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Welcome to the More Live podcast, where creative problem solvers and entrepreneurs talk about squeezing more out and finding meaning in this crazy thing called life. That's Typekit. Jump in. All right. My name is Bart, if you got you new around here and I would love for you if we have not met before. To subscribe if you like the content to like and to follow wherever you're, you know, enjoying this piece of content, we're going to be diving in into a huge, huge, huge, huge dump of information to help you in 2022. Whether you're looking to hire a marketing agency, whether you're trying to level up your marketing department or if you're a team of one, an entrepreneur or small business, you might want to take consideration of this as well. This is going to be a massive, massive piece of content for us, and I want to make sure that you're following up on all of our channels so you can go farther for Instagram or LinkedIn. And if you're listening to this on the More Live podcast, welcome.

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This content is also going to be on our YouTube channel. So if you didn't know we had a YouTube channel, please jump in. OK, so we're going to start right away because I know we have lots of things to cover, and in this conversation, the first thing we have to talk about is content marketing. What exactly is it? What are the different types of content marketing and how are you going to take the right approach in making sure that you're set up and seeing results because it's very easy to get lost in the fast? If you just chase trends, if you're just looking at things that other people are talking about. But when you hone in and clarify your message, it's going to be so much more effective and easier for you to track because it all live in the sphere of what's happening in your specific business. What's happening for you, what's happening with your market and how you can go against the grain, stand out and stop being unnoticed. OK. The first thing you have to understand that there are limitless types and possibilities for content to be created to be.

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We didn't know about five second videos until we had Vine. We didn't know about, you know, 15 or 30 seconds are now three minute videos on TikTok vlogs, you know, have only been recently invented in the last 20 years as well, and them being marketed and being used as catalysts for other things to grow your following. So there's many, many, many. I'm going to turn off my notifications right now because that's not good. There are many ways for you to get involved with different types of content marketing. And if, again, if you just chase what somebody else is doing, it doesn't necessarily align with your business. And we're going to talk about why you need to find your niche or your alignment to help with this, because it's very crucial to know exactly who you're talking to. So I've broken down these types of content marketing into four types the written, the audio, the visual and the interactive. Obviously, the written is the most common or understood when you write a piece of content, people can read that, comment on it, learn stuff from it.

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So that can be anything from a testimonial or a Q or a case study blog of the most popular compact content format. And that's something that works really well with fields, which we try to go organic throughout and try to building brand awareness and web traffic that longer form editorial content like e-books, data reports, you know, that can also help, as well as written content. That's really help. If you have a sales team in your business, you might want to look at testimonials, get people to fill out in-depth testimonials and then leverage those things, publish those things that people can actually get that information as well. So. There's many ways to think about, you know, written written content, but you have to pick the things that work best for you, and we're going to talk about channel specific content and whether or not you should post it everywhere or just posted a few place because I know some people that still post everywhere, and it works for the little people that also post, you know, in one specific place.

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And we're going to talk a little bit about that as well. That's just audio content. You know, you're listening to one if you're listening to the More Live podcast. That's part of the reason why we do that again, is because we want people to find us to engage with us. And the great way to do that is with awareness and having audio content like a podcast or even something like Clubhouse we saw recently can be really informative. Great for networking, great for sharing. Your ideas of a thought

leader can really help people find you. And depending what industry you and even music, you know, if you're a content creator that creates beats and sounds and stuff like that, you can go live and find people to watch exactly what you're doing with creating music and all that kind of stuff. But podcasts, I think, is like the way blog is like the the mainstay for written content. Podcasting is like the mainstay for audio content, and audio content is growing like never before because it's it's ambidextrous in the sense that you not only can you not only can listen or enjoy it while you're sitting down with your headphones on headphones that are wireless so you can be mowing the lawn, riding your bike, you know, doing the dishes, doing some remedial tasks and also be listening to it.

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And and a lot of ways. That's the reason why some of our content appears on both video and audio only just because there's a comfort in that in knowing that some people might only ever want to engage with us via audio. And some people like to actually sit down and watch take notes, and that's either way. We have to appeal to the people that we're talking to and that entrepreneurs, as my target for this, you know, podcast is I know some people want the video so they can, like, watch it, engage with it, write down what they're taking from it. And some people are other types of creative and learners, as we've learned over the last, you know, 20, 30, 40 years might want to just do it while they're doing something else, and they'll still be able to get that content. Audio is huge. Huge, huge. I would definitely say podcasting is like the biggest one, but there's other ways that you can think creatively and even though have not even been invented yet that you could use.

