

How To Create Relevant Content On An Ongoing Basis

The online world has evolved into one of the primary mediums for communication and connection. It provides variety, a wider reach than offline, and all sorts of customisable features that can show the world exactly who you and your business are. Even before the pandemic, businesses had been utilising online platforms and social media to build their brand and spread their message.

But with all these options come new challenges and difficulties. One of these is to create the right content that can connect with the right person. Despite this bigger world at your fingertips, it's hard to establish which platforms to use and how to use them. What kind of content do you need to create? How do you stay relevant?

In this activity, you can apply Annemarie's advice on knowing your client and generating new topics for content. Learn how you can repurpose your past content to make it new, exciting and accessible to more and more of your ideal clients.

QUOTE TO REMEMBER

“Unless you are building your brand on these online platforms, and not only building but continuing to nurture, to amplify your reach, share great, high-quality content that’s challenging the status quo, you will be behind the ball game.”

Activity: Creating The Ideal Content

Knowing Your Ideal Client

Before you write, record or create any type of content, you must know your target audience. As an entrepreneur, you cater to the needs of your clients. Knowing who they are, how they think, and other characteristics can help determine how you can best connect with them.

Pinpoint your ideal client by identifying the following.

What do you want to become known as?

Ideal Client	
Client demographic (age range, social status, etc.)	
Client behaviour (where they hang out, what they like to buy, what content they engage with, etc.)	
Client problems (What are they struggling with?)	

The Ideal Platforms and Mediums

An online presence and brand give you reach and build your reputation among your audience. What are the online platforms and tools that you have established for your business? List them down below.

Take a moment to view your content so far. Is your content consistent throughout your posts? What is consistent within your work?

How can you repurpose the content you've created on different platforms and mediums?

Platform	Repurposed Content
Facebook	
Instagram	
LinkedIn	
Others: _____	

Medium	Repurposed Content
Audio	
Video	
Picture	
Text	
Others: _____	

The Ideal Message

Sometimes, the message can get lost in the content, or it can change over time. To ensure that you retain your message, take another look at the message you want to send.

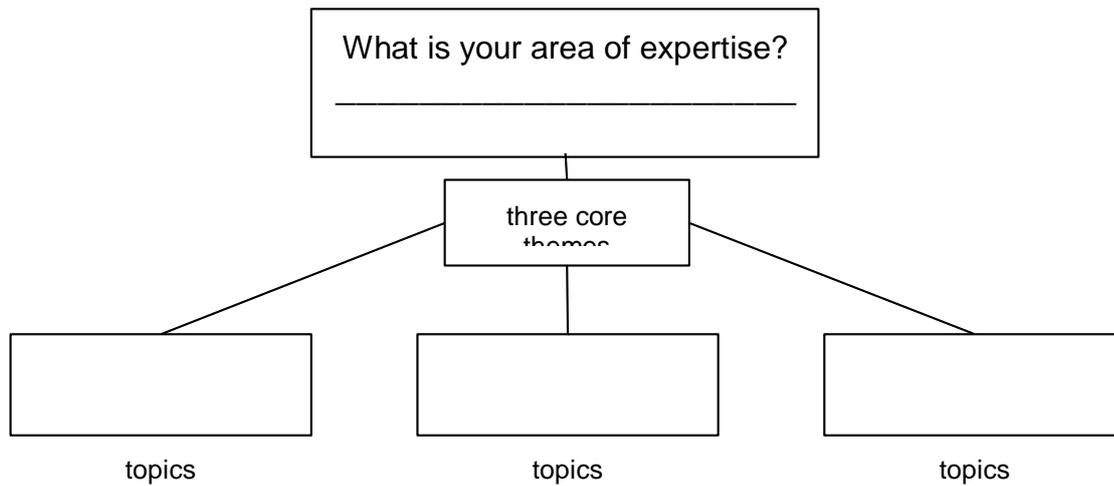
What is this message?

What comments or responses have you received from your message? Write some down or add photos here.

What can you learn from these responses, as well as the experience you've had so far?

With this in mind, try to improve your message. Formulate a new message based on your realisations.

It can be pretty easy to run out of topics to focus on when creating your content. Fill out this chart to generate some new ideas for a new topic.



The Ideal Podcast

Coming from a niche industry, you may doubt your chances of profiting from a podcast. But if you have an audience willing to invest, it may be a great way to showcase your knowledge.

What topics can you discuss in a podcast?



When interviewing former clients, you can use their experience as a case study. What problems and challenges were you able to help them overcome? How can you use these solutions to give advice to your audience?

What You'll Learn From The Activity

People spend so much time on their phones, laptops and computers that an online presence is practically a necessity in today's business environment. You need to keep updated and consistently provide relevant content to keep your business running. As Annemarie said, the online world can determine how far ahead or how far behind you are.

Your online platforms, from social media to websites, ensure that you have the reach you need. Knowing which platforms and mediums to use can help you engage and connect with your audience. This activity will help you create relevant content by first identifying your ideal client and the message you want them to receive.

Before you can connect with your client, you first need to know them. The variety in platforms, from Instagram to LinkedIn, caters to a variety of people as well. Knowing your client's demographic, behaviour, likes, and dislikes can help you choose between the many options in the online world. This can also help you to determine which audience best aligns with your own goal and message.

It can be a challenge to keep creating new content. This activity can guide you through repurposing content you've made in the past. You can delve into new topics by remembering what you want to focus on and creating core themes to build around. You might find yourself surprised by how many topics can stem from your three core themes.

With everyone else online alongside you, it can be a struggle to create content that can truly reach people. However, it's not impossible. Do your research, learn how to repurpose your content and hone your message so that you can create connections and content that best fit you and your business.