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Attitude | Skills | Knowledge

WSQ DIGITAL CONTENT CREATION

ICT-SNM-5026-1.1

Participant's Name: _____

Trainer's Name   : _____

Course Date   :

LEARNER GUIDE

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Version Control Record

Version	Effective Date	Details	Author
1.0	1 April 2023	For Course Accreditation	Dr. Lee Swee Yee
2.0	4 November 2023	Revision: ● Learning Units ● Topics ● Learning Outcomes Academic & Examination Board approved the revision effective 4 November 2023	Mr Tylus Lim

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Course Overview

Skills Framework: Infocomm Technology

TSC Category: Sales and Marketing

TSC: Content Management

TSC Code: ICT-SNM-5026-1.1

TSC Proficiency Level & Description:
Level 5 – Formulate suite of policies to govern the creation and curation of web content, scan the horizon for emerging system capabilities in the area of web content management and advise on the applicability of such offerings in answering the organisation's needs in a cost-appropriate way.

Knowledge	Abilities
K1: Overall organisational content management strategies	A1: Translate overall content management strategy into policies on web content creation and curation
K2: Policies on web content creation and curation	A2: Determine web content for deployment
K3: Web content for deployment	A3: Review and evaluate the adoption of content management systems in terms of organisation's web properties and assets
K4: Organisation's web properties and assets	A4: Lead and direct the creation and curation of web content
K5: Factors for evaluating the adoption of content management systems	A5: Identify emerging system capabilities in web content management and determine the applicability of such capabilities
K6: Creation and curation of web content guidelines	A6: Review and evaluate web content and platforms from the customer experience point-of-view
K7: Web content and platform management systems	
K8: Application of emerging system capabilities in web content management	
K9: Criteria for evaluating web content and platforms	

Learning Outcomes
- Transform an overall content management strategy into policies on web content creation and curation, breaking down the strategy into specific guidelines and rules that govern how content is created, curated, and managed on the web.
- Develop a web content strategy for an organisation, including defining target audiences, setting clear goals, planning content creation, and evaluating content management system options, considering cost, scalability, user-friendliness, and integration capabilities.
- Create and optimise various forms of digital content, including written, multimedia, and interactive content, adhering to best practices for search engine optimisation (SEO), user experience (UX) design, and accessibility to enhance the visibility, engagement, and effectiveness of web content for their target audience.
- Assess emerging tools and techniques, including applying them to enhance user engagement and adapt to evolving user behaviours in their content creation and management efforts.

Teaching Methodology
- Lectures: Traditional lectures are an essential component of the course, where the trainer/facilitator presents the core concepts, theories, and principles related to digital content creation. Visual aids such as slides, diagrams, and examples may be used to enhance understanding.
- Interactive Discussions: Organise interactive class discussions to encourage participation. This allows you to ask questions, share your thoughts, and engage in debates related to digital content creation topics.
- Applied Learning: During the classroom learning sessions. You will be actively engaged with the material through hands-on experiences or projects, which can enhance their understanding and retention of the content.

Assessment Methods

To receive and be awarded a "Statement of Attainment (SOA)", you must complete a written E-Assessment comprising of Written Individual Project and Short Questions and Answers as stated below.

Assessment Method	Duration	Type of assessment
Written Assessment – Individual Project	80 mins	Summative
Written Assessment – Case study with Questions	40 mins	Summative
Total	120 mins	-

Content Management Strategies & Content Management System

1.1 Content Management Strategies Introduction

Welcome to Digital Content Creation.

This learner's guide is a companion manual designed to help you journey into the world of creating digital content.

Whether you're just starting out looking to explore the basics or you have some experience in content creation, the information here will provide you with the necessary insights.

Digital content refers to any form of information or media that is created, stored and distributed in non-physical formats. This content exists in electronic form that can be put up online, transmitted, processed and accessed through digital devices such as computers, smartphones, tablets and other digital platforms.

Digital content encompasses a wide range of readable, watchable, listenable formats and types, including:

Articles, images, videos, audios and other forms of media (which can be interactive experiences such as Augmented Reality (AR) and Virtual Reality(VR))

To elaborate —

Readable digital content formats include:

Blog Posts:

Blog posts are entries on a website that typically feature informal, conversational writing. They often include text, images, links and they are regularly updated to provide fresh content.

Articles:

Articles are more formal and structured pieces of writing that are often found in online publications or online news sites. They aim to inform, educate or entertain and are usually longer and more in-depth than blog posts.

Written Social Media Posts:

These are pieces of text content created for sharing on social media platforms like Twitter, Facebook or Linkedin. They can include status updates, thoughts or the fore-mentioned articles can be posted on social media as well.

Images:

Images refer to visual content, such as photographs, graphics or illustrations. In digital content creation, images are used to convey information, evoke emotions or enhance the overall aesthetic appeal of a written piece.

Email Newsletters:

Email newsletters are regular communications sent via email to a list of subscribers. They often include updates, informative writings, promotions and other relevant information. Email newsletters can contain a mix of text, images and links.

Infographics:

Infographics are visual representations of information, data or knowledge. They typically use a combination of text and graphics to present information in a clear and visually appealing manner.

Transcripts:

Transcripts are written records of spoken words, such as the text version of a podcast episode, video or interview.

Ebooks:

Ebooks, short for electronic books, are digital versions of traditional books. They can include a variety of content, such as text, images, links and are designed to be read on electronic devices like e-readers, tablets or computers.

Watchable content formats include:

Videos:

Videos are recordings that capture moving visual images and often include audio. They can be short clips or longer productions and are widely used for entertainment, education and communication.

Webinars:

Webinars (web seminars) are live, online presentations, workshops or lectures conducted over the internet. They allow participants to interact in real-time through features like chat, polls and Q&A.

Social Media Stories:

Social Media Stories are short-lived, temporary posts on platforms like Instagram, Facebook or TikTok. They typically consist of images or videos and disappear after a set period.

Animation:

Animation includes images or objects that are made to appear as moving images. It can be cartoon or doodle (also known as a whiteboard animation or sketch animation. It is a type of video that simulates the process of someone drawing illustrations or doodles on a whiteboard). Animation can be 2D or 3D and is used in various contexts including entertainment, education and storytelling.

Talking Head:

Talking Head refers to a video format where a person, usually a speaker or presenter, is recorded speaking directly to the camera. The focus is on the person's face and upper body, making it a common format for vlogs, interviews and presentations.

Virtual Reality:

Virtual Reality (VR) is a technology that uses computer-generated environments to simulate a realistic experience. Users typically interact with these environments using special VR devices, such as headsets and controllers.

Web Series:

A web series is a series of scripted or non-scripted videos, often episodic in nature, created for online distribution. Web series can cover a wide range of genres and are produced for platforms like YouTube, streaming services or dedicated websites.