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OK. Number three Visual content Visual content communicates a great ideas through means GIFs, infographics, and you probably have seen this. You probably feel a funny or a meme account that share things that resonates with its audience because it's real. It's funny, but it's also real. You know, a few years ago on Facebook, there was that trend where what people think I do and what I actually do, what my mom thinks I do. Those were really funny, but they were funny because they were real. So if you were an engineer or a designer, if you were a waste management person or whatever, it was an architect. That's where people would laugh because it's like, Oh yeah, that's what I thought my dad did as an architect. What? He actually did something completely different. And they're the great way to get involved in people's lives and really stop the scroll of social media to kind of be like, Oh, this is hilarious, I want to engage with this or I want to follow them because they have a great sense of humor, but they have a great sense of understanding the plight of this industry.

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And that's a great way as well. It was very engaging to have different fun photos or even like very dense information. I prefer infographics or charts. Those are really cool as well. Means would be like the biggest one, obviously. Just, of course, interactive content, which is super like, I love interactive content. I feel like we're just getting started right now with more and more like webinars and lives like, you know, we do a live once a month on YouTube and LinkedIn, and they're great because we see people really engage and interact that they can chat and message me and they can ask questions in real time in front of an audience. And that helps as well. Same thing with like web tools like calculators or checklists for polls or even games. Those are all pieces of content that can help you in your funnel. We're going to talk about the funnel in a little bit in a few minutes. But yeah, you do want to have different kinds of content to speak to different types of people.

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And everybody learned a little bit differently. So you want to have a toolkit that kind of have. OK, maybe our predominant, you know, content that we produce at the blog, but maybe intermittent in that blog. We we put a couple of names or we pull some pull quotes from that to post on Instagram, and we have great infographic that goes along with it. That's what I mean, where you're reusing and repurposing or utilizing the entire spectrum of content to kind of, you know, align yourself with other types of learners, people that might resonate with a certain part and not just to Foley, one thing. And again, we're going to talk a little bit more about whether or not it's actually good to do just one thing or a few things or all of the things. But yeah, different types of content. Very important to understand so that when you're thinking of like, OK, this is how I'm going to build a content marketing strategy. OK. You start to put the little things into buckets already in your mind.

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So for those of you taking notes again, that's going to be really important. It's going to be the written, the audio, the visual, the interactive. Those are the big content pieces. You know, the the greatest part of this is actually the how how to actually create the content marketing strategy because, you know, just while your business needs one, like I said, OK, you know, you're three times more likely to get better traffic this way than by not doing it. And then how? How do we actually make this happen? The first thing you're going to need actually is buy in from your team, from yourself. If it's just you, from your department, from your boss, whoever it is, if you're working by yourself, it's a little bit easier. You can kind of make an executive decision between you and yourself, OK? There's nobody else in the room. But if you're working as part of a team, if you're working on behalf of somebody like you have a boss, then you need to have some type of organizational buy-in.

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You know, content marketing is all encompassing. And it can't develop in a silo. You're going to need your sales team if you have one, your operations team, if you have one to kind of help, especially with the feedback, especially with understanding, you know, some of your research at the beginning and to understand what is actually happening. No one knows the customer better than the person who is selling them. So if you have a sales team, you want to make sure that you're engaging with them to say, Hey. What what's a fake cue what's what's the? Can you help me? One of the things that people are asking the most went or had the most objections to when you're selling, when you're communicating with them, and that's going to help give you some clarity, OK? And people will start to understand you could have those open ended conversations about what the plan is. Hey, we're starting to build a content marketing strategy and we're going to be hyper focused in this area. Maybe it's, you know, our customers, maybe it's our products.

