Different Platforms, Different Content:

Instagram: Visually-rich content, ideal for industries like fashion, travel, or food.

Twitter: Quick updates, news, and real-time engagement. Great for brands that have frequent updates or wish to engage in current events or trends.

LinkedIn: B2B content, professional news, and corporate updates.

Facebook: A mix of all, from posts to videos to stories, suitable for a broader audience.

Example: Nike uses its Instagram to showcase new products with high-quality images and stories, while it might use Twitter to announce flash sales or engage in trending topics.

Complete your Activity 1

Choice of channel

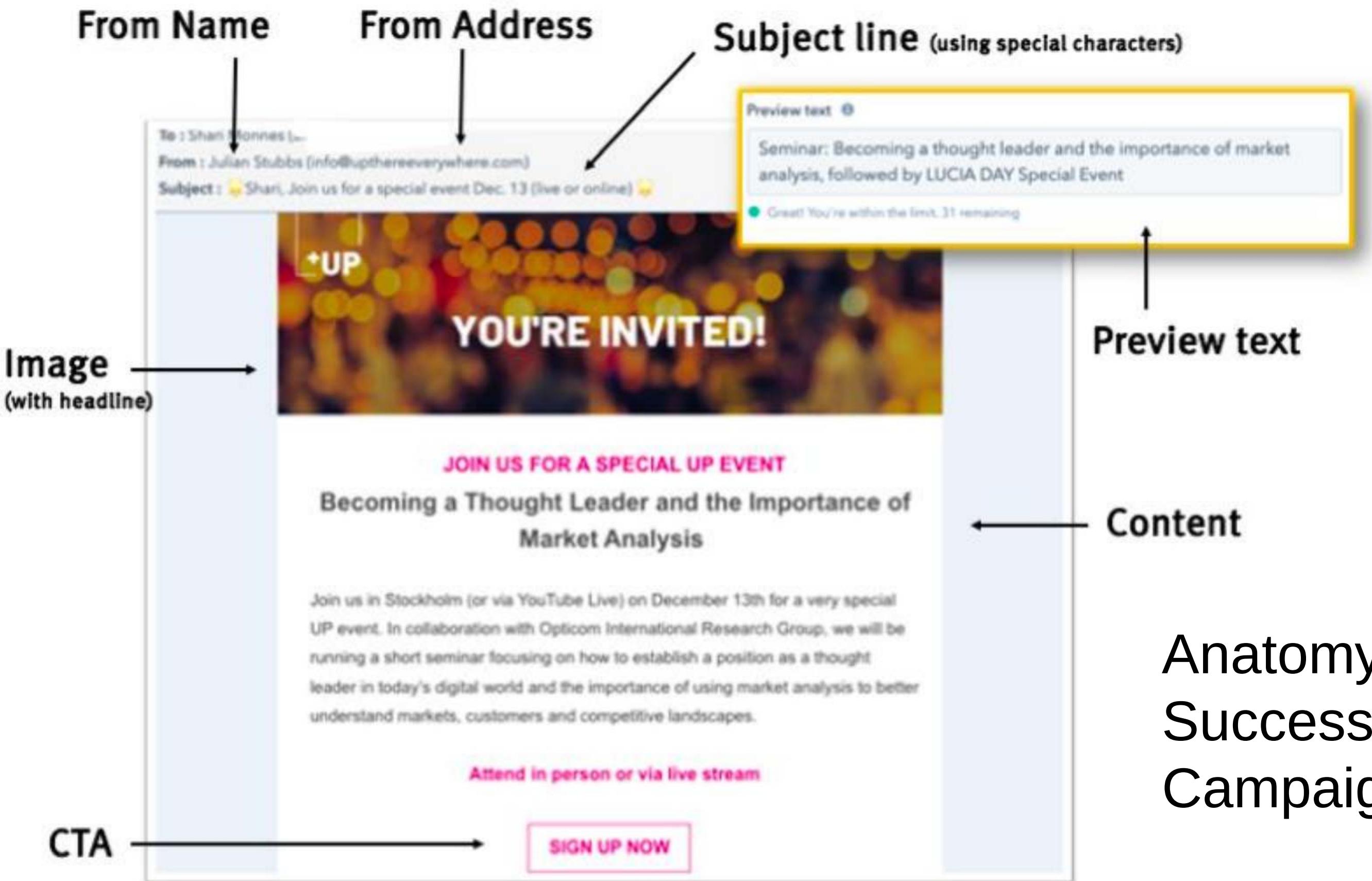
Emails & Newsletters

Purpose: Direct communication tool, perfect for personalized messages, offers, or updates.

Benefits: Segmenting and targeting specific audience groups, leading to higher engagement rates.

Example: Sephora's email campaigns often offer personalized product recommendations based on past purchases or browsing behavior, coupled with exclusive offers or discounts.





Anatomy of a Successful Email Campaign



Videos & Podcast

Purpose: Engaging content formats that leverage visuals and audio to tell stories, provide detailed information, or entertain.

Video Platforms:

YouTube: Suitable for longer video content or series.

TikTok: Short, engaging videos with a focus on trends and virality.

Podcasts: Rising in popularity, podcasts offer in-depth discussions, interviews, or stories on a plethora of topics. Great for brands aiming to establish themselves as thought leaders.

Example: Spotify not only offers music but has actively promoted its podcast platform, featuring celebrities and influential figures, making it a go-to app for both music and discussions.

