



# Better, not more!

*Practical Content Marketing practice for Entrepreneurs  
who don't want to die over chasing shiny objects*

1. Pieces of content to create
2. Execute storytelling with content
3. Communicate with content

“

*Consumers are engaging with only one to five pieces of branded content per month ... but many organizations are producing 16 or more pieces monthly.*

*What's an association to do?*

- PAN Communications

# 1 How should entrepreneurs decide on how many pieces of content to create?



**It's not about how many - it's about where**

To start: Creating the right content for the right platform(s) to be distributed across the content marketing funnel.

Simply put, you need at least 3 different sets of content:

- i) for those who are just getting to know you;
- ii) those who are interested in learning more about what you offer;
- iii) and those who are deciding if they want to buy from you?

## Content Marketing Funnel Stages



### Joyce's tip - Back engineer it!

- Stage to stage %
- # of action vs # of engagement  
vs # of reach
- Ended up with more content to produced than you can handle?  
Elevate the quality of your content!

“

*The more we send, the more we create, the less individual things people can consume... It's sort of like the Marie Kondo approach to content. So when there's too much, you can't even absorb what's there. You can't take it in. You can't remember it, and certainly you can't use it.*

- Hilary Marsh, founder of Content Company

# 2

## How should an entrepreneur execute their storytelling?



**It's not about telling people everything in one go - it's about providing them a journey that they can explore**

To start: Find your hooks!

Simply put:

- i) raise awareness with teasers;
- ii) CTA to longer formats that gives value;
- iii) you become top-of-mind so they search for you



## Joyce's tip - Create your "rock" content

- Build it with both technical research and authentic insights
- Break it into snippets
- Adapt!

“

44% of GenZer purposefully like, comment on, or share content to "train the algorithms" to give them the content that they're after.

- Social Media Today

# 3

## How should an entrepreneur communicate with their audiences with content?



**It's not about creating content with your intent - it's about winning them over so they build intent**

To start: Create content for people, not just potential buyers

Simply put:

- i) stop assuming your followers on your business page read your content;
- ii) cater to different intent based on platform behaviours - (entertainment, informational, transactional);
- iii) your goal is to be remembered, not to sell



## Joyce's tip - Don't let formats dictate your content

- It's not about being super creative or reinventing the wheel
- It's really about transparency, authenticity, and consistency



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