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Maybe it's, you know, how we compete against our competitors. So the first thing is make sure everybody's on the same page understanding that you're going to undertake this process and that it's going to be collaborative and that it's going to require everyone to kind of be on the same page. Okay, that's the first thing. By then, you've got to have buy it, even if it's just you. Seriously, you have to commit yourself to make sure that the stuff that you're saying, you're going to do is actually going to be the things that you want to do. It's actually going to be the things I say, OK, I can commit to this. I can make this happen. This is something that's real for me. The second thing you have to really worry about is going to be your brand story. And this is where I would highly suggest that you get a brand strategist or specialist to come in and help or a marketing agency. This is where we come in with a lot of times.

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Otherwise, you are going to take a significant amount of time to navigate this process. It's not that it's impossible. It's a lot easier if you have somebody who's already thinking that way to understand where you need to be. Like, kind of like a sherpa, OK, if no, you can't climb the mountain is that you need help to guide you to make sure that it's not unsafe and someone who knows the route so you're not wasting time. And the biggest thing when you're talking about your your your brand story is pinpointing your target audience and dive deep, deep, deep into their pain points. OK, so what? What is the client's problem? OK. This is paramount. If you don't solve a problem, you're probably not going to do good in your business. People only want to buy the convenience, OK? Even when you think of like a luxury brand like Louis Vuitton, their purses, their bags, they're solving a problem. The problem is image and status. So somebody else has this bag.

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I think they have a similar or better bag. And so that's the problem solving. If you're not solving a problem, it's very hard to scale something that from an idea concept into an actual business concept. OK, so figure out what the problem is. Figure out the client's current state. OK, how do you solve that problem? And then lastly, what's the client's future if they what do they get out of it? Now in our business, our marketing agency, we call that transformation. Where do we the intersecting point where we first meet them? Where are they and where are we and where can we take them after guide

to fail at the end of this, you're not going to be this and where you were this. There is a transformation that happens, whether it's you didn't have a marketing strategy. Well, we're going to help develop a customized one for you. And now you're going to be ready to launch a marketing campaign because you have a strategy to go with it. So figure out all those four things client's problem.

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What state are they in now? What do you do to help them? What state will they be afterwards when you're done working with them? That's huge research, and it's going to you're going to be able to now, like, craft your narrative. Now you can write a story, OK? You say, OK, so this is the the stress that this person is in. And here's how we solve this problem uniquely, OK? How is your product or your service going against the grain? How were you creatively or positively impacting the world? You know, creating a clear brand story will breathe new life into your content and into your strategy because a unify your message, bring everything into alignment. And this is what we were talking about the very top thinkers, different types of marketing, content, marketing types and ways to do it. And if you can, you can easily get really lost by just chasing what everybody else is doing. But when you start to craft your own narrative, that's when you're going to start to see the best results because it's unique to you.

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And we're going to talk about a few other things that are going to help bring everything into alignment. OK. This is I can't I can't say with Philip, this is the. Comprehensive deep deep dive on why you need a content marketing strategy, so you've got to know your your key channels, you have to identify which ones are going to use. Like I said, we were going to talk about this. We are here at this time. You can easily focus on everything and fail. Or you should probably identify maybe one or two, possibly even three channels that you want to use. For your business, how is this going to all come together? It's great for you to maybe identify what content formats are most successful. You're doing a lot of research on the stage. Okay, so look up people who are in your industry and what they are doing, not what content they're specifically posting because you are going to create your own custom content that goes against the grain that is uniquely different from them.

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But it also makes us understand where other people been, the similar conversations that you're having. So if you're something that's very visual based, you might want to do Instagram or if it's something something people would search specifically, then you could be on Pinterest as well. If it's visual and Pinterest, if you're B2B, might want to be on LinkedIn. If you're talking about local services and and small business niches and stuff like that, Facebook would be fantastic for. Just find where you want to be and understand that each platform social media platform is uniquely different. So when you create a new piece of content, you can be more fit to fit the way the platform works. OK, so we're taking into consideration all of these things, and we're we're still clarifying. We're bringing things into alignment closer and closer until the kind of like this between your, your goals and your intentions and what actually helps and serves your audience. OK. No for conduct topic research. This is huge. This is going to help you understand specifically what you should be talking about.

