



SEVEN CONTENT STRATEGY ESSENTIALS

01 The Multiplier Effect: Go Where the People Are

Your website is a parallel and potentially vastly expanded portal to your physical location. It is where new visitors are engaged and returning visitors are wooed back to extend their time with you. Strategizing original content for your site is essential to engaging new visitors and new super-fans.

02 The "Intention Economy"

It used to be that brands and social media competed for consumer attention. Now that niche markets predominate and visitors go online with the intention to have quality content experiences, the gold standard is engagement. Capture them the first time, or risk never seeing them again.

03 Authority = Credibility

Your generating content equals broadcasting your authoritative voice in the landscape of your field and of contemporary culture. Having authority online makes you credible. Being credible extends the visit, the likelihood of being recommended by "prosumers," and the chance you'll be found by many new visitors.

04 The Platform Is Not The Story

The big question is not where – Facebook or Twitter, Pinterest or Instagram – but how to tell your story to reach your niches and micro-niches.

05 Spelunk Into Your Niche

Investigate what your story is. Then establish an online content format and presence that you know you can commit to keeping up.

06 Collaborate

Media partners are natural content creators. Look to support them and to partner. Look to identify your strengths and prioritize.

07 Be Nimble

Build from where you are. Design for the visitor not for the device. Start now.

Blog?
Podcasts?
Video?
YouTube?
Pinterest?
What is
enough content?



start now.
contenthive.net
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