



## Top Tips for Creating Content By the community, for the community

Welcome to your Top Tips guide to creating digital marketing content that helps you overcome common roadblocks and streamline your content creation process.

Say goodbye to unfinished marketing content, and hello to a more productive, focused, and successful digital marketing journey.

This content creation guide was inspired by a thought-provoking post on Steven Bartlett's LinkedIn page.

As you read through the topics below, ask yourself if any of these resonate with your own experience: perfectionism, continuous improvement, new idea syndrome, difficulty in finishing ideas, overthinking, endless learning without application, or learning for entertainment.

By recognising and addressing these challenges, our guide aims to provide you with the tactics and insights needed to break through these barriers and elevate your content creation game.

Steven Bartlett · Following  
Building: Thirdweb & Flight Story & The Diary Of A CEO  
2d · 🌐

Four loops that cause creative struggle 📌

Which one resonates with you the most? ...see more

**PERFECTIONISM**  
→ IMPROVE → IMPROVE → IMPROVE → PUBLISH

**NEW IDEA SYNDROME**  
→ START NEW IDEA → START NEW IDEA → START NEW IDEA → FINISH AN IDEA

**OVERTHINKER**  
→ THINK → THINK → THINK → TAKE ACTION







**LEARNING FOR ENTERTAINMENT**  
→ LEARN → LEARN → LEARN → APPLY  
OZO.ART

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# Get Organized and Rock Your Digital Marketing Content



We truly believe that with the right mindset and a bit of effort, anyone can master the art of digital marketing. So let's dive into some practical tips and strategies to get you organized and producing your best content ever. Remember, you've got this!

-  **Break It Down, Set It Up:**  
Focus on one post, or a small series of content at a time. Otherwise you'll bite off more than you can chew.
-  **Hello, Content Calendar:**  
Want to stay consistent and efficient? Create a content calendar to plan and schedule your content ahead of time. There are loads of helpful tools like Trello, Asana, or Google Calendar that can keep you on track and make life easier.
-  **Your Very Own Productivity Zone:**  
Find your perfect, distraction-free workspace to help you stay focused and productive. Whether it's setting up the right lighting, getting cozy in your favourite chair, or finding the perfect noise level, create a workspace that works for you.
-  **Routine is Your Friend:**  
Having a daily or weekly routine keeps you on track and helps you make steady progress. Be sure to include time for brainstorming, content creation, and editing, so you're consistently churning out awesome content.
-  **Time's Ticking! Manage It Well:**  
Try time management techniques like time blocking to make the most of your work hours. Allocate time blocks to complete your content, so you stay on schedule and meet those deadlines.
-  **Find Your Happy Place:**  
Think about where you work best – a quiet space, with music in the background, at a coffee shop, or in a library. Experiment to find your perfect productivity zone, and make that your go-to spot for content creation.

# Build Your Content Creation Foundations



Use these tasks and the checklist to keep you on track for your content creation goals.

## Reflection Exercise:

For each item in the Checklist reflect on these three questions:

1. What is my process for this step?
2. What needs to happen for this to work well?
3. So next time I want to...?

## CHECKLIST

- Plan my content
- Optimise my workspace
- Fit in with my routine
- Schedules and deadlines
- Boost productivity
- Know my creative self
- Understand my marketing goals







## Three things to be aware of:

1. Know yourself. What do you need in your creative workspace? What's your routine? When are you at your best?
2. Know your project. Plan delivery, note schedules and stick to deadlines.
3. Make content work for you. Batch create and also re-purpose your content. Take a blog post, and create images and social graphics for example.

# Mastering Effective Content Design: Crafting High-Impact Digital Marketing Content



Ready to up your digital marketing game by mastering effective content design? You've come to the right place! In this section, we'll share some super-helpful tips and strategies that'll help you create high-impact content your audience will love.

-  **Quality Over Quantity, Always:**  
When it comes to content, it's not about how much you produce – it's about how good it is. Focus on creating high-quality content that resonates with your audience, and leave the low-quality stuff behind.
-  **Purpose-Driven Content is Key:**  
Before diving into content creation, ask yourself: What's the purpose of this content? Is it to inform, engage, educate, or entertain? Knowing the purpose will help you craft content that serves its intended goal and keeps your audience hooked. To create content that really hits home, you need to know your target audience like the back of your hand.
-  **Headlines that Make 'Em Click:**  
Want to reel your audience in? Craft attention-grabbing headlines that make them want to read more. There are plenty of headline formulas and tools out there to help you create headlines that really shine. Check out [portent.com](https://portent.com)
-  **A picture is worth a thousand words, right?:**  
Use images, videos, or infographics to gain attention, and keep people engaged.
-  **Easy on the Eyes, Please:**  
Keep your content easy to consume with clear and concise language, short paragraphs, and subheadings. Your readers will thank you for making their lives easier!
-  **Don't Forget a Clear CTA:**  
Call-to-action (CTA) is your BFF when it comes to guiding your audience on what to do next. Whether you want them to subscribe, share, or buy, make your CTA clear and compelling.