Coffee/Tea Break 15 minutes



Mapping Digital Storyboards



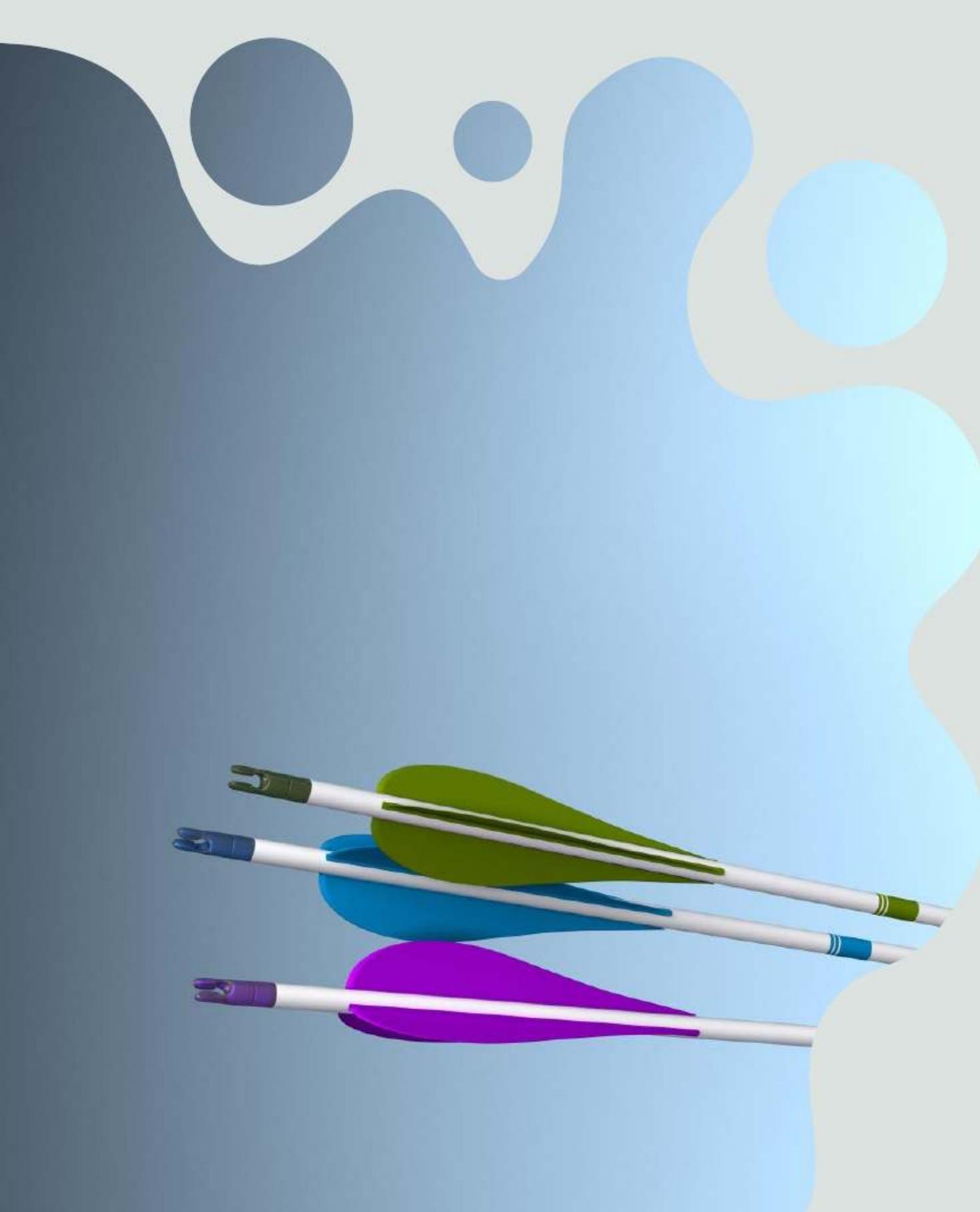
ALIGNING STORYBOARD WITH
CONTENT STRATEGY



VISUAL REPRESENTATIONS &
FLOW



CONSISTENCY IN
STORYTELLING



Aligning storyboard with content strategy (1/2)

Purpose: Ensuring that the narrative flow of the content complements and advances the overall content strategy. This guarantees that the content meets business goals and appeals to the target audience.

Aligning storyboard with content strategy (2/2)



Steps:

1. Define the objectives of the content piece.
2. Understand the target audience and their preferences.
3. Decide on the type of content (video, blog post, infographic, etc.).

Example: A skincare brand aims to introduce a new product. Their storyboard starts with identifying a common skincare problem, introducing the product as a solution, showcasing testimonials, and finally, a call to action to purchase.



Visual Presentations & Flow (1/2)

Purpose: To visually map out the content's progression, ensuring logical flow and engagement.

Visual Presentations & Flow (2/2)

Components:

thumbnails or sketches to represent different content sections or scenes.

Arrows or lines to indicate the flow and progression.

Notes or annotations for additional context or instructions.

Example: For a video ad about a new coffee machine, the storyboard might visually depict a sleepy individual, then the process of making coffee with the machine, the person enjoying the coffee, and finally, them being energized and ready for the day.



Consistency in storytelling (1/2)

Purpose: To maintain a uniform tone, style, and message throughout the content, ensuring that the audience remains connected and the brand message is clear.





Consistency in storytelling (2/2)

Factors to Consider:

- Brand voice and tone.
- Visual aesthetics (color scheme, imagery style).
- Recurring themes or motifs.

Example: A travel company producing a series of blog posts about "Hidden Gems Around the World" would ensure each post maintains a tone of wonder and discovery, uses similar imagery aesthetics, and perhaps starts or ends with a consistent motif like a "traveler's diary" segment.

Frequency of Delivering Content



The importance of staying relevant



Balancing quantity vs. quality



Understanding customer content consumption habits

Importance of staying relevant



Purpose: Frequent content updates keep brands at the forefront of their audience's mind, improve SEO rankings, and demonstrate industry expertise.

Impact: Brands that regularly update their content are perceived as active, engaged, and responsive to industry changes and consumer needs.

