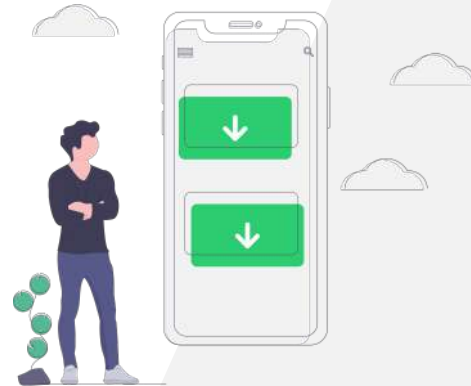


What content should I post?



The Content Matrix

Beat the frustration of not knowing what content to share and start posting in no time.



Hey there!

Every week I talk with entrepreneurs. We talk about what's working and what isn't. We talk about the struggles, the pains, the failures and the successes.

While we all have ideas to share which can really help others, somehow we seem to get stuck when we get to share them publicly.

Sharing content is a central part of any modern business. This helps you start your relationship with your audience. But many are confused about what to say. This ebook will help you come up with content items to think about, reduce the stress and engage your audience.

Happy posting! 🤖

Matt

What content should I share?

"I don't know what content to post!!" 🤔

This is one of the most frequent comments I hear.

This also stops many of us from sharing ideas.

Many times we're not able to just write about what we're thinking on the spot without too much planning. 🙌

So, if you want a bit more structure (or you're just stuck) here are 4 categories you need to be thinking about.

Your content needs to:

- 📖 Educate
- 🥁 Entertain
- 💡 Inspire
- ➡️ Convert

Choose one content type and share!

Posting content is not so difficult when we start thinking about these 4 types.



1. Content to Educate

We want to share what we know and help others solve their problems.



2. Content to Entertain

It's an opportunity to interact with our audience and connect to them on a human level.



3. Content to Inspire

Inspirational content is used as a form of persuasion and moves our audience towards a conversion.



4. Content to Convert

After taking care of your audience you would have earned the right to speak directly about what you offer.

Here's how it works...

Think about how you can re-word your ideas to fit one of the 4 types.

Instead of just posting on Instagram saying:

👉 "We've got some new equipment in the house"
(audience's reaction: "Why should I care??")

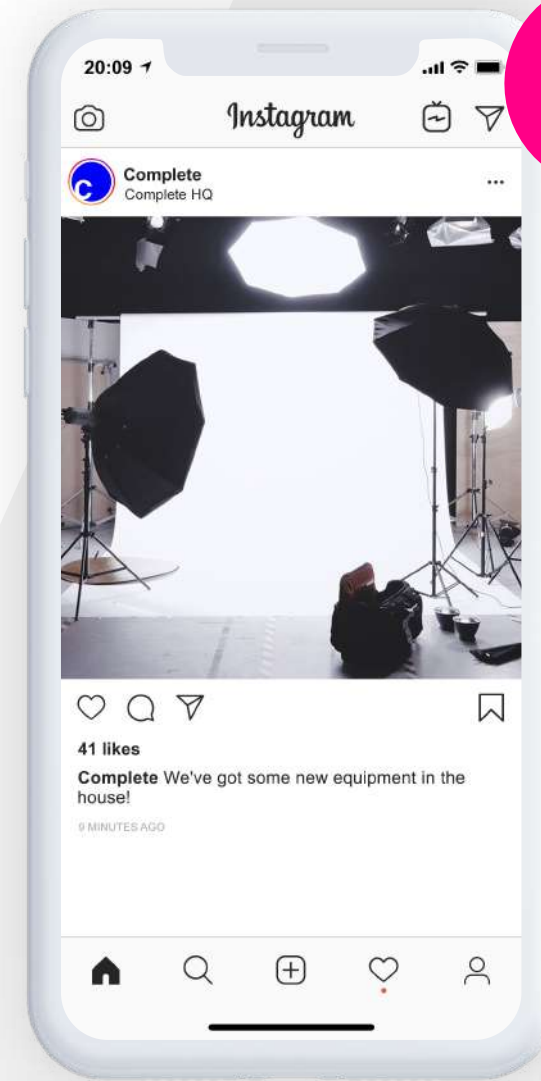
think about how you can turn that into one of the four content types:

📖 **Content to Educate:** "We just got this new softbox today. It's a great budget light from Interfit and here's what you can do with it"

🥁 **Content to Entertain:** (Play around with the light, film it and make some fun stuff with it... show us the process).