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So you have to understand your client, their pain. What are they going through? You've got to understand how you're going to use the the the story, your narration. OK, that was number two. You've got to understand which channels you're going to use and then you'll have to start to refine the topics themselves. What topics are you going to be talking about that that's going to help support your narrative? OK? And that's where you might need to go back into the buying in faith and say, who would understand most about the topics that people are having related to the pain points? It might be your sales team, it might be somebody in customer service. It might be another designer you're working with in a very small firm or agency or something like that. But they they are interacting or engaging with clients and getting feedback and changes, and you're now starting to understand some. They might have a clearer understanding about what the actual holds up a bottleneck is. Talk to a project manager, bring these people inside the conversation.

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You know, I've even heard of people reading through support tickets and figuring out where the

commonality is. What thing here tracks along multiple support tickets, reread a blog post from a couple of weeks ago and ask yourself Follow up questions. If you are reading this for the first time and you already wrote a blog, what would be the follow up questions? What would people comment on this blog? You could ask your sales team for MFA. Q. There's lots of wave go on ready to go on Google, go everywhere and just start to, you know, Facebook groups. You sort of reverse find out what people are talking to in your respective industry, and that's going to help you hone in on your topic the kind of realize, OK, these are the questions that I can help answer to help solve the problem that people are having. They all come and work together to to kind of elevate your narration. Your narrative. Now this is the next part, and this is probably where it gets a little bit more fun.

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We do this with clients all the time where we do a lot of research, marketing, analysis, competitive research, all these different things. And then the fun part starts to arise. You know, we've done some from some work on developing some content themes, some topic ideas, and then we start to map out the content and formats for your content funnel. And I know funnels found very filthy and scheming, but really, you just have to think of it in the basic form of a funnel. There's like a ton of funnels people talk about. They have multiple steps, very in-depth. I'm going to give you the most basic version, especially for content marketing, not necessarily for like Feltham or something like that, but for content marketing. Just think of it as top of the funnel middle funnel, bottom of the funnel. And really, those just break down into like your awareness, your consideration and the decision, right? You don't want to start by giving content where you're asking people to make a decision when they.

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No, you and they don't understand anything about you and you've never done anything for them, I thank you meeting a stranger for the first time and and they ask you for \$1000. Well, why would I invest in your NFT for a thousand dollars? I don't know anything about you. You haven't shown me the the work. You haven't helped me in any way. So don't don't do that. That's very bad. You want to make sure that you are easing people into a relationship and not just a transaction. This is going to help again with your narrative, how you conduct business. And if doing work with humans on a human level is important to you, then that's something you want to make sure that you're respecting, that you're not bombarding. That's how people get like the sleazy stuff you use Khalsa salesman connotation. It's because they haven't built the rapport before they go in for the ask. Once you've built the rapport, you've helped them and you've been able to show your value. Of course, go in for the act, of course.

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Make sure you're you're getting full value for your efforts, but make sure that you're doing it in the right steps. OK, so top of the funnel middle of the funnel. Bottom of the funnel. Top of the funnel is like your potential customers, OK? So answering questions, getting them the information that they're looking for, and this is non promotional, non branded content. This is not about you. All about them. What types of things could you offer that could help them? What types of things could you give them that would help them? This is free information that they don't have to do anything for. It just helps them. That's top of the funnel. Think of it like this way, the podcast, you don't have to sign up for our newsletter to get the podcast. It's just free. You just get it. You listen to it. You enjoy it. And that's it. It's a free piece of information that helps you and we give you the information or it gives you non promotional advice.

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We don't have any type of ads for trying to get you to buy this certain product that we're like, we're not doing any of that. It's top of the funnel. It's all about awareness. Get people to know who you are. OK, second off middle of the funnel middle of the funnel is also again where it gets a little bit more fun. This is where you that you can kind of help guide on your prospects through your sales funnel by giving them stuff for free, but exchange they give you like their contact information, whether you know it's an email or phone number. However, you do business with people, it's email. That's where you can give your guy. That's where he can give you a checklist. That's where you can have a special webinar that you're having. It's not just public, but it's for people that want a funnel. It's free, but it's very much for people that sign up there and exchanging OK because you want people to consider you. This is the

step above.

