

How to Create Good Content

with *Frankie Thomas*, tourism + hospitality marketer + photographer
in collaboration with Cornwall365

What is content marketing & why is it important?

Your audience

Your audience - worksheet

Introduction into different marketing channels

Learn how to create quality imagery using a mobile device

Explore the seasonal shifts + how you can alter your marketing
campaigns

Content creation - supporting apps

Introduction to Canva

How to create a content calendar

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What is Content Marketing?

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action. - Content Marketing Institute

Before creating a content marketing plan, you need to understand TWO elements of your business. 1) Your goals 2) Mission Statement

YOUR GOAL:

Content needs to support at least one core marketing or business goal.

Consider the ways you would like a piece of content to help your business.

Do you need to raise your brand awareness?

Do you need to build your email list?

Do you need to nurture customers along their purchasing journey?

Do you need to convert your audience to paying customers?

Do you need to retain customers and/or increase their purchases (up-sell/ cross-sell)?

Do you need to educate your audience?

MISSION STATEMENT:

A mission statement outlines a company's reason for existing, the priorities and perspectives it has in pursuit of that mission.

- The core audience target
- What will be delivered to the audience
- The desired outcomes for the AUDIENCE

EG: Frankie Thomas Creative leads the industry in advancing the practice of content marketing and creating high-quality photography for tourism and hospitality businesses in Cornwall. I educate my audience through authentic and how-to advice via social media, online training and workshops, weekly blog posts, and monthly emails.

Define your Goals

Where do you see your business in 12 months time?

What do you need to do to achieve these goals? 3 Objectives

Sell X amount of holidays per year. Increase seasonal customers in Winter.

Mission Statement

Your Audience

The better you know your target market/audience, the better you can establish a social media and content strategy that gets you in front of your customers and drives your sales.

There are several qualities you should be looking into to help you determine who you want to reach. Always have your ideal customer in mind when creating content. If you need to, come back to this sheet to remind yourself.

Age and Gender - what stage are they in their life? Do they have a family?

Location - are they local, national, or international? Time zone?

Income - what is their annual salary? How much disposable income?

Interests - what do they do in their spare time? what circles are they involved in?

Priorities + ethics - when purchasing something, do they take price, quality, reputation, and sustainability into consideration?

Need/Problem - how does your business make their life interesting, better, or easier?

You want your target market to understand how and why they would benefit from investing in your business. Ask yourself how your business fulfills someone's WANT or NEED.

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Target Market Statement

My/our target market is _____ aged _____ who live in _____ and like to/enjoy _____. We fulfil their need/want by-----.

Your Audience

Age Range

Gender

Location

Income

Stage of Life

Interests

What's their Need/Problem?

Priorities (price/quality/sustainability)

Notes

Branding

Before you start creating content you need to have a clear idea of your branding. Having a consistent brand means that you will be more memorable and people will have bigger associations with your brand.

Branding includes fonts, colour palette , image theme, logos.

As yourself, how do you want your customer to feel when they see your content?

Ask whoever created your branding to send over a "brand pack" if they haven't already, or you can create one on Canva.

Do you have the following?

- A logo (JPEG or PNG fil)

- A tagline or description of what your business offers

- Brand fonts (up to three)

- Colour palette

- On-brand terms

- Terms to avoid

Types of Content Distribution

Content distribution is the process of sharing, publishing, and promoting content on various social media platforms. It's basically how you provide your content to your audience.

You should know where and how you're going to publish and promote your content before you put pen to paper.

There are TWO different channel streams that you can share or get your content shared on. Owned content distribution is a stream of channels that your business owns or has control over. These are channels like social media, blogs, website, etc. The other channel stream is earned content distribution - these are your third party such as customers, journalists, bloggers, and anyone who shares your content for free

There is also PPC content (paid per click) - this covers things like Facebook Ads. During this session, we will be covering the **OWNED CONTENT DISTRIBUTION**.

