



**Course 3F:
Content Development**

Content Development

Everything Authors

INTRODUCTION

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What to Expect

Recap: Content Strategy

Recipe for Success

Implementing the recipe

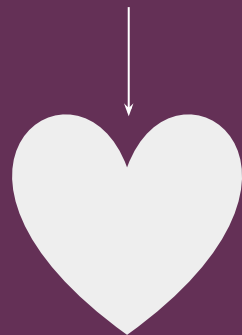
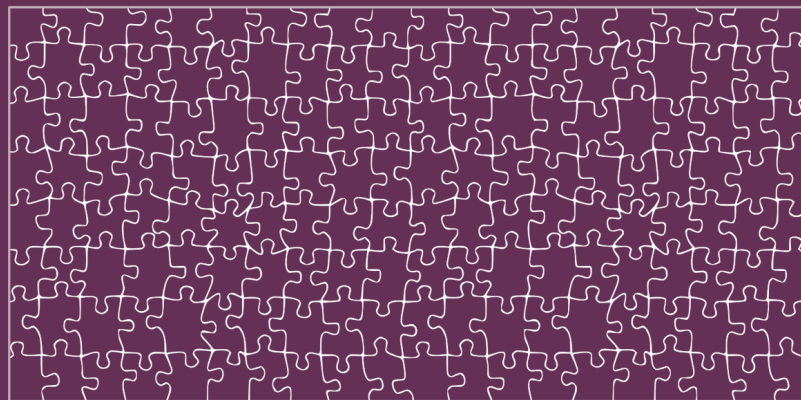
- Target audience
- Branding
- Platforms
- Your Words
- Your Visuals
- Your Audio

Tips + Tricks

Content Strategy

Clear, integrated communication that...

- connects
- engages
- influences
- results in action
- results in sales



DO THIS

OUTCOMES

Thoughtful
Memorable
Impactful
Results-oriented



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Getting Started **Recipe for Success**

Getting Started

It all begins with a
blank slate.

Elements

Text

Links

Graphics

Photography



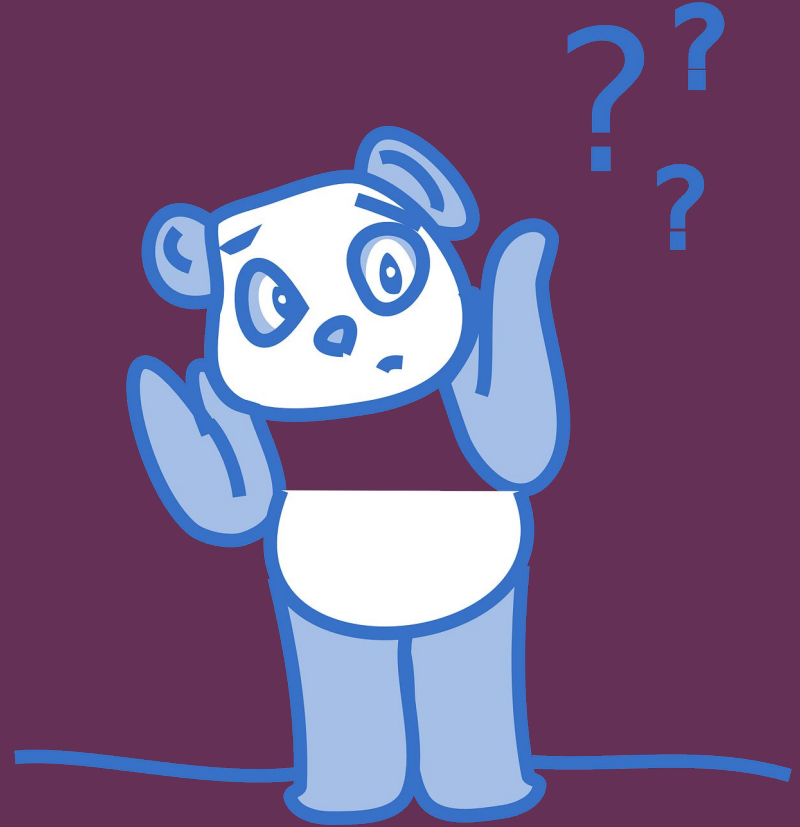
Effective Content: Ingredients



MOST IMPORTANT RULES

Be **Clear**.

Be **Concise**.



Ask yourself the following...

What are the essential details?

What is the purpose of this content?

What do I want my audience to do next?

What do I want my audience to ultimately do?



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Who are they?

