

Content Creation Checklist

Use the following tips and ideas for creating content for promoting your product or a product you promote as an affiliate.

BLOG POSTS

Each blog post you publish needs to have the following:

- Title/Topic
- Purpose
- Hook
- Pain Point / Motivator
- Image(s)

Promotional type blog posts

- Product announcement
- The product story - how it came about
- The story of the ideal customer for the product (or share a customer's story)
- The problem the product solves
- Symptoms or issues caused by the problem
- Product comparison
- Feature highlights
- Tutorial for using the product
- Q&A / Interview

Tools for topic ideas:

<http://seopressor.com/blog-title-generator/>

<https://coschedule.com/headline-analyzer>

<https://feedly.com/>

<https://medium.com/>

<http://www.socialmention.com/>

<https://buzzsumo.com/>

<https://trends.google.com/trends/?geo=US>

<https://answerthepublic.com/>

<https://www.webpagefx.com/seo-tools/faqfox/>

<https://www.quora.com/>

<https://www.reddit.com/>

EMAILS

Each email you send needs to have the following:

- Subject
- Purpose
- Hook
- Pain Point / Motivator
- CTA
- Image(s)

Your 14-day email series might look something like this:

- 10 days in advance - something big is coming teaser
- 7 days in advance - survey + gift for taking it
- 5 days in advance - behind the scenes team preparation
- 4 days in advance - sharable checklist
- 3 days in advance - feedback from beta testers
- 2 days in advance - sneak peek at the product
- 1 day in advance - anticipation - tomorrow is the big day!
- Launch announcement - It's live!
- Follow up 1 day after launch - reminder email
- Follow up 2 day after launch - tips for using the product
- Follow up 3 days after launch - Q&A about the product, offer, etc.
- Follow up 4 days after launch - unique features that make it better than other brands
- Follow up 5 days after launch - demo of how it works
- Follow up 6 days after launch - final offer/ special pricing ends

INFOGRAPHICS

Whether they are charts, illustrations, diagrams or some other type of graphic, the information presented should be focused, simple with plenty of white space. It should be visually appealing, have good flow and be easy to understand.

The outline of an infographic might look something like this:

- Introduce the topic
- Answer the question "why"; why this topic, why does this matter
- Display some statistics that support or demonstrate why
- Summarize the information

- Add some actionable advice
- Include a call to action (if applicable)

A few reasons for creating infographics include:

- Compare similar products to help viewers make a choice
- Display options viewers have
- Illustrate a list or create a cheat sheet
- Show the bigger picture - before, during and after
- Display facts & data related to the topic
- To navigate situations
- Illustrate a timeline
- Simplify complicated concepts
- Illustrate feelings
- Show elements of the product
- Show steps of how something works or that people need to take

Don't forget to brand them!

Tools:

<https://infogr.am/>

<https://cacoo.com/>

<https://www.befunky.com/features/infographic-maker/>

<https://www.visme.co/make-infographics/>

<http://infogr.am/>

<https://snappa.com/create/infographics>

<https://www.canva.com/create/infographics/>

<https://developers.google.com/chart/>

<http://piktochart.com/>

<http://www.easel.ly/>

SOCIAL GRAPHICS

- Memes
- Gifs
- Action shots
- Collages
- Screenshots
- Photographs / Behind-the-scenes

- Brand images & those that represent the essence of it
- Your original art, designs or illustrations
- Images that represent or trigger emotions
- Images that solve a problem
- Images that inspire your audience like quotes
- Images that offer actionable advice, facts or tips
- Images that pique interest

Tools for sharable social content:

<https://www.canva.com/>

<https://piktochart.com/>

<http://gifmaker.me/>

<https://www.befunky.com/>

<https://memegenerator.net/>

<https://quotescover.com/>

<http://openclipart.org/>

<http://www.morguefile.com/>

<https://pixabay.com>

SOCIAL MEDIA POSTS

- Answer questions
- Tell your story, the story of your business or a product
- Introduce a new idea
- Talk about an upcoming event you're looking forward to
- Discuss something you recently attended
- Introduce a new team member
- Thank someone
- Survey your audience
- Share a blog post, video, etc.
- Share seasonal or holiday posts
- Give recognition to someone; customer, client, affiliate, influencer, etc.
- Ask followers to 'caption this' or 'fill in the blank'
- Interview someone
- Share testimonials & reviews
- Share industry news
- Talk about new studies related to the problem your product addresses

CONTENT SHAREABLES

Like any content, there are some things each shareable needs to have:

- A compelling headline
- A worthy hook
- Readable text with plenty of white space
- Eye-catching visuals
- Facts, stats, social proof
- Clear, concise information
- An emotional appeal
- Inspiring message
- An easy way to share

Shareables could be:

- Blog posts
- Checklists
- Listicles
- Case studies
- Graphs or diagrams
- Graphics
- Reports / White Papers
- Worksheets
- Infographics
- Videos
- Guides
- Tutorials

VIDEO

- Product Demonstrations
- Explainers / How To's
- Affiliate product reviews
- Q&A with customers/clients
- Interviews (you or a 3rd party)
- Announcements
- Insider peek

Tools for streaming live video:

<https://live.fb.com/>

https://www.youtube.com/live_dashboard_splash

<https://www.cameleon.live/> (simultaneous livestream across multiple networks)

