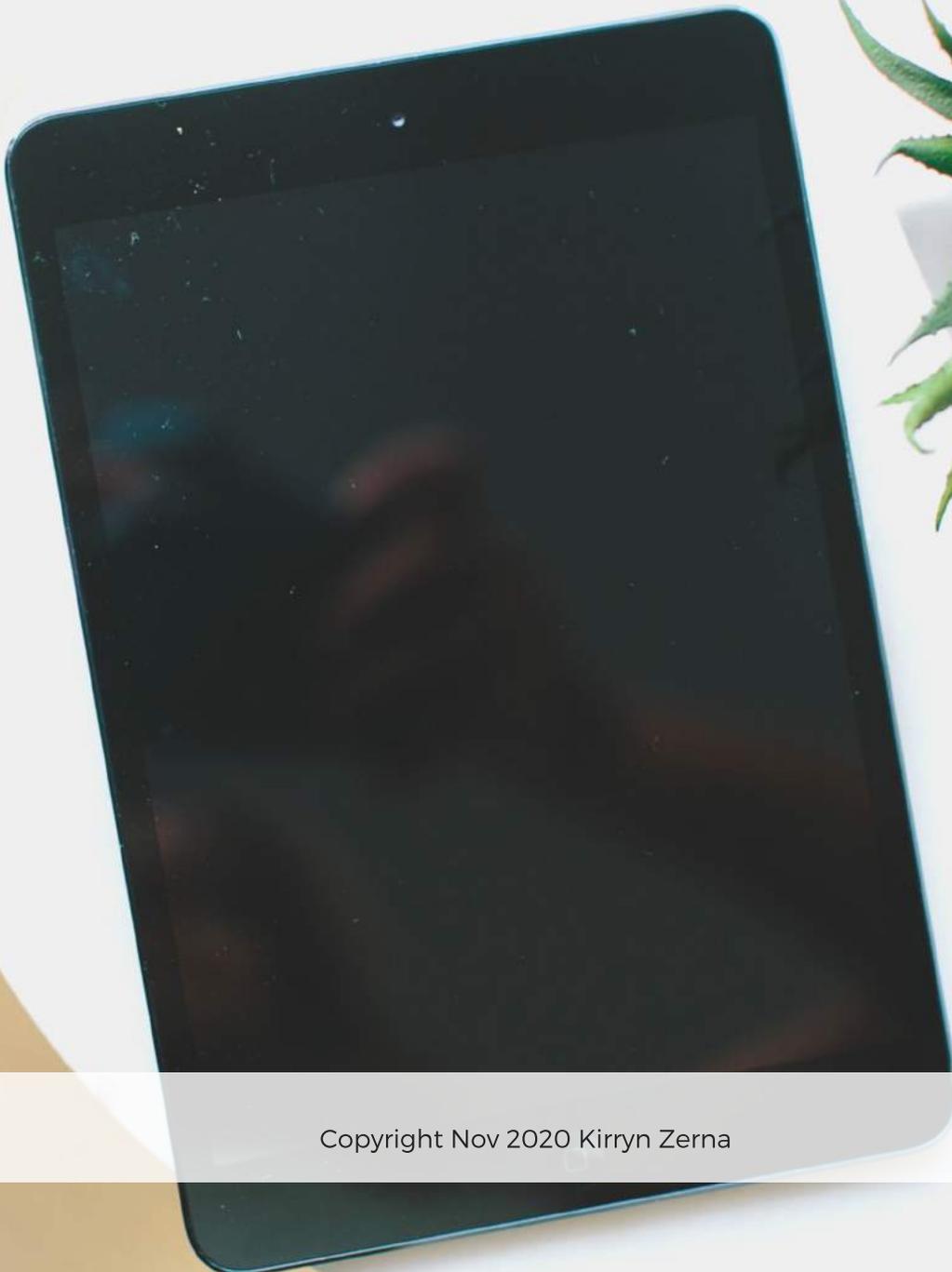


DIGITAL CONTENT IDEAS for 2021



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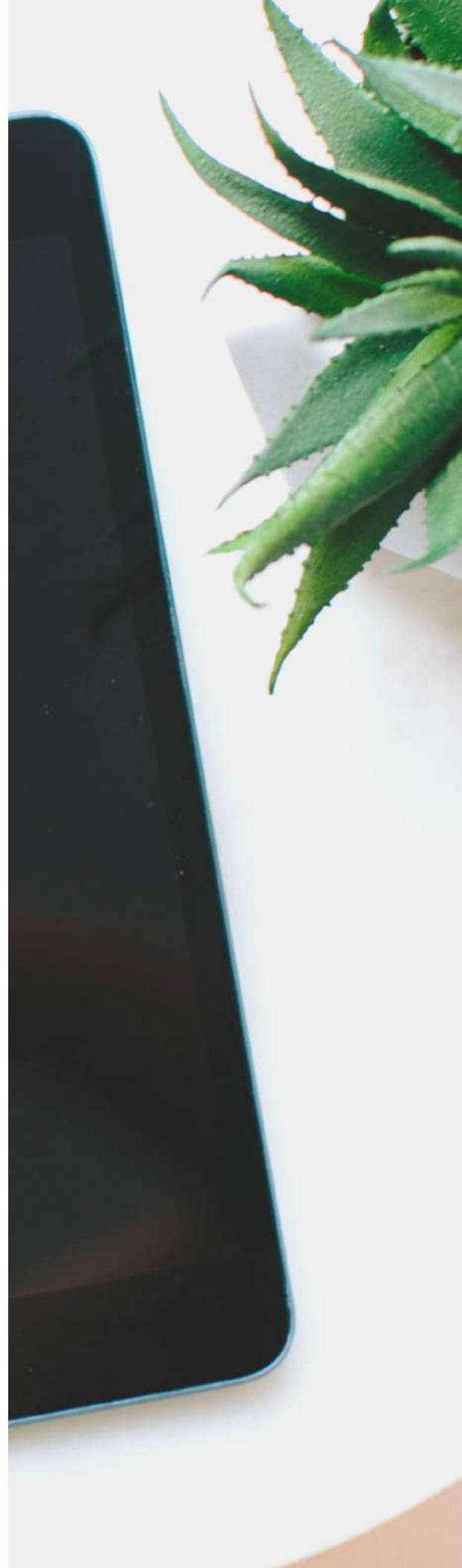
BY KIRRYN ZERNA
SPEAKER, MENTOR, AUTHOR

Where will you focus your digital marketing efforts to reap the greatest return for your brand in 2021?

On the back of an incredibly unpredictable 2020, here are few tips to help you start preparing for next year. As business has shifted online, how do you stand out now and beyond COVID? What simple strategies can you and your clients implement so you can stand out online in uncertain times?

Creating compelling digital content is one powerful strategy for you to get known as the authority on your area of expertise and experience so that you stand out, without selling out in your industry and beyond.

Read on for Digital Content Ideas that will help you get known and grow your business in 2021.





- Video is highly favoured by social media algorithms,
- Conversion and engagement rate soars over other digital media.
- It is an engagement tool that you cannot ignore.

YOU'RE THE STAR (AND THE PRODUCER)

Tell the story of your business. Become the TV host or "guide" for your ideal client and then your content will lead them towards relationship, sales and brand building.

A combination of formal video and informal works. Too polished, people drop off. Too sloppy, you're not taken seriously (think wobbly selfie stick vision)

Document the process of learning, show behind-the-scenes, introduce the team, show your product in action. TIP: Use an app like Magisto, Filmora Go or Animoto to make awesome videos on your phone.

7. Video

"The single most important strategy in content marketing today is video."

- Gary Vaynerchuk

Who is using Video like a Pro?



LEGO, a brand synonymous with play reaches over 50 million consumers each month using its social media channels. Senior global director at LEGO Group, Lars Silberbauer said the key channel for LEGO is YouTube, where it reaches more than 30 million unique users monthly, with over 5 million subscribers. Silberbauer highlights LEGO's designer videos as a key example of its success on this channel. The designer video for its Star Wars Millennium Falcon model gathered more than 250,000 views, while another for its Downtown Diner model clocked more than half a million. "The LEGO designers are the rock stars of the company, and for us it was important to show how they work and the thought that goes into the creation of a LEGO set," he says. [From CMO magazine]



2. Stories

"Rather than serving as a yet-another-distraction, ephemeral content invite focus."