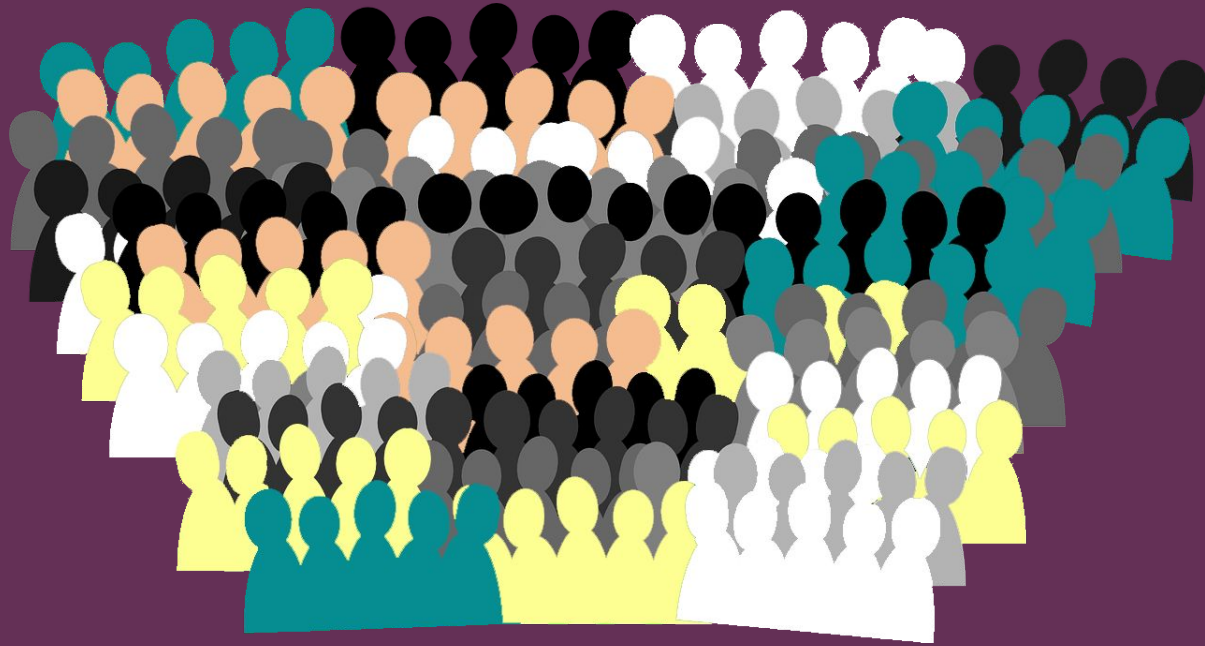
Target Audience

Target Audience

Your target audience is complex.

Defining your audience provides insight on the type of text, visuals, and audio you use.

Target Market vs. Target Audience



Target Market
The Whole

vs

Target Audience
Specific Segment

Target Audience

PRIMARY QUESTION:

WHAT PROBLEM DOES YOUR
PRODUCT/SERVICE **SOLVE**?
HOW?

Target Audience

Demographics. race, age, gender, sexual orientation, ability, religion, location (neighborhood, city, state, zip, country), language,

Commuting. walk, car, ride sharing, public transit

Household size. one person

Marital status. Single, married, separated, divorced, happily single, unhappily

Type of home. apartment vs. 5 bedroom

Target Audience

Household status. Head of household/decision maker

Financials. Household income

Media. Type of music, podcasts, read vs. listen

Social issues. Environment, independent creators,

Purchase intent. Newbie, considering, researching, ready to purchase

What were they doing before they saw the content? (clicked an ad, driving)

This is not an exhaustive list.

The more questions you ask and the more you dig, the more you will find out.

Examples include: **Fears, stressors, free time, mood, coffee drinker, etc.**

Homework

Research your target audience

Document your target market's characteristics

Capture how you will apply what you have learned to your advertising



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Who are you?
Branding

Branding = Personality

Recognition

When I see your logo,
images, or colors, or
hear your sound...

I know it's you.

Expectations

When I see your logo,
images, or colors, or
hear your sound...

I know what to expect.

Branding Includes

colors

photography
style

type of
graphics



fonts

logo

Branding Includes

Voice (formal, relational, quirky)

Tone (Serious, playful)

Audio choice (elevator, hip hop, religious)

Editing (transitions, intros)

Dialect/Accent (northern, southern)

Branding: Psychology





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Where are you?
Platforms

Content: Mediums

Traditional Media

- Television commercials
- Pre-movie commercials
- Radio

Print

- Signs + flyers
- Billboards
- Newspaper ads
- Magazine ads
- Articles
- Direct mail pieces

Websites

- Websites
- Social media
- Social media ads
- Landing pages
- Podcasts
- Billboards
- YouTube
- Blogs
- Text messages
- Apps
- Display Ads
- Online publications

Social Media

- Facebook
- Instagram
- TikTok

Video/Audio

- YouTube
- Vimeo
- Podcasts

Other Digital

- Email
- Text messages

Why this matters?

Expectations.

People have **different expectations** depending on the platform.

Behavior.

Social Media: Scroll, like, engage (interactive)

Websites: Click, read (interactive)

Television: Watch (passive)

Radio: Listen (passive)

In-store: Interactive or passive

Content Format & Specifications.

Audio, video, text (or combination)

Length (seconds, number of words/characters)

Dimensions

Print quality



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What to include
Your Words

Your Words: The Truth

People **DO NOT READ**
unless you give them a
COMPELLING REASON
TO KEEP READING.

