

Building a Killer Content Strategy for Your Business!

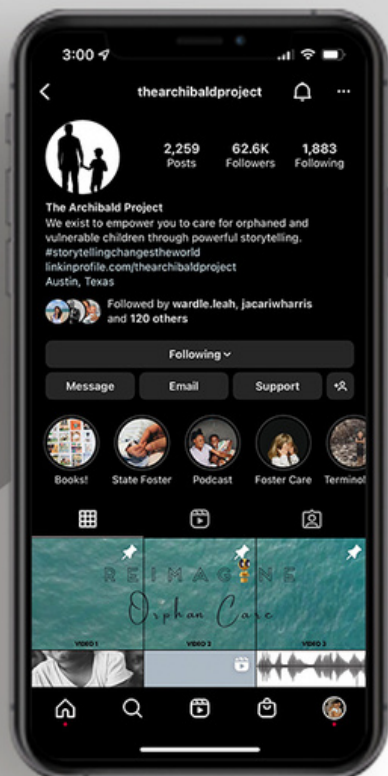
Part Two: Planning Your Content Types and Themes



Whitney Runyon Media Co.

www.whitrunyon.com

Creating a roadmap to social media success!



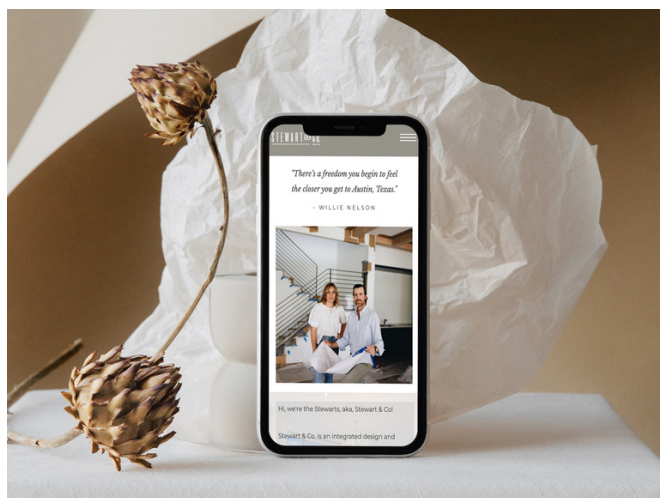
As a small business owner, social media can be a powerful tool in your arsenal to reach, engage, and build relationships with your target audience. That's why at Whitney Runyon Media Co., we want to help you create a roadmap to social media success. In this section, we will dive into planning your content types and themes to ensure your social media efforts are both effective and consistent.

Understand Your Target Audience

If this is the first guide you've downloaded from me on growing your business with Social Media, then I want to encourage you to stop, and go back and download [*Guide 1: Understanding Your Target Audience on Instagram.*](#)

Why?

Before you can create content that resonates with your audience, you need to know who they are. Consider factors like demographics, interests, and pain points. Building customer personas can be a helpful exercise in identifying your ideal customers and refining your content message.





Clearly defining your brand identity and voice will make it easier to create content that appeals to your target audience. What does your company stand for, and what are its core values? Be consistent with your brand voice across all content types and platforms – this will help drive brand recognition and trust.

