

4

Tips for Amplifying Your Digital Content

Feeding the content monster isn't easy. And feeding it with valuable and attention-getting pieces? Even harder. Learn how to support your Social Media strategy by getting MORE content generated...and noticed.

Tip #1: Repurpose!



CARVE UP THAT CONTENT TURKEY!

Look at past pieces that have had **↑ engagement** and extract content from them.

IS THERE AN INFOGRAPHIC IN A WHITE PAPER YOU CAN REUSE?



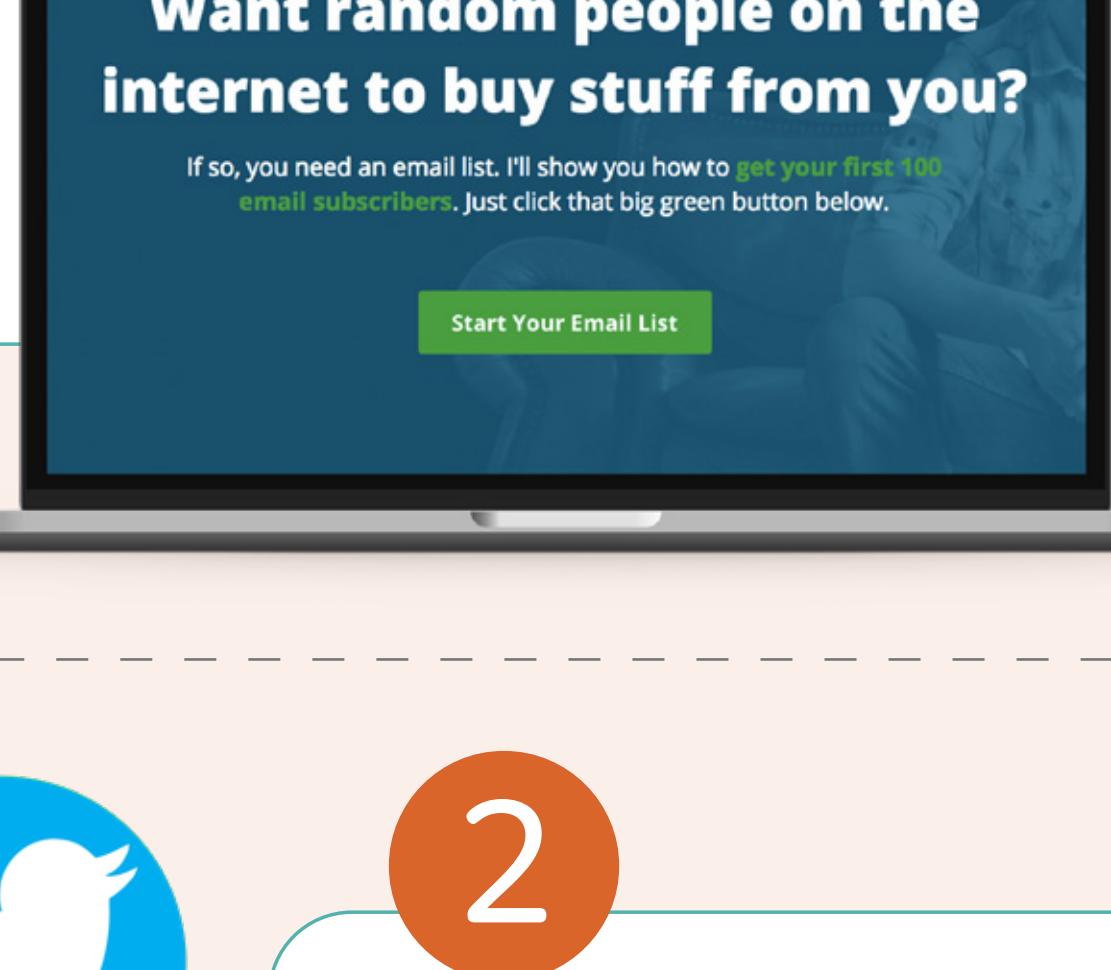
CARVE IT OUT! SERVE IT UP!

With a few edits, you can make something old, new and attention-grabbing again.

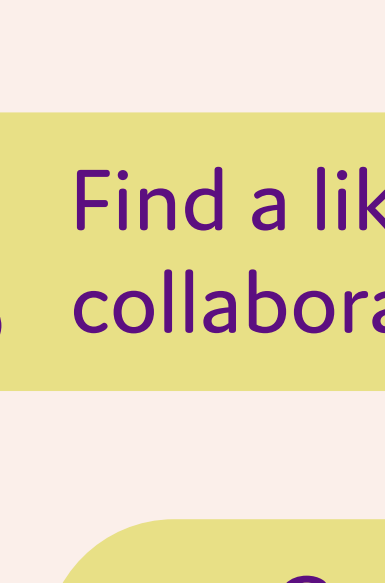
Tip #2: How to be a standout!