Email marketing is one of the best methods of direct response marketing there is. Users have opted into hearing from you, so they're more willing to open the messages and learn about the latest products, offerings and how they might benefit from them.

Reasons to start email marketing:

- Cross content
- Direct response
- Communicating with people that are ALREADY interested
- Drives traffic
- Relatively low costs

Tips:

Flodesk, e-mail marketing website

Use incentives to persuade people to OPT-IN

Put sign up forms on website, Instagram landing page, at the end of blog posts

Pinterest is not a social media platform, it is a search engine!

A place to share inspiration and knowledge on a huge range of topics.

Engagement is not your main goal. Getting your pins SEEN and clicked on by your TARGET audience is your main focus.

- Traffic to your website
- Email growth
- Is your website optimised and using a clear call to action?
- Contact enquiries
- Build a community
- Product sales

Tip: Create 15 - 20 boards. Include your OWN content board and content boards that are RELATED. Use incentives to persuade people to OPT-IN

Blog

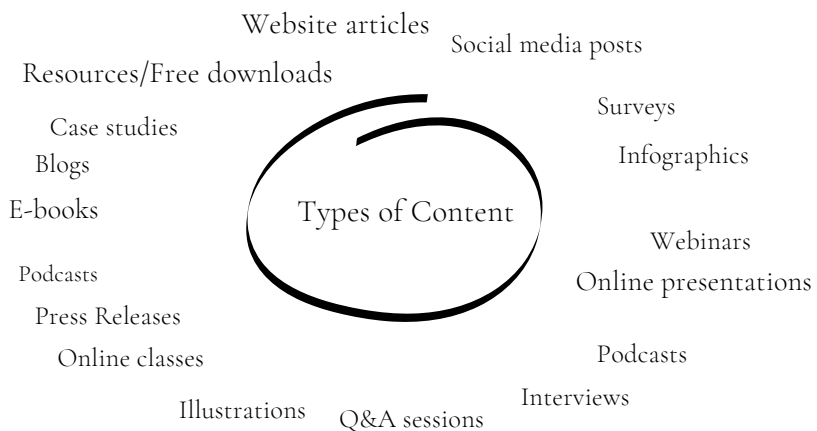
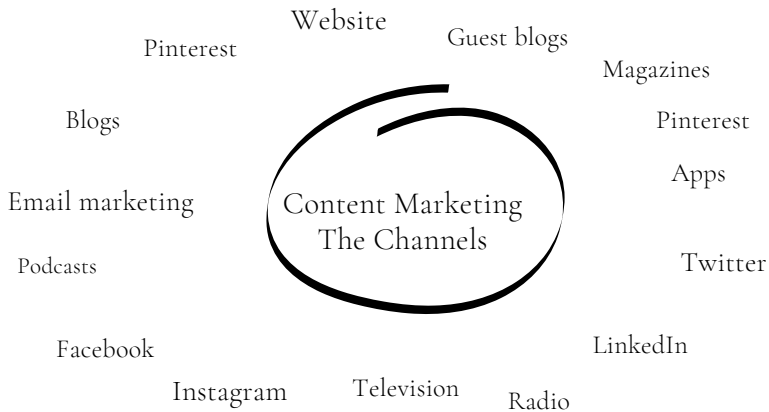
An online journal or diary located on a website. Blog posts usually include text, images and/or videos.

Reasons to include blog posts:

- Establish authority. Proves that you are an industry expert
- Boosts website traffic
- Cross channel content
- Convert traffic to leads. Make sure to add a call to action

Tip: Have fun with blogging - show your personality. People buy into STORIES and PEOPLE.

What is Content Marketing?