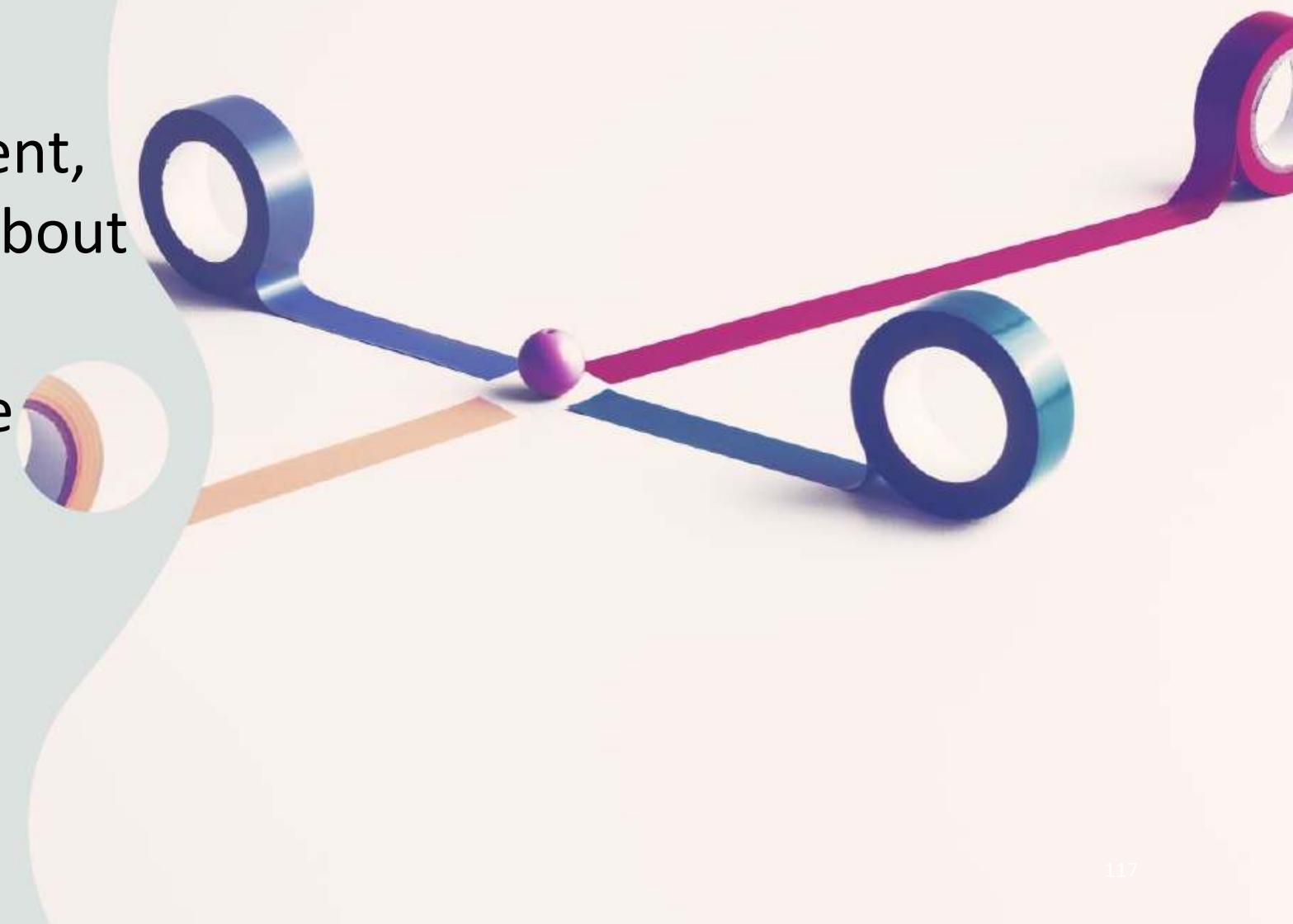
Example: A tech blog that posts updates about the latest gadgets, software releases, and tech news will be seen as a reliable source for current information, thereby attracting more consistent traffic.

Balance quantity vs quality

Challenge: While frequent content is beneficial, it should never come at the cost of quality. Subpar content can deter audience engagement and harm the brand's reputation.

