

TOOLKITS

A GUIDE TO

CREATING GREAT CONTENT



TOURISM GREATER
GEELONG & THE BELLARINE



TOPICS

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THIS GUIDE IS FOR YOU

If you want some easy to follow tips on creating great content and delivering it to the right people at the right time.

WHAT IS BRANDING

Branding is how you identify a product, service, or company as unique and differentiating it from the competition.

It's also the experience that your target audience get when they come in contact with your brand, product or service.

Visually this can be done through names, images, designs, or other features, as well as a strong message strategy.

Many companies use a combination of methods to establish a unique brand. Coca Cola, for example, uses a mix of colour, name, logo font, and a distinct product shape (the legendary Coke Bottle) to establish its identity. That's not even counting the taste of the product itself.

WHY IS BRANDING IMPORTANT FOR YOUR BUSINESS?

Branding creates a loyal community of consumers around an idea and shared values, and to encourage using your products or services.

The key is to be different, to set your brand apart from your competition and move from simply being known and recognisable, to being desired beyond the confines of your identity.

Once a brand finds its difference, it then needs to be consistent. No matter which channels your customers choose to interact with your brand – your website, blog, email, Facebook, LinkedIn, or whatever tomorrow's technology may bring – they should all demonstrate the unique experience that your brand represents.



COMPONENTS OF A GREAT BRAND

1. Website Design

Your website is the face of your company. Make sure it's simple to understand and navigate, your logo transitions seamlessly from page to page and that the little details like the font and colour palette remain consistent. Those design elements, however small they may seem, are an essential part of the brand.

2. Colour

A good colour scheme can go a long way. Take Facebook for example, regardless of updates to its newsfeed and small tweaks to the logo, that medium blue tone is instantly recognisable.

3. Logo

A logo is the most memorable piece of a brand's collateral, it provides an opportunity for customers to automatically associate products or services with any given brand itself.

4. Tone and Voice

What does your brand sound like? Are you irreverent, silly, professional, academic or all of the above? This may also change somewhat between channels. Emails may be more formal, and social media may be more casual. That's okay but there should still be a unifying factor, a blanket mission statement or mantra that all content adheres to. Remain true to your mission statement, both when promoting the positive aspects of your brand and when responding to negativity.

5. Images

The images you share, regardless of the platform, should take into account all of the above points. This means they should reflect the tone your brand has set out for itself, follow a colour palette and include your brand's logo. Be methodical in your selection to guarantee that your visual identity is just as strong as your written one.

6. Domain Name

Your domain name should be well aligned with the brand itself, and it needs to be easy for your customers to find. Great domain names are intuitive, they're short and they help your customer to get access to the information about you they're looking for immediately. So, make sure you spend a bit of time coming up with a domain that's easy to remember (and spell) to drive more traffic to your website.

Branding Tools [MyStory Brand](#)

CONTENT CREATION

Content is how you showcase your business, it can include blogs, videos, posts, ebooks, case studies, and much more. Your content allows your customers to get to know you. It can offer advice on an issue, provide commentary on recent news events, give a step-by-step guide to solving a particular problem, or just tell an anecdote that your customers will find interesting.

WHAT TYPES OF CONTENT ARE THERE?

Evergreen

Content that doesn't have an expiration date, it adds just as much value in a year as it does today. It's focused on a topic that will always be relevant and enticing, regardless of trends, seasonality, or the current 24-hour news cycle.

Timely

Content that is up to date and reflects the passage of time. It may be relevant now but not a year from now. It can be updated daily.



CONTENT CAN BE IN THE FORM OF:

Video

Digital content in the form of video gives you a large variety of choices. A good video always remains etched to the audience's memory and can be extremely compelling. The duration of the video depends on your needs whether its educational, business related or for marketing purposes. You can check out this [blog](#) for using video in your marketing or promotional campaign.

[Video Content Ideas](#)

Infographics

Is a visual representation of data or information which allows the stats or material you are talking about to be a lot more appealing to the reader. Infographics is the most shared form of content compared to other digital content types. You can also create gifographic, which is a type of infographic, but contains animated GIF images instead of static images like in normal infographics.

Blogs

Blog is a word that was created from two words: "web log." Blogs are usually maintained by an individual or a business with regular entries of content on a specific topic, descriptions of events, or other resources such as graphics or video. "Blog" can also be used as a verb, meaning to maintain or add content to a blog.

Posts

Posts are something that has been published or shared on social media.

Boosted Post

When you boost a post on social media, you pay social media platforms to amplify one of your existing post's reach to your followers, a recommended audience, or a targeted audience. It'll show up as a sponsored post on your audience's feed.

Case Studies

Are an effective tool to look at the way customers use a product or service. They describe a challenge the customer faced, the solutions they considered, and the results they experienced after their purchase. Strong case studies can compel others to buy a product.

Podcast

A podcast is a series of digital media files, usually audio, that are released episodically and often downloaded through an RSS feed.

You have great content, what next? - Posting and amplification

Content Tools

- Canva is a graphic design platform, used to create social media graphics, presentations, posters, documents and other visual content
- Biteable is a cool tool to create video content regardless of budget or experience. It has lots of templates to choose from or you can create your own.



10 TIPS ON CREATING SOCIAL MEDIA CONTENT

1. Understand what your target market is looking for
2. Look at what works on the platform you're posting to
3. Plan your content in advance
4. Use eye-catching visuals
5. Ensure your content is on brand
6. Promote your products & services
7. Focus on interacting with your customers
8. Keep track of trends
9. Put out promotions
10. Review the performance of your posts



WHAT IS CONTENT MAPPING?

When it comes to content, one size rarely fits all. To ensure that your content is effective at generating and nurturing leads, you need to deliver the right content, to the right people, at the right time. Content mapping is the process of doing just that.

Content Mapping Process

Identify	Personas; define concerns, drivers, role, etc.
Questions	What questions do your pernsona's ask at each stage of their buying process?
Answers	Answer the questions your personas ask.
Audit	Audit content to determine what's good/bad and answer questions, be critical.
Map	Map content available to the questions that content can answer.
Identify	Holes. Ask where are we missing content?
Create	Content to fill in the holes!



With content mapping, the goal is to target content according to:

1. The characteristics of the person who will be consuming it (that's where buyer personas come in).
2. How close that person is to making a purchase (i.e. their lifecycle stage).

Buyer personas are fictional representations of your ideal customers. They help you understand your customers better, and make it easier for you to tailor content to the specific needs, behaviors, and concerns of different groups. In addition to knowing who someone is, you need to know where they are in the buying cycle (i.e. how close they are to making a purchase).

Awareness

This is where your potential customer gets an initial impression of your business, products and services and gains awareness of your brand. Generally, the type of content associated with this stage is social media posts, blog posts and your website.

Research and comparison

These stages are targeted at consumers who know what they want and are now searching for more specific content. Therefore your content needs to be targeted, and the best way to reach the consumer at this specific stage is through eBooks, case studies, customer testimonials and reviews.

Purchase

This is the last stage in the buying cycle where a potential customer is turned into your customer. Make sure you continue to communicate with these new customers, keeping them up to date with the latest news & information in terms of what your business is offering.

Here is an easy Content Mapping template:

[Content Mapping Template](#)

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