- Danah Boyd,
Researcher and author

- Ephemeral Content (AKA Stories) are photos and video posts that last for 24 hours. Think Insta Stories, FB Stories and Snapchat. Here today, gone tomorrow.
- With 500M active daily users of stories, brands that nail the tell-and-sell mode of stories are winning over a devoted tribe and selling through the narrative of life.

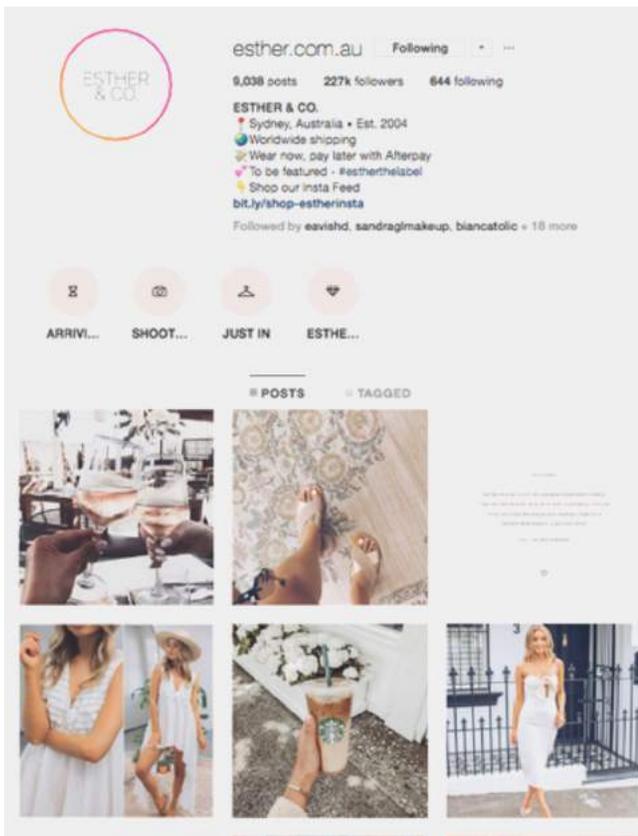
STORIES LIKE A BOSS ON INSTAGRAM

Keep your Instagram profile like the wall of an art gallery. It's well planned and placed for colour, message and aesthetics. Then let your Stories feature the behind-the-scenes, narrative and life of your account.

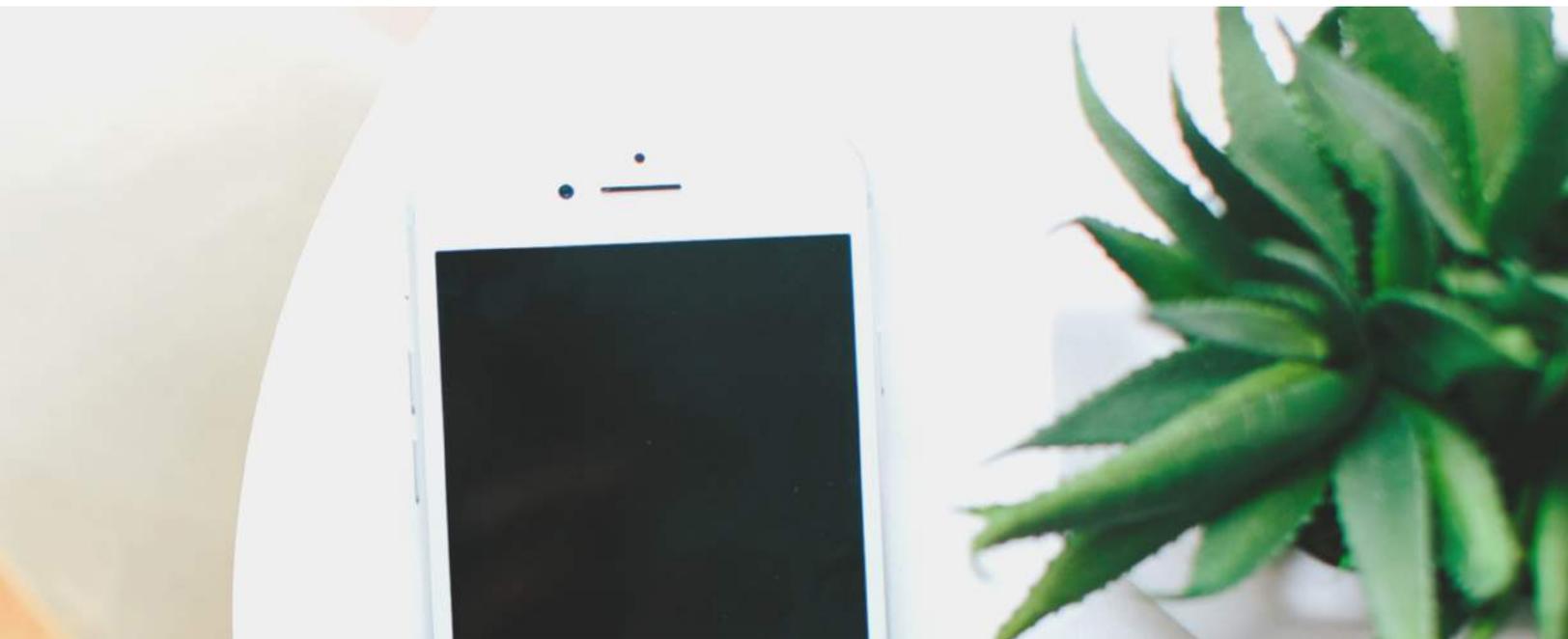
Put your TV Producer hat on and think what makes for engaging viewing? Try a "day-in-the-life-of" style of narration of your day including the work you do, the people you meet, your philosophy and approach with a glimpse into the people behind your brand.

