



The Loop Head Peninsula
Digital Academy



Zucca Films



WEEK 3

Your Content Marketing Plan

This project receives
financial support from:



Rialtas na
hÉireann
Government
of Ireland

Tionscadal Eireann
Project Ireland
2014-2020
2040





CHAT

*Today we are creating a 12-month content plan!
Do you like, love, loathe talking about your
business / organisation?*

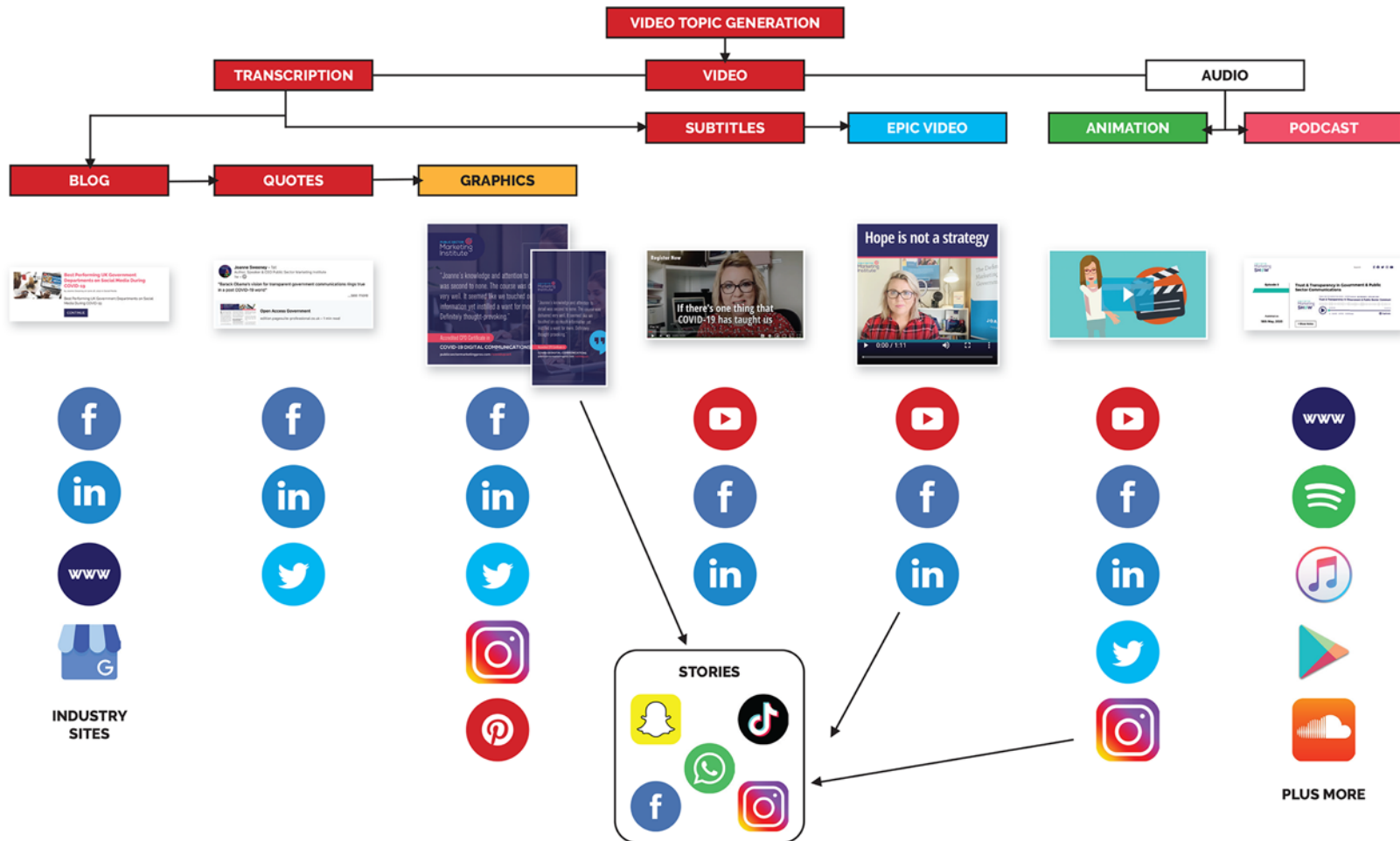
Content Marketing Plan

- ☐ Download your content calendar template from the Learning Hub
- ☐ Make a list today of all the steps that are relevant to your business/organisation/job
- ☐ Decide which parts of the re-purposing method you will focus on

Let's create content!