1

Be direct and authentic



Type a topic into



2

Collaborate with other experts



Find a like-minded collaborator

Get more eyes on your content



3

Change Your POV

An overdone topic...
"How to Write a Great B2B Blog Post"

...turned on its ear...

3,600+ Impressions!

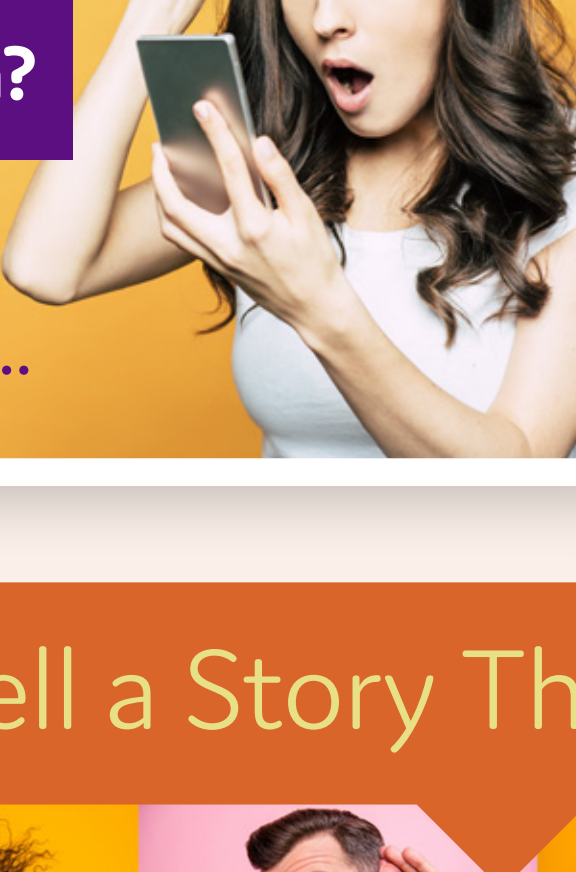
"How to Write a Great B2B Blog Post Nobody Will Read"

4

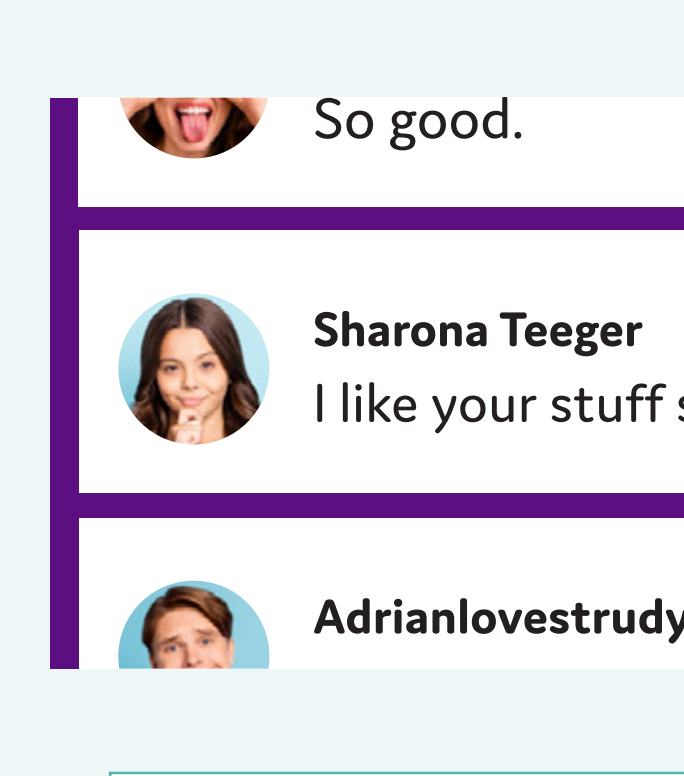
Keep them coming back for more

Does she get the promotion?

