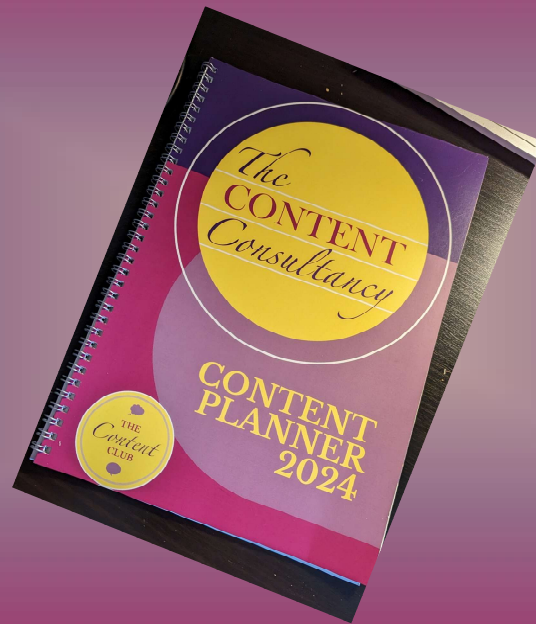


Content Ideas & Consistent Marketing



Kate Llewellyn

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Introduction

A bit about me...
Kate Llewellyn

- ✓ Content Consultant
- ✓ Head Content Clubber
- ✓ Small business supporter
- ✓ Marketing professional
- ✓ Academic book editor



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What we will cover



WHY IT IS
HARD TO
KEEP
COMING UP
WITH
CONTENT
IDEAS

HOW
MAKING A
MCC HELPS

4 WAYS TO
COME UP
WITH INITIAL
CONTENT
IDEAS

HOW TO
TURN ONE
IDEA IN TO A
WHOLE
MONTH OF
CONTENT

TWO
WORKED
EXAMPLES



Why is it so hard to
think of ideas?

The Content Treadmill



Why is it so hard
to keep thinking of ideas?

Does this sound familiar?

- Pressure to be consistent
- Pressure to keep thinking of something new
- Pressure to stay ahead of trends
- Pressure to be fresh and innovative
- Pressure to 'create' all of the time
- Pressure to remain visible
- Pressure to keep going *..forever*

My advice today...
take the pressure off and consider a more
connected and easier way!



Make a content commitment

What is an MCC?



The key to consistency is coming up with
a plan you can actually stick to

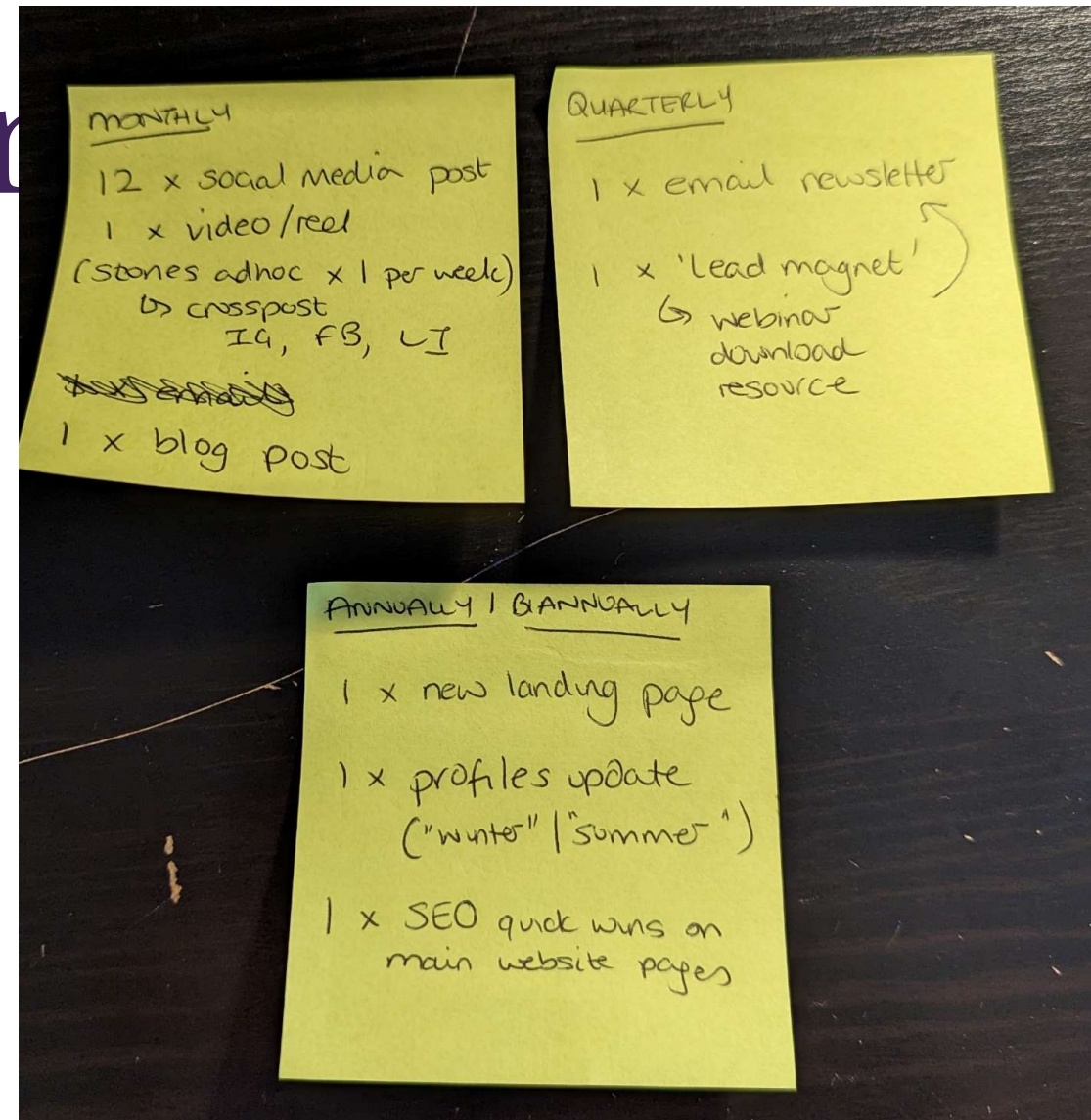
MINIMUM — Think about consistency, time and enjoyment

