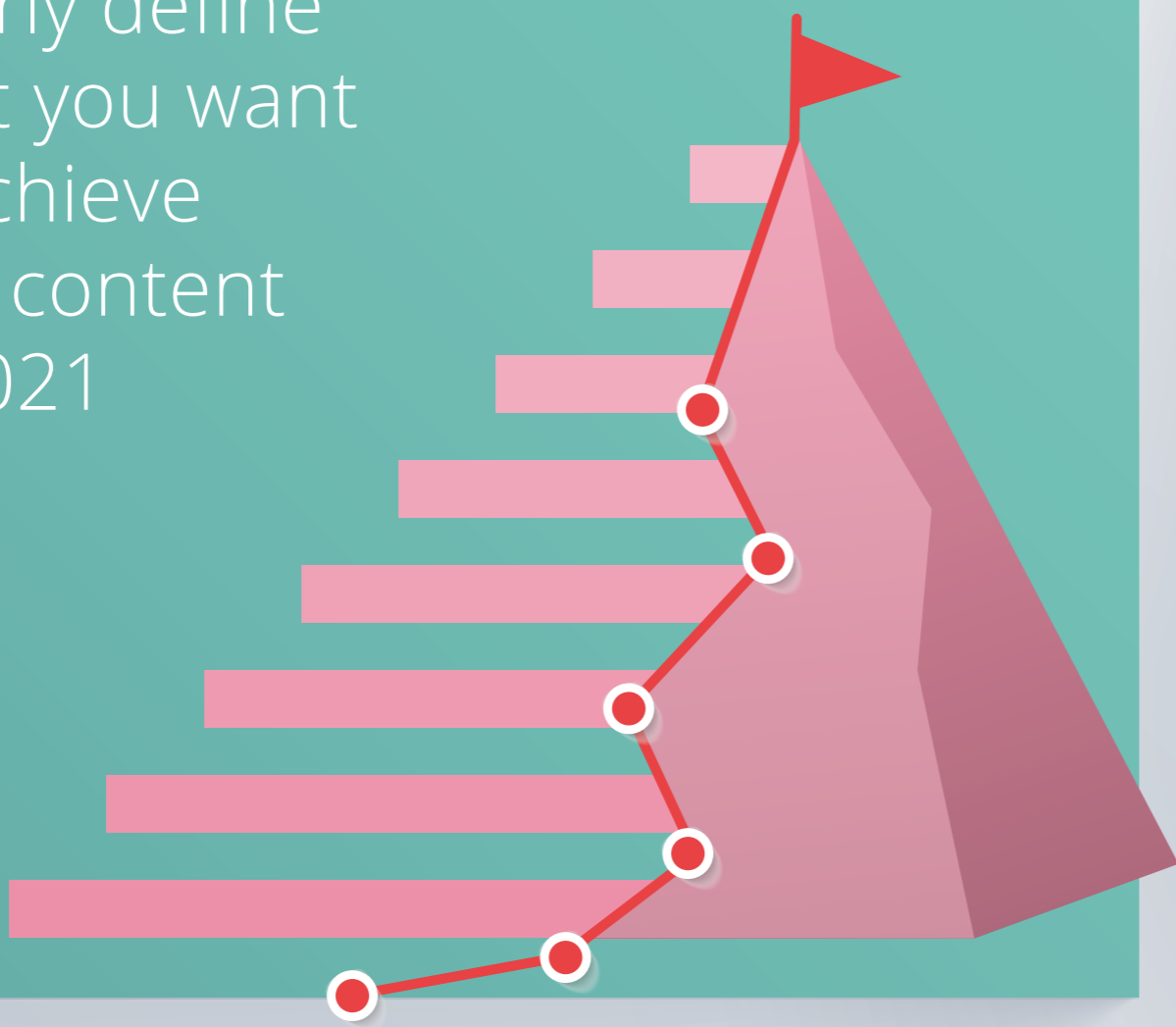


NOT ALL CONTENT IS CREATED EQUAL

5 STEPS TO HELP YOU STAND OUT IN 2021

1\ SET OBJECTIVES

Clearly define what you want to achieve with content in 2021



2\ DEFINE AUDIENCE

What do your customers like to **read, watch** or **listen** to?

Put yourself in their shoes



3\ MAKE A PLAN

- ✓ **Assess** existing content
- ✓ **Review competitors** - what are they saying?
- ✓ **Resources** - who in the business has time and skills to make content?
- ✓ **Calendar** - map what you will do and when.



4\ DEVELOP CONTENT

- ✓ **Articles**
- ✓ **Social posts**
- ✓ **Infographics**
- ✓ **Video**
- ✓ **Podcasts**

REMEMBER:
Quality is more important than *quantity*.



5\

“IF YOU CAN MEASURE IT, YOU CAN MANAGE IT”

Peter Drucker

Consider how to measure success, do this every time, then **learn, rinse, repeat** what worked best.

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Reading
BounceBack
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