

FREE
RESOURCE

HOW TO BUILD A CONTENT STRATEGY

BY SPLASHHH



As a business, we need many forms of marketing and many avenues for inbound leads. The most versatile marketing material we can have in our tool bag is video! Having an online presence of video and content will lead to better conversion. How do I know, because we've seen this time and time again when advertising for a business. The businesses with the better online presence always did better with ALL marketing efforts. They converted better, had better engagement AND received more referrals, SO...

VIDEO IS IMPORTANT

But how do we make the right videos that push people down the funnel from cold prospect, to a hot lead? What do we say in our videos that pulls in the right people and builds us as a figure of authority? We solve all of these problems with a proper content strategy.

We never want to shoot content, just to shoot content or just to post it. We don't care about any impressions. Impressions are different. We want impressions from the right person, and the right person is somebody that will eventually do business with you, who is in the market (or has interest) for your product or service. So how do we even start to put this content strategy together?

There are a few things we got to do. Let's walk through a few checklists that we can work off of to make sure we have everything in place so that we can think with a clear head and think of our clear messages we want to communicate.

BEFORE we do the fun stuff of creating a content strategy plan, let's talk about branding. If you already fully understand your brand you can skip to page X where I explain how to build a content strategy.



BRANDING

Understand your brand. This may seem like a small thing, but most small companies forget or don't know to do this. You have to separate yourself from your company or from your business.

Think about how we are allowed to incorporate, we essentially create a separate entity that acts as its own person. It's a separate body. Your business is now a person with its own Dun and Bradstreet number, its own EIN number, and it lives like a human person. You have to separate it and give your company a brand. You have to give it character. What do I mean by that? First off

Your Mission Statement

Your mission statement should be what is the company created to do? Why is this thing existing and who is it here to serve? So understanding that altogether will help you just kind of narrow down and understand your brand a little bit more and then start understanding your offers a little bit better. Because once you start finding out really what your brand is and why this thing was created, and who you are targeting as customers, you'll start to craft better offers. You'll start to understand it on a deeper level to really go after the right type of people. You'll understand your audience better and your craft better offers better.



Amazon's mission statement as an example

We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience.

Your Vision Statement

What's your vision for the company? Your vision statement should be something that where you see the company ending up. What sort of impact do you see this company having? What's the vision long-term for this thing? Is it going to be the next behemoth? Is it going to be the next Amazon? Is it going to replace Amazon? What's the reason? What's the vision long-term for this entity? For this brand? This is a very, very important one because this will allow you to really think and expand on your targets. You want to set big lofty targets here because it's going to help you by pushing you and pushing this company into doing great things, into getting out of your comfort zone to start trying to achieve greatness. Don't be shy here. This is where you really want to ramp it up and start letting your mind go. In a perfect world with no boundaries, what sort of impact does this company end up having? Think long on this one and set high targets, and once you have these, you might as well go ahead and add a tagline if you don't already have one.



Amazon's vision statement as an example

To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online.



Tagline

A tagline is a quick punchy hook or a word that compliments what your company does or a phrase that connects with your target audience somehow, it often sounds cool too.



Amazon's

Work Hard. Have Fun. Make History.

Core Values

Now, this would be giving a company all the character that it needs. If this entity were a child, the core values would be how you are raising this child? Character traits, right? Integrity, discipline, honesty. Maybe it's creativity, maybe it's customer satisfaction, maybe it's customer experience. All the character traits that your company. More so the culture represents.

How Does it feel in your office? If you don't have an office, let your mind wander. How does it feel with your staff? How does a company interact with its customers? How does the customers or clients feel after you have left? What was the footprint of that? Give your company some life! Give it some personality, give it some character and

Start to create a brand.

UNDERSTAND YOUR AUDIENCE

This is where you really want to really connect with your audience. Most of you guys will already know your audience but by chance you don't, take a second to maybe explore who you would like to do business with? Typically, we start with an audience in mind, then let our advertising give us the data. If you don't have the marketing data to work off of, think of your customers already, what are their behaviors? What car(s) do they drive? Are they married? Kids? Pets? We still would go pretty broad with marketing BUT we would run a simultaneous campaign that's a little more narrowed down.