Solution: Focus on creating high-quality content, even if it means reducing the frequency. It's about striking the right balance.

Example: *Netflix*, instead of releasing multiple shows that are mediocre, chooses to invest in fewer shows but ensures they are of high production value and storytelling





Understanding customer content consumption habits (1/3)

Purpose: To optimize content delivery frequency based on when and how often the audience engages with content.

Methods: Use analytics tools to track user engagement patterns.

Understanding customer content consumption habits (2/3)

Recommendations:

- **Instagram:** Best practice suggests posting 1-3 times a day. However, stories, reels, and IGTV can be used to engage audiences more frequently without overwhelming the feed.
- **Twitter:** Being a fast-paced platform, brands can tweet multiple times a day (5-10 times) to maximize visibility.
- **Facebook:** 1-2 posts a day are usually sufficient, given the platform's algorithm favors quality and engagement over quantity.
- **LinkedIn:** Posting 2-5 times a week is generally effective, with a focus on weekdays when professionals are active.
- **Blog or Website Articles:** Depending on the industry and topic, 1-4 times a week can be optimal. For more in-depth pieces, bi-weekly or even monthly can work.

Understanding customer content consumption habits (3/3)

- **TikTok:**

- **Frequency:** For creators and brands looking to grow rapidly on TikTok, posting multiple times a day (2-5 times) can be beneficial. However, it's crucial to monitor audience engagement and not to sacrifice content quality for quantity.
- **Consistency:** Consistency in posting is more critical than posting multiple times a day. Even if you're posting once a day or every other day, keeping a consistent schedule helps retain audience engagement.
- **Viral Trends:** Given TikTok's trend-driven ecosystem, it's advantageous to jump on trending songs, challenges, or formats early. If a particular trend aligns with your brand or content style, producing multiple pieces of content around that trend can boost visibility.



Activity 8: Posting Frequency

- Using the selected business by your group and the topics that your group has came out, develop a matrix for the content type, its form of contents with the topics and suggested percentage of the posts
- Suggest what platform you might use for the contents and its posting frequency
- Note that you are also required to do this for your Individual Project (IP)

Determining Content Types & Styles



Different Content Goals:
Informative, Entertaining,
Persuasive, and Inspirational



Using the right tone & voice



Adapting to platform-specific
content styles



Different Content Goals (1/2)

Informative: Present factual and useful information to educate the audience.

Example: A blog post titled "10 Steps to Maintain Your New Smartphone" by a tech company.

Entertaining: Engage the audience with humor, stories, or other entertaining formats.

Example: Doritos Super Bowl commercials that often incorporate humor to entertain while promoting their product.



Different Content Goals (1/2)

Persuasive: Convince the audience about a particular viewpoint, product, or service.

Example: A video ad showcasing the unique features of a vacuum cleaner, demonstrating its superior performance over competitors.

Inspirational: Motivate and uplift the audience, often evoking emotional responses.

Example: Nike's "Just Do It" campaigns that feature inspirational stories of athletes overcoming challenges.

Using right tone and voice



Tone: The mood or emotion behind the content.

Examples: Formal tone for B2B content, casual tone for social media posts targeting millennials, empathetic tone for customer support interactions.

Voice: The unique style and personality of a brand expressed consistently across content.

Example: *Mailchimp* has a distinct friendly and approachable voice across their content, from their website to email communications.

Adapting to platform-specific content styles



Different Platforms, Different Styles: Each platform has its own unspoken rules and audience expectations.

Instagram: Visually-driven, with emphasis on aesthetics.

Twitter: Succinct and timely content, engaging with current events and trends.

LinkedIn: Professional tone, sharing industry insights, company news, or thought leadership articles.

TikTok: Trendy, engaging short videos often driven by humor, music, or challenges.



**Lunch Break
(1 Hour)**

Modes & Processes for Distributing Content



Choosing the right channels



Automated distribution vs. Manual distribution



Evaluating content performance & feedback



Choosing the right channels

Purpose: Every content piece may not be suitable for every platform. Understanding where your target audience spends their time can help in effective content distribution.