Your Words: Imperatives

Captures attention

Provide important **details**

Direct your audience

Consider the journey

Edit down

Your Words: Make it Memorable

Tell a **story**

Relevant language and message

Trigger an **emotional response**

Place your audience into the text

Use a **statistic**

Your Words: Tricks

Start with your key point

Use **formatting** to your advantage (*bullet points, italics, colors, varying font sizes, headings, subheadings bolding*)

Group messages

Put **links earlier** in the text

Keep the language **simple**

Allow text to **breathe**

Let your graphics tell the story

Don't forget: The Basics

Spelling
Grammar
Readability





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What to include **Your Visuals**

Graphics: Convey Value



Graphics: Tell the Story



Graphics: Various Styles



Graphics: Various Styles

With/without people

Closeup

Candid

Staged

Stock

Owned

Fun fact

Graphics with people's are more effective

Fonts Matter

Be thoughtful of the font and size

Custom fonts are an option

Pair fonts appropriately

Use easy-to-read fonts

Plus This for Video...

Video and animations unleash another group of considerations:

Length

Crispness

Editing

Transitions

Sound quality

Lighting



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What to include **Your Audio**

Set + Support the Tone

Audio is a great way to set or support the tone.

Music

Sound effects

Voice

Mixing

Clarity

Distractions + Disruptors

Background noise

Music overpowers voiceover

Speech clarity

Improper grammar

Mixing

Clarity



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Create **Tips & Tricks**

Ideas

Content is around you everyday.

Capture your life.

Give people product in exchange for a photo/video.

Ask people for feedback; turn this into an image or video.

Write your own quote.

Pull from your own challenges.

Do a photoshoot in your product.

Ideas

- Talk about why you developed your product.
- Use relevant statistics.
- Read an excerpt of your book.
- Produce your own commercial and publish it on social media.
- Share relevant articles (include you own insights).
- Sit down and have a brainstorming session
- Read articles
- Watch videos
- Promote other businesses
- Look at what others are doing - mimic (don't copy) what feels right for your product, service, or brand.

DIY: Investments

Lighting

Microphone

Tripod

Video editing software

Graphic design course

Photo editing course

Social media templates

Logo



The fine print **Legal**

Copyright Law

You must have express permission to use any logos, graphics, photography, text, music, fonts, or audio files that you did not originally produce for commercial use.

Copyright FAQs

Commercial Use = Business

Personal Use = For yourself

What if I purchased it? Even if you purchased it, you may only be able to use it for personal use.

Do I have to give credit to the creator/website? There are times when the creative assets are provided at no cost, but an “attribution” is required. This means that you must list the creator. You may also need to provide a link to the destination.

How do I know what permissions I have? Always read the fine print.



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Secrets **RESOURCES**

Tools & Resources

Free Design & Video Tools. bit.ly/rpdesignresources

Link shortener. bitly.com

Spelling and grammar. grammarly.com

Persuasive words. www.thepersuasionrevolution.com/380-high-emotion-persuasive-words

Find the right word. thesaurus.com

Hashtag generator. www.hashtag.expert (iPhone only)

Social Media Dimensions. <https://sproutsocial.com/insights/social-media-image-sizes-guide/>

Content Ideas. answerthepublic.com, conversations in FB groups, TubeBuddy

Call-to-Action Cheat Sheet

Clicks

Find out more

Learn more

Discover more

View

Buy

Shop

Apply

Engagement

Share

Tell a friend

Share your story

Comment below

Reply

Let me know

Raise your hand

Contact

Contact us

Email

Call



MEASURING SUCCESS

10/06 - 8PM EST / 7 PM CST

Likes and views don't pay the bills. Dollars and cents do. In this course, participants will learn how to set the right goals, what numbers to track, what each of those numbers means, and how to use these numbers to influence your strategy.

Cost:

\$15

REGISTER

MAKE THEM LOVE YOU Classes

Make people fall in love with you
and sing your praises.

(2 Classes)



HOW TO GET PAST THE FEAR

10/13 - 8PM EST / 7 PM CST

Putting yourself out there is hard. The potential of criticism and feeling like an imposter is enough to keep you from moving forward. In this course, you will learn why it's important to let people know that you've arrived. You will also learn tactics that will push you to the next level.

Cost:

\$15

REGISTER



THE ART OF INFLUENCE

10/20 - 8PM EST / 7 PM CST

A core marketing secret is "influence." In this course, you will learn how to ensure your book is one that your audience recognizes, relate to, and trust. More importantly, you will learn how to sell without saying, "buy now."

Cost:

\$15

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Gaining Success

everythingauthors.com/live-classes

CONNECT

Website

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reginapatterson.com

Email

regina@rrpmarketing.com

Social

IG: [@reginarpatterson](#) | [@rrp_marketing](#)

Facebook Group: Melanin & Marketing

Twitter: [@ginapspeaks](#)

TikTok: [@ginapspeaks](#)

LinkedIn: [linkedin.com/in/reginarpatterson](https://www.linkedin.com/in/reginarpatterson)