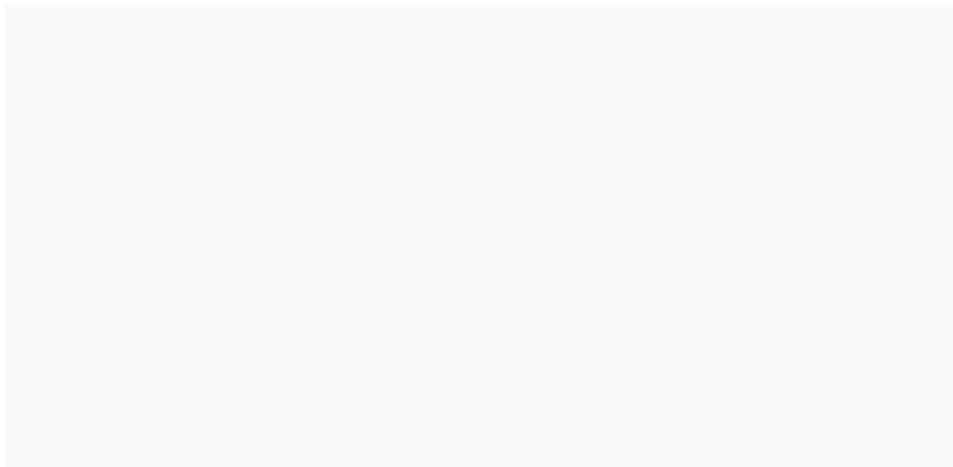


Content Platforms

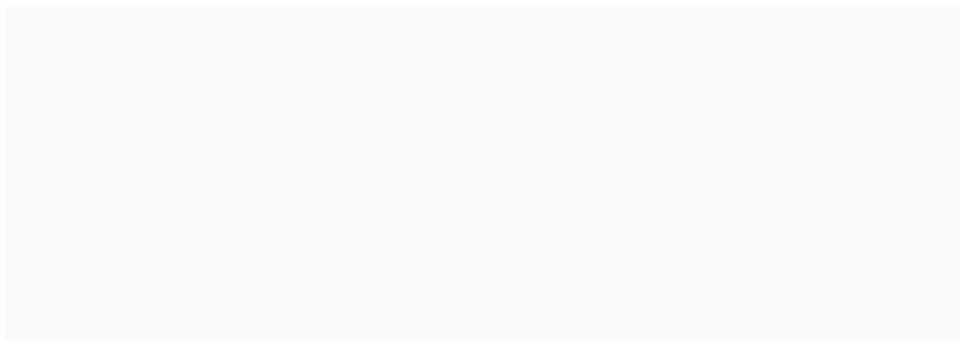
Where does your target audience hang out? Are they reading blog posts, scrolling on Instagram, staying connected on Facebook. listening to podcasts or finding inspo on Pinterest?

3 CONTENT PLATFORMS + WHY

Do you have several target audiences? Can they be found in different places?



NEXT STEPS



Stranger to Customer - The Journey

As businesses, we are constantly told that we must be on social media promoting our brand but do we really understand why?

PRE-PURCHASE Your customers spend a lot of time researching their purchases before you even know they exist. The majority of this is now done on smartphones and tablets

PART-PURCHASE: Once the purchase, or part of the purchase has been made, social media is used for more detailed trip planning. This is why collaborations with other businesses are helpful.

IN-USE: The customer is currently staying with you/enjoying dinner at your restaurant. Make it easy for them to include you on their social media (so you reach more people.)

POST-USE: They've had a great time with you - this is when they are at the most enthusiastic. Ask them for a review, thank them for any content that they've shared, and connect with them.

Plan to save time + succeed on social

Creating content in one go and scheduling across a timeframe will not only save time but will help in the long run with consistency.

Every couple of weeks, or even once a month, put together some posts to have ready to publish or schedule.

Take themes and seasons into consideration, for example, Christmas, Valentines, and Easter. If you are a tourism business then these seasonal shifts and big events should be at the forefront of your marketing. Make sure to plan ahead of time so you don't miss the curve ahead of competitors. For example, Christmas packages + content needs to go out around or before the September half term when people start thinking about the colder months. This is another reason to plan AHEAD.