You can speak direct via video, take photos and use emojis and colourful text. Or try taking a screen shot of your blogs, social posts or podcasts to draw attention to the work you're doing. Users can reply and comment with Direct Messages, don't forget to check your Inbox.

Who is using Stories like a Pro?



Esther & Co are an Australian online fashion brand connecting with over half a million women from a global audience. From a beginning in bricks and mortar retail, Founder and CEO Talita Estelle used social media, with no advertising, to build her global business. Today her marketing team seamlessly appeals with aspirational images and beautiful photography of her products to "sell through the narrative of life" on Instagram, Facebook and Pinterest. The Instagram wall is beautifully crafted in colour blocks and visually aesthetic layout, while the Instagram Stories feature the products in more detail, a sneak peek into behind the scenes of their team and production, and features their current promotions or giveaways. This real time connection with their loyal tribe, collaborations with other brands, and joint promotions has been key to their exponential success



3. Engagement

"You cannot buy engagement. You have to build engagement."

-Tara-Nicholle Nelson, CEO of Transformational Customer Insights

- The Stand Out Leaders and Brands all have a strategy of two-way engagement. With organic, unpaid reach at an all time low, this is the unspoken strategy that feeds the crowds, stokes the algorithms and swells their numbers.
- Leaders and brands on all platforms (not just Facebook) should be mindful not only of creating great content, but also how each piece invites people to interact with it.

COMPELLING CONTENT THAT CONNECTS

The first step is to always consider, "What is the engagement hook for this piece of content? Could you ask a Question? Questions get people talking, things like "What are your favourite travel tips?" "What do you always wish you could ask...?" "What baffles you about xxx"

