

Module 17, Lesson 1 Handout:

Types of Content and How Often to Produce/Distribute

With so many different types of content to choose from, how do you know which types to create? If you've completed the **Creating a Customer Focused Content Strategy** handout, then you should have a better idea of your ideal customer and their preferences. Some people prefer shorter vs. longer content. Some prefer video or audio content vs. written content. And, some people like a mix of all of the above.

As you might imagine, longer content takes longer to produce. Therefore, we recommend creating the beefiest, longest, most time-consuming content first, and creating shorter, easier/faster to produce content from there. You don't have to reinvent the wheel every time you create a piece of content. Does it need to be fresh and authentic? Absolutely. But sometimes it's as easy as coming at a topic from a different angle, or producing a different type of content with the same basic information.

Content Types and Purposes

1. Long-form Written Content. Some examples of long-form written content include:

- **Whitepapers:** Whitepapers can range in length depending on the topic, the audience, and other various factors, but plan for at least 6-8 pages worth of written and visual content. These are often written in a very professional and authoritative tone, and typically require input from topic experts and/or in-depth research.
- **Ebooks:** The length of an ebook can vary significantly, but is usually on the longer side compared with other types of digital content (like a blog, or press release, for example). The tone of an ebook is typically a bit more conversational than a whitepaper, and far less dry. The research and information gathering process may be just as extensive - if not more so - than a whitepaper, depending on the topic and length.
- **Case Studies:** Case studies can be short or long, depending on where they are being published, but are usually at least 3 pages in length, including graphics.

2. Short-form Written Content. Some examples of short-form written content include:

- **Blogs:** Blog can be anywhere from 500 - 2500+ words, again, depending on the topic and where it is being published. Generally speaking, Google likes longer blogs, but it's important not to write a 2500 word blog if there isn't that much to say about the topic.
- **Press Releases:** Most press releases are between 400-600 words max, though sometimes a press/news release can be shorter, if it is just a simple announcement. However, if you are writing a press release as part of an SEO strategy, it is best to keep the length in this range.
- **Q&A Content, Lists, and Cheat Sheets:** These types of content can vary in length, but are meant to be easy to digest and not longer than a page or two.
- **Emails:** Email content should never be longer than 200 words, however, there are always exceptions to this rule. For example, if you are writing an e-newsletter, you will easily go over this word count. The important thing to remember is to structure your email in a way that allows readers to digest the content in little chunks.
- **Social Media:** Social media content is typically the shortest type of content creation, with most tweets having fewer than 50 characters, and most Facebook posts having fewer than 100 characters.

3. Audio & Video Content

- **Podcasts:** Podcasts are best received and remembered when they are shorter than one hour in length, and are great for those who don't like being on camera, or find their message is just as powerful without any visuals. Sometimes video content can be repurposed into a podcast so that it can be consumed by a larger audience without access to video or the ability to stop what they are doing and watch.
- **Webinars:** Webinars are a great way to educate your audience, while also enticing them to want to learn more about your business or connect with you after the webinar. These are typically no longer than one hour, and can include only audio, or a mix of audio and visual graphics, and are usually held in real-time, but not always.

- **Video Content:** Video content is best when it's short, sweet, and powerful. Our attention spans are not very long, and recognizing that is key to the success of your video content. For example, creating some quick tips or advice for your customers can make a quick and simple video that can be shared across multiple platforms to increase engagement.

Getting the Most Out of Content Creation

Here are few tips to help you get the most out of your content creation:

1. **Create longer pieces first.** More topics and types of content will come to you as you begin diving in.
2. **Repurpose content into different formats.** Take a blog and turn it into a webinar, or vice versa. Take a how-to video and turn it into a checklist.
3. **Use longer pieces as a starting point for shorter pieces.** Grab snippets of longer content for social media, video content, and more.
4. **Create evergreen content in bulk.** For topics that will always be relevant to your audience, you can create as much as you want ahead of time. However, for more timely topics, you won't be able to plan as far ahead, and that's okay.
5. **Leave space for last minute content.** It's important to leave time and space to create and distribute content about timely topics that can and will come up at the last minute.

How Often Do I Produce/Distribute Content?

To answer this question, you may want to refer to the **Why You Need a Customer Focused Content Strategy** handout again, and look at your answers to questions around your capacity and budget for content creation. That being said, consistency is the key to the success of your content creation and distribution.

TYPES OF CONTENT & PRODUCING/DISTRIBUTING CONTENT	
My customers prefer the following types of content:	
These types of content will be most valuable to my audience:	
I will create X number of long-form content pieces and X number of short-form content pieces per month:	
I will create X number of audio and video content per month (included in number above):	
I anticipate X number of last-minute content needs per month:	
I will need assistance with creating X type of content:	
My audience can expect me to distribute X amount of content type 1, 2, 3, 4, (etc.) each week, month, quarter, etc. (Define your distribution schedule).	
I can commit to spending X amount of time each week/month on content creation.	

Now that you've identified the types of content that will be most valuable to your audience, and committed to the frequency of content creation and distribution, it's time to start creating content. Our handout titled, **Tips for Creating Engaging Content** will be extremely helpful for this step.