

pierce & co.

# Content Management

---

VIRTUAL PLATYPUS  
LUNCH'N'LEARN

OCTOBER 2021



# CONTENT MANAGEMENT

---

## CONTENT MANAGEMENT – It's a beast!

For the purpose of this presentation I will be focussing on content management for social media marketing and the steps that go into:

- *defining*
- *identifying*
- & *delivering* your content to various platforms.

Like with everything in business it's your time to get like a Girl Guide/Scout and "Be Prepared". Prepare and plan. With a plan you will be more targeted to achieve your goals.

A content management strategy (please don't get scared by the word strategy) will help you structure a plan to create, publish and manage your content and data.

**LET'S GET  
READY TO  
DEFINE,  
IDENTIFY AND  
MANAGE YOUR  
CONTENT...**

# GOALS

---

**What are you looking to achieve? Now is the time to think about your content and define your goals.**

**You want to get “bang for your buck” with your content and utilise your time efficiently and effectively. ie. You don’t want to be wasting hours on an Instagram Reel if that content will not resonate or even be seen by your audience.**

**Where are your customers and what content will appeal to them. With your content, are you looking to:**

- **Drive traffic to your site**
- **Build an EDM list**
- **Increase customer engagement**
- **Build brand loyalty**

# IDENTIFY

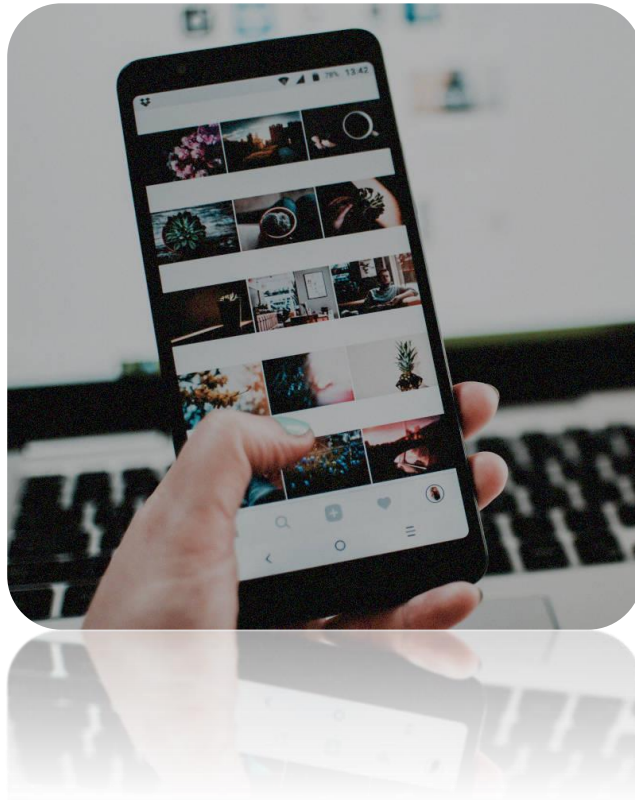
---

**You need to identify what platforms you will use to drive out your content and what will work best for your goals.**

- **Use your content wisely and be mindful that you do not need to be everywhere at once and on EVERY platform.**
- **What platforms are your customers using, where are they hanging out?**
  - **Young demographic? – Are they on TikTok?**
  - **B2B? Are they on LinkedIn?**

**The platform(s) you choose will dictate the content.**





# Identify what content you need for each platform to achieve your goals!

---

- **Instagram** – imagery, videos
- **Facebook** – sharing more info heavy content, utilise direct links in copy
- **LinkedIn** – timely relevant content, blog posts, third-party content from your industry ie. [smartcompany.com.au](http://smartcompany.com.au) – position yourself as an industry expert sharing pertinent timely industry info.

# CREATE/SOURCE CONTENT

---

Once you have identified what content you will be sharing on what platform then it is time to source/create. This is the exciting part!

- photoshoot/own imagery
- user generated content
- stock imagery – Unsplash, Pexels
- branded content created on Canva ie. a meme

Please remember to credit content – ie. 📷 by/from @platypuscoworking

Also look to batch your content and utilise it over multiple platforms





# Size/specs for content

---

**Depending on the platform, you need to think about the limits/size specs of the content.**

- **Image – orientation and size will differ per platform**
- **Video – length of video will differ depending on the platform**

**Push your content to the max, for an image you can crop, flip, reverse. Fully utilise that photo shoot imagery.**

# MANAGEMENT

---

**Get it on the cloud! Easy access anywhere, share with your team, contractors/graphic designers/web designers.**

**You could look at:**

- **Dropbox**
- **Google Drive**

**Name and set up your folders and files for easy access and reference.**



# DELIVER

---

**Get ready to serve up that content. Once you have sourced your content and determine the frequency you are ready to deliver.**

- **Plan out your content on your Instagram feed**
- **Lock in a blogging schedule**
- **Utilise planning and scheduling tools to serve up your content**

**ie. Facebook Business Suite, Sked, Later**



# ANALYSE

---

**Once you have served up your data and it is out in the wild get ready to refine and define.**

- **Go into analytics to look at your content to manage it more effectively.**
- **How many link clicks?**
- **How many people reached, engagements, number of comments?**
- **Was your content shared, saved?**

**Use this data to refine and further define your strategy. See what content is working for you to manage it effectively.**

## Contact

Kate Pierce

[hello@katepierce.com.au](mailto:hello@katepierce.com.au)

0400 961 540

[www.katepierce.com.au](http://www.katepierce.com.au)

**pierce** & co.

# QUESTIONS?

# HIT ME!