Listenable content formats include:

Podcasts:

Podcasts are digital audio files available for streaming or downloading on the internet. Podcasts cover a wide range of topics and can take the form of interviews, discussions, storytelling or informative content. They are typically episodic and are accessible through podcast platforms like Apple Podcast.

Audiobooks:

Audiobooks are audio recordings of books that are narrated by a voice actor or the creator. Instead of reading the text, listeners can consume the content by listening to the spoken narration.

Interviews & Conversations:

Interviews and conversations refer to audio content where individuals engage in a discussion, dialogue or exchange of ideas. This format can include one-on-one interviews, panel discussions, roundtable talks or any format where people communicate verbally.

With so many different digital content formats you can create, the possibilities for expressing your ideas, reaching your audience and providing them with value are vast.

Whether you wish to create written (readable), video (watchable) or audio (listenable) content, one consideration is where you want to put them.

1.2 Platforms To Put Up Your Content

There are 2 categories of platforms you can put up your content.

1. Platforms you can control

2. External Platforms

Platforms you can control refers to the online spaces where you have direct influence and authority over the presentation, customization and management of your content. These platforms provide you with a high degree of freedom in shaping the user experience and establishing your brand identity.

An examples of a platform you can control is your own website.

Your own website is a central hub where you have complete control over the design, structure and content. It allows you to showcase your work, build your brand and engage with your audience directly.

When you integrate your website with a Content Management System (CMS), it adds more customisation and functionality to the site. [For more on Content Management System, refer to the part about CMS later in this guide]

External platforms are third-party websites or services where you share your content but have limited control over the platform itself. These platforms often have their own rules, algorithms and user interfaces.

The most common platform in this category is — social media platforms.

Facebook, TikTok, Instagram and others are such external social media platforms where you share content within their ecosystems, adapting to their formats and algorithms. Users have to abide by each platform's policies which govern the type of content allowed and community guidelines.

Depending on the nature of your industry, niche or business, you can choose to put your content on platforms you can control, external platforms or both.

Whatever the choice, there is a need for consistency in your content's 'feel' and 'voice' to the audience of your content. This is done to provide the audience with a familiar and reliable experience — regardless of whether they encounter your content on your website or any other external platform.

1.3 Brand (Tone, Style, Quality)

Once you learn to be efficient in creating digital content, you could create content for yourself or you may find yourself in situations where you create content for others. Case in point is — a company may engage you to help create written, video or audio content for their brand.

A brand (be it your own or others) is the essence and identity of a company. A brand is not merely a logo or a set of colours. It is the collective perception that audiences hold about a company. It encompasses the values and personality that a company conveys to its audience.

Consistency in content 'feel' and 'voice' is an extension of this brand identity. The 'feel' and 'voice' pertains to the distinctive manner of communication, including language, tone, style and quality.

For instance, if a brand is known for its friendly and approachable 'voice', maintaining this consistency across all content ensures that the audience recognizes and connects with the brand personality.

Or if a brand 'feel' is characterized by a luxurious and modern aesthetic, this rich quality should permeate into its content across various platforms.

Example: Laura Belgray is a copywriter at her website talkingshrimp.com. She helps people become better in writing copy such as advertisements and articles. If you look at her website, you'll find the site's atmosphere to be fun, cheeky, mischievous. Which is how Laura is like. She is not a strict or formal copywriter, she wants her copy to be lively and unboring. That's her brand.

All her contents tend to reflect that fun, cheekiness and mischievousness. It's evident in her blog where you can see blog posts headlines like this - "How not to write like a 90s business robot that had a baby with a college professor"

Or take the website: dollarshaveclub.com as another example. As you look at the site, the words to describe it are - simple, clean, minimalistic, straightforward.

And that same 'feel' and 'voice' is evident in their contents as well. One of their articles: How To Shave With Acne for instance gives off a simple, clean, minimalistic, straightforward projection with simple illustration and straightforward wordings.

Once you recognise a certain tone, voice and quality that a brand emit, have all your content consistently give off the same vibe.

1.4 Maintain A Unified & Consistent Standard For The Content

There may come a point where you are not just creating content yourself. As things get bigger, you may have other people or a team assisting with content creation.

With more people, it is tempting for each individual to put their own spin into the work. That is especially so if people are working from home or they are working remotely from each other.

For instance, person A may favor a more informal tone, while person B leans towards a formal style. While individual creativity is valuable, maintaining a consistent brand voice becomes even more crucial when multiple contributors are involved.

To address this challenge, it's important to set clear and comprehensive guidelines. Establish a centralized content management team responsible for overseeing and standardizing content across regions.

The act of standardising content should encompass not only the overarching tone and voice but also specific stylistic elements and even examples of preferred language usage.

On top of that, it is vital to have everyone be taught to use the same Content Management System to ensure uniformity and ease of content updates.

Other situations that a content creation team may face include ensuring the content and information on the website is up-to date and relevant as well as preventing content redundancy.

To prevent content redundancy, the team can establish a single repository for storing and managing content as well as conduct duplication checks before content publishing.

As for ensuring the content and information on the website is up-to date and relevant, there is a requirement to set up regular audits. An audit involves a systematic review and assessment of all the elements on your website, ranging from text and images to links, ensuring that they reflect the most recent information and are in line with the evolving needs of your audience and industry.

2. Digital Content Strategy and Planning

2.1 Digital Content Creation Foundation

Before crafting any piece of content, some thoughts must be done towards its strategy and planning. These foundational steps are important in ensuring that the content aligns with overarching business goals, resonates with the target audience and maximizes its impact.

Here are key considerations to integrate into the content creation process:

- **Define content goal/objective**

- **Understand the target audience of the content**

- **What type of content to create for the target audience**

- **Where to publish your content**

2.2 Define Content Goal/Objective

Clearly articulate what you wish the content's outcome to be.

Instead of a broad statement such as: "I want my Youtube video to provide good value to the viewers", the goal can be oriented around specificity like: "I aim to get 300 likes for my Youtube video in 2 weeks"

A specific content goal clearly outlines the purpose and intended result of the content. This precision helps in guiding the content creation process with a specific focus — ensuring that the messaging is tailored to achieve a particular outcome.

Being specific goal-oriented is formatted around: Get [Amount] of [Result] in [Time]

Examples:

- Get 500 Instagram Followers In 3 Months

- Get 200 Facebook Page Likes In 1 Week

- Get 500 TikTok Followers in 2 Months

- Get 30 Instagram Likes on a Post in 24 Hours

- Get 50 Five-Star Reviews on Apple Podcasts in 1 Month

- Get 200 LinkedIn Connections in 3 Months

- Get 8,000 YouTube Subscribers in 1 Year

- Get 1,000 Email Newsletter Subscribers In 5 Months

2.3 Understand The Target Audience Of The Content

Knowing your audience allows you to tailor your content to their specific needs, preferences and interests. Content that resonates with the audience is more likely to capture their attention.