Factors to Consider:

- Target audience demographics and habits.
- Content type (e.g., video, blog post, infographic).
- Business goals (e.g., brand awareness, lead generation).

Example: A B2B company might prioritize LinkedIn for distributing white papers and industry reports, while a fashion brand would prioritize Instagram and Pinterest for showcasing their latest collections.



Automated distribution vs manual distribution

Automated Distribution:

Using tools and software to schedule and distribute content without manual intervention.

Advantages: Time-saving, ensures consistency, can target optimal posting times.

Tools: Buffer, Hootsuite, HubSpot.

Manual Distribution:

Directly posting and sharing content on platforms.

Advantages: Allows real-time engagement, adaptability to current events or trends.



Evaluating content performance & feedback

Purpose: Understanding how the content is performing can guide future content strategies and distribution methods.

Methods:

- Analytics tools (e.g., Google Analytics, platform-specific insights).
- User feedback through comments, shares, and direct engagement.
- A/B testing to compare different content versions.

Key Metrics: Engagement rate, click-through rate, conversion rate, time spent on content, shares, and feedback sentiment.

Guidelines for Content Strategy Execution

Setting clear
goals & KPIs

Maintaining
brand
consistency

Regular
review and
iteration



Set clear goals & KPIs (1/2)

Purpose: Clearly defined goals ensure that all content efforts are directed towards a tangible outcome.

Types of Goals:

Awareness: Increase brand visibility and recognition.

Engagement: Boost interaction rates on content.

Conversion: Drive sales, sign-ups, or other specific actions.

Retention: Engage existing customers to maintain loyalty.

Set clear goals & KPIs (1/2)

- **KPIs (Key Performance Indicators):** Quantifiable metrics that indicate whether goals are being met.
 - **Examples:** Number of shares (for awareness), comments/likes ratio (for engagement), conversion rate (for conversion), repeat visits (for retention).
- **Example Goal & KPI:** A goal could be to "Increase brand awareness in Q2 by 20%," with KPIs being metrics like website traffic, social media impressions, and the number of new newsletter sign-ups.

Maintaining brand consistency (1/2)

Purpose: Consistency in brand voice, visuals, and messaging helps in building a recognizable and trustworthy brand image.





Maintaining brand consistency (2/2)