CONTENT — Think about what you want to create and use

COMMITMENT — Be realistic and genuine

Your commitment

Based on what you are doing
and whether you feel you want
to do more or less,
write down your
MINIMUM CONTENT COMMITMENT





A flow of content ideas

Content Ideas



Only really need
12 content 'ideas' or topics

Choose **ONE** topic or theme per month, to 'hang' all of your content around.

The topic can be based upon a business need, marketing aspect, a specific event or sales goal.

Choosing which topic for which month can be arbitrary or specific, depending on what it is.

Having an area of focus makes it easier to create varied content, reuse content and repurpose content.

This is for planning (and pre-scheduling) does not replace 'authentic'/reactive/in-the-moment posts, i.e on social media

Content Ideas



How to identify these 12 topics
....and more

Topic inspiration

Spend 30 mins to 1 hour on the following

1. Main goals or plans for your business

- i.e. grow mailing list or get more website clients

2. General brainstorm

- Business not content related...include basics and FAQs

3. Audit your past content and that of your competitors

- What did you enjoy and what was effective – for you and them

4. Identify things that are going to massively dictate your content

- Launches / Events / Workshops / New products or service
- Awareness Days, Months or Anniversaries

Hopefully by now have lots more than 12 'ideas'

Content Ideas

Assign a topic per month...
in pencil!

YEARLY PLANNER

January	February	March
April	May	June
July	August	September
October	November	December

Q1 PLANNER

Jan

New	Reuse	Repurpose

Feb

New	Reuse	Repurpose

Mar

New	Reuse	Repurpose



How to use one topic to create a month's worth of content



Worked example 1

Growing mailing list



Worked example

Monthly commitment

1 blog

1 email newsletter

12 social media posts (3 per week)

+

1 landing page or lead magnet

March topic = Grow mailing list - *goal*

1 x blog post

Blog post ideas:

- *Benefits of having a mailing list*
- *How to build your mailing list*
- *What my mailing list includes and why to join*

1 x email newsletter

- Intro about monthly topic
- CTA - forward to others interested
- CTA – ask for ideas / survey
- Link to new blog
- Link to relevant past blog about subject lines



Worked example

Monthly commitment

1 blog

1 email newsletter

12 social media posts

+

1 landing page or lead magnet

March topic = Grow mailing list

12 x social media posts

Education – what, why, where, when, how

1. What my mailings include?
2. Why they are helpful?
3. When are they sent? How? - GOT
4. How could they help your business?