Additionally, when your content aligns with the values, aspirations and challenges of your audience, it encourages higher levels of engagement. This could result in more likes, shares, comments or other forms of interaction depending on the platform.

It is important to note that when asked 'Who is your content for?', the answer shouldn't be 'Everyone'.

No content is for everyone — because trying to cater to too many different types of audiences can result in dilution of the message and a lack of resonance. When attempting to please everyone, the content loses its ability to deeply connect with any specific group.

So who is the target audience of your content? If you were to take a group of people who are most likely to be interested in your content and squeeze them into one person — how would you describe him or her?

Here are some questions that can help sharpen the description —

Demographic Information:

What is the age range of your target audience?

What is their gender?

What is their marital status?

Do they have children?

Professional Background:

What is their occupation?

What industry do they work in?

What is their income range?

What is their educational background?

Psychographic Information:

What are their values and beliefs?

What are their hobbies and interests?

What are their lifestyle choices?

Behavioral Patterns:

How do they spend their free time?

What social media platforms do they use?

What are their shopping habits?

Challenges and Pain Points:

What problems or challenges are they currently facing?

What frustrations do they experience in their daily lives?

Goals and Aspirations:

What are their short-term and long-term goals?

What do they aspire to achieve in their personal and professional lives?

Media Consumption:

What do they search online?

What publications, blogs or websites do they read?

What podcasts do they listen to?

What TV shows, movies or YouTube channels do they follow?

Take for instance, you are in the health industry and you provide health-related content to people.

Squeeze the group into one person... one character who you can describe.

You can even name the person, say - Alex

Alex's profile can be described as this —

Demographics & Background:

Age: Early 30s

Gender: Male

Occupation: Software Developer

Alex is a professional with a background in computer science. He graduated from a local university and has been working as a software developer for a tech company. While he enjoys his work, he is starting to feel the impact of a sedentary lifestyle on his health.

Psychographics & Interests/Hobbies:

Alex has always enjoyed outdoor activities but finds it challenging to make time for them due to his busy work schedule. He has a growing interest in cooking and experimenting with healthy recipes. He values nutritious and easy-to-prepare meals that fit into his busy lifestyle. Alex is also interested in maintaining mental well-being and has started exploring mindfulness practices such as meditation.

Behavioral Patterns:

Working long hours in front of a computer, Alex is aware of the negative impact on his health. He is comfortable using technology including apps and devices that help him track and manage his health and fitness goals. With a demanding job, Alex values time efficiency. He is looking for solutions that fit into his schedule without requiring a significant time commitment.

Goals and Challenges:

Alex's primary goal is to improve his overall fitness and incorporate regular exercise into his routine. He is interested in activities that are enjoyable and can be sustained in the long term. He wants to adopt a healthier diet and make better food choices. He is looking for resources that align with his nutrition goals.

Balancing work commitments with a healthier lifestyle is a challenge for Alex. He is on a lookout for solutions that seamlessly integrate into his daily life.

Media Consumption:

Alex follows YouTube channels that offer fitness tips, workout routines and nutritional advice. He watches content from channels like Athlean-X for fitness training or Mind Pump

for a holistic approach to health and wellness. He also reads health-related blogs for tips to incorporate more movement into his daily routine.

The above describes a particular target audience type who is interested in your content. You may have different types of audience who consumes your content (example: younger or older demographics, have kids or don't have kids). But try not to make content that attempts to satisfy every audience type as it will end up being a marred or messy content. Content like that doesn't speak to anyone.

Start with the one audience type who is most likely to consume your content first and as you go along, you can create other content to specifically address other audience types.

2.4 What Type Of Content To Create For Your Target Audience

From gaining clarity on your target audience, you would also understand the mode of content they prefer. Whether they prefer reading, watching or listening, the type of content you create must align with the preferred mode.

To know more of the preferred mode of your target audience, it is helpful to understand they are already consuming the content made by other creators or companies. So their preference is based on what they are already doing or like —

People who like to read blogs are already reading other blogs…
People who like listening to podcasts are already listening to other podcasts…
People who like watching videos are already watching other videos…

For those reasons, whether it is written, video or audio, the type of content you create have to be what your target audience are already inclined to consume.

Example: If your target audience are already watching videos related to your industry/business on TikTok or Youtube, it is fitting to create video contents. On the other hand, if you discover your target audience is more skewed towards reading written contents like articles and blog posts, then it would be savvy to spend effort creating written contents as opposed to videos.

While it is tempting to put contents on a platform just because it is the latest platform or for reasons there is no presence of competitors there, please refrain. Your primary consideration is whether your target audience is already consuming your industry-related type of content on that platform.

Research your target audience preferred mode of consuming content with the following steps:

Go online and analyse the 'big players' in your industry/business/niche…

What are the types of content they put up?

Are they mostly:
- Readable?
- Watchable?
- Listenable?

If their contents are on social media, which content types have the most engagement (subscribes, followers, likes, comments)?

By systematically going through these steps, you can gain a comprehensive understanding of the content mode and type your target audience are already inclined to like.

In your research, when you see there is a good amount of your target audience engaging on certain content types, it is a big clue those are the content type that works.

2.5 Where To Publish Your Content

As you learnt from the previous section, there are 2 categories of places you can put up your content.

1. Platforms You Can Control
Eg: Your own website with its own Content Management System(CMS)

2. External Platforms
Eg: Social media platforms

For 1. 'Platforms You Can Control' — With your own website, there is complete control and ownership of its content. The design and layout can be tailored to your specific needs and branding.

Extra functionalities can be added when you integrate the website with a Content Management System (CMS)

Different types of CMS include Wordpress, Joomla, Drupal and Wix.

Choosing the right CMS is an important decision if you wish to create and manage your website effectively. Considerations include:

User interface

The user interface (UI) is the visual and interactive part of the CMS that users interact with to create, edit and manage content. A well-designed UI contributes to a positive user experience, making it easier for people with varying levels of technical expertise to manage website content efficiently.

Workflow simplicity

Workflow simplicity refers to the ease with which tasks can be completed within the CMS. A simple and streamlined workflow enhances productivity and reduces the likelihood of errors. It allows for efficient content creation, editing and publishing processes.

Learning curve

A low learning curve to use the CMS is essential, particularly for individuals who may not have advanced programming or technical background. The ideal CMS doesn't require extensive training and should be easy to learn for first-time users.

Intuitive

If users can understand and operate the CMS without extensive guidance, then there is good intuitiveness built into the CMS.

Among all the CMS, Wordpress is the web's favourite for the above reasons.