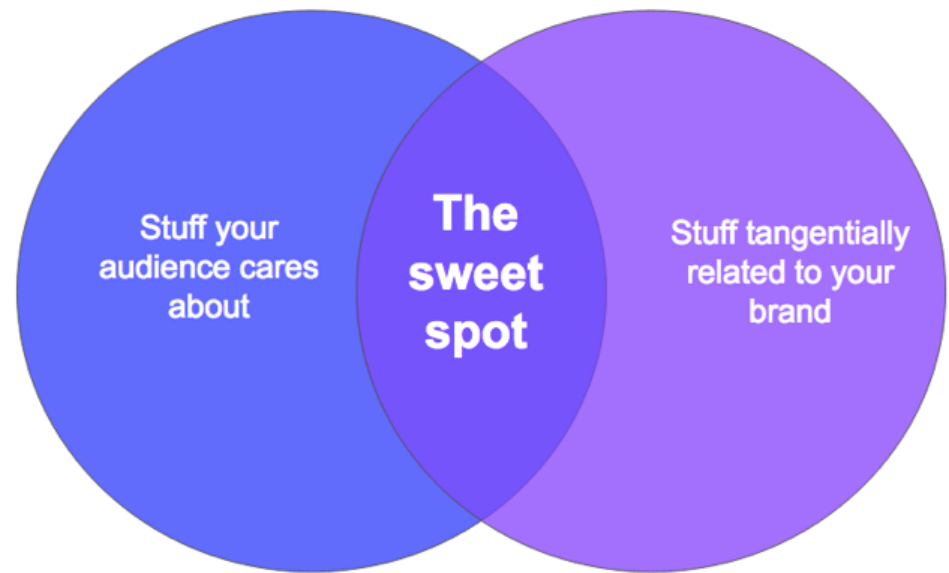
DIGITAL CONTENT REPURPOSING

30 Minutes of Video = 300+ Digital Touchpoints



Step 1 – Core Message

What is your
core message
for **your ideal**
customer?



Step 2 – Keyword Research Tool

Ubersuggest

Want more traffic? Ubersuggest shows you how to win the game of SEO.
Just type in a domain or a keyword to get started.

social media strategy



English / United States



SEARCH

Step 3 – Transcribe for a Blog Post



Step 3 – Headline Analyser Tool

The #1 Free Headline Analyzer

Write Headlines That Drive Traffic, Shares, And Search Results

How to create video that gets great engagement

Analyze Now

VERSION HISTORY

75

How to create video that gets great engagement



Access more headline-boosting features in the NEW Headline Studio. [Learn More](#)



how to create video that gets great engagement

Step 3 – Blog Platforms

Website, LinkedIn, google My Business, Medium

Joanne Sweeney posted this

...



How To Manage Digital Crisis Communications During COVID-19

Joanne Sweeney on LinkedIn

April 6, 2020

30 · 6 Comments

35 views

Writing your story



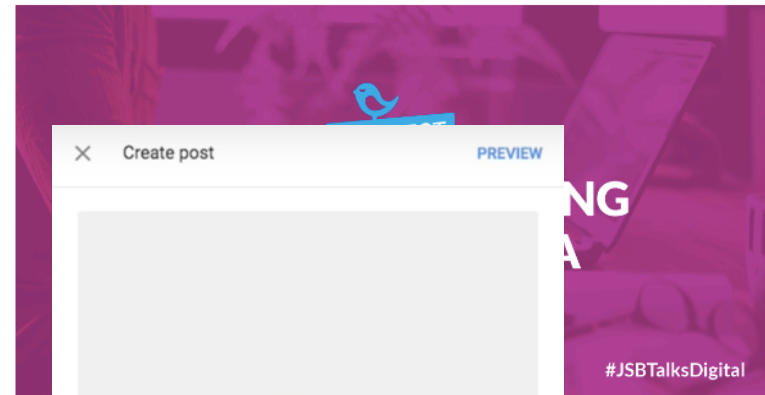
September

2

By Joanne Sweeney
Digital Marketing, Social
Media

Leave a comment

100 Of The Best Digital Marketing and Social Media Tools



A co

ols.