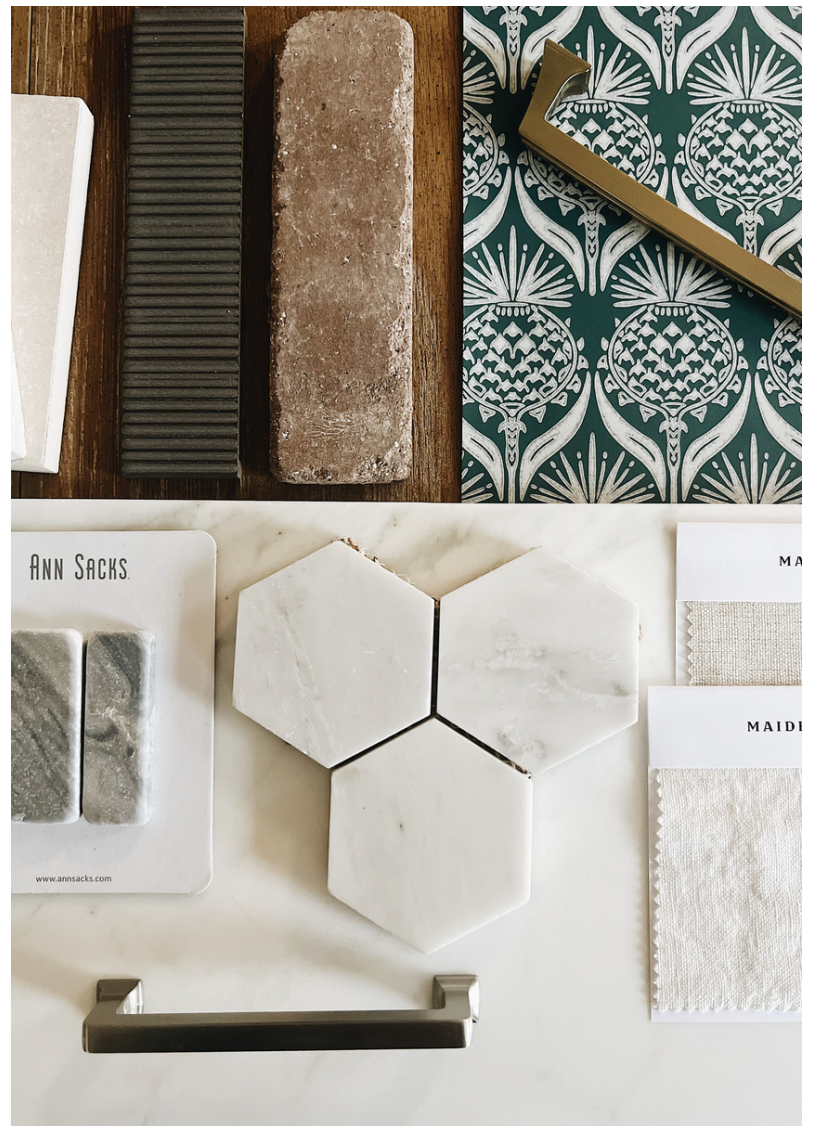
Establish Your Brand Identity and Voice



Choose Your Social Media Platforms

Different platforms cater to different audiences and content types. Your choice of platforms should align with your target audience's preferences. For instance, Instagram works great for businesses showcasing visual content, while LinkedIn is best suited for B2B and professional connections.

Determine Your Content Types



Your content types will vary depending on your audience, objectives, and resources. Some examples include blog posts, images, videos, polls, and live streams. Evaluate which content types best align with your brand and are most likely to engage your target audience.



Create Content Themes

Content themes keep your social media channels fresh and have the intent of evoking interest from your target audience. Consider these content theme ideas:

1. **Educate:** Share tips, tutorials, or industry news to position yourself as an authority.
2. **Entertain:** Utilize humor or lighthearted content that resonates with your audience.
3. **Inspire:** Share success stories or motivational messages to uplift your followers.
4. **Engage:** Post polls, quizzes, or questions to encourage audience interaction.
5. **Showcase:** Highlight your products, services, or customer testimonials to create awareness and credibility.



Develop A Content Calendar

A content calendar will help you plan, organize, and schedule your social media activities. Be sure to maintain a balance between different content types and themes, so your audience stays engaged and interested.

Some apps I love:

Free:



Excel or Google Sheets

A simple spreadsheet can be a great starting point for a content calendar. You can create columns for the date, type of content, topic, keywords, and any other relevant information. You can also color-code different types of content or use conditional formatting to make it easier to read.

Paid:



Trello

Trello is a visual project management tool that can also be used as a content calendar. You can create cards for each piece of content and move them between different stages of the content creation process, such as ideation, writing, editing, and publishing.



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Analyze and Adjust:

Track the performance of your content and use analytics to see what resonates with your audience. Adjust your strategy accordingly, and don't be afraid to experiment with new ideas.

Planning your content types and themes for your small business on social media ensures that your audience remains engaged and interested in your brand. By following these steps provided by Whitney Runyon Media Co., you can create a cohesive and effective social media strategy tailored for success.



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