<https://video.ibm.com/blog/streaming-video-news/ustream-is-ibm-cloud-video/>

<https://help.instagram.com/292478487812558>

<https://livestream.com/>

<https://www.twitch.tv/>

<https://www.younow.com/>

<https://web.picovico.com/>

AUDIO

Reasons for creating audios

- If you've recorded a webinar, pull the audio from it so people can listen on the go
- Use audio to increase awareness of a
- Audio is a great way to spread brand awareness. It gives a human voice to go with the brand
- Interviews can easily be recorded and shared
- Partner with a co-host and talk about a topic
- Depending on the product, you could record an audio review of products you affiliate
- Record audio versions of ebooks, reports, case studies, etc.
- Use audio for contests (listen to this, then go URL to answer a question and to enter your name into a drawing)
- Gather a list of tips from industry leaders and record these in roundup audios
- While written FAQs are great, provide an audio version as well for those who have trouble seeing.
- Audio can be used to educate. You can provide supplemental content to go with it, if you'd like

Things to remember when recording audio:

- Every audio you record should have a single focus
- When recording, have one person in mind and speak to them as if they were right there with you.
- Use inflexes in your voice to help tell the story. Sound excited when you're talking about something excited, sound sad if you're telling a sad story.

- If you open up a Q&A at the end of your call, remember, you're having a conversation with one person, or one person at a time.
- If you're using a script, write it for the ear, not the eye. Imagine you're telling the story over the phone rather than in person.
- Keep the information simple. The more complex, the bigger the chances of mistakes.
- Make sure you are using a quality microphone
- Make notes of statistics or facts that you might want to share
- Use a mic stand so you don't accidentally bump your desk and knock it over during recording
- Set your mic about 2-6 inches from your mouth, depending on what sounds good to you.
- Talk at a pace that allows listeners to absorb what you're saying, but not so slow that they become bored.
- Use a pop filter to reduce the sound of you blowing on the microphone
- Always record with headphones on so you can hear what others will hear

Tools for recording audio:

<https://www.apple.com/ca/mac/garageband/> (Mac)

<https://www.audacityteam.org/> (Windows)

<https://alitu.com/>

<https://zencastr.com/>

<https://www.descript.com/>

<https://hindenburger.com/>

<https://wav.hya.io>

<https://ardour.org/>

SLIDE DECKS / PRESENTATIONS

A good presentation will:

- Have a single purpose
- Include high-quality images
- Paints a picture for viewers of the problem or pain points they are having
- Be easy to read
- Include up-to-date information
- Include hyperlinks, as needed
- Be exciting or include humor
- Include a hook that draws viewers in and touches an emotion

- Include a strong call to action
- Display your site URL and brand logo or colors
- Have SEO added to the metadata

Ways to use slide desks or presentations:

- Share your brand's vision
- Discuss the value your brand or product offers
- Tell the story of your brand or product
- Talk about the problem your product will solve.
- Create a catalog of your products or services
- Display to viewers the reasons why they need to take action right now
- Show how your product will solve the problem.
- Compare your company to another or your product to another
- Create demonstration or how-to presentations

Tools for recording audio:

<https://office.live.com/start/PowerPoint.aspx>

<https://www.apple.com/keynote/>

<https://microsoft-photo-story.en.softonic.com/>

<https://spark.adobe.com/make/slideshow-maker/>

<https://prezi.com>

<https://www.openoffice.org/product/impress.html>

PAID ADVERTISING

Types of ads you could create

- Mobile ads
- Video ads
- Text ads
- Email ads
- PPC ads
- Banner ads
- Display ads
- Search results ads
- Retargeting ads

Before you purchase advertising, make sure:

1. Where the ads will be displayed are actually where your target market is
2. Your ad is targeted to the group of people who visit this location
3. You always have a landing page to send visitors to
4. You include long-tail keywords in your ads
5. Your ad has a strong call to action
6. To A/B test your ads
7. Analyze the results multiple times and tweak ads as necessary

Paid Advertising Options:

<https://www.facebook.com/business/products/ads>

<https://business.linkedin.com/marketing-solutions/ads>

<https://ads.google.com/home/>

<https://bingads.microsoft.com/>

<https://ads.twitter.com/login>

<https://www.youtube.com/yt/advertise/>

CASE STUDIES

Case studies can be displayed via audio, video, white papers, infographics and more.

Tips for creating and using case studies successfully.

- Create the case study for your specific audience & what they need
- Create it around one particular client or customer
- From start to finish, tell the entire story such as who they are, what they needed, what they wanted and how those needs and wants were met.
- Use plenty of white space, quality images and bullet lists for easy reading
- Illustrate proof by including screenshots, real numbers, etc.
- Tell the story of a specific strategy. Why you tested it, exactly how you tested, what you tested, how long you tested for, etc. that lead to the results you are displaying.

Your case study details should include:

- A results-focused headline
- A brief introduction that provides background information on the issue or problem that the client or customer was looking to solve

- The purpose of the work; why you did it, why it's important
- The methods you used to gather details (interviews, research, observations, etc.)
- Tools you used to gather and analyze the details
- The results you found
- What can be learned from this information
- A concrete solution or recommendation not based on theory but on the results shown (CTA)

Tools to help create case studies:

<http://paperity.org/> (for researching journals)

<https://www.zotero.org/> (another research tool)

<https://www.grammarly.com/plagiarism-checker> (grammar and plagiarism checker)

<https://www.quetext.com/> (plagiarism checker)

<http://www.mindmaple.com/Default.aspx> (Mind map your details)

<http://www.lonij.net/wordstorm/> (to generate new ideas)

<http://www.hemingwayapp.com/> (grammar checker)

<https://www.template.net/business/case-templates/sample-case-study/> (templates)

<http://templatelab.com/case-study-examples/> (examples)

<https://lightboard.io/download/case-study-templates> (templates)