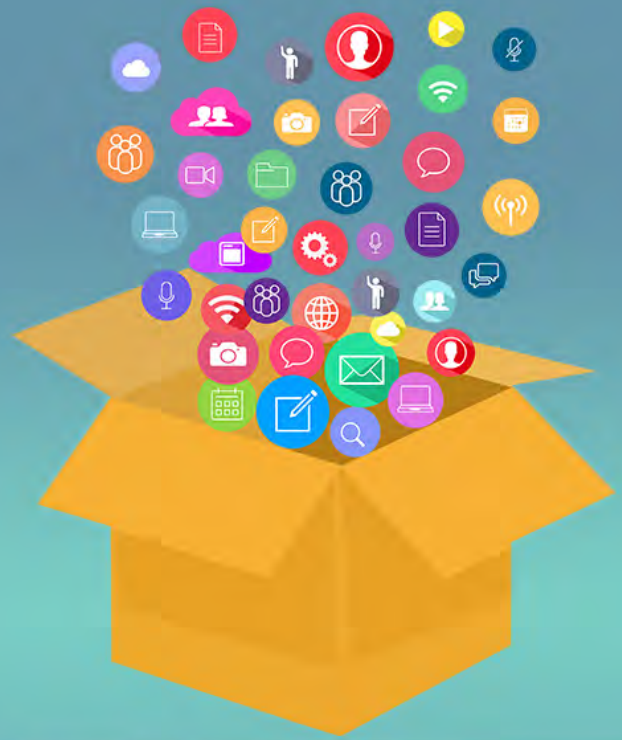


CONTENT In - A - Box

Top tips from Nuvias UC on how to create engaging social content.



Content marketing is a crucial, yet often overlooked part of a business' toolbox, especially if the company in question is small in size with limited resources.

But given that a business can find room to dedicate time to content creation, they could find themselves quickly building a significant presence online within their industry.

However, content should never be created for the sake of creating content; content should always have a purpose and should always be looking to address gaps in the audience's knowledge.

Here, we're going to offer some brief tips on getting started creating your own content marketing collateral.

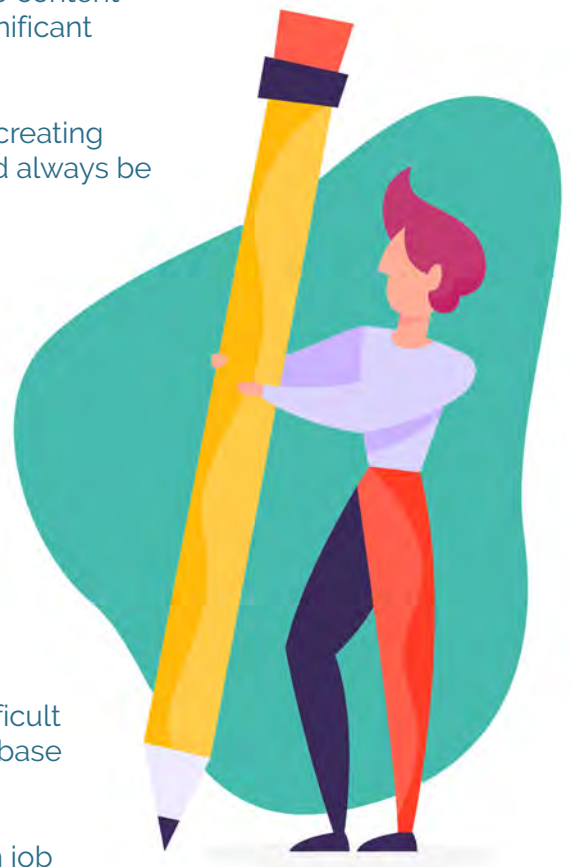
Audience

First you need to identify your audience; who is your content aimed at?

Without a definite audience it's difficult to determine what knowledge gap you're filling with your content.

Without an idea on which gaps you're filling, it makes it difficult to structure and plan what content to create and topics to base your content on. You almost fall at the first hurdle.

So, determine your audience first. Whether that's based on job title/function, company hierarchy, industry etc., once you have that focus, you'll have a good content creation starting point.



Blog content

Blogs are a great tool for distributing medium to long-form written content on topics that lend themselves to requiring a little bit extra detail than a single email or social post.

It's also a great way of presenting data and statistics around the topic with platforms such as WordPress allowing you to embed images, graphs, and videos within the text.

There are no absolute rules on how to write a blog post, as your style and format could depend on industry to industry, subject to subject and audience to audience.