43% of all websites are powered by Wordpress. When you get website hosting for your website (via web hosting services such as Bluehost, Dreamhost or GoDaddy), most of such services readily let you install Wordpress on your website.

In terms of added functionality, a website can go from simple to multi-faceted thanks to plugins in Wordpress.

Plugins are apps or add-ons that enhances your website the same way a plain smartphone is enhanced with extra functions (like games, weather forecast tools or apps that track how many steps you walked) via downloaded applications.

As a content creator with your own controllable platform, one of the first Wordpress plugin to get is a website builder plugin.

A website builder plugin lets you create a fully functional website where you can put text, images, videos in a user-friendly and intuitive manner.

It typically features a drag-and-drop interface, allowing you to effortlessly place and arrange elements on your pages. This eliminates the need for coding skills, making the website creation process accessible to users of all levels.

Many website builder plugins come with a variety of pre-designed templates. These templates serve as starting points to provide a foundation for your website's layout and design. You can customize these templates to suit your specific needs.

Some of these website builder plugins include:

Divi
https://www.elegantthemes.com/gallery/divi

Optimizepress
https://www.optimizepress.com

Elementor
https://elementor.com

Other than publishing contents on your own platform, there are also external platforms where you can diversify your contents and cast a wider net to reach other pools where your target audience reside.

2. External Platforms
Eg: Social media platforms

There are hundreds of social media platforms, but only a few with significant global influence and active user engagement.

You can see the stats relating to the platforms with the most impact currently: https://en.wikipedia.org/wiki/List_of_social_platforms_with_at_least_100_million_active_users

The most popular global platforms are: Facebook, Youtube, Instagram, TikTok, Linkedin, Reddit, X (Twitter)

Platforms that popular in the China market are: Weibo, Kuaishou, Xiaohongshu

When choosing which social media platforms to invest time and resources in, it's essential to consider the platforms that align with your goals, target audience and content type.

The greatest benefit for you if you harness the right type of social media platform — is you get to tap into existing user bases and groups of 'ready audience' for your content.

Take note of the cons however, because these external platforms are owned by their respective corporations — with their own rules and policies.

The look, layout and design of each platform are determined by them. Customisation for users are limited and many social media platforms have in the past changed their platform features and algorithms, thus affecting content visibility.

When it comes to any external platform, please take note of the following:

Each platform's sensitivity and policies

This include the platform's distinct guidelines and policies governing user behavior, content creation and community standards. Adhering to platform policies is crucial to avoid penalties, such as content removal, account suspension or getting banned.

The 'culture' in each platform

Every platform has its own user culture, characterized by the type of content shared, engagement patterns and communication styles. Linkedin for instance emphasizes a 'professional culture', making it suitable for business-related content and networking. Instagram's culture revolves around visually appealing content, encouraging high-quality images and aesthetics. Respecting each platform's culture will be rewarded with a more positive reception from the platform's community.

Feature changes in each platform

Platforms can update and introduce new features, functionalities or algorithm changes that impact user experience. Keep yourself updated of feature changes ensures your content get optimized for visibility and engagement.

3. Content Creation and Optimisation

3.1 Generate Your Content Pieces, Titles & Topics

You've seen content pieces with topics and titles like these:

"How To Get Rid of Back Pains"

"How To Ask Your Boss For A Raise"

"How To Confidently Talk To Strangers"

In content creation, generating compelling pieces that resonate with your target audience and enticing them to consume the rest of the content is pivotal.

You will want to have a list or series of such pieces that can be made into readable or watchable content.

To generate your own list of content pieces, you can apply this 2-step process:

Step 1: Pen down every problem your target audience have

Step 2: Convert each problem into a solution (by attaching the words "How To" or "X Ways To" to the front of each problem)

Let's begin with — Step 1:
Pen down every problem your target audience have

Start with your target audience's problems, pains, headaches. Everything that is bothering or ailing them... write them down and make it into a compilation.

To know more about your target audience's problems, there should be a research process to really define what their actual problems are.

Here are some areas you can look into to elaborate on the process:

What are they asking on internet forums?

Dive into relevant internet forums within your industry or niche. Explore threads where your target audience seeks advice or discuss challenges. Look for recurring questions, themes and common issues that resonate with multiple users.

What are they asking on Reddit?

Reddit is a vast community with niche-specific subreddits. Explore discussions related to your industry on Reddit. Pay attention to the questions, concerns and discussions that garner significant engagement.

What are they asking on Quora?

Quora is a platform where people seek answers to a wide array of questions. Browse through questions related to your industry or niche. Take note of the frequency and nature of queries. Identify patterns to understand what challenges your target audience is trying to solve.

Use Google search bar autocomplete

Start typing relevant keywords related to your industry or product into the Google search bar. Take note of the autocomplete suggestions, as these represent commonly searched queries. This gives you a glimpse into the specific topics and problems your target audience is actively searching for.

Use Youtube search bar autocomplete

Similar to Google, leverage the autocomplete feature in the YouTube search bar. This provides insights into popular video topics within your niche. Pay attention to the words and language used by users in their search queries to understand their pain points.

Use Answer The Public (https://answerthepublic.com)

Answer The Public is a valuable tool that generates visualizations of common questions related to a specific keyword. Input keywords relevant to your industry and analyze the results. This tool helps uncover the variety of queries your target audience might have about a particular topic.

Check out the type of Youtube videos they would watch and read the comments section

Explore YouTube channels popular among your target audience. Analyze the content of videos and more importantly, delve into the comments section. Comments often reveal additional questions, concerns or personal experiences that can provide rich insights into your audience's mind.

Ask them (survey, focus group, interview)

Directly reaching out to your target audience is a proactive way to gather information. Conduct surveys, organize focus groups or conduct interviews to inquire about their challenges, pain points and needs. This approach provides detailed insights into their experiences.

[Best Scenario]: If you had been through what your target audience is going through

The best way to know of your target audience's problems is if you have been in their shoes before. When you've walked the same path and faced similar hurdles, you have firsthand experience that enables you to define exactly what they are going through.

From the above research, you want to leave no stones unturned. Take every problem, worry, concern of your target audience and compile them into this list:

My Target Audience's Problems List Compilation

An example problems list compilation for an audience interested in 'anti-aging' would look like this:

I have visible signs of aging with fine lines and wrinkles on the face

My skin has lost elasticity, it is sagging and became less firm

I have uneven skin tone with age spots and other discolorations leading to an uneven complexion

I suffer from joint stiffness with reduced flexibility in joints and muscles

My memory is not as good as before, I have trouble with memory loss and maintaining mental sharpness.

There is increased risk in osteoporosis and higher chance of bone fractures.