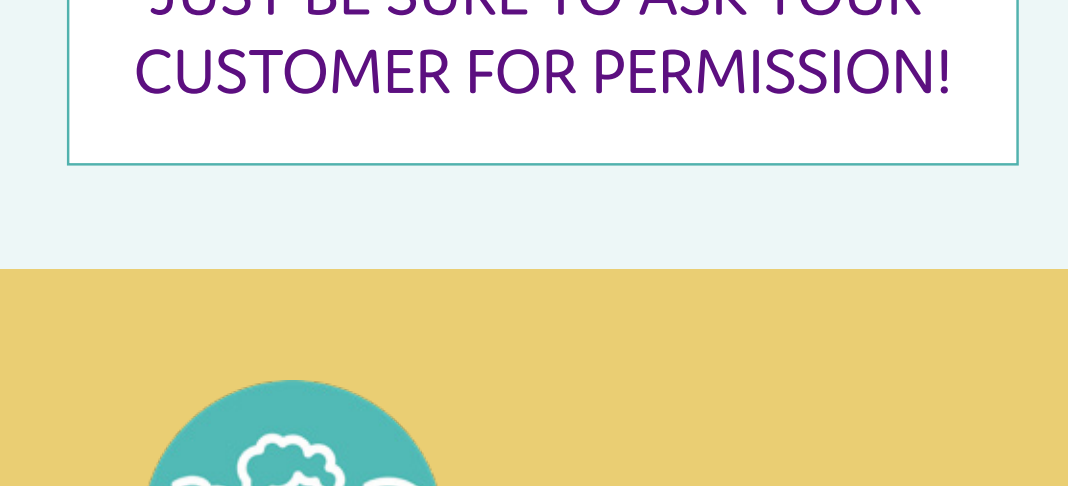
Find out next week...



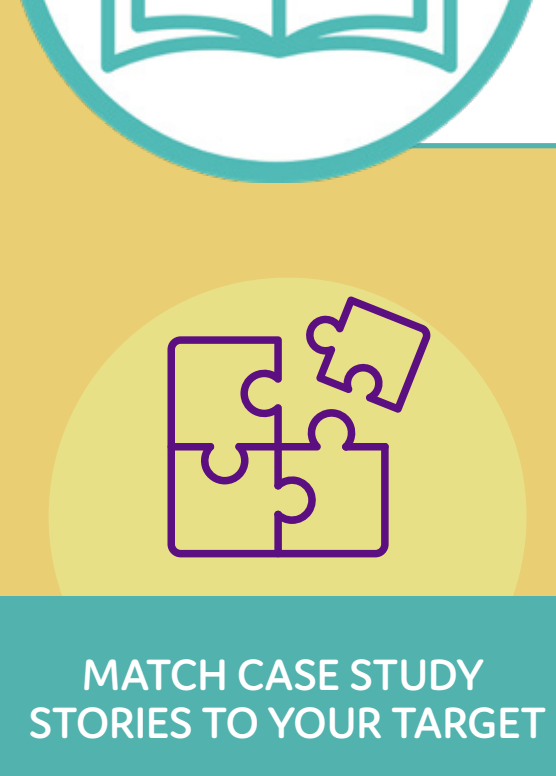
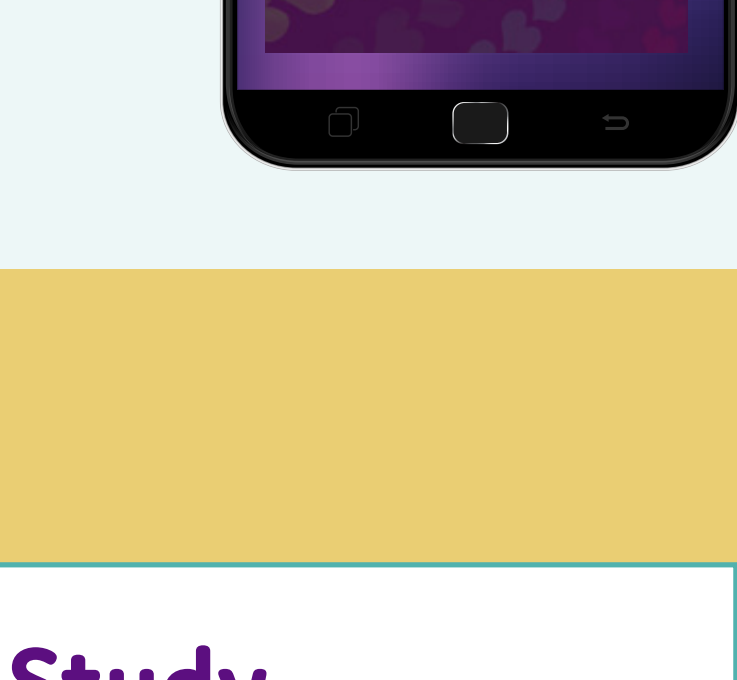
Tip #3: Tell a Story They Can't Put Down



Turn Positive Customer Comments into Engaging Testimonial Content



JUST BE SURE TO ASK YOUR CUSTOMER FOR PERMISSION!