💡 **Content to Inspire:** "The [brand name] advert was shot using similar lights. These will be great to add to new scenes we shoot. Here's what a shot with them looks like".

📞 **Content to Convert:** "The equipment section is getting more full and ready to shoot your next campaign. Let's have a chat for your next project. Click the link in the bio to schedule a meeting... coffee on us!".



How can we improve this?



Let's get into each type



1. Content to **EDUCATE**

1. Content to Educate

Educational content allows you to reach people right at the top of the sales funnel particularly those who might not yet know that they need your help or product.

This content has a rational appeal and positions you as the expert in your area. Plus the added benefit that you'll also be seen as a person/business who they can trust. 🙌

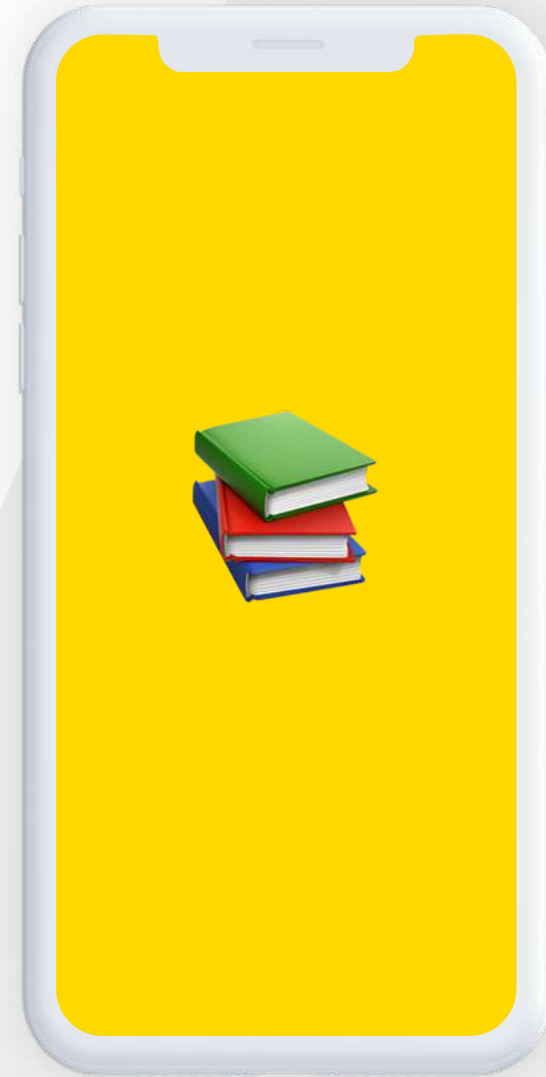
Educational content can be easily shared which helps your content to spread.

These are some kinds of Educational content which you should consider:

- 👉 Articles (duh!)
- 👉 Tutorials
- 👉 How-to guides
- 👉 Webinars
- 👉 Industry reports

🧠 **Think about:** What can you teach your audience? What are they interested in learning more about? How can you help them answer a question which is bothering them?

- 👉 List all of these items down





2. Content to **ENTERTAIN**

2. Content to Entertain

Why do we need content to Entertain if we want to make money? 🤔

Content which is Entertaining helps us reach people at the top of the funnel, who might not be ready to buy yet.

This keeps us present on their timelines and in their mailboxes while they get to know us more. It's an opportunity to interact with our audience and connect to them on a human level and move us from a "faceless brand" to "a group of people just like me". 👍

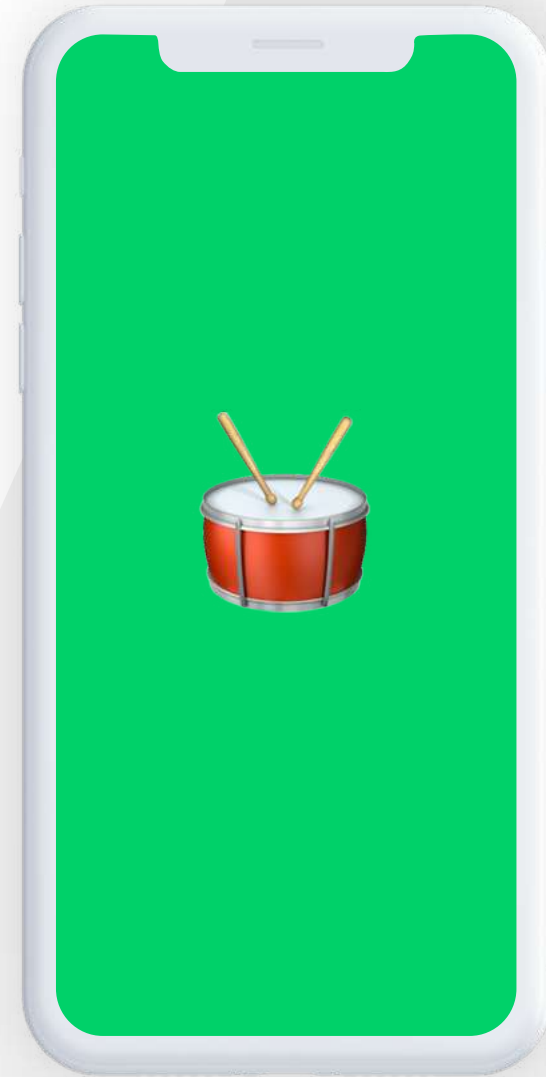
These are some kinds of Entertaining content to consider:

- 👉 Behind the scenes
- 👉 The team
- 👉 AMAs (ask-me-anything)
- 👉 Quizzes
- 👉 Competitions

Some of us find it more natural to produce this type of content... and it is really powerful to get known and liked by your audience.

🧠 **Think about:** What parts of your daily life can you start sharing?
How can you do quick face-to-camera videos?

👉 Don't overthink it, List all of these items down





3. Content to **INSPIRE**

3. Content to Inspire

Inspirational content is used as a form of persuasion.

This moves our audience a step closer towards a conversion... whatever conversion we're after: a sale, call back, email sign up, enquiry, demo.

A great way to find inspirational content is from your previous clients, case studies, transformation stories, testimonials, and challenges of ideal customers. Here we can show what other people have done along the way.

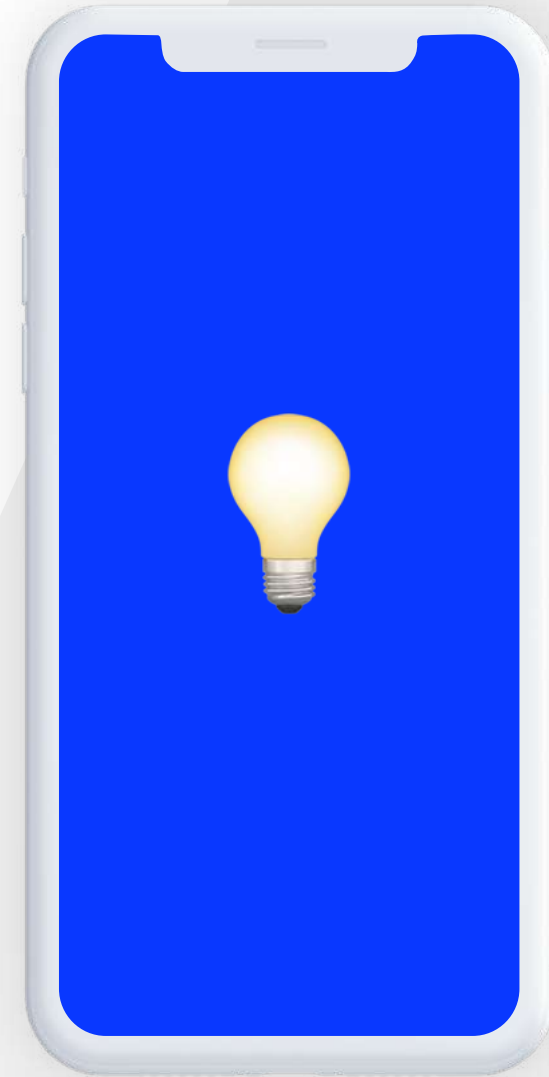
This content is great to grow a community of similar people by showing what others like us are doing and then saying how you can help to be part of that transformation.

Like Entertaining content, Inspirational content uses the emotional appeal. Try these:

- 👉 Reviews
- 👉 Endorsements
- 👉 Community discussions
- 👉 Case studies
- 👉 Transformation stories

🧠 **Think about:** What previous customers have we helped?
What problems are we solving? Can we collect testimonials?

- 👉 List all of these items down





4. Content to **CONVERT**

4. Content to Convert

Every now and then we need to post content which converts directly. ➡️📱

Don't use this too frequently, however, after taking care of your audience you would have earned the right to speak directly about what you offer. 🙌👉

This kind of content nudges people in the direction of some sort of action which we are after: a demo, joining a slack community, signing up to an email list, buying a product.

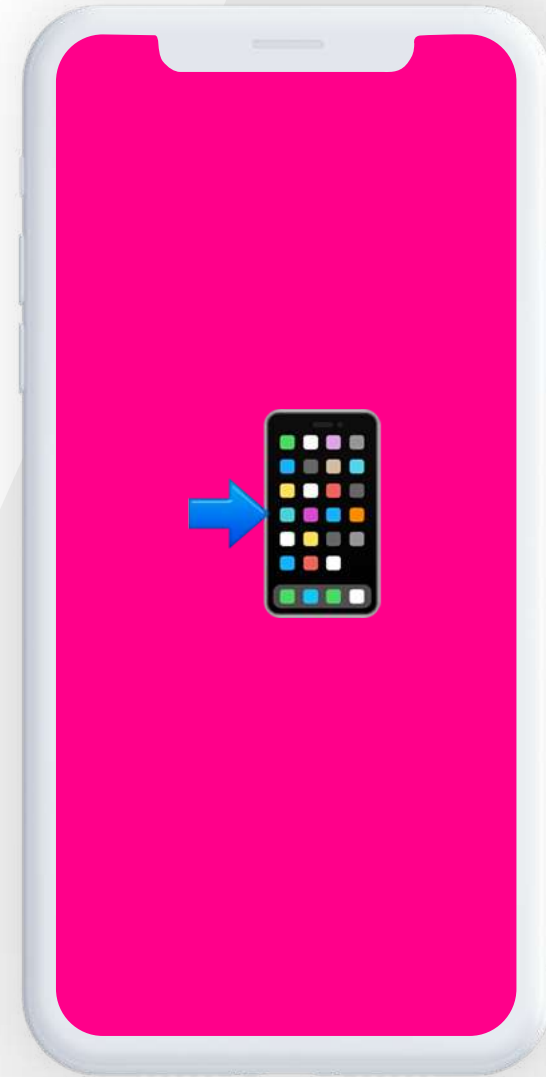
If done right, your audience will thank you for this and your business will grow 😊
Too much of it, and you will be ignored.

This is content direct to conversion:

- ➡️ Ask for the sale/Join email
- ➡️ Retargeting
- ➡️ Demos
- ➡️ Product pages
- ➡️ FAQs

🧠 **Think about:** Have I built enough trust in my audience to be able to ask for a sale? What can I offer? What would be the next logical step for them?

- ➡️ List all of these items down





It's now your turn 🤞🤞

Using this info

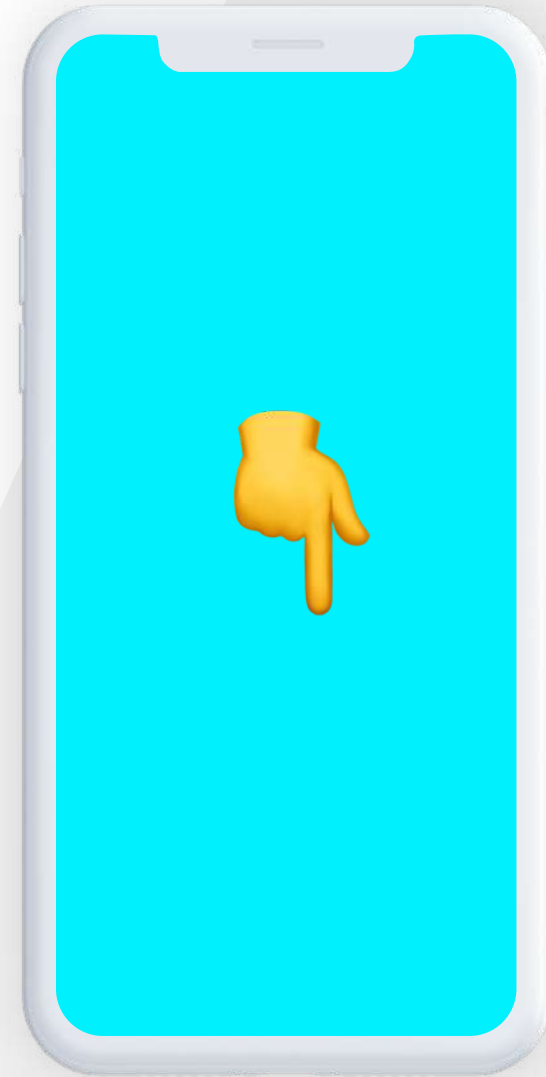
So there you have it!

You now have a clear way to come up with content and to repurpose the ideas you already have so that they work more.

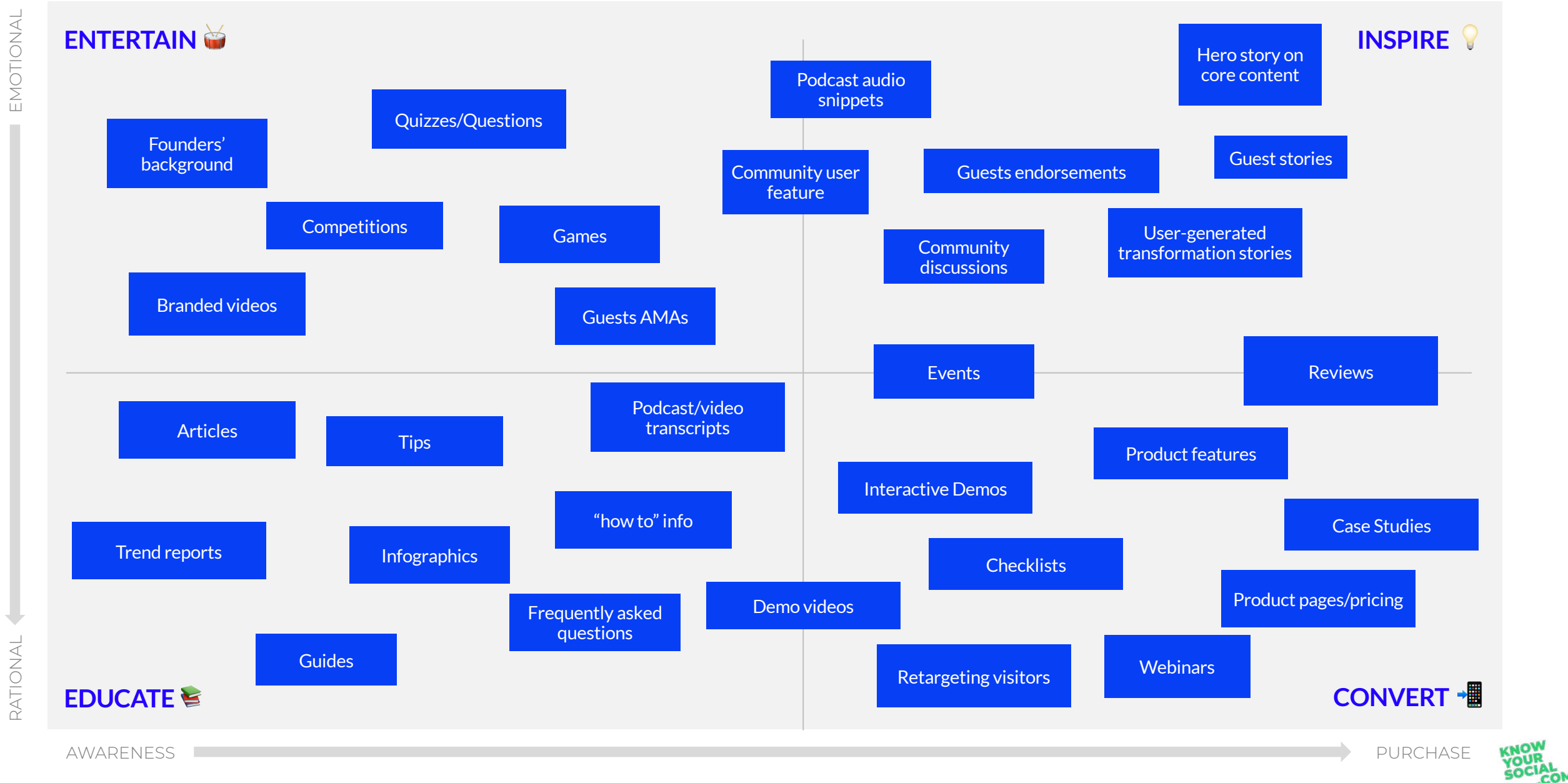
On the next page you will find some more content ideas for each type. You'll also see them displayed as a matrix to see it all on 1 page.

This Matrix helps you think about *Emotional vs Rational* content and *Awareness* or direct to *Purchase*.

Once you understand that, then move to the next section, fill in the worksheets and get going!



The Content Matrix



How to use the Content Matrix + Worksheets

Follow these steps:

1. Go through *the Content Matrix* on the previous page.
2. Highlight the content which you can imagine yourself creating.
3. Print the next 4 pages with worksheets 🖨️
4. Go to the individual worksheet for each content type and write initial content ideas which you can think of. Do not think too much. Just write what comes to mind.
5. You can also get 4 blank sheets of paper, write the title of the content type at the top and jot down ideas for each.
6. Start drafting content and post online!



Content to Educate – What can you share?



Articles

Tips

Frequently asked questions

“how to” info

Guides

Podcast/video transcripts

Infographics

Trend reports

Content to Entertain – What can you share?



Video/Audio snippets

Community/Client
feature

Founders' background

Behind the scenes

Competitions

Questions

Guests AMAs

Games

Content to Inspire – What can you share?



Video/Audio snippets

Community/Client
feature

Endorsements

Hero Story from core
content

Events

Transformation stories

Community discussions

Reviews

Content to Convert – What can you share?



Webinars

Interactive Demos

Product features

Product Pages/pricing

Events

Reviews

Case Studies

Retargeting visitors

There you have it!

If you've followed all the steps, you should now have a clear idea of what content to post! You can also tick all the boxes on the right to make sure that you have content from all the categories for a good mix..

Don't worry if you don't manage to get loads of content ideas on your first try. Keep going back to the worksheets and add more as you go along.

I would love to hear from you and how you're using this framework.

@ matthew@knowyoursocial.com

Categories



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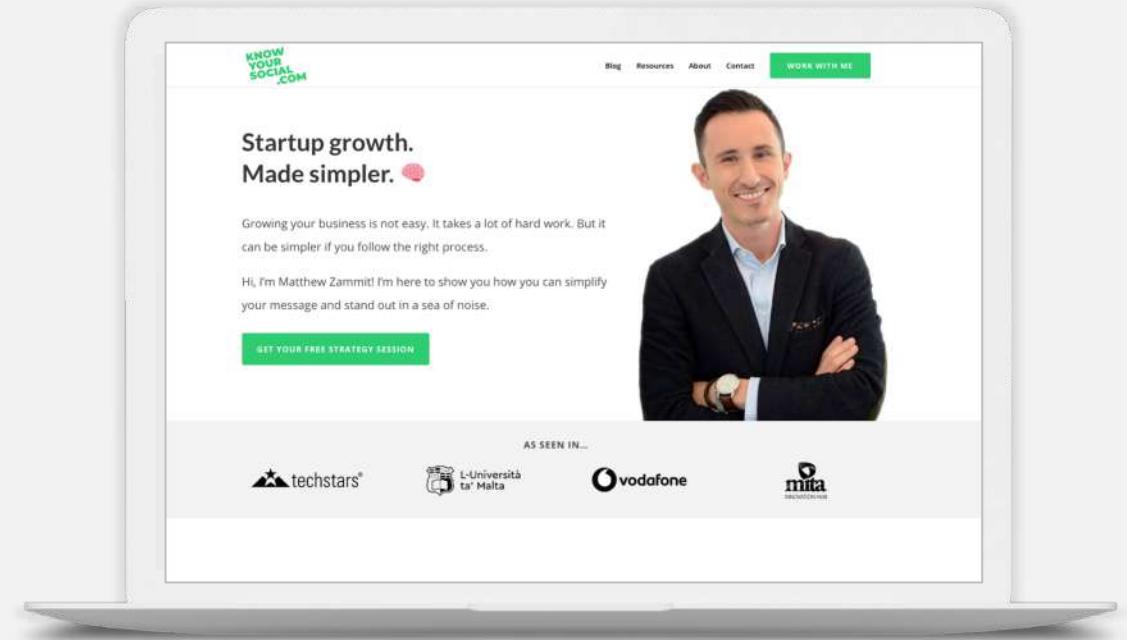
Let's connect

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Matthew Zammit

Founder knowyoursocial.com

Helping you build awesome user experiences 🤖

Notes