So, a bad example of knowing your customer would be "my customer is women in the thirties into fitness." You don't understand your customer yet. We want know our customer so much that we can spot them down the street!





Here is a good example of knowing your customer, women who are into fitness that are constantly working on self-improvement. They shop at Whole Foods, typically read 4-8 books a year, don't have children but plan on having kids someday day. These women value jewelry, Chanel and Louis Vuitton AND status is important to them. They go on vacation 2-3 times a year and enjoy eating at restaurants with friends.

You get the idea. That's actually a person I can visualize as I know quite a few of those women. When you can understand your customer demographics and behavior, as well as YOUR brand better, you will easily see how you can create video to talk to them. Which brings us to content creation!

CONTENT STRATEGY. ADDRESSING THEIR PROBLEMS WITH YOUR SERVICE.



Why video is important

Now that we checked off the basics, it's time to get to work! We we're not just going to randomly shoot video here. We're not going to randomly create stuff just to ride a viral trend (we'll get to that) or look to a competitor and steal what they're doing (we'll get to that as well). We're going to shoot content to address problems of our customer, showcase your business, and showing your customer exactly what your business does and what people are involved. We are going to do this over and over and over again until people start to fall in love with it and start to



Know Who You Are

You want to have so much content that it can take a cold prospect, and turn them into a hot lead just by watching your videos. That's the goal here. Having video content to address everything in your prospects head that is stopping them from making a purchasing decision. Video to help people understand your business, understand exactly what it does, understands how they can benefit from it, understands what goes on behind the scenes, understand who are the key people. Video to help people see past customer experiences, educations them on your industry's important terms, how things work, and what your company does on a day to day. Essentially you should *think of your business operations and day to day like little tv shows.*



A lot of times, as we continue to shoot video, your whole sales presentation is done on video. Video relieves the pressure on your sales reps or your UX/UI team. This is why I say, video shorten the sales cycle of the customer acquisition cycle. Bang out video and then bang out more, if you guys don't have a big online presence, you guys need to, because video will not only be an organic flood of leads, it will also be your Swiss Army knife of marketing and advertising. Think of how powerful video really is, you are literally duplicating yourself over and over again. Who else can deliver the message better than you!? On top of cloning yourself, you are crafting messages in these videos that help sell your product or service, you now have a treasure chest of "little sales machines" that will live on the internet forever. The day you decide to pass the business along, that next of kin will still get leads off of the effort you put into creating videos.

Video can be used in many ways but let me break it down into two sections, organic and paid.

ORGANIC VIDEO

Organic video will be distributed on social media platforms, blog pages, email campaigns, podcasts, and press releases so you can start building awareness, this is very top of the funnel marketing, people don't know you and are being introduced to you.

Social

This is going to be the bread and butter of your video distribution. These are platforms are built for abuse so do just that. People consume more video here than any other place on the web. Post often and use messaging and content native to the platform. YouTube is where you would put your longer content because people tend to focus more on that platform. The reels and vertical formats are quick and engaging, think what would people share.

Email

You can drop video in your emails that link back to your social channels or anywhere you want them to go. Video gets consumed a lot more in an email than without, it's also another touch point to your audience so you stay top of mind.

Blogging

You also want to take those videos you made for YouTube and make blogs out of them. That organic format of SEO and blog articles will target middle of the funnel where people are actually searching for information on how to. They're researching a problem or question they have at the moment OR a problem they foresee and are searching for information for the future.





Podcasts

Take the audio from your video and turn it into a podcast. Obviously this would be from your longer content like a monologue or a lecture style video but it's another channel to reach a customer. You can also start a legit podcast and video record it for video content. Then distribute the same audio to a audio channel like Spotify or apple.