However, there are a few broad guidelines that would be considered 'good practice':

- Try to use no more than 2/3 lines a paragraph especially at the start of the piece, and no more than 4/5 throughout.
- Try to keep your keywords relevant to the topic and title, and make sure they're prevalent throughout the piece.
- Try to use internal and external links where relevant and embed them into text that relates to the link.
- Don't forget basic SEO: meta-descriptions, alt-text on images, title and description lengths and keywords used early in the first paragraph.
- Lastly, ensure to include: **relevant images** and featured images as that will be the face of your post when published on other platforms.

Evergreen content

It's key to make as much of your content as evergreen as possible.

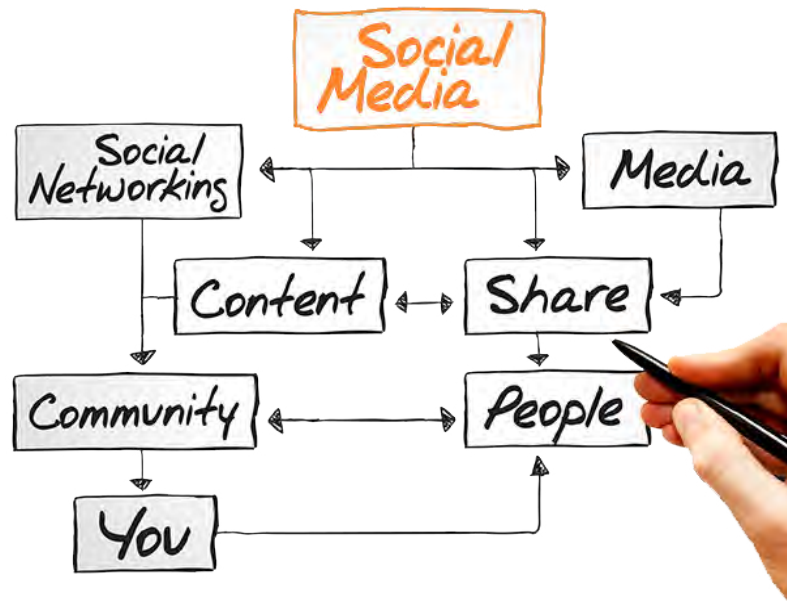
What do we mean by evergreen?

Evergreen content is content that remains relevant regardless of the season or the timeframe.

This won't be possible for all content but making content so that it can be used over and over again is more likely to garner residual interest over time, even if you're not actively promoting it.

Even if this is product focused, product content can still have a healthy shelf-life until its end of life.

Even so, if you make your content as evergreen as possible, even if something changes - like a product upgrade - this will only require you to update your original content rather than needing a full re-creation from scratch.



Email content/ Subject lines

Email can be a powerful tool in your marketing arsenal. But getting it right and having the desired affect can be a challenge even for senior marketers with a wealth of resources.

- 1 Firstly, you need to **consider your audience**. Are they existing customers or leads? Make sure it complies with [GDPR guidelines on email marketing](#).
- 2 Once your audience and target group are established, **form your messaging** around their knowledge gap, or around something worth shouting about – maybe a promotion, product launch or new service.
- 3 Next you need a **gripping subject line** related directly to your email content. If you're advertising a promotion, numerical values can be quite catchy, "50% off...". But make sure you avoid spam trigger words like 'cash', 'quote' and 'save'. Furthermore, too many images in an email can also end up falling into people's spam inbox so keep that in mind.
- 4 Try to keep your email content nice and concise and try to have no more than 1-2 **calls to action** (CTA) in order to not overwhelm the recipient.
- 5 And finally, play around with different email styles. Text based emails, emails with product images, or a mix of the two. Just make sure the messaging is clear and the CTA is obvious.



Videos

You'll firstly need to set yourself up with a YouTube profile. YouTube is by far the largest and most popular public video platform on the web, essentially having a monopoly in the video publication space.

You'll then need to decide what sort of content is worth creating a video about.

Video creation is a long process, often requiring multiple parties and departments working together to create something that's informational and entertaining.

There are numerous types of videos you may wish to create a video around.

Types of marketing video:

- ◆ Demo videos
- ◆ Brand videos
- ◆ Event videos
- ◆ Expert videos
- ◆ Case study and testimonials

Again, there's no real set way to shoot any of these, but there are some basic things to consider.

- ◆ Make sure the lighting is appropriate.
- ◆ Consider the effects of your filming environment on sound and whether you'll need additional microphones.
- ◆ Prepare your 'talent', whether that's with a structured script or briefing them on the topic so they can prepare themselves.
- ◆ Give yourself plenty of time. Filming can be unpredictable especially outside of uncontrollable environments like an event, so the more time you allow yourself for this going wrong, the better prepared you'll be to handle those.

NUVIAS | UC

To find out more about the marketing support available, please contact us at:

marketing@nuvias-uc.com.