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We have free content. That's for people that are just trying to get to know you and then people who are considering you. This is where, OK, we have another tier, a level of commitment. I want you to part ways with your coveted email address, and we're going to give you the free checklist for like we have one for a SEO, one for brand awareness or brand style guide. That's something we give away for free. We just ask people to give their email. This is an exchange and actually works as well, because usually people that go for those types of things have a very specific problem that is relating to them. So we have our SEO checklist for blog posts. That's probably our best selling research paper or lot research paper or white paper or lead generation paper. And because it solves the problem, people want their blogs to do well. Well, OK. You can download this free guide at the checklist only two pages long and it tells you these 10 things and you're supposed to look for before you hit the publish button.

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That helps solve a very unique problem that amplifies our narrative of helping people stop being unnoticed. So that's the middle of the funnel that people that are that are in the consideration of faith and the last of the bottom of the funnel. And this is the best part if you're if you're that if you're the business owner, if you're the accountant or if you're if you're the sales team, this is where people get the ask. And this is where people do the buy. This is where the magic happens. If you do the first two parts, well, you will start to slowly but surely start to get the the people that are looking to make a decision. And that's good, whether good or bad, it's good to know the decision and where people stand. People only sometimes consider like if they feel it's good, if they say bad, you know, screw them, forget them. There is a lot of information if nobody is buying. If no one thing is no one saying yes, then you go back and you say, OK, wasn't our topic research OK?

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Was it? Our misunderstanding of the pain point is that our misunderstanding of how we transform people into the finished state? This is where you can go and start to tweak these things and say, let's see why they're resonating. This is why. I mean, why don't just chafe trends? You're never going to get a chance to tweak and fine tune and adjust to get it right. If you're always hopping on to the next thing, do less and do it better. Do things that completely align with your own narrative, and it's going to help your customer so much more. That's the best type of business position to be in is when you have a great product, it has great margins. You make money from it and it helps somebody do something and they're happy. You're happy, everyone's happy. That's the best when you have a plumber who charges a fair price. And I had a clogged bathroom and now it's unplugged. I will happily play the pay the plumber to do it, and he's happy to do it.

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So it's it's a great mutual exchange. You want that and you're never going to get that if you're always untrue to yourself. So get your product, your service, as great as it can be, as refined as it can be. Serve that customer as best as you can with your content marketing strategy. With your with your actual deliverables, with your customer service, charge appropriately so you still make the money because obviously you're in the business to make money. And if you do those things, there's going to be like people are going to be, you're going to find your audience. A lot of people are going to be like. This is the guy. This is the girl. This is the company that does what I wanted to do with the best service and the best deliverable. And I'm happy to part ways with my money for that. That's if you do all the top stuff. That's where the bottom of the funnel is going to be the best for you. You show your prospects why your business is better than the competition and how it best fits their needs.

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You're now showing them that transformation. OK, you get to actually talk about what you do and how you do it. So that's a basic sales funnel for content marketing. Top of the funnel middle funnel. Bottom of the funnel? Very easy. All right. So this is awareness. This is consideration. And this is a decision. I love the decision part. So map out the process. Make sure you have everything engaged the way you want it to be. And then, like we talked about just briefly, is setting up the basics of setting up your measurable KPIs key performance indicators. So again, the the more focused your intent is,

the more parameters you can then go back and tweak and see what's happening. And you've got to kind of treat this like a science experiment. I have kids, but we do science experiments at home for fun, sometimes for school. And you kind of have to talk about like, what's the hypothesis? What's the design of our experiment? OK, we're going to perform the experiment.

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We're going to analyze the data, we're going to draw a conclusion and then we're going to see if we accept or we reject the hypotheses and then we test and repeat test, repeat test and repeat. There's no silver bullet that's just going to pupil, you know, just shoot it off and everything is just going to be great and everything is just going to work out the way you want it to. So some of the things that you can start to consider in terms of metrics when you're when you're trying to generate a hypothesis is like, OK. Month over month readership. If it's a blog time spent on the page or how many views on a video unique or returning visitor people that are coming back again and again. OK, full page over page conversion stats. You can set up goals and Google Analytics email engagement if there are clicking links inside there. If they're opening in one of the open rates, how many social shares or save you're getting? You know, this is where you can start to see, Oh wow, we're seeing lots of customer reviews.