Write your post

100 - 300 words

Make this post an event

Add a button

Step 4 – Video Subtitles

Native – Facebook, LinkedIn, YouTube



Srt File– Rev



Software – Splasheo, Headliner, Wavve

Step 5 - Soundbite Quotes

- Text-based quotes
- Short and snappy
- Informative
- Engaging
- Shareable

BLOG: 100+ Of The Best #DigitalMarketing and #SocialMedia Tools

CLICK TO TWEET 

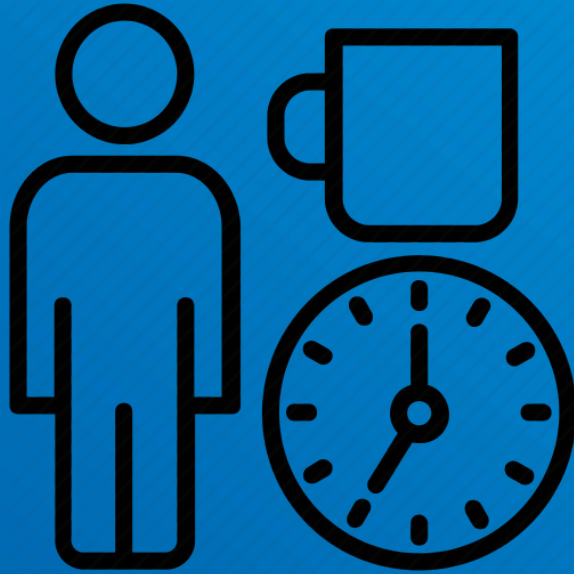
Step 5 - Soundbite Quote Tool

- Click to Tweet
- Wordpress Plugin
- Pre-written Tweets
- Brings website traffic

BLOG: 100+ Of The Best #DigitalMarketing and #SocialMedia Tools

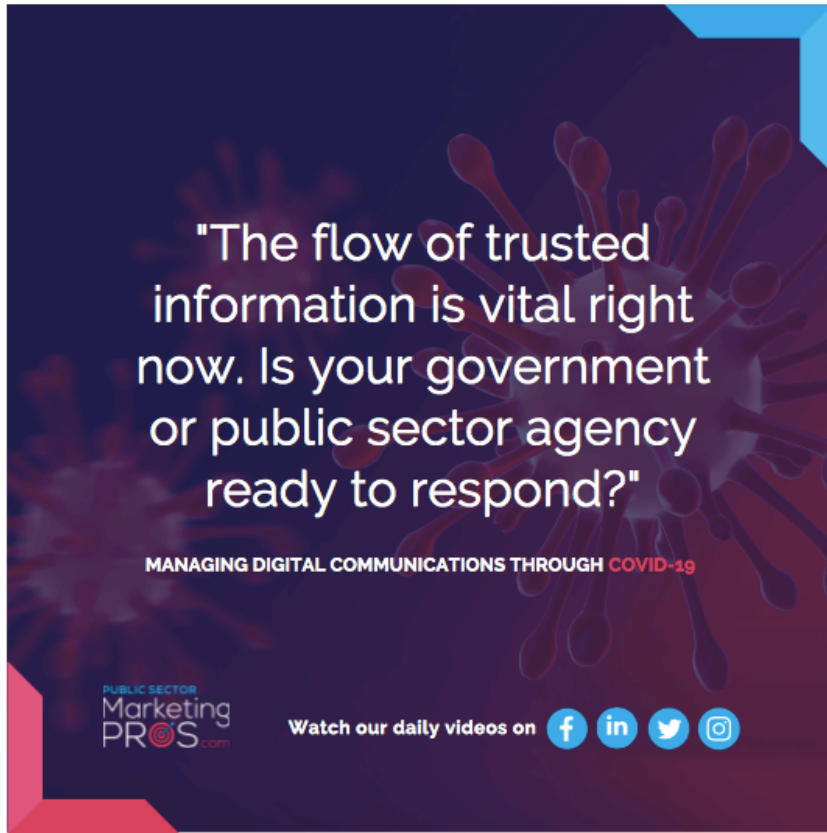
CLICK TO TWEET 

Example: <https://digitaltraininginstitute.ie/best-digital-marketing-social-media-tools/>



TIME OUT

Step 6 – Quote Graphics



PSMP Covid19 Instagram

Instagram Post 1080 px × 1080 px




By Djameela

On Mar 18, 2020

Edit

Make a copy

Share a link to **edit**  [Copy link](#)