# Harness the Power of Tools & Systems: Boost Your Digital Marketing Content Creation



Hey there, content creators! Are you ready to supercharge your digital marketing game? In this final section, we'll explore a bunch of fantastic tools and systems that'll make your content creation journey a breeze. Let's dive in!



## **Visual Content Creation Tools:**

Tools like Canva and Adobe Spark are total game-changers for creating stunning graphics. Pro tip: Save your brand colors and templates for a consistent look and speedy designing.



## **Writing and Editing Tools:**

Want your writing to shine? Tools like Grammarly, Hemingway, and Google Docs help you craft error-free and well-structured content that your audience will love.



## **Inspiration and Idea Generation:**

Feeling stuck? Turn to platforms like Pinterest for a treasure trove of visual inspiration. And don't forget to brainstorm, mind map, or use content idea generators to keep those creative juices flowing!



## **Free Image Resources:**

Want to add some visual flair without breaking the bank? Sites like Unsplash, Pexels, and Pixabay offer a wealth of free images. Just make sure to respect licensing.



## **Social Media Management Tools:**

Keep your social media game strong with tools like Buffer, Hootsuite, and Sprout Social. Schedule posts, manage multiple accounts, and analyze content performance – all in one place!



Here's some we made earlier.  
Can you spot the tips in action?



## Title: Celebrating Our Clients' Fitness Success!

Hey there, fitness fam! We just wanted to take a moment to give a massive shoutout to all our incredible clients who've been crushing their fitness goals with us! You're all truly amazing and we couldn't be prouder of the progress you've made.

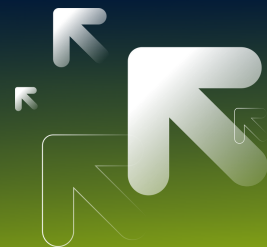
From shedding those extra pounds to running their first marathon, our clients have shown us that with determination, hard work, and a little guidance, anything is possible! We're so grateful to be part of your fitness journey and we can't wait to see what new milestones you'll conquer next.

If you're not already part of our fitness community, now's the perfect time to jump on board! Follow our page for daily workout tips, motivation and to stay updated on all the incredible achievements of our clients. Trust us, you'll want to be part of this awesome group of fitness enthusiasts!

So, what are you waiting for? Click that follow button and join our fitness family today! Let's celebrate our successes together and keep pushing each other towards a happier, healthier life.

#FitnessSuccess #ClientsRock #ProudTrainer #JoinTheFitnessFam #FollowUs

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## Title: 5 Amazing Years at Our Community Sports Club: A Journey of Passion, Perseverance, and Triumph!

Can you believe it's already been 5 years since our little sports club came to life? Time flies when you're having fun, right? I wanted to share the story of our club's journey and express my gratitude for your unwavering support.

**(Statement)** Five years ago, I took a leap of faith and left my steady job to pursue my dream of creating a community sports club. I wanted to provide a space where people of all ages and backgrounds could come together to enjoy sports, make friends, and create unforgettable memories.

**(Statistics)** Fast forward to today, and our club has grown from a handful of members to over 300! We've hosted countless tournaments, community events, and have even helped some of our talented athletes secure college scholarships.

**(Story)** There were times when it wasn't easy – like when we lost our initial funding and faced the possibility of closing our doors for good. But with the incredible support of you, our club members, and the hard work of our dedicated staff, we pulled through and came out stronger than ever.

**(CTA)** So, from the bottom of my heart, I want to thank each and every one of you for being a part of our club's incredible journey. To celebrate our 5-year milestone, we'd love for you to share your favorite moments or highlights from your time at the club in the comments below. Let's reminisce and look forward to many more years of sports, fun, and friendship!

#CommunitySportsClub #5YearAnniversary #Grateful #ShareYourMemories #OurClubStory



# Storytelling is at the heart of great content

Here's one way you can think about structuring your content to draw in your audience, and create compelling content. We've used the example above to highlight four sections:

- **Statement:** The post starts with a strong statement that establishes the context, highlighting the 5-year milestone and expressing gratitude for the club members' support.
- **Statistics:** The post includes relevant statistics (e.g., club growth, number of members, scholarships) to show the progress the club has made over the years, making the story more credible and impactful.
- **Story:** The post shares a personal and emotional story of overcoming challenges, which makes the narrative more engaging and relatable. By sharing the story of losing initial funding and overcoming difficulties, the post humanizes the business owner and creates a sense of connection with the audience.
- **Call to Action:** The post encourages members to engage by sharing their favorite moments or highlights from their time at the club, which not only helps celebrate the milestone but also provides social proof of the club's positive impact on its members.

We'd also include some high impact images such as group shots of members, people smiling, people taking part in the club's activities. Basically anything that puts a smile on your face!





# Top Tips for Creating Content

By the community, for the community

And there you have it – a treasure trove of tips, tools and systems to make your digital marketing content creation journey easier, more efficient, and super enjoyable!

Don't be afraid to explore and experiment with these tools to find what works best for you. Keep learning, keep improving, and watch your digital marketing game reach new heights!