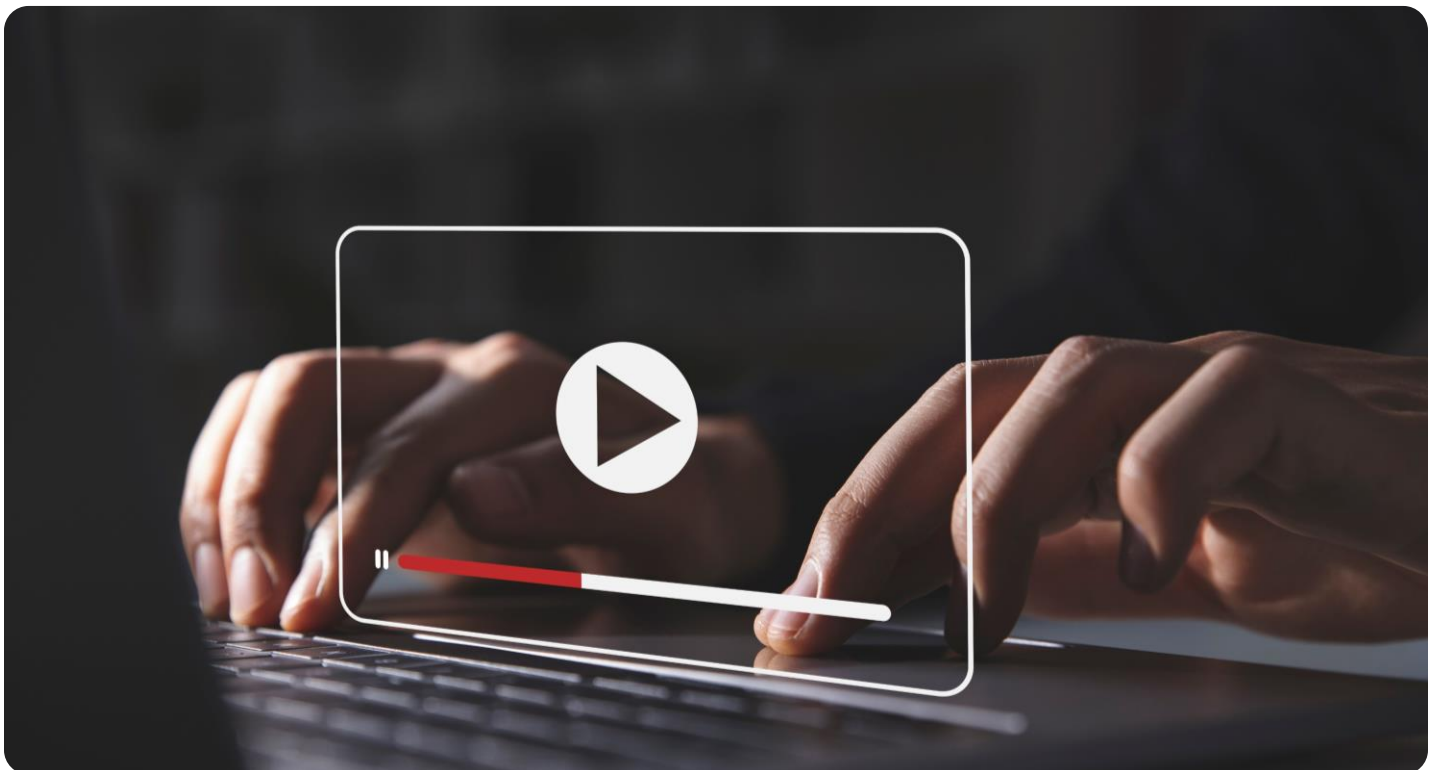


Press release

These are great for SEO for your website, your YouTube AND your google profile if you are a local business. A press release can take all of the info that's relevant and blast it out to hundreds of different sites for publication. Google search will love you for this and your specific video will compliment what the article is about and rank your YouTube page higher, meaning more exposure.

PAID VIDEO

Once you start building a library of video, you will be able to make video ads VERY easy. All you have to do is record several intros (hooks to get people attention) and your editors can do the rest with the video you've already created. This is really great because the speed at which you can create an ad and start a campaign is as fast as a bullet.