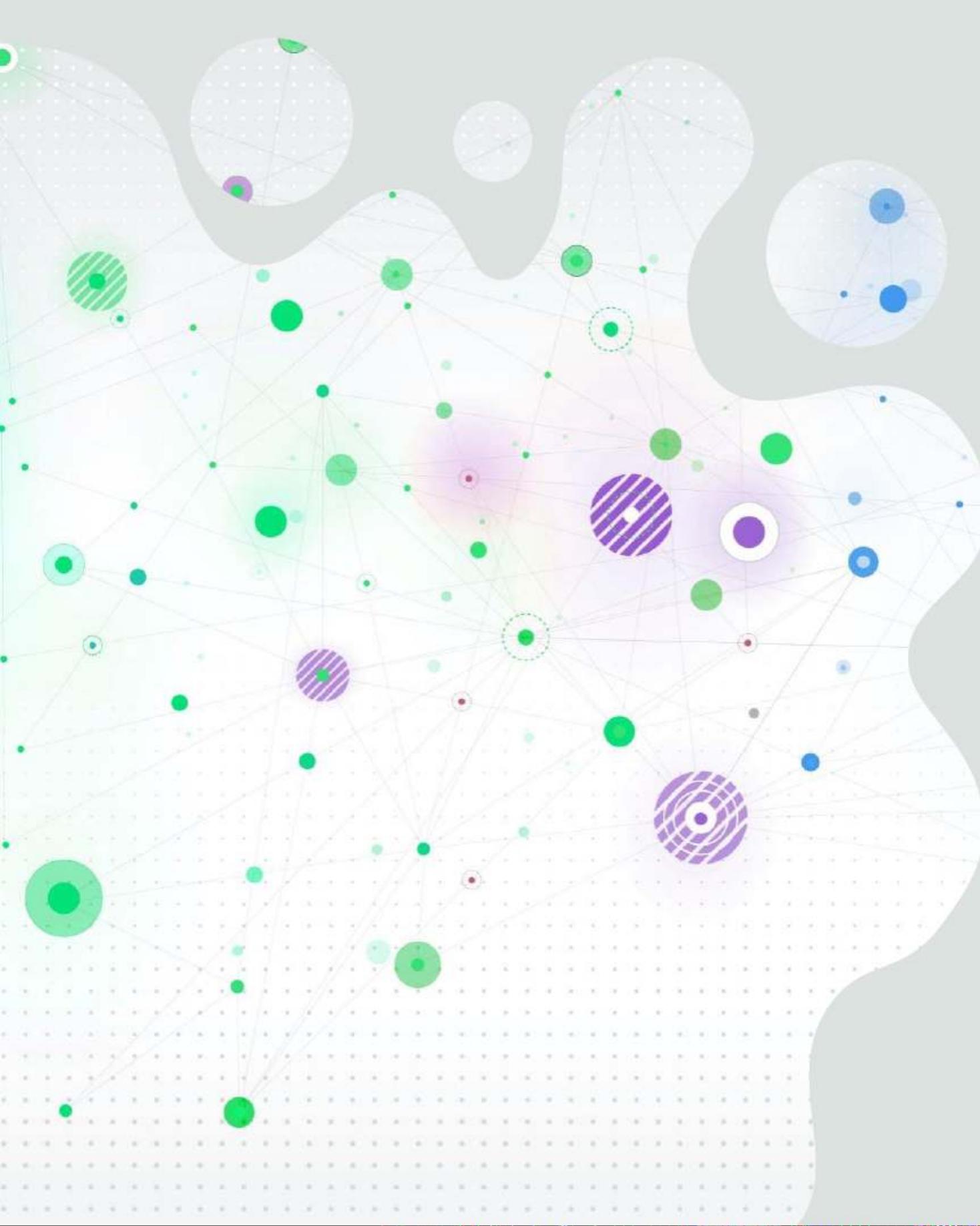
Key Components:

Visual Consistency: Logos, color schemes, graphics, and other visual elements.

Tone and Voice: Maintaining a consistent brand personality across all content.

Messaging: Ensuring key brand messages are consistent, even if the content format varies.

Example: *Coca-Cola* maintains a consistent message of happiness and sharing across its advertisements, whether it's a print ad, a TV commercial, or a digital campaign.



Regular review & iteration (1/2)

Purpose: The digital landscape and audience preferences are always evolving. Regular reviews ensure the content strategy remains effective and relevant.

Regular review & iteration (2/2)

Process:

Analyze Performance Metrics: Check if KPIs are being met and understand any deviations.

Gather Feedback: From audiences, stakeholders, and content creators.

Iterate and Adjust: Modify the content strategy based on the insights gained from reviews.

Example: A company might find that their video content is performing much better than their written content. In the next content strategy iteration, they might allocate more resources to video production and distribution.



KPIs (1/4)

1. For Brand Awareness Goals:

- **Website Traffic:** Total visits, unique visitors, and page views to understand how many people are finding your content.
- **Social Shares and Impressions:** The number of times your content is shared or seen on social media.
- **SEO Rankings:** Position on search engine results pages for targeted keywords.



KPIs (2/4)

1. For Engagement Goals:

Likes, Comments, Shares: Measures the interactive engagement on social media posts and articles.

Average Time on Page: Indicates how long visitors are staying on your content pages, hinting at content quality.

Bounce Rate: The percentage of visitors who navigate away after viewing only one page.



KPIs (3/4)

1. For Conversion Goals:

- **Conversion Rate:** The percentage of content viewers who take a desired action, like signing up or making a purchase.
- **Click-Through Rate (CTR):** Measures how effectively your content prompts viewers to click a link.
- **Lead Generation Metrics:** Number of new leads generated from content.