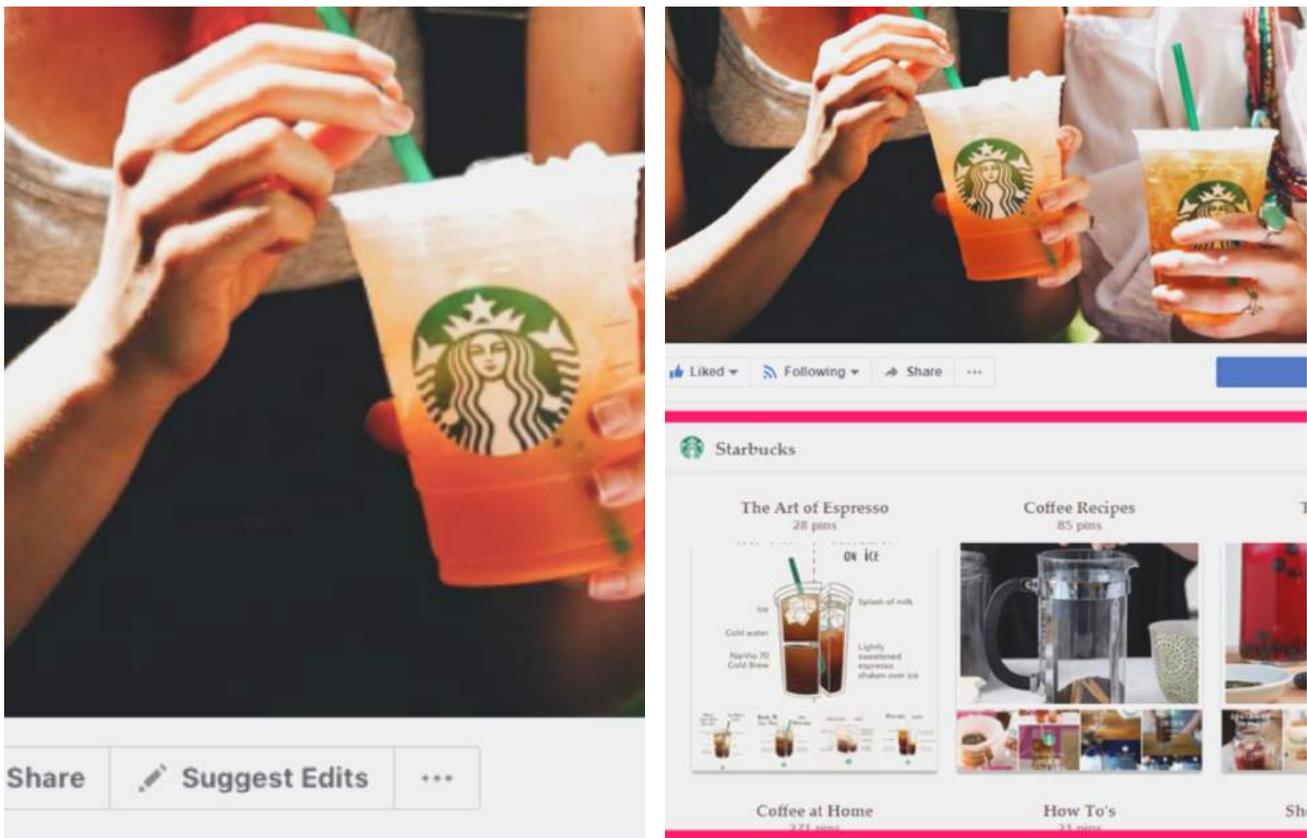
Share about the people behind your brand. A photo, behind-the-scenes of the team, a photo of you. Social media is social and photos of people are more likely to create Likes and comments.

Strive to create interactive and detailed content. Can you share videos, tutorials, recipes, quizzes, infographics, how-to's? Content that keeps people on your page interacting with your content.

SEEK OUT AND YOU SHALL GROW

- Choose to follow, connect and chat with 10 brands who are influencers in your space. This can lift your overall visibility and give you a chance to connect with people who connect with them, too.

Who is doing Engagement like a Pro?



When you visit the Starbucks Facebook page, it is like an extension of their coffee house. You're there sipping your warm white chocolate frappucino while listening to soft jazz against the hues of earthy woody tones. The consistency of look, language and environment is on point. Yet what really engages is their pursuit of responding to every comment made on the page, providing location services for people looking for stores and their interactive and detailed content of recipes, "how-tos" and competitions. Thirty seven million people who like the page, can't be wrong. This brand has engagement whipped up like a cappuccino with extra cream.



4. Become the Author

"The sharing of what you know makes you an expert, not the other way around."

- Susie Moore

- To become an authority on a topic, one must first become an author. Brands that will stand out in 2019 and get known as an authority in their industry and beyond, will do this.
- Today, 70% of people would rather learn about a brand through an article than an advert (DemandMetric).

