

CREATING GREAT CONTENT

CONTENT TYPES

GOOD



Content that's helpful, informative, meaningful and useful

BAD



Content that's irrelevant or provides no value

UGLY



Content that's a waste of readers' time



CAREFULLY CHOOSE YOUR COMMUNICATION CHANNELS

For each communication, choose one or more ways to reach your audiences: Emails, website updates, social media posts, linking from online advertising campaigns, etc. With so many social media channels, and limited time and talent to manage those channels, choose one or two channels as your focus. Do them really well!



CREATE AND KEEP A PLAN

It's imperative to map out your touchpoints and content to maintain momentum. Have a calendar of action steps and stick with it. Regular, ongoing outreach is critical to effectively engage with your audiences.



WIIFM FOCUS

All content should be written with a focus on the reader: What's In It For Me (WIIFM)? Put yourself in the reader's place... What problem can you solve for them? What useful information can you share with them?



NEED HELP WITH YOUR MARKETING?

The CIM team handles communication strategies and content creation for clients of all sizes.