KPIs (4/4)

1. For Retention Goals:

- **Repeat Visit Rate:** The frequency with which the same visitors return to your content.
- **Customer Lifetime Value (CLV):** Average profit made from any given customer.
- **Subscription Renewal Rates:** For content tied to subscription models.

5. For Thought Leadership Goals:

- **Authority Building:** Number of mentions or features in respected industry publications.
- **Influencer Engagement:** Interactions with or endorsements from industry influencers.



Case study – EcoHome Essentials

Background: EcoHome Essentials is a startup focused on sustainable home goods.

Audience: Environmentally conscious consumers aged 25-40.

Product/Service: Biodegradable kitchenware and recycled textile home furnishings.

Current Strategy: Weekly blog posts, monthly newsletters, social media engagement.

Challenge: To create a consistent and effective content strategy to increase engagement and sales.



Case study – EcoHome Essentials

Brand Voice & Tone: [Brand Voice Example: Friendly, informative, optimistic | Tone Example: Conversational for blogs, formal for reports]

Quality Assurance & Proofreading: [Steps: Draft, Peer Review, Use Grammar Tools, Final Review by Content Lead]

Metrics & Analytics: [KPIs: Engagement Rate, Conversion Rate, Bounce Rate, Click-Through Rate]

Collaboration & Communication: [Tools: Slack for communication, Trello for task management, Weekly Zoom check-ins]



Case study – EcoHome Essentials

- **Brand Voice & Tone:** Approachable and educational, ensuring the brand is seen as a helpful guide in sustainable living. Maintain consistency by using an editorial checklist that aligns with these qualities.
- **Quality Assurance & Proofreading:**
 - Draft:** Created by content writer.
 - Peer Review:** Reviewed by another team member for voice and factual accuracy.
 - Grammar and Originality Check:** Utilize Grammarly and Copyscape.
 - Final Review:** Content Lead does a final check for alignment with strategy and brand voice.



Case study – EcoHome Essentials

- **Metrics & Analytics:**

Engagement Rate: Measured by likes, shares, and comments per post.

Conversion Rate: Tracked through the number of purchases attributed to content pieces.

Bounce Rate & Click-Through Rate (CTR): Analyzed via Google Analytics to gauge content effectiveness and user journey completion.

- **Collaboration & Communication:**

Daily Standups: Quick team sync-up on Slack every morning.

Task Management: Trello boards to track content creation, distribution, and performance.

Weekly Strategy Meeting: Zoom call to discuss performance data and strategy adjustments.



Activity 9: Developing Guidelines

- Using the selected business by your group, discuss how you can develop guidelines to help you stay consistent in your brand voice
- Note that you are also required to do this for your Individual Project (IP)



Assessment Requirements

Assessment Method	Duration	Type of assessment
Individual Project	80 mins	Summative
Written Assessment (Short Questions and Answers)	40 mins	Summative
Total	120 mins	-

Your Comment/Feedback/Review

Course Feedback



Traqom Course Survey

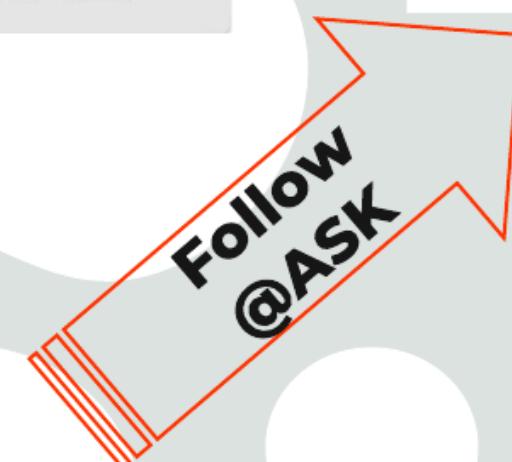


WSQ Course Feedback

Google
Review



Thank you





Thank You!