GET KNOWN AS AN EXPERT IN YOUR INDUSTRY & BEYOND

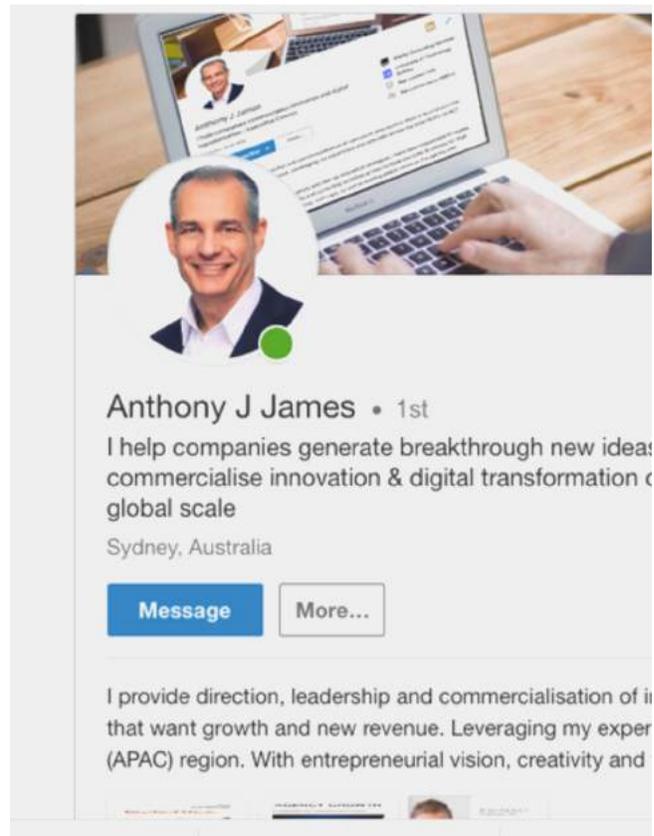
Authoring content can look like videos, written articles including LinkedIn Articles, e-books, webisodes, podcasts, guest posts on other sites and news channels etc. 59% of Marketers still consider a blog (a dedicated broadcast channel) as the most valuable channel.

Once you've authored content, then share it. Guest posting on key news sites or popular sites, is an excellent strategy to build your case for credibility. TIP: Create a plan for the year ahead based on the "problems" of your target market. What keeps them up at night? Plan out a series of content that will serve their needs and position you as the solution.

BECOME THE AUTHOR-ITY ON LINKEDIN

- LinkedIn is a wonderland for entrepreneurs and intranpreneurs who are looking to become an authority in an industry, and beyond.
- How? Daily visibility with content you create and share. A mix of text, photos and video that is uploaded directed to the LinkedIn platform.
- LinkedIn Articles help to build your authority, through authoring articles that demonstrate your expertise and add value to your community and clients..

Who is Authoring Content like a Pro?



Anthony J James isn't a celebrity. And yet he has over 1.5 million followers on LinkedIn and is known as the 2018 & 2019 Power Profile, TopVoices in Australia and the LinkedIn Asia Pacific Influencer. How has he done it? He has made himself a steadfast author on LinkedIn creating and curating focused and interesting content over 25 times a day and being strategic in his connections (he acknowledges and comments to every new follower and contact). He will be the first to tell you that it doesn't happen overnight, but is the result of years of focus and commitment to authoring compelling content that connects and serves his audience.

ABOUT KIRRYN ZERNA

WWW.KIRRYNZERNA.COM

KIRRYN ZERNA is a captivating and creative keynote speaker whose presentations immediately translate into action. Widely recognised as an expert in brand communication strategy and social trends, Kirryn's passion is to help individuals and teams to stand out in the age of online influence.

Having spent almost two decades working with corporate and public sector clients large and small (including over 2,000 small businesses and entrepreneurs around NSW through state and federal funded programs), Kirryn's passion is to help clients get the attention they deserve and the cut-through they desire.

Kirryn holds a Bachelor of Management, a Masters of Management and is a Graduate of the Australian Institute of Company Directors. In 2017 she was awarded the Kerrie Nairn Scholarship by Professional Speakers Australia and is a regular contributor to Smart Company, Internet Retailing and Westpac's Ruby Connection.

If you're looking to take your brand to the next step to stand out in 2021, then she would love to work with you. Find her on www.kirrynzerna.com.