Content - The Important Bits

IMAGE - If you're going to post anything on social media, make sure it's a good image! The first thing that people are going to see on visual platforms is the image. You don't need a fancy camera to post an amazing image, but just like you're written content, make sure it's clear and shows off what you're offering.

GET STRAIGHT TO THE POINT - You're here to tell a story and promote what you're offering. Be descriptive but don't waffle, you only have a limited time to keep the attention of the reader. Also, think about playing on emotion, when there is happiness/positivity this can help the reader connect.

BRANDING - All of the content that you put out to your audience should be consistent and concise. Make sure that you use the same branding colours and fonts across the board.

CONTENT PILLARS

BEHIND THE SCENES: Sharing behind-the-scenes content endears followers to your page and helps them to connect with you better.

EXAMPLE: Behind the scenes of your tourism business. Your member of staffs work anniversary. The tasks that go into the everyday running of the business.

PROMOTIONAL MATERIAL: This is the generic promotional material. Do not make it too 'salesy.' Do not forget to post offers, events and news.

EXAMPLE: Late availability, new interior, restaurant menu, news on sustainability - e.g recycled materials or encouraging visitors to travel on foot or by public transport.

INSIDER KNOWLEDGE: This is information that only YOU would know. YOU are an expert in your field so make sure that people are aware of that.

EXAMPLE: Local hot spots, best bars in the area, your favourite coastal walks

Instagram Reels

Just when we thought we understood Instagram, they decided to throw in some new features. Instagram Reels are very similar to TikToks and are built up of short clips to create a "reel."

If you have a public Instagram page then your 'Reel' has a high chance of ending up on the Explore page, meaning that your content will be placed in front of more eyes.

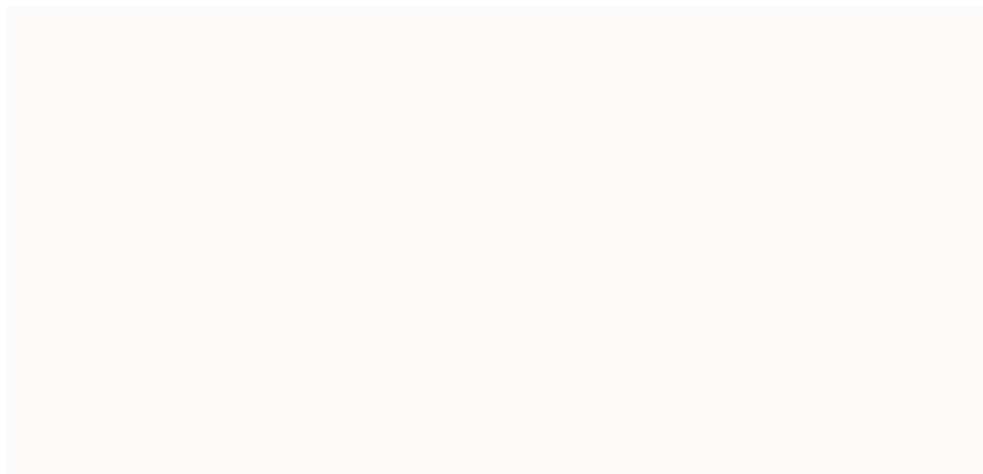
Instagram WANTS us to create more video content, meaning that they reward those who use the new Reel feature with higher engagement opportunities.