CONTENT STRATEGY & BUILDING

Let's start building the content strategy. First, we have to separate YouTube horizontal from all the vertical stuff. YouTube is going to be your bread and butter as far as getting more done with less. That's long form horizontal footage that give us a lot to make vertical video from it. YouTube is also a great platform because that where people really start consuming your content and becoming very, very dedicated to your brand and getting really connected with you, the people, the company, what it's about. They have time to watch on YouTube typically, they'll sit down, you have their attention on YouTube. They're trying to learn more, they're trying to get more information and they're trying to solve a problem. The vertical stuff, the Instagram, the TikTok, the Facebooks of those reels, those are all vertical, very quick attention grabbing. Those are on very noisy platforms. People are used to watching wacky stuff all the time, getting a quick laugh out of it and then moving on. It's very attention grabbing. It's very loud. Show your ass just try to steal attention any way you can. I say that because the YouTube is a great base for vertical content as well.

Get out your pen and paper and write out your ideas for content.

Handling Problems

Get with your team and go over some of the problems past customers have had or sales that didn't go through regarding your product or service. Find out what went wrong and shoot content around addressing that. You also want to shoot content to address problems prospects might not know they have.

Go over ALL the normal pushback that somebody gets, oh, it's too expensive. It's not too expensive. There's another reason why they don't do it. They don't see the value in it. It's never price. What are the issues that your sales team is not addressing so that somebody can make a purchase? They don't see value in the product. In what ways? Maybe they didn't believe in the product. Maybe they don't think their people will use it. Maybe they don't think they'll use it. Maybe they think a competitor's has more features. Maybe they don't understand why your service is different from anyone else. It looks the same, yet your bid is higher, so you have to start handling whatever objections that they have.

You should know this. Your sales team should know what kind of pushback they're getting on a day-to-day basis, and all you got to do is tap into your sales team's data. Or website data for that matter, where does my customer lose interest? Why do they lose interest? Why do they not become customers? And if your sales team doesn't know, all you have to do is call your contact list that didn't do business with you and ask them one simple question, why didn't you buy from us? Why didn't we get to do business? And then listen... you'll have content for a whole year if you can ask that one simple question.



Educate

Educate them on industry terms that they might not be familiar with. Educate them on the industry in general. Maybe you're in financial planning and someone's looking, but they don't know. They don't have a clue what financial planning is. You can run multiple series on explaining how financial planning works enough to where they understand it, enough to where they want to reach out and do some business with you. So educate, educate, educate. There's multiple things you can educate on. You have to get very tailored to your industry. Let's keep on with financial planning. I'm educating 'em what financial planning is,

How financial planning works. Why would people need financial planning? How do they benefit from financial planning? What's the effect of not doing financial planning? You're starting to see where I'm going with this. I'm educating them on everything they need to know, and that's just one section. What about a specific problem? Maybe they don't have money for financial planning. Well, maybe you start showing them. You start educating them on how they can start growing their money little by little. Maybe you give them tips, top tips on how to save 50% of your paycheck and still live normal. Top tips on how to increase income, 50% to roll over into financial planning, stuff like that. Maybe you have cool insurance tricks that you can use. Maybe there's cool tax tips that they can use. Educate your people so that they really start to understand and connect with you specifically, your company specifically, and they want to start doing business with you. And if they're not ready yet, they'll be ready eventually. You'll have their trust, you'll have their connection.

Behind The Scenes

Another one is to show the business is BTS or behind the scenes. Give them a glimpse of what goes on a day-to-day basis behind your company. What do you do? Show 'em what you do. People love behind the scenes, so show them. They're interested in your industry and it's something they don't get to see from the outside. So give them an inside picture, tour them through the office. What's the culture like in your office or company or coffee shop or restaurant or whatever? What's it? Who is the staff? What type of people are coming in and out? What's their experience? What kind of character traits are the common denominator here? What kind of activities do you guys have going on day-to-day? Maybe it's shipping and logistics, maybe a new order came in the store, maybe a team kick off meeting etc. The more they see the more they start to understand and start to trust your brand.

