

Jim Bumgardner's

AMP

Multi Media

3 Keys to 30 Day Content Creation *Service Workbook*

2024 – Edition © Jim Bumgardner

Introduction

Daily social media content is vital for businesses, organizations, and entrepreneurs as it fosters consistent engagement with audiences, enhances brand visibility, and builds lasting relationships. Regular posts demonstrate industry expertise, maintain relevance, and facilitate real-time communication, driving growth and establishing a strong online presence.

"Jim Bumgardner's AMP Multi Media," is your dedicated partner in bolstering social media influence. Our efficient process commences with strategic consultation, shaping ideas. We curate 30 days of content, ready for scheduling or manual release. With our holistic approach, clients fortify engagement, amplify brand presence, and leave an enduring impact.

Ours is a very hands on approach working with you directly. While we are professional content creators, it is still your message and voice that we are determined to capture and share. The following 3 Keys will ensure that is the end goal of our efforts and service for you.

Before we begin however, I would like to take the time to better define the differences in the purpose of each type of outreach as the lines can get blurred and lead to confusion in your messaging.

Advertising: To SELL. The best campaigns are focused on the call to immediate action. i.e. You are wanting to empty the shelves of a particular item.

Marketing: To TELL. These outreaches are about being more educational and informative than “BUY, BUY, BUY!” i.e. These campaigns should be targeted to solidifying your mission and purpose and as to why you can best serve your target customers needs.

Promotions: To HAVE FUN! There is nothing more fun to me than giving folks the opportunity to play before they play. A solid promotion should always incorporate an opportunity for the existing or potential customer to experience your offerings beforehand in a manner that captures and shares your passion for what and why you do or offer what you do.

Key 1—Brainstorming

Every session that you have booked will consist of a brainstorming session. The sky is the limit in producing various types of content. Here are just 15 versatile content idea starters that can be adapted to various businesses, organizations or entrepreneurs:

1. **Behind-the-Scenes:** Offer glimpses of your workspace, team, and daily operations to humanize your brand.
2. **Customer Testimonials:** Share positive feedback and success stories to build credibility and trust.
3. **Industry Insights:** Provide valuable tips, trends, and knowledge related to your field.
4. **FAQs:** Address common questions or concerns that your audience might have.
5. **Product/Service Features:** Highlight the benefits and features of your offerings through visuals and explanations.
6. **Team Spotlights:** Showcase your team members, their roles, and their contributions.
7. **Celebrations and Milestones:** Acknowledge achievements, anniversaries, or special occasions.
8. **Polls and Surveys:** Engage your audience by seeking their opinions on relevant topics.
9. **Did You Know:** Share interesting and lesser-known facts about your industry or products.
10. **User-Generated Content:** Showcase content created by your customers using your products or services.
11. **Educational Content:** Create how-to guides, tutorials, or explainer videos related to your offerings.
12. **Industry News:** Share and discuss recent news or developments in your industry.
13. **Motivational Quotes:** Post inspiring quotes that resonate with your brand's values.
14. **Throwback Content:** Share memorable moments or accomplishments from your company's history.
15. **Interactive Content:** Run contests, quizzes, or challenges to engage your audience and encourage participation.

Once we finish this session we will narrow it down to 30 specific pieces to create. This can include photos or video (along with headlines and copy). Remember there are no “bad ideas” only perhaps inappropriate timing. And in those instances it’s good to have them written down so they can be reconsidered at a later time. The following page contains a chart to use for brainstorming out 54 ideas. We’ll narrow it down from there during our session. The thing to also consider is that every idea can be

considered a “master section” that can then be branched off of for multiple pieces of content and ran as a series.

Key 2 - Organization

Here is where we will organize and plan out the tools and resources needed to create the content. The checklist below will help us be better prepared for a smooth production process.

The Three Tiers of Content

On the whole, this method is designed to help you get organized in generating one piece of content daily. However, more is also an asset if it too is organized. To this end I would like to share with you the three tiers of content to consider that can make your efforts remain seamless and manageable using the following classification:

Tier 1: Elements that are completely under your control. These would include what already exists in your business such as inventory, branding elements and general information. This is the main foundation of this course.

Tier 2: Elements that are regularly available but not necessarily consistent. This would be supplier provided materials or cooperative efforts you have planned with other businesses. Applying the lessons learned here, this type of content can be approached in the same manner but doesn’t necessarily need to be as strict on a daily posting but instead bi or tri weekly. The main thing is to frame it where it is still consistent for your audience.

Tier 3: Elements that are completely spontaneous. These can be a lot of fun and full of energy. When things just POP up, they can be great for a nice shake up for your audience. Examples being an impromptu interaction with a customer or a “breaking news” announcement in regards to a “tell” more than a “sell” presentation.