Tips: Use Trending audio to help grow your Instagram. @Karbrulhart posts weekly trending audio

Reel Ideas

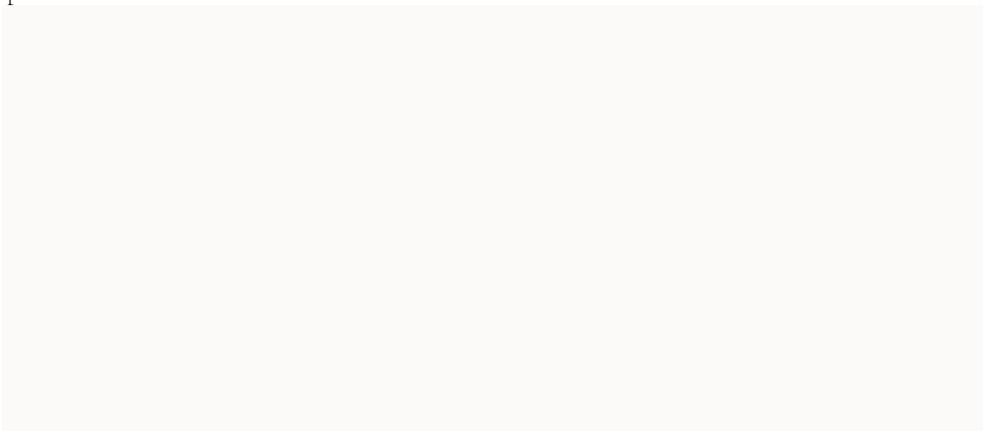
Content Ideas

Content Topics: Eg, Winter in Cornwall, New Menu, Cocktail of the week



Where will this content sit? Is there room for cross-distribution?

Eg, Blog post on Cornwall's best restaurants - create reel and IG post - Pinerest pin sending to blog post



Mobile Imagery - Tips

TAKING PHOTOS WITH YOUR MOBILE DEVICE

Remember, everybody has their own photography style, but you don't need to be a professional photographer to create good social media content.

RULE OF THIRDS

This rule helps determine where your subject should be.

It also helps to make sure your horizon/vertical lines are straight

By placing the subject off-center, you also embrace more blank space.

Make sure your horizon line is straight (if you have an iPhone visit Settings> Camera>grid to apply a grid)



TAY AWAY FROM ZOOM - if you can!

Sadly, using the zoom on your phone can lead to pixilated and grainy images.

If you can, walk towards your subject or crop your image in an editing app

SWITCH TO PORTRAIT MODE

On iPhone, you can switch to portrait mode to blur out the background of your images. You can also change from "natural light" to depth effect for different tones

TAP ON SUBJECT TO LOCK FOCUS

Click and hold down on the main part of your subject - this will lock your focus, even if there is movement in the background.

PLAY AROUND WITH EXPOSURE AKA LIGHT

Lighting can completely transform an image. Tap on your screen (once in the camera app) to lock the subject and move the sun either up and down to play with the exposure.

CREATE THE IMAGE

Sometimes the perfect image won't be there in front of you, you'll have to create it.

Play around with props and create the scene - this is especially useful with property, interior, or food images. Pinterest is amazing for styling inspiration.

Instagram Tips + Tricks

- **Remember your audience. Do not use specific industry terms.** Will they understand the terminology that you are using or will the words need to be simplified or explained?
 - **Engaging caption.** Make sure that the context is informative. This is your opportunity to turn a follower into a customer.
 - **Sometimes use questions.** One of the easiest ways to receive more comments on your photo is by including a question in your caption. Don't do this on EVERY post as it could look desperate. Aim for 1/4.
 - **Tag.** Make sure to tag people/companies that you include in your caption. If you do this, the person behind the account will receive a notification, meaning that they might re-share your post. Also, this means that the person reading your caption has the option to click onto the tagged account. Essentially, it's a mini collaboration!
 - **Call to action.** Have a call to action in mind. What is the purpose of the post? Direct your follower to the next step. You might want to send them to your website, a newsletter sign-up, a youtube channel, a blog post, or an external website or video.
"For more information, head to the link in our bio."
 - **Include a location.** You will find the 'location' option on the caption page. Start to type the location of the image. Make sure to do this every time (unless you want to be kept private) because it will widen your reach.
 - **Sometimes use polls + the question sticker** in stories. This will boost you up the algorithm!
 - **Meaningful engagement.** Social media is called social media for a reason, you have to be sociable! Engage with potential customers. Trick: engage with people on the Cornwall hashtag.
- Re-use old content:** There is nothing wrong with repurposing old content. Turn a carousel post into an Instagram reel or a reel into a post.
- **Use Canva to create social media graphics**

REMEMBER: Your written content could be amazing but if you're distributing content on VISUAL platforms, you need to make sure that your imagery is of quality.