Now, obviously you have to be an ethical company that does legit business, but they'll start to trust your brand and say, I see what's going on. I can connect with the type of people your business has and the culture that these you represent.

Photographing products, walking the field, going through specific cases. If you're in insurance, showing them the process of filing a claim or walking them down or what they would have to do to handle an auto accident in office. Whatever it is, show them with behind the scenes and create content that way.

Product based

Product base should be a lot of product highlight, showcasing it in a lot of fun ways, different environments, showcasing it with fun transition, using U G C or user generated content where other people start to review your product and showcase your product. Live demos of the product in action or the product solving a big problem for someone. Show it with different demographics and how they would use it. You can showcase the product a multitude of different ways. Backdrops, rotating tools, sliders, models, scenery, props in the field, surveys, having people review your product. Show it in a very fun way, but start showcasing it.



Service

Service base can also be a lot of in the field, behind the scenes, just flexing your knowledge about what you're doing. Maybe you're in construction and the fact that you do interior design separates you. Well, maybe you want to start talking about materials. Maybe start having fun, engaging ways to use materials in your construction projects. Maybe hold a tile and wave it across an old bathroom, and then have the film transition into the final product where that tile lives. So just fun, engaging way to showcase what you're doing already.

So, think of ways where you can do that and start pulling people back to the platforms where you have their attention. Then they can go to the website. So to wrap this whole thing up, start creating content that handles objections. Educate your people, influences, showcases your product or service shows behind the scenes, horizontal, more corporate, more formal, vertical, a lot more fun, a lot more entertaining, lot more down to earth. Pull people from your vertical reels. Pull them towards horizontal, long form footage. From there, pull them toward the website and just have fun.

Ride Trends

Create content using trends. Maybe there is a popular movie coming out that is getting a lot of attention on social media, show your product /service in some way with that movie. Maybe use graphics to pull it in the movie and make an engaging video with the movie poster or one of the lead characters. Maybe do a picture with that popular movie poster with your product or user generated content with somebody dressed up like the main character from that movie. Start riding trends to boost exposure to NEW potential customers.

The Process

Build a treasure trove of content where somebody can go from not knowing you (cold), to warm, hot, "Hey, I actually need this service." Or, "Hey, you know what? I remember that one person or one company used to do this. Let me search for that." Or "I've been following this person/brand and I'm ready to buy now."



Start creating content to where you become a figure of authority, you're answering all of their questions, you're being their buddy, you're being their data source that they can trust. So it's up to you to create content to do that. This is the number one form of all marketing. It's a base for everything you need. Video is so flexible, you can do anything with it, you can create and advertise it just about every way possible. Eventually, you're going to have so much video to where the majority of your traffic will come from organic on social, because people start to know you more from your videos. You start attracting the right type of people.



CONCLUSION

So, this is the content strategy checklist. Check those boxes of understanding your brand (if you're unclear your customer is too), understanding your audience, and creating your content plan. You'll have those checked off and you can start getting behind video and doing some fun stuff.

If you want us to do it. We do everything top to bottom from your branding, creating style guides to be unison across all platforms, understand what's unique about your brand and craft strategies to build value on those through video. We'll understand your audience as well, and then we create content strategies around all of it. We plan out a year's worth of content. We'll then show up every month to film that content with our professional Netflix approved equipment and high level team, on site director as well. We then go ahead and take that into post-production, where we color, grade, edit, handle transitions, create YouTube horizontal footage, and then create vertical footage, add text overlays, graphics, motion graphics, animations

We then get create graphics for the covers, copywriting for the socials, hashtags for the socials, social media research to see where we can get ahead, and then we plan and distribute all your content on all your social channels, all in one shot. If that's something of interest to you, reach out via [website](#) or [email](#), reach out by phone, (415) 888-9658 or

 [Schedule a call with us here to learn more](#)

Video Training + Exercise

