

8

EASY TO CREATE

Content Types

A Quick Tip Sheet by:



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Most of my clients as well as the folks that come up to me after our seminars understand how important it is to create content for their blog. They “get it” that when you create one blog post per week you will have a better opportunity to be found online via search engines. Not only that, creating and sharing good content gives you the fuel to keep your engagement marketing engine running. Remember, all of your social media and email activities have to drive people back to YOUR website! Think of those channels as the vehicle to engage and entice folks back to the party – and the party is happening back at your website. On your website those prospects and returning clients can contact you, buy your products, or fill out a form with their contact info so you can keep the conversation going. The best thing about most of these content types is they can be repurposed and used over and over again on multiple channels. For example, if you create a great video, you can embed it on your blog, post it on YouTube or Vimeo, share it on Facebook, embed it on your LinkedIn profile page, share it on Twitter – the possibilities are endless!

So with the benefit of creating content so you will be found – here are eight easy to create types of content that you can start off with on your blog or website and then also share on social media!



PHOTO MEMES – A picture tells 1,000 words, so why are you making me read a whole paragraph? Creating photos with sayings are incredibly easy to create using a free tool called [PicMonkey](#). You can take pictures yourself with your smart phone and then upload them to your

computer and use them however you like. Just be sure to save smaller versions of them as most phones create high resolution large memory files that take a long time to load on a website.

PicMonkey even provides an option to save your pictures as smaller memory files. You can also subscribe to an inexpensive stockphoto website for high quality pictures that are often royalty free (be sure to check). Don't just go to Google images and start grabbing pictures from there as they may be copyright protected. You can also utilize Creative Commons license images (learn more here:

http://commons.wikimedia.org/wiki/Main_Page).





Videos – I create videos all the time. I have an entire website called www.doityourselfwpwebsites.com that features 20 videos that walk you through the step-by-step process of how to build a website on WordPress. At the end of the 20 videos – you’ve created your own website. Since we just talked about [PicMonkey](#), one of my videos provides tips for editing and using images including PicMonkey, www.ColorCop.net and a photo clipping tool called Jing ([find it here](#)). I also used a very inexpensive video software to create the introduction animation and exit animation. It’s called Video FX ([check it out here](#)) and you can create all kinds of fun videos with it. Lastly, the screen capture video software I used to show my screen as you follow along is called Screencast-O-Matic ([check it out here](#)). They have a free version and a paid version (only \$15 bucks a year and so worth it!). So get on it and create some videos! ACTION!



Webinars – Webinars are a great asset to create due to all the marketing you can do around them. If someone signs up for your webinar, they are usually more than willing to give you their email address. Heck, they kind of have to because they need to be sent the link to the webinar prior to viewing it. That gives you the opportunity to reach out to those folks that signed up before the webinar as well as send them the recorded version after the webinar. This is a perfect example of repurpose, repurpose, repurpose. You need a few things to pull off a webinar. You need compelling content (usually in a PowerPoint presentation) and you need webinar software. I highly recommend [GoToMeeting](#) or [GoToWebinar](#). They are not the cheapest, but they are the best in my book. Reliable and almost everyone has been on a webinar where the presenter

was using the [GoToMeeting](#) or [GoToWebinar](#) software. [Constant Contact's Event Spot](#) software is also a great tool to promote your webinars and keep your audience informed of all the info they need, and then keep the conversation going with additional emails long after the webinar is over. Watch the replay of my Introduction to WordPress webinar here for an example! (just click on the picture below)



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Slide Share – If you have gone to all the trouble of creating a great PowerPoint presentation for your webinar, repurpose it again on SlideShare! Did you know *SlideShare allows users to easily upload and share presentations, infographics, documents, videos, PDFs, and webinars?* In Q4 of 2013, the site averaged 60 million unique visitors a month and 215 million page views. SlideShare is among the top 120 most-visited websites in the world. (See more on their about page: <http://www.slideshare.net/about>)

Here's a fun SlideShare presentation by PGI and all I had to do to share it on my blog was to grab the embed code. Easy, peezy! <http://www.slideshare.net/PGi/18-simple-cures-to-heal-boring-webinar-presentations>