Social Media Design Apps/Sites

-There are hundreds of social media and content creation and websites out there. Here are some of the tools that I use personally on a regular basis - perfect for creatives/tourism businesses.

Canva can be used on desktop or mobile and is a great tool to create graphics. There are templates for every type of graphic - from menus and business plans to social media graphics and Instagram stories.

If you create a template then you can change the graphics accordingly. Canva is a FREE app, however, we suggest upgrading to their paid plan. You can save your brand colours and logos if you have a paid plan.

- **UNFOLD** is an app that allows you to build clean, minimalistic Instagram stories. Just upload your images, save and upload. This is a great app for those looking to get creative with Instagram stories.

-**UNUM** lets you plan the layout of your grid. It allows you to move photos around so you can see how it looks before pressing the 'publish button. You can also do this on Planoly so only use UNUM if you want to see what your grid would look like.

- **Adobe Spark** is very similar to Canva however there are a few small differences. Its built-in graphic design IQ scans for empty spaces determine which part of your images are most important, and uses common design rules to predict text positioning. Spark tends to do the heavy lifting graphic design work but still allows you to have control.

- **Storyluxe** is a great tool to jazz up your Instagram stories. In comparison to UNFOLD, Storyluxe offers a range of polaroid & instant film, neon, floral, or many more creative templates.

- **Mojo** - Insta Story Editor is an app designed to create super eye-catching content, and animation. A huge content trend right now!

Social Media Content Calendar

A social media content plan can be REALLY helpful when building a business's social media following.

Why use a social media calendar?

- Calendars can help you to get organised to avoid the dreaded scramble when things come up.
- A calendar can help you to plan for each social network to customise posts instead of spamming all platforms with the same message.
- A calendar can help you to track performance and plan for future posts.

Tip: Start by planning 3 or 4 posts a week. Don't forget that you can add content whenever you like, this is just a helpful guide to follow. I've noted down three topics below to help you get started. Use the batch content types noted on the previous page to help you along the way.

It's completely up to you how you want to document your social media calendar. Here are a few options available:

Trello - Trello keeps track of everything, from the big picture to the minute details. Trello is great for project management or creating a social media content calendar. To add the calendar tool head to "show menu", "power-ups" and "add calendar."

Excel spreadsheet - Here's a free template, designed by OffersHubspot.
(https://offers.hubspot.com/social-media-content-calendar?hubs_signup-url=blog.hubspot.com%2Fmarketing%2Fsocial-media-calendar-tools&hubs_signup-cta=null&_ga=2.2964857.877520965.1594819177-1605987315.1585071769)

Content Calendar - A great scheduling tool for those that use Facebook, Twitter, and LinkedIn - HIGHLY recommend. Unfortunately, Content Cal does not have auto-post for Instagram yet.

Planoly or Later - Two great apps and desktop websites that help you to plan Instagram content. Both tools also allow auto-posting.

Old fashioned paper calendar! - Some people work better on paper. Purchase a paper calendar or download a freebie online.

Further Reading & Contact

Website

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@frankiethomas

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Further Reading:

Building a Story Brand, by Donald A. Miller

Brand Brilliance, by Fiona Humberstone

How to Style your Brand, by Fiona Humberstone

Hashtag Authentic, by Sarah Tasker

This is Marketing, Seth Godin

Flodesk 50% off with:

<https://flodesk.com/c/TYEGUD>

Planoly 10% off:

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