I have difficulty in maintaining a healthy weight as my metabolism slows down

I feel more fatigue and decreased energy these days - affecting daily activities and productivity

Sleep problems occur where I have difficulty falling or staying asleep

I think about the financial costs associated with anti-aging products, treatments and procedures

Once you have a compilation of your target audience's problems, let's move to the next step —

Step 2:
Convert each problem into a solution (by attaching the words "How To" or "X Ways To" to the front of each problem)

Converting each problem into a solution involves framing them as actionable steps or strategies. By attaching phrases like "How To" or "X Ways To" to the front of each problem, you transform them into constructive content that offer practical advice.

Using the problems list compilation from the 'anti-aging' example above, the first problem:

"I have visible signs of aging with fine lines and wrinkles on the face"

Converting it to a solution with the words "How To"... would look like this:

How to Reduce Fine Lines and Wrinkles on Your Face

Or the next problem —

"My skin has lost elasticity, it is sagging and became less firm"

With the words "How To" attached to the front, it becomes this solution:

How to Improve Skin Elasticity and Firmness

As for the rest of the problems compilation list, every one of them can be turned into solutions:

How to Achieve an Even Skin Tone and Reduce Age Spots

How to Get Rid of Joint Stiffness and Gain More Flexibility in Your Muscles

How to Enhance Your Memory and Maintain Mental Sharpness at Any Age

How to Lessen the Risk of Osteoporosis and Bone Fractures

How to Stay at a Healthy Weight Even as Metabolism Slows Down

How to Combat Fatigue and Give Yourself a Renewed Level of Energy for Your Day-to-Day Activities

How to Say Goodbye to Sleep Problems and Improve Your Sleep Quality

How to Obtain Anti-Aging Products and Procedures Without Worrying About Its Cost

Other than the words "How To", there are also other prefixed words that can convert a problem into a solution. "X Ways To" is a set of words that can do so.

Example: In an industry or niche where the target audience are interested in 'dog training', their list of problems can be:

My dog barks excessively in the middle of the night

My dog keeps chewing on objects its not suppose to chew - like the furniture and shoes

I have difficulty controlling my dog as it keeps pulling on the leash during walks

My dog behaves aggressively towards other members of my family

My dog attacks other dogs in public places

My dog has problems being left along and constantly clings to me

I am frustrated with my dog's lack of responsiveness to basic commands like sit or stay

My dog has a fear of thunderstorms or loud noises

Using "X Ways To" to convert these problems into solutions will look like this:

3 Ways to Stop Your Dog from Barking in the Middle of the Night

5 Ways to Prevent Your Dog from Inappropriately Chewing on Valuable Objects

6 Ways to Maintain Full Control of Your Dog During Walks

3 Ways to Tame Your Dog's Aggressive Behavior Towards Others

The #1 Way to Get Your Dog to Play Friendly with Other Dogs

7 Ways to Reduce Your Dog's Separation Anxiety and Clinginess

The Best Way to Have Your Dog Obey Basic Commands Like Sit or Stay

2 Ways to Help Your Dog Be Less Frightened of Thunderstorms or Loud Noises

[Note: The words "X Ways To" are not set in concrete. You can of course swap out the word "Ways" with other words such as "Strategies, Techniques, Reasons, Steps, Methods, Ideas, Tips" etc]

When you convert each of your target audience's problem into a solution. You end up with a new compilation. This new compilation of solutions is your own **'Solution Stack'**.

With it, congratulations, you have successfully generated your future content pieces, titles and topics.

Anytime you wonder what content to produce for your audience, simply pick them out from the stack. Best of all, these are content your audience would naturally gravitate towards. Because after all it's not a content themed around a non-existent issue, but instead it's a content that touch base with relieving a real problem they have.

3.2 Create Your Written Content

Creating a written content such as an article, blogpost, email newsletter can be a challenge for some.

Reason being, there exists mental barrier where the content creator would find it difficult to start a written piece. Or one may find it a struggle of knowing what else to write next from there.

In general, many would find it hard to 'find a flow' of - beginning a written piece... and flow to the next passage... and the next... all the way to finishing up the piece.

This happens mainly because of one culprit — It is due to the fact that if one tries to write content without a 'framework', then not knowing what to write first or next would be a continued problem.

What is a framework?

A framework is a skeletal structure or outline.

Similar to how a scaffold assists in the systematic and structured creation of a building, a framework serves as an assistant for you as a content writer. It establishes a roadmap for your work, sets the order in which information is presented and ensures a logical flow from one point to the next.

With a framework, it not only overcomes the challenge of not knowing what to write first or next but also makes the content more readable and clear to your target audience.

Here's a great framework you can use when creating written content:

Content Title: _____
Opening
Points (1,2,X)
Recap/Summary
Action

Starting with:

Content Title

This is the topic headline/subject line of your content.

And from the earlier part of converting problems to solutions, if you have compiled your own 'Solution Stack', then you already have content titles. Simply pick one of the 'How To' or 'X Ways To' from your solution stack.

Opening

'Opening' is how you start your written content. It is the introduction or beginning passage that leads the reader into the rest of the content.

There are different ways to begin the content, you can open with:

- Question (Relating To Problem)

- Picture This

- Story

- Shocking Statement

- Question (Relating To Problem)

You can open by posing a question to the reader and the question may pertain to a problematic issue or scenario they face.

Example:

Content Title: <u>How To Confidently Present On Stage Without Feeling Nervous</u>

Have you ever been in a situation where you rehearsed an upcoming presentation over and over again. But when it's the actual showtime… you find your heart rate go up, feeling a sudden tremendous amount of nervousness and afraid of saying the wrong things?

You are not alone. This gap between rehearsal and performance is a common experience in the world of public speaking. It raises the question: Why does this happen and how can you navigate such situations effectively? Let's explore 3 ways to ensure a confident transition from practice to presentation.

- Picture This

You can open by inviting the reader to imagine a scenario. The easiest way to do this is begin the content with the words "Picture this".

Example:

Content Title: <u>6 Ways to Choose the Right Place to Rent</u>

Picture this: You've just moved into what you thought would be your dream rental… only to find yourself living a real-life nightmare.

The walls are peeling, the neighbors are less than friendly and the promised "scenic view" turns out to be a brick wall.

The wrong rental choice can turn your excitement into frustration. Fear not! In this guide, we'll explore 6 crucial ways to ensure you choose the right place to rent, sparing you from the horrors of a housing decision gone wrong.

- Story

You can open by relating a personal account, incident, story or simply sharing 'something that happened'.

Example:

Content Title: <u>How 'Small Talk' With A Stranger Changed My Life</u>

In a buffet line at a marketing conference 10 years ago, I found myself awkwardly scooping fried rice onto my plate, unaware the ensuing small talk with the male stranger in front of me would change my life.