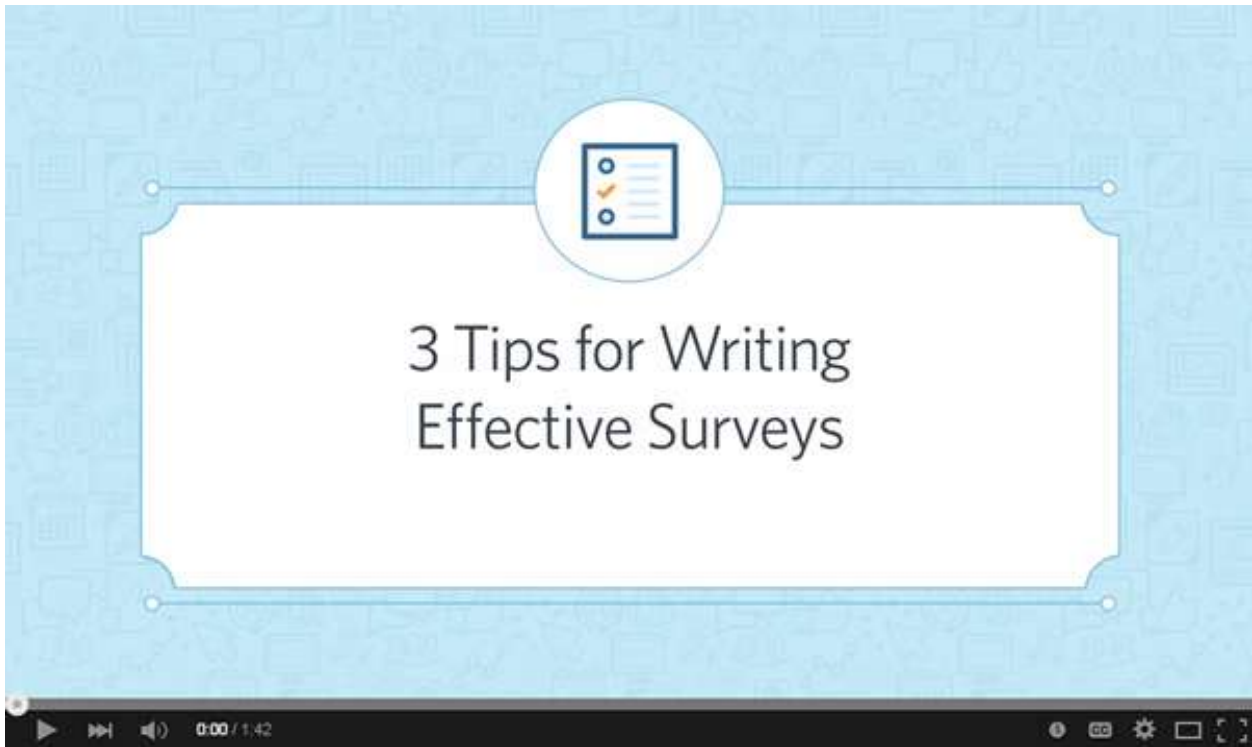
Tip Sheets – Tip sheets can easily be created in a word document and then saved as a PDF to share. You can be as creative as you like – or simply list your tips and provide links to resources to implement the tips. (I

actually repurposed this tip sheet from my blog as an example.) You can then offer the tip sheet PDF for free on your website – or provide it as an incentive/reward for someone who signs up for your newsletter. Your choice. Don't have a PDF maker? Here's a link to a site that will convert your Word document to a PDF file for FREE. <http://www.freepdfconvert.com/>



6: Surveys – Have you ever sent a survey to your current clients or contacts? Did you know you could do that with [Constant Contact's online survey tool](#)? The survey info will give you many gifts that keep on giving. Polls and results can be posts on all your social media channels. Its easy enough to create pie charts and bar graphs in Excel and save them as pictures to share. Best of all, your customers will

truly tell you what they want when you survey them. So often as business owners, we think we know what our customers want – but make it easy on yourself and just ask 'em! No sense guessing when they'll tell you straight up! Click on the image below to watch a video from Constant Contact with 3 Tips to Writing Effective Online Surveys.





Infographics – There are plenty of resources out there to help you build infographics. Here’s a great article and free resource for templates: <http://www.freeinfographictemplates.com/how-to-make-an-infographic/>. All you need is an interesting story to tell and then figure out how to tell it in pictures, graphics and images. Another short and sweet article with a clear cut example can be found on DigitalChalk:

<http://www.digitalchalk.com/blog/5-tips-for-creating-infographics>

5 TIPS FOR CREATING INFOGRAPHICS

CHOOSE ONE GOAL
Stay focused

USE GRAPHICS AND VISUALS

90% of the information absorbed is visual

STICK TO A COLOR PALETTE

HORIZONTAL DATA

KEEP IT SHORT AND SWEET

Segment 1	Segment 2
14,65	36,68
25,01	60,60
36,01	72,18
22,11	53,42

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Client Testimonials – This is a great way to showcase your clients on your website and promote on your social media channels. No need to spend a ton of money on a professional level video shoot – you can do it on your smart phone. You may even be able to showcase a video your client already has about their business and then splice in a few interview segments of your client talking about how your business helped their

business! Below is a great example of this strategy by Constant Contact. They highlight Kim Hughes from Wings & Hooves Therapeutic Riding who uses Constant Contact’s tools to stay in touch with her supporters and raise funds for her nonprofit organization. Check out the video here:

https://www.youtube.com/watch?v=zb_hH07WBsk



About the Author

Nick Cavarra is an Authorized Local Expert for Constant Contact and owner of Social Punch Marketing. With over 25 years of experience in Marketing and Entertainment, Nick travels up and down the Central Coast and the San Fernando Valley presenting hundreds of “how to” seminars on engagement marketing, social media and mobile marketing. He partners with Chambers of Commerce, Small Business Development Centers, SCOREs, Business Organizations, Nonprofits and Small Businesses. He is passionate about helping all these organizations achieve their goals!



Nick has worked on water conservation campaigns with the Lower Colorado River Authority, Metropolitan Water District and the California Department of Water Resources, as well as energy conservation campaigns for Flex Your Power in California. He has developed campaigns to improve children’s education and nutrition (First 5 California); emergency preparedness (Office of the Los Angeles Mayor – Homeland Security Department), campaigns to discourage bullying and gang violence (Los Angeles Human Relations Commission Zerohour Program), as well as social media campaigns for educational institutions (USC Sol Price School of Public Policy) and education leaders (UCLA Extension).

Nick was an 82nd Airborne Division Paratrooper; USC Trojan; Broadway Performer and Producer as well as a Cause Marketing Expert and Techie Nerd.

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