Create Case Study STORIES That Focus On Your Customers



MATCH CASE STUDY STORIES TO YOUR TARGET



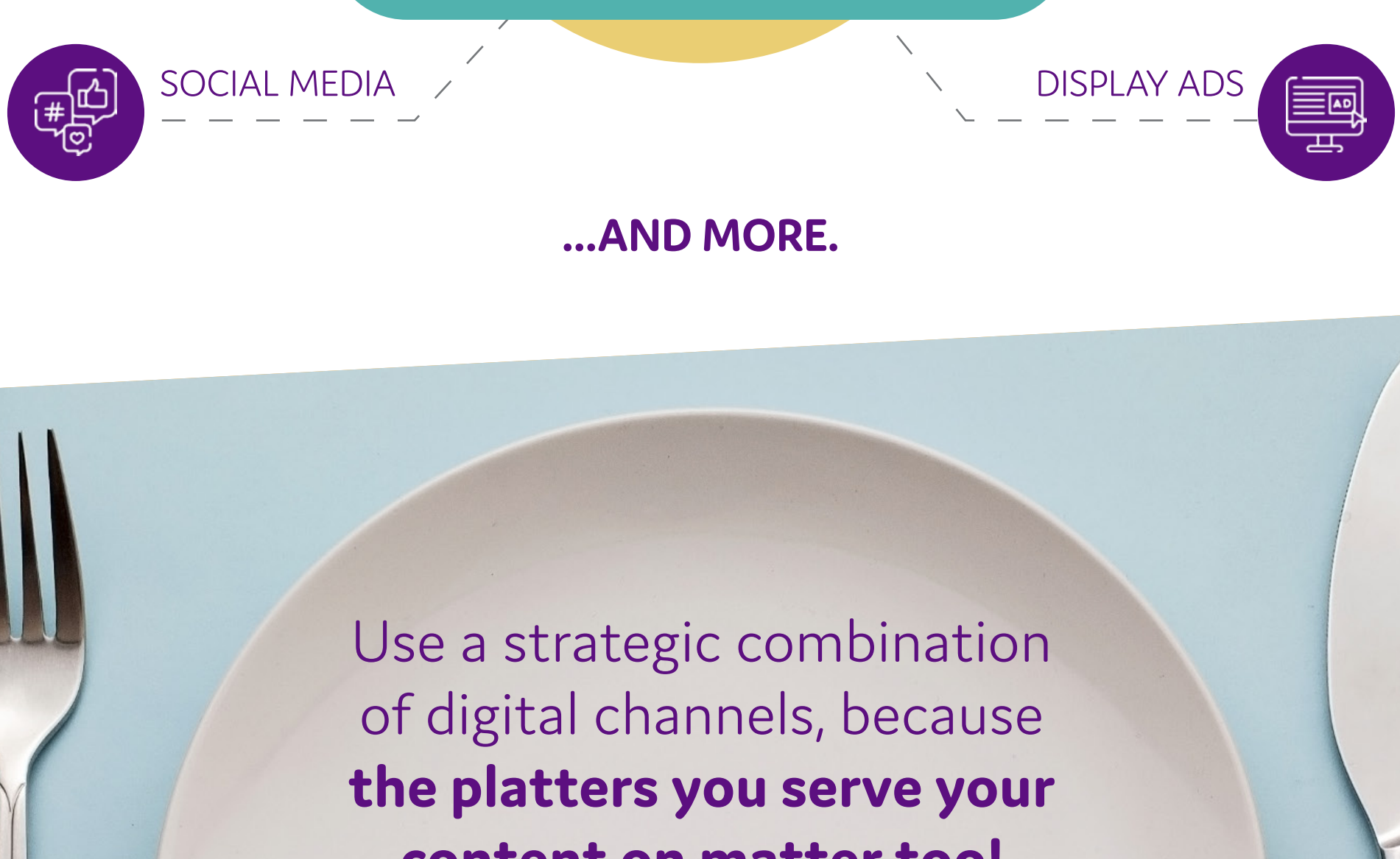
KEEP IT FAMILIAR

Don't share a banking case study with a CPG audience



SHOW EMPATHY FOR CUSTOMER PAIN POINTS

Tip #4: Diversify Your Content



Use a strategic combination of digital channels, because **the platters you serve your content on matter too!**



LOOKING FOR HELP IN AMPLIFYING YOUR DIGITAL CONTENT? CONTACT CBD MARKETING TODAY!

CBDMarketing
Colman Brohan & Davis, Inc.