

Ep 15: 4 Attributes of ROI Driving Content

Making your content king



- Deliver value.
 - Most common forms: 1) Informs/Educates 2) Entertains 3) Inspires 4) Promotes.
 - Determine which format will most naturally convey your brand story and keep in mind it is likely a mix depending on the channel and message.
- Compel action.
 - Create high-quality content that gives enough value to organically compel action.
 - Include a "call-to-action" to nudge people in the direction you want them to go.
- Design for the platform.
 - Many brands will design for one platform and cut and paste onto others. Be mindful what works on one platform may not work on others.
 - For example in social, Instagram is highly inspirational and requires high-quality photography. What is designed to work on IG could work on Facebook, but not necessarily the other way around as Facebook tends to be more "in-the-moment" and less refined.
- Trigger your brand.
 - Distinguishing brand features like colors, logo, tone, style, sound, taglines should be pulled through each channel so people know it is you.
 - Especially important for brand integrations so your brand doesn't get lost.

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete