

The *Great* Content Creation Formula

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Taking the lead through strategic content publishing will help you establish trust through your leadership, authority through your credibility, and gets you the exposure to demonstrate your positive company culture that will attract hundreds if not thousands of new clients. This type of content is great for Blogs, Social Media & Email Marketing.

- ✓ Establish Leadership
- ✓ Build Readership
- ✓ Generate Leads
- ✓ Build Community Engagement

Standard Content

Active companies are very often engaged in the community, in client education & networking events. As they serve clients on a daily basis, repeat customers and brand champions emerge providing testimonials. Communicating company events and capturing content from brand champions are great strategies to create or leverage existing content, as is aggregating industry news and changes to your products and service lineups.

- ✓ Schedule of Events
- ✓ Testimonials from Last Month
- ✓ Current Specials & Discounts
- ✓ New Services & Products
- ✓ Product & Service Updates
- ✓ Industry News Highlights

Leadership Content

Many opportunities exist to go significantly further and establish leadership through content creation. The following content types are generally only made by industry leaders seeking both to educate & share best practices information, but also to highlight their expertise and attract attention.

- ✓ Downloads or Infographics
- ✓ Best Practices & How-To's
- ✓ Case Studies from Last Month
- ✓ Industry Projections
- ✓ Product/Service Projections
- ✓ Letter from the Owner/CEO/Head of CS
- ✓ Video Excerpts (Owner/CEO, Testimonials, Commercials)
- ✓ Business Awards
- ✓ Community Involvement / Charity Sponsorship

Watch for our new Business Content Social Formula that will spell out how to syndicate all this great content through your Blogs, Social Media & Email Marketing!