Engagement

5. What would you like to receive or know about content?
6. What makes you open an email newsletter?



Worked example

Monthly commitment

1 blog

1 email newsletter

12 social media posts

+

1 landing page or lead magnet

March topic = Grow mailing list

Credibility

7. Testimonial about lead magnet - GOT

8. Intro post about me and why my mailing list content will be trustworthy - REPURPOSE

Sales

9. Sign up to my mailing list (Clear CTA) - GOT

10. Get my Jargon Buster (Clear CTA) - GOT

Share

11. Check out more about my mailing list – landing page – share page/create

12. See my last edition



Worked example

Monthly commitment

1 blog

1 email newsletter

12 social media posts

+

1 landing page or lead magnet

March topic = Grow mailing list

Landing page

Create or update mailing list sign up on website or via email provider

OR

Lead magnet

Create or update lead magnet and check welcome sequence



Worked example 2

Website copywriting



Worked example

Monthly commitment

1 blog

2 x video

1 email newsletter

12 social media posts

+

1 service page (check only)

April topic = Website Content Writing (*goal = more enquiries*)

1 x blog post

New Blog post ideas:

- *Website vs social media*
- *2024 SEO trends – update??*

2 x video

- Keywords and your business name – *embed in past blog*
- Quality website advantages – *embed in new blog*

1 x Email newsletter

- Intro about monthly topic
- CTA – book a call to discuss website/website review
- Link to new blog and embed related video
- Link to relevant past blog about website audit



Worked example

April topic = Website Content Writing

12 x social media posts

Education – what, why, where, when, how

1. Why a website is important for referrals
2. How to keep your website content up to date - Repurpose
3. What does SEO mean? - Repurpose
4. When is a good time to redo your website? - GOT

Engagement

5. How would you rate your website out of 10?
6. Did you write your own website content? POLL

Monthly commitment

1 blog

2 x video

1 email newsletter

12 social media posts

+

1 service page (check only)



Worked example

Monthly commitment

1 blog

2 x video

1 email newsletter

12 social media posts

+

1 service page (check only)

April topic = Website Content Writing

Credibility

7. Testimonial about website copywriting - GOT

8. 4-5 images of website worked on - GOT

Sales

9. Book a discovery call (Clear CTA) - GOT

10. Book a website review (Clear CTA)

Share

11. Website copywriting service page - visit

12. Interesting article from Yoast - SAVES



Worked example

Monthly commitment

1 blog

2 x video

1 email newsletter

12 social media posts

+

1 service page (check only)

April topic = Website Content Writing

Website copywriting services page

- Check current website page is up-to-date and accurate
- Buttons all working
- Pricing correct
- Any new testimonials or logos, etc. to add
- URL is clear
- Meta data is optimised



Support and help
with consistent
ideas and content
planning

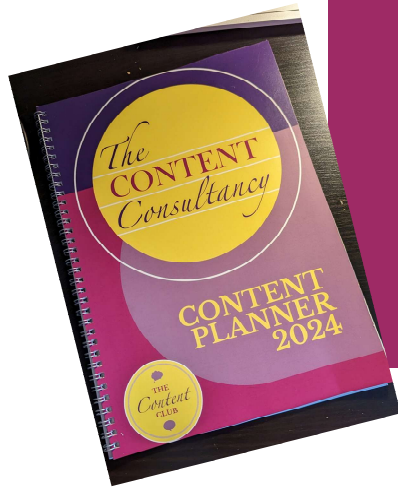
Join The Content Club



AN ONLINE MARKETING MEMBERSHIP

Get regular support with your content ideas and consistent creation, through:

- Content Clinics (1st Tues and 3rd Fri)
- Guest Expert Sessions
- Quarterly Planning Session



Join The Content Club



Quarterly Co-Working Planning Sessions

Join us on Monday 4th March of March (1pm-3pm)

PLUS, the first Monday in June and September.

PLUS, our Annual Planning and Q1 session
on MONDAY 2nd DECEMBER 2024
12.30-3.30pm



Join The Content Club



Give us a try!

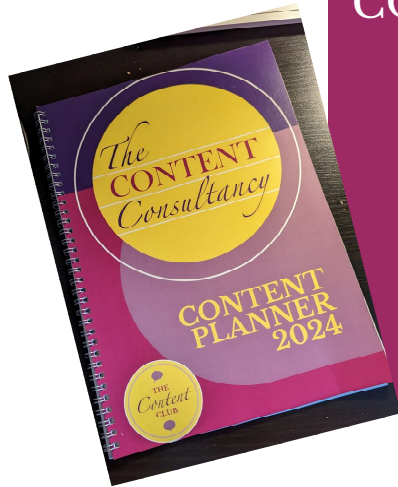
£23 per month
– no minimum commitment

Benefits

COMMUNITY OF FELLOW BUSINESS OWNERS FOR
SUPPORT & IDEAS

GROW BANKS OF REUSABLE CONTENT

SEE A DIFFERENCE IN
EFFECTIVENESS AND ENJOYMENT



Thank you



Any final questions?

Join The Content Club, for more guidance and our co-working planning sessions

www.thecontentconsultancy.com/the-content-club

Get my free jargon buster when you sign up to my mailing list:

<https://thecontentconsultancy.com/digital-marketing-jargon-buster/>



Thank you