

Content Strategy Cheat Sheet

CREATE AND CURATE

- **Creating** allows you more freedom and you can position yourself as an expert in your field
- **Curating** opens up a world of extra content and shows respect to fellow businesses



THE 4 Cs OF CONTENT

- **Correct**
This is absolutely vital to building up trust with your readers and consumers
- **Complete**
If your blog is filled with half finished topics or arguments, readers will simply lose interest
- **Consistent**
You need to deliver what people expect, and do it on time
- **Compelling**
Your brand must be interesting, engaging, and memorable



DON'T...

- Keyword-stuff
- Blatantly advertise
- Copy others' content
- Get behind on posting
- Have missing information on your profiles and pages



QUEST FOR SUCCESS

- **Qualitative**
Well-written, interesting storytelling positions you above the competition
- **Unique**
Using fresh data is essential for your content to be relevant
- **Engaging**
Grab and retain your customers' loyalty - make sure your content resonates with your audience
- **Shareable**
Writing about current events and trends is a first-rate way to ensure your content is shared
- **Trusted**
Doing research and gathering authoritative information from a reliable source is the best way to become a trusted professional in your field



BUSINESS SHOWS & WEBINARS

These are an excellent platform for employees and entrepreneurs to get the valuable information and advice they need to take their company to the next level



Social Media Tips

FACEBOOK

- Photos receive 93% more interaction
- Post between 9am-7pm
- 1 to 2 posts per day
- Reply to comments
- Question posts get more responses



TWITTER

- Hashtag your posts for 2x more engagement
- B2B posts before 5pm
- B2C posts after 5pm
- 2 to 5 tweets per day
- Tag other users



LINKEDIN

- Best for B2B posts
- Post between 9am-5pm
- 1 to 2 posts per day
- Take part in group conversations
- Don't leave parts of your page blank



INSTAGRAM

- Excellent for B2C
- Photos of customers using your products are best to publish
- Publish photos of your employees in action
- Reply to comments; get involved with followers



CONTENT SCHEDULING

With apps like Buffer, publishing content is incredibly simple.

- Free accounts allow advance scheduling for fewer pieces of content
- Paid Individual or Business plans enable the user to schedule plenty more, use a calendar, and utilise RSS feeds

Facebook also allows you to schedule posts within the site itself. This is useful for any posts you may need to tag businesses or people in.



EMAILS & NEWSLETTERS

- Reach thousands of people with one email
- Allows you to see which addresses are still active
- See who unsubscribes
- It's free
- You can target specific audiences



Please share this with anyone involved in content marketing or responsible for optimising digital interactions across websites and social media.

Contact us today:

+44 (0) 208 1335549

info@contentquality.co.uk