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We're seeing lots of testimonials come through. So you need to set up a process. And this leads us to number seven, I forgot to say, establishing your process. You have to set up a process for that whole science experiment about, you know, testing a repeating what is what is our experiment, what's the hypothesis testing and repeating? And the best way to do that is to organize your thoughts and you've got to do an editorial calendar. And that's that's where it can be a little bit more tricky. Again, if you try to build one from scratch for your company specifically, let us know in the comments below. Wherever you're listening or watching this, if you would like for us to create an editorial calendar. We can then build one out and share it for free. It could be one of our white papers, but you could just figure out, OK, what are the content pieces we're going to use? Which ones are going to be at the top of the funnel? Which ones are going to be in the middle of the funnel?

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Which ones are going to be at the bottom of the funnel and then start to assign this type of stuff, right? OK? Who's producing this piece of content? One of the draft will of the published date? What the topic. What the title of the piece? You know what? The URL? All these different things take time to kind of master. There there, there are things to help you in on track because there's a lot to consider. Even the smallest campaign can have a very extensive editorial calendar. Your brand guidelines are going to be like the left hand side of your guardrails, and your editorial guidelines are going to be the other side of the garden will start to develop some processes about who the owners are, when and how do we publish what to get of our brand tone? What type of brand content visually do we use? Again, brand strategists are real for a reason because they're they're perfectionists in this. They really go above and beyond to help set you up for something like this.

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And then the last part which is think is the most fun is produce great content, right? You've got to just produce great content. That's No. Eight. A few things you have to remember, right? What's the purpose of this content? What problem are we solving? Does those your brand fit into the equation? What's the call to action? And is your content better than your competitors, right? We want to be uniquely different. We want to stand out. A lot of times people just throw money at ads and you have to have a superior product and superior visuals. The creative is what makes the difference between a regular ad or an ad that actually converts. And then you just have to work on your distribution again. This is truly there. We can spend a whole. I don't know. Yea, a whole other video talking about, you know, the distribution channels and, you know, earned earned channels versus owned channels versus paid channels and how those all intersect with each other. And that might be a video from later for those that are more keen.

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But the real thing you have to realize is develop a real plan and then optimize, kill or repurpose. OK, either you're going to optimize that piece of content to breathe new life into it, you're going to kill it. It

did not work, and I don't think it's worth us trying to revive it. It does not necessarily work within our our brand narrative, or we're going to repurpose it in a different way. We're not actually going to use that content that didn't work on the blog. And maybe we're going to make, you know, three or five pins out of it. And even though that wasn't the intended, you know, objective, maybe we can we can reuse it some other way, and maybe we can convert this into a live webinar. That's the probably the easiest way to to consider. The how in how do you build your content marketing strategy? OK. We have covered a ton of content. And if you're somebody like me who is like, OK, I will overload, I don't know what tools I should be using.

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How do I make this happen? Where do I go from here? There's two things you can do. You can either rewatch this video, take notes, start putting this plan into place, which I think everybody should do. And even if it means getting a better understanding of what this looks like for you and your business from your industry, you hire professional like our company to come in and talk and help develop the plan for you. That's kind of your only option, the last option that you kind of learn all the tools yourself and you go from A to B and you do the whole thing yourself. We're going to give away for free. 24 best content marketing tools. Take a look. Look for that in our description. It should be out very shortly, and you'll be able to download that because there are some tools that professionals use to make this work a little bit easier. That will help you and some of them. A lot of them require subscriptions and payments and stuff like that. But if you're serious about doing this by yourself, this is the things that are going to help you do it.

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Everything from content ideation, from content briefing to FCO to anything to, you know, production to distribution to measurement, the content management systems, all of that it's going to be in there. So I hope you really enjoyed today's episode, whether you're listening on the More Live podcast or if you're watching it on YouTube. Every company needs a content marketing strategy, especially if you're looking to gain more and more customers online. If you're just posting without purpose, it's not going to necessarily translate. Like we said, you can easily get lost in the stuff. So you think after the trending topics, no matter how exciting it can be, it can often lead to you just spinning your wheels, doing a lot of work, but not actually getting anything out of it. In case you're feeling overwhelmed, we have tons of resources over creative partner dossier. You can go in there, download a bunch of them and you can start to build out a successful content marketing engine for your business. Even right now, you can rewatch this video.

[00:38:26.650] - Speaker 1

You can take some notes. We're going to publish our our guide of our content marketing tools. So this has been it for me for now. Thanks for watching, guys. Pivot.