Despite my thriving enterprise crossing the $80,000 annual milestone, the revelation of this man earning $100,000 monthly left me astounded. The prospect of my business reaching a million dollars annually had never occurred to me until that transformative encounter. In an instant, an "idea virus" took hold, the realization that greatness was attainable and possible.

Within a few years, my business, too, reached the million-dollar mark, a testament to the power of transformative encounters. This is why such 'small talk' with strangers hold a special place for me, offering inspiration and unveiling new possibilities — forever altering my outlook on achievable heights.

If you find yourself in chance conversation situations like the one I had, here's how you can fully harness and make the most out of that situation.

- Shocking Statement

You can open by giving an astonishing piece of fact. Or a statistic that sparks attention and interest.

Example:

Content Title: 3 Ways To Get A More Restful Sleep — Starting Tonight

A staggering 35% of adults suffer from regular bouts of insomnia, robbing them of the restorative sleep crucial for overall well-being.

The harsh reality is that a significant portion of the population is grappling with sleep deprivation, leading to unnecessary health issues.

However, the good news is that reclaiming restful nights is not a difficult challenge. In fact, here are 3 powerful ways you can kickstart a journey to a more restful sleep, starting tonight.

Points (1,2,X)

'Points' are basically the delivery of what your content title says.

If your content title is "3 Ways To Look Thinner In Your Jeans", then list and elaborate on the 3 points.

If your content title is "17 Ideas To Spice Up Your Romantic Life", then list and elaborate on the 17 points.

Example:

If the title is: 4 Surprising Ways Sleep Can Make You More Powerful

It promises 4 points. After the opening, the points can look like this:

1) Sleep keeps your brain sharp. Sleep is critical for normal functioning of the brain, says research from Oxford University. According to the Oxford sleep scientists, sleep serves as the "brain's housekeeper", helping to restore and repair the brain. Poor sleep over time, they

found, causes brain shrinkage—and problems with reasoning, planning, memory and problem solving.

2) Sleep makes you happier. Not getting enough sleep can affect your mood, making you tenser, more nervous and more irritable.

3) Sleep keeps you at a healthy weight. There are numerous studies done on the effects of the lack of sleep on weight. One study found that losing just 30 minutes of sleep per night can cause you to gain weight and affect both insulin resistance and your metabolism (slowing it down).

4) Sleep helps you live longer. Researchers at University of California, San Diego, found that women who got five hours or less of sleep a night didn't live as long as women who got, on average, 6.5 to 7.5 hours of sleep a night[iv]. Keep in mind that every body is different; what may work for some [e.g. 5 hours a night] won't work for others.

Overall, the length of your written content is based on how many points you have. If you wish to have a longer piece, you put in more points. Or if you are creating a shorter succinct piece, then put in lesser points.

Recap/Summary

'Recap/Summary' is to just provide a sum up or concise review of key points that have been delivered.

Example: A Recap/Summary for a title: <u>4 Easy Ways To Enjoy Every Moment Of Life</u>

To recap, the 4 ways to enjoy every single moment are:
1) Be grateful for the big and small things
2) Smile, even if it's for no reason at all
3) Detach from the past and future, stay in the present
4) Feel deep contentment with what you have

May you find every moment in your life filled with beauty and bliss.

Example: A Recap/Summary for a title: <u>How To Dress And Look Like The Most Stylish Person In The Room</u>

Dressing to give off a stylish impression doesn't have to be a confusing task. It just comes down to the right combination of colours and stripes.

Go dazzle and make the impression.

Action

'Action' is based on this question: What action would you like your reader to take after reading your written piece? Would you like them to share the content... or leave a like... comment... click a link to go to a site... subscribe to your email newsletter... read other content... etc. What you wish for the reader to do after they have read your written piece, you word it as the action for them to take.

Examples:

For more strategies on picking stocks that would double in the next year, visit http://www.abcde.com

_____

If you find this post useful, please share it with any of your loved ones who may benefit from it.

_____

Want more? I have 16 other ways to make your party the most memorable one in your friends' minds. Check out this article "16 Party Ideas That Will Make Your Event An Unforgettable One" here

Once again, this written content framework lets you create content with more ease and flow.

Content Title: _____
Opening
Points (1,2,X)
Recap/Summary
Action

3.3 Create Your Video Content

Similar to written content, some may find creating video content to be challenging due to the same issue of not knowing what to say first or what to say next in the video.

Once again, the issue occurs because of a lack of structure.

With a framework, you set up a structural outline that can essentially become your video script.

[Note: This part is about creating video content but the same framework can be used to create audio contents as well.

What some content creators do is they make a video first, from there, they rip the audio out of the video and that audio becomes instantly usable as a listenable audio content (like a podcast).]

Let's look at 2 frameworks you can use when creating video content:

For long videos:

Content Title: _____
Who
What [Problem]
Why [Important]
How [Solution(s)]
What If [Troubleshoot]
Recap/Summary
Action

For short videos:

Content Title: _____
What [Problem]
How [Solution(s)]
Recap/Summary

If you are making videos of longer duration (to put up on platforms like Youtube, Facebook or on your own website), this framework will come in handy:

Content Title: _____
Who
What [Problem]
Why [Important]
How [Solution(s)]
What If [Troubleshoot]
Recap/Summary
Action

Starting with:

Content Title

This is the topic headline/subject line of your content. We'll use this video content title as an example for the rest of this framework: <u>How To Create A Positive First Impression With</u> <u>Your Handshake</u>

Who

This 'Who' part opens the video by sharing with viewers who you are, a bit about what you do and the people you are serving/helping.

"Hi, my name is Robert Tan and together with my team at Rapport Inc, we are dedicated to help managers, executives and professionals make lasting impressions through effective interpersonal skills."

What [Problem]

'What' refers to a problem, challenge or issue your target audience is facing.

"Over the past 10 years, I've been frequently asked about one of the most pressing problems when it comes to communicating with others. It is — how to make a positive first impression with other people… within the first minute."

Why [Important]

'Why' talks about why is the problem an important one — why solving that problem is key and why one shouldn't let the problem continue to persist.

"It is an important problem to address because the first few moments with people is key if you want to build better bonds and relationships with them. As the saying goes: You never get a second chance to make a first impression.

Think about how — if you've made a wonderful first impression with a person, they will develop initial liking and good vibes with you. From there, the foundation for a positive relationship is laid.

On the other hand, if for some reason the other person has a not-so-nice first impression. Things will be uphill from there — where it'll be more difficult to gain trust and rapport with them."

How [Solution(s)]

'How' offers the solution and way (or multiple solutions/ways) to tackle the previously said problem.

"So how can one create a positive first impression? The answer — believe it or not, is in your handshake.

There is a research by the University of Iowa that shows not all handshakes are equal. There is one type of handshake that brings out the most amount of positive feelings in others.

This handshake must have 3 things happening as you shake hands with others.