Content Creation Checklist:

1. Content Ideas and Strategy:

- Review and finalize the list of content ideas from the brainstorming session.
- Align content ideas with your overall marketing goals and target audience.

2. Visual Assets:

- Images: Collect high-quality images that relate to each content idea.
- Graphics: Design visual elements such as infographics or illustrations if needed.
- Videos: Plan and shoot videos for content ideas that require visual demonstrations or storytelling.

3. Written Content:

- Copywriting: Write engaging and relevant captions, descriptions, and blog posts.
- Headlines: Craft attention-grabbing headlines that accurately represent the content.

4. Branding and Design:

- Brand Guidelines: Ensure all content adheres to your brand's visual and voice guidelines.
- Templates: Create templates for consistent design elements (e.g., logo placement, fonts).

5. Scheduling and Posting:

- Content Calendar: Add each piece of content to your content calendar with designated posting dates.
- Time Slots: Determine optimal times for posting based on your audience's online activity.

6. Hashtags and Keywords:

- Research: Identify relevant hashtags and keywords to maximize content reach.
- Incorporate: Include these hashtags and keywords in your captions or descriptions.

7. Engagement Strategy:

- Call to Action (CTA): Decide on the desired action you want your audience to take (e.g., like, share, comment, visit your website).
- Engagement Plan: Determine how you'll respond to comments, messages, and interactions.

8. Platform-Specific Considerations:

- Format: Adapt content format to suit each platform's requirements (e.g., square images for Instagram).
- Features: Utilize platform-specific features (e.g., Stories, Reels, IGTV on Instagram).

9. Tracking and Analytics:

- Analytics Tools: Set up tracking tools to monitor the performance of your content.
- Metrics: Identify key metrics to measure success (e.g., likes, shares, click-through rates).

10. Backup and Organization:

- Backup: Store all original content files in a secure location.
- Folder Structure: Organize content files into folders for easy access and retrieval.

11. Review and Approval:

- Proofreading: Review written content for grammar, spelling, and accuracy.
- Approval: Seek necessary approvals from stakeholders or clients before posting.

12. Post-Production Editing:

- Editing Software: Use editing tools to enhance visual and audio elements if necessary.
- Consistency: Ensure a consistent look and feel across all content pieces.

13. Testing and Optimization:

- Learn and Adapt: Analyze the results and adjust your content strategy based on feedback.

By following this checklist, you can effectively organize the elements needed to create and share your content, ensuring a cohesive and engaging presence across your chosen platforms.

Key 3 – Consistency

Consistent daily content releases establish a predictable rhythm that keeps your audience engaged and connected. Regular updates reinforce your brand's presence, maintain audience interest, and foster a sense of reliability. This practice enhances visibility, builds anticipation, and cultivates lasting relationships, ultimately driving sustained growth and meaningful interactions. We will use the following chart to help us.

Conclusion

In this fast-paced digital landscape, being your dedicated partner in crafting a dynamic content creation strategy, establishing a captivating online presence is paramount. As such we feel confident in the 30 day Content Creation service we offer. With meticulous yet fun and creative planning, we can drive brand recognition, nurture audience relationships, and fuel lasting growth for you, working together as as a team.

Moving Forward:

I share the following page with you as an inside baseball approach that I consider in all of the ideas and content I create. As with everything in this workbook, mine is not one to say these are the end all be all strategies and steps to take but they have worked well for me over the years and could do the same for you or even better inspire you to think outside of the box that you may have accidentally stuck yourself in.

TOPIC:

Brainstorming session: What are you wanting to talk about? What all can you say about it? What would represent the topic best visually?

Creative / Production

<u>Content Type</u>	<u>Primary Purpose</u>
Blog	Informal, personal perspective. Allows you to be more open and connect more personally with your audience.
Article:	Formal, Structured Reporting: Who, what, when, where, why and How. Citing evidence and related content and sources
Interview:	Interview: Who do you know or could reach out to for additional perspective on the topic? Could you record the interview for a podcast?
Graphics:	Graphics: Logo's, photo's, meme's – Enhances presentation as well as easy to share on micro socials
Podcast:	Podcast: To Tell a story about the story incorporating elements from articles and interviews when applicable.
Video:	Length Matters. Each length has a specific purpose that turns casual observers into dedicated fans. :15 – Social Media – Good for the attention span of average social media viewers that may generate more interest. :30 – Promotional – Those with an interest in more will be far more inclined to engage and click through. 3:00 – Short Form Presentation – This is your first level audience. They really like you and what you do. 30:00 (and longer) – Long Form Presentation – Perfect for streaming platforms. This is your committed, captured audience.

Monetization / Promotion:

A job well done brings satisfaction that is priceless. A pat on the back feels great!
Money however makes the world go round. Think about it now.

Merchandise: Physical, Digital and On Demand products, goods and services

Affiliate Links: What products can you recommend in conjunction with this content?

Advertisers: Who would benefit from this content?