Step 6 – Canva Branded Templates



PSMP Feb Blog #2



PSMP Feb Blog #1



Step 7 – Upload native video

Channel	Considerations
Facebook	<ul style="list-style-type: none">• Landscape• Add captions• Schedule• Premiere• Post• Hashtag• Call to Action• Facebook Watch Series
Instagram	<ul style="list-style-type: none">• Landscape• IGTV• Auto Generate Captions• Video Title• Description• IGTV Series• Hashtags
YouTube	<ul style="list-style-type: none">• Landscape• Title• Description• Tags• Thumbnail• Captions• Hashtags• Link in Description

Step 8 - Epic Video

- 30-60 seconds
- Lesson / big takeaway / key message
- Captions
- Branded borders
- Engaging

Step 8 - Epic Video Tool



How Governments Can Be Social Media Influencers



Step 9 – Animation

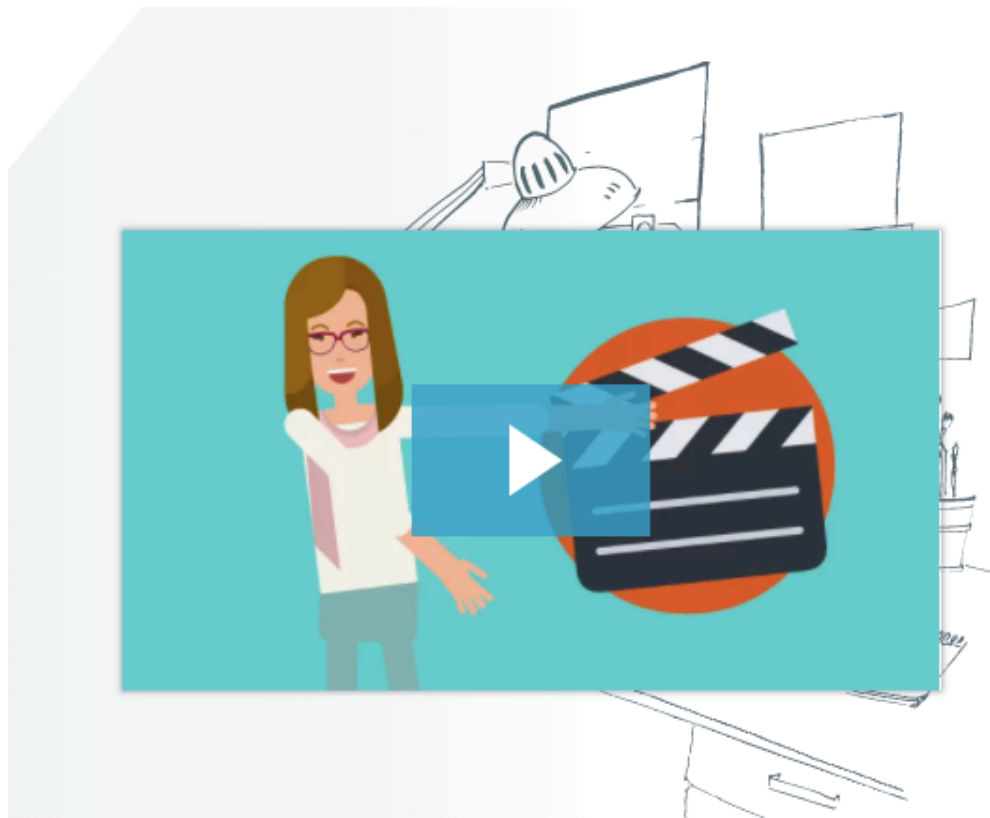
- Grab attention
- Engaging
- Scenes and characters for storytelling
- Your voice as voice-over
- Fun



TIME OUT

Step 9 – Animation

VYOND



Step 10 – Podcast

- Export audio from Video
- Set up a podcast channel
- Syndicate on all podcast platforms

Step 10 – Podcast Tool

- Scheduling
- Publishing
- Syndicating
- Podcast optimization
- Marketing
- Analytics





Let's decide what you want to
take from the repurposing
method!



Resource

Your Content Calendar
Template



CHAT

What's your 1 big takeaway from today's session?



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THANK YOU!

See you on the next session...

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Project Ireland
2014-2020



Ireland's European Structural and
Investment Funds Programmes
2014-2020
Co-funded by the Irish Government
and the European Union