First — eye contact. You maintain a comfortable eye contact with the other person as you are shaking hands with them.

Two — firm. Your handshake must be firm… as most people appreciate a firmer handshake as opposed to a fishy handshake.

Three — the handshake has a vigorous up and down motion. Most typical handshakes are done like this… both parties hold hands for a while and let go. No up and down motion. Yet, interestingly, it's been discovered that some up and down motion will create warm vibes in others."

What If [Troubleshoot]

'What If' refers to potential obstacles that may arise during the implementation of the solution. Troubleshoot these obstacles by proposing alternative approaches or contingency plans.

"'But what if the other person is hesitant about shaking hands?' you might ask. That's a crucial point as you might have encounters with another person where shaking hands isn't the usual greeting gesture in their culture. For that, if you reach out your hand and sense the other person is hesitant about shaking it, what you do is — you convert your handshake into a sincere bow. Yes, extend back your hand, place it on your heart and give a heartfelt bow."

Recap/Summary

'Recap/Summary' is to just provide a sum up or concise review of key points that have been delivered.

"So, to recap. In many of your interactions with others, if you want to create a good first impression, it comes down to your handshake. Eye contact, firm, vigorous up and down motion. Remember, a handshake is not just a handshake… it's a tool for building connections and leaving a positive mark. Go out there and make all your handshakes count."

Action

'Action' is based on this question: What action would you like your viewer to take after watching your video? Would you like them to subscribe to your channel... or leave a like... comment... go visit a website... view another suggested video... etc. What you wish for the viewer to do after they have watched your clip, you put it as an end note in your video.

"I appreciate you taking the time to watch today's clip. To get notified for more videos like this one, please hit the subscribe button.

Until next time, take care, stay awesome and I'll catch you in the next video."

If you are making videos of shorter duration where some can even be just a minute long (to put up as Instagram stories, TikTok or Youtube shorts), you can apply this framework:

Content Title: _____
What [Problem]
How [Solution(s)]
Recap/Summary

Using the previous content title: How To Create A Positive First Impression With Your Handshake, to create a short video out of it, it's simply to talk directly about the Problem -> Solution -> Recap

[Problem] *"Over the past 10 years, I've been frequently asked about one of the most pressing problems when it comes to communicating with others. It is — how to make a positive first impression with other people… within the first minute.*

[Solution] *So how can one create a positive first impression? The answer — believe it or not, is in your handshake.*

There is a research by the University of Iowa that shows not all handshakes are equal. There is one type of handshake that brings out the most amount of positive feelings in others.

This handshake must have 3 things happening as you shake hands with others.

First — eye contact. You maintain a comfortable eye contact with the other person as you are shaking hands with them.

Two — firm. Your handshake must be firm… as most people appreciate a firmer handshake as opposed to a fishy handshake.

Three — the handshake has a vigorous up and down motion. Most typical handshakes are done like this… both parties hold hands for a while and let go. No up and down motion. Yet, interestingly, it's been discovered that some up and down motion will create warm vibes in others.

[Recap] *So, to recap. In many of your interactions with others, if you want to create a good first impression, it comes down to your handshake. Eye contact, firm, vigorous up and down motion. Remember, a handshake is not just a handshake… it's a tool for building connections and leaving a positive mark. Go out there and make all your handshakes count."*

Just these 2 frameworks by themselves allow you to create videos of varying lengths. Use them to piece together your next video content:

For long videos:

Content Title: _____
Who
What [Problem]
Why [Important]
How [Solution(s)]
What If [Troubleshoot]
Recap/Summary
Action

For short videos:

Content Title: _____
What [Problem]
How [Solution(s)]
Recap/Summary

3.4 Your Content Creation Calendar

When you have created your contents, the next logical step is to publish them.

It is ideal to prepare and generate content for upcoming posts well in advance of publishing them. Avoid creating content and posting it immediately because this restricts the time available for review and may compromise content quality.

The only exception is if your content is sensitive to current occurrences, news or tends. For instance your business/industry is finance-related and there is a sudden market change today. So your content might be "How To Profit From This Week's Market Upturn", there isn't any good for this piece to wait and be published next month as it may be irrelevant by then.

Counting out contents that are sensitive to current news or events, it is better to create contents that are evergreen. Once you publish such evergreen content, it can be on online platforms for years while the information still retains its value and remains applicable.

To plan ahead for the contents you will be publishing, you can initiate a Content Creation Calendar — which is a spreadsheet with marked dates to facilitate tracking and scheduling content for each specific publish date.

You can find a Content Creation Calendar here:
https://bit.ly/3Rgxb3r

A spreadsheet like this one keeps you on track during the in-between process of creating to publishing the content.

An example of a calendar with plans for the months that follow:

Content Title	Type	Platform	Notes	Creation Due Date	Editing Due Date	Publish Date
How to Pick The Right Type of Investment Strategies Without Getting Overwhelmed	Written	Facebook		12 Sept 2023	14 Sept 2023	28 Sept 2023
7 Ways to Get Out Of The 'One Revenue Trap' & Give Yourself New Income Streams	Written	Blog		17 Sept 2023	19 Sept 2023	2 Oct 2023
How to Give Yourself A Salary Raise & Boost Your Income By 2X	Video	Youtube	Include relevant hashtags	25 Sept 2023	28 Sept 2023	10 Oct 2023
The #1 Way to Ensure You Have Enough Money By The Time You Retire	Audio	Apple Podcast		30 Sept 2023	3 Oct 2023	17 Oct 2023
How to Start A Business Without Taking On Unnecessary Risks	Video	Youtube Shorts		8 Oct 2023	11 Oct 2023	25 Oct 2023
How to Balance Your Financial Goals (Even If You Are Piled With Family Responsibilities)	Video	Youtube	Get stock video of families or parents with kids	15 Oct 2023	17 Oct 2023	3 Nov 2023
3 Ways to Build an Emergency Fund Without Stress	Written	Facebook		22 Oct 2023	24 Oct 2023	11 Nov 2023
How to Prevent Lifestyle Inflation From Eating Into Your Savings & Investments	Written	Blog		31 Oct 2023	3 Nov 2023	18 Nov 2023
6 Ways to Make Your Debt Problems Disappear By This Time Next Year	Video	Youtube		9 Nov 2023	12 Nov 2023	26 Nov 2023
How to Never Have Credit Card Debt Again	Audio	Apple Podcast		16 Nov 2023	19 Nov 2023	4 Dec 2023
5 Ways to Tackle Rising Healthcare Costs	Written	Blog	Include infographic	24 Nov 2023	27 Nov 2023	11 Dec 2023
How to Earn 3 Times More While Working Less	Video	Youtube Shorts		2 Dec 2023	5 Dec 2023	19 Dec 2023
8 Strategies To Lower Your Household Expenses	Video	Youtube		9 Dec 2023	12 Dec 2023	27 Dec 2023
How to Make This New Year Your Wealthiest Yet	Written	Blog		15 Dec 2023	18 Dec 2023	31 Dec 2023

Apply it to plan out the next few months (3 months is a good time range) of your 'content creation to publishing' journey.

