



# CREATING CONTENT MADE SIMPLE

How to Develop a Strategy  
to Create Engaging  
Content in 2024



# SIMPLE IS THE NEW SEXY.

In today's digital age, content creation has become an integral part of our lives. Whether you're a small business owner, a social media influencer, or simply someone who enjoys sharing their thoughts on the Internet, creating content has never been more accessible.

But, how do you find content that your audience finds engaging? And...how do you find the time to do it so that you get a return on your investment?

The process is not as complicated as you may think! This white paper provides you with six things to keep in mind when creating content that will help you make the process easy, effective AND fun.

Let's get started!



## 1 DO YOUR HOMEWORK

Understanding your audience is key to providing the content that they are looking for. There are several ways to do this, and several tools available to help you collect this data, including Google Trends and Meta Business Management ([business.facebook.com](https://business.facebook.com)).

But one of the best ways is also the easiest: ASK THEM! You can set up a survey via SurveyMonkey ([www.surveymonkey.com](https://www.surveymonkey.com)) to find out what kind of content your followers are most interested in seeing.

## 2 PLAN AHEAD

One of the key challenges in content creation is consistency. It's essential to regularly produce new content to engage your audience and stay relevant. A content calendar is your secret weapon in this regard. Plan your content in advance, scheduling posts, articles, or videos for specific dates. This not only keeps you organized but also allows you to brainstorm ideas well in advance. You can use digital tools like Google Calendar or specialized content scheduling platforms to make the process even smoother.

## 3 BE CONSISTENT

In just about any marketing effort, consistency is key. You must use this approach with your content, too. Keeping is simple is easier than you think if you put yourself on a schedule. Here is one that we have found works well and breaks the task up into 3 simple parts:

1. Research and write your messaging.
2. Create your images.
3. Schedule your message(s) to go out, preferably at the same time each week, etc.

## 4 LEVERAGE USER GENERATED CONTENT

User-generated content is a goldmine for content creators. Encourage your audience to share their experiences, stories, or opinions related to your niche or brand. Share user-generated content on your platforms, and you'll not only save time on content creation but also strengthen your community and build trust with your audience. Always seek permission and give credit to those whose content you share.





## 5 EMBRACE USING TEMPLATES

Content templates are pre-designed structures that provide a framework for your content. Whether it's an article, a social media post, or an email newsletter, templates can significantly streamline your content creation process. Many online tools and software offer customizable templates for various content types. By filling in the blanks or following a predetermined structure, you can create content quickly while ensuring consistency in style and format.

## 6 PUT IT IN "THE BANK".

Life gets busy, and sometimes you won't have time to create content. One way to make sure that you always have something ready for those times when you "don't have time" or are simply lacking inspiration is to set up a content bank of "ready to go" messaging. A content bank can take time to set up, but it's a fantastic asset to have in your marketing tool kit for when you really need it!

## CONCLUSION

Creating content doesn't have to be a daunting task. By adopting these strategies, you can make the process more manageable, save time, and maintain a consistent presence in the digital world. Remember that the key to successful content creation is not just quantity but also quality.

Balancing efficiency with creativity is the sweet spot that will keep your audience engaged and your content creation efforts rewarding. So, do your homework, plan ahead, use templates, leverage user-generated content, and create a bank of ready-to-go messaging in order to create content easily and effectively.

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**Need some help bringing your ideas to life, ensuring that every post is visually striking and on-brand? Want some help creating a content bank that is filled with custom graphics which perfectly match your brand's personality and message? Contact us today!**

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