4. Advanced Techniques and Trends

4.1 Trends

Before the advent of digital content, the words 'content creation' were a hardly-used term. More than two decades ago, the process of creating and publishing content was a long and costly process that only a few would have the luxury to partake in.

A one-hour long instructional video for instance requires studio rental with adequate lighting, expensive filming equipment, hiring of professionals to edit the footage and putting the finished piece into physical mediums such as cds or dvds (which often requires a minimum quantity order).

It is no exaggeration to say — on top of effort and time investment, to create a video content during that era would require a few thousand dollars in monetary investment before it can even reach the distribution stage.

Today, the process of content creation has went through a big shift. Not only can all the above said process be created at almost no cost, but anyone with a smartphone can create the same content and have the finished product on the same day.

This landscape of content creation has went through such trend and speed evolution over the years and will continue to evolve.

Currently, a few trends are already reshaping the way content is created and consumed, it is therefore crucial for you as a content creator to adapt or at least be aware of such shifts so as to stay relevant.

The emergence of Caas (Content as a Service)

The evolution from static content to the emergence of CaaS signifies a transformative trend in the field of content creation and delivery.

Traditionally, static content referred to fixed, unchanging web pages or digital materials that display information without much interactivity or dynamic updates. This static approach had limitations in terms of adaptability, real-time relevance and personalized user experiences.

Instead of creating content as fixed pieces, CaaS treats content more like building blocks that can be put together and changed easily.

This approach allows for dynamic, personalized and up-to-date content experiences on websites, apps, and other digital platforms. CaaS is like having Lego pieces of content that can be rearranged quickly to adapt to the needs of users and the evolving digital landscape.

The emergence of interactive AR, VR, 360 videos

There are now extra layers of interactive experiences added onto traditional video content.

AR or Augmented Reality for instance redefines how we perceive and interact with the world around us. AR overlays digital elements onto the real world to enhance our immediate surroundings. This interactive technology opens up possibilities for education, entertainment and practical applications. An example is the game Pokemon Go where players use their smartphones to explore the real world while simultaneously interacting with Augmented Reality Pokémon characters superimposed onto their surroundings through the device's camera.

VR or Virtual Reality is an immersive technology that takes viewers to entirely new worlds. Viewers typically use VR headsets to transport themselves into digital environments, providing a level of engagement that surpasses the traditional way of watching a video on a flatscreen.

360 videos provide viewers with a panoramic view of a surrounding. This format breaks away from the confines of a fixed frame, allowing users to control their perspective within a video. From virtual tours of exotic locations to interactive scenic experiences, 360 videos offer a more engaging and participatory form of content consumption. A special equipment aptly named the 360 camera is required to create 360 videos.

The emergence of AI-created content

AI or Artificial Intelligence is powered by advanced algorithms and machine learning which are now capable of generating human-like content — ranging from articles, blog posts to visual images and even music compositions. This capability is streamlining content production and saving valuable time for creators.

Content creators who adapt to these emerging trends will not only stay relevant but will also play a pivotal role in shaping the future of how content is created and consumed.

To assess and implement emerging tools and techniques for digital content creation, you can establish a dedicated team to explore, test and assess emerging tools such as AI-driven content creation, virtual reality and interactive media.

Not all tools are equal though, there needs to be criteria to evaluate these tools. And the evaluation criteria should include ease of integration, scalability, cost-effectiveness and the potential to enhance user engagement and experience.

These emerging tools can be used to customise and personalise content for different audiences and regions as well. You can do so by employing Artificial Intelligence (AI) and Machine Learning (ML) to analyse user behaviour and preferences.

Given this time and age, fresh new tools and techniques will be constantly introduced to the world. To implement strategies to continually assess and adapt to these new tools and techniques, you can establish a continuous learning culture and a periodic review process. Make it a point to regularly scan the market for new tools, attend industry conferences and stay active in relevant communities to be always aware of the latest trends and technologies.

4.2 AI For Written Content

AI chatbots are essentially computer programs that use artificial intelligence and natural language processing capabilities to simulate human-like conversations. Content creators can use these AI chatbots to craft written content by typing prompts into the chatbot field. For instance - typing this prompt into the field: Create a blogpost with the title "How to Kickstart a Healthier Lifestyle in Just 30 Days"... would have the chatbot produce a full-fledged blogpost within seconds.

Some AI chatbots you can experiment with:

Chat GPT
https://chat.openai.com

Bard
https://bard.google.com

Perplexity
https://www.perplexity.ai

If you wish to add more visual appeal to your written content, here are some AI tools for generating images:

Dall-e
https://openai.com/dall-e-2

Stable Diffusion
https://stablediffusionweb.com

Lexica
https://lexica.art

Bing Image Creator
https://www.bing.com/create

4.3 AI Tools For Videos

There are different AI tools that can make your efforts in making video content a breeze. Special mention goes to Descript - an AI tool with multiple features including one where it can automatically transcribe your videos and even remove filler words like 'um' from them.

Some AI tools that take the tediousness out of video content creation:

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

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

While there are debates on Artificial Intelligence replacing human creators, AI can in fact be seen as a collaborator that complements the work you are doing.

Overall, it is advantageous to you as a digital content creator to harness both human creation abilities together with AI. You have content material such as personal experiences, philosophies and stories that AI wouldn't have. While AI have the processing power to improve on your content and accomplish tasks in shorter time that would previously require human professionals (such as editors or transcribers) hours to achieve. When you embrace both the human and machine aspect of content creation, you truly have the best of both worlds.

Appendix

Individual Project: Digital Content Strategy and Implementation
Instruction:

The Individual Project consists of TWO Parts. The candidate must complete all tasks indicated in each part.

Part 1: Develop a Digital Content Strategy

Tasks:

1. Choose an organisation as your client.
2. Conduct a thorough analysis of the organisation, its goals, and target audience.
3. Develop a digital content strategy that includes the following components:
   - Content goals and objectives
   - Target audience personas
   - Editorial calendar for the next three months
   - Keyword research and SEO strategy
   - Social media integration plan
   - Email marketing plan
   - Multimedia content creation plan (videos, images, infographics)

Part 2: Content Creation and Implementation
Tasks:

1. Begin implementing your digital content strategy.
2. Create web content (articles, blog posts, landing pages) based on your editorial calendar.
3. Optimise the content for SEO and user engagement.
4. Integrate multimedia content (images, videos) as planned.
5. Utilise social media and email marketing to distribute and promote the content according to your strategy.