**19 C’s OF CONTENT**

COVER ART

**ABOUT THIS BOOK**

**WHY MAKE CONTENT?**

**LEAVE BEHIND YOUR LEGACY BUILDING PROCESS:**

**XXXX**

**MONETISATION:**

**XXXX**

**ABOUT THE AUTHOR:**

**19KEYS**

Black God

Mission

Vision…

**SOCIALS**

Instagram:19\_keys

*(Please use the link in my Instagram bio to organise bookings for speaking events and consultations)*

Youtube:19Keys

*(For YouTube content collaboration please email: XXXX)*

Twitter:

Facebook:

**DEDICATION**

XXXX (OPTIONAL)

**ACKNOWLEDGEMENTS**

Alhamdulillah

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DO FOR SELF

Elijah Muhammad a

**INTRODUCTION**

Content is process of life. Everything we do is content

**ENGAGEMENT**

The ability to influence demonstrates your capacity to **magnetise** people, **inducing** them to redirect their **decision making** towards an ideal that positively effects your brand or product. These 19C’s of content can be considered **engagement/retention initiatives** and we will fully breakdown the benefits as we explore each of the 19 C’s within this book. For all those who are already in a position of influence if each of the 19 C’s of content are used correctly, they can act as an advantageous tool for ***increasing* engagement**! The ultimate measuring stick and reward for the efforts you exert would be managing to turn as many of your the target audience into retained consumers of the content/products you promote.

Being an influencer or business owner trying to **build awareness** of your brand or product on social media is extremely hard and the task of influencing others is further **distorted** due to the these platforms only allow for **virtual interaction**. The **human perception** is limited to the range of sense these platforms provide; the initial battle is waged with even trying to get the target audiences **attention and maintain** it long enough to present your brand or product as worthy of **pro-longed** daily **exposure**. This process of influencing is **intricate** and **sophisticated** as it contrasts greatly with our **traditional means of interaction**, face to face communication. The influencer now has to cater to a **plethora of cues** that happen only after their content is released, the content is created with the hope that the any associations made between the content and the target audience is favourable to their end goal, creating a **loyal** relationship with the consumer.

**INFLUENCER TYPE**

If you aren’t an influencer but you would like to become one consider the following types of social media influencers:

* Personal Brand Influencer

Typically hired influencer or personal content creator (youtuber etc.)

* Business Influencer – product based, lifestyle coaching etc.

**NOTE TO THE READER:**

The process of influencing others is not discussed within this book in a negative capacity. The language used is help you understand the realities of how various influencers interact with the consumers. If you read this book with a negative connotation you won’t understand the realities of how big businesses or influencers succeed.

The first thing to acknowledge is the target audience/consumer is intelligent and they are **overstimulated**, never forget this! More often than not your target audience will be **resistant** to engagement but with the 19 C’s of content this should help reduce the **rate of rejection**.

**Reminder!**

Always be genuine in your efforts, make sure the passion you have for your brand or product is coming from a positive place, it is heavily discouraged to try influencing anyone into anything when you have malicious intentions.

**№ 01:**

**CONTENT VS. CONTENT**

*Content is the* ***process of life****, content is the* ***transaction for attention****!*

* *19Keys*

**CONSTANTLY CREATE CONTENT:**

Social Media if used correctly is the greatest tool that any business owner or influencer can utilise. The various platforms that an influencer has access to can help make their brand ever present in the end **consumer’s mind**, especially if the content created is valuable! If the content we create is valuable, the audience will hopefully commit to the **rules of engagement**, rewarding our efforts through **retention energy** that is demonstrated in them following our social media platforms, thus **committing** themselves **to influence**.

This transactional process on social media can only be facilitated through the content we create, but the **content has to come** **first**! In order for this transaction to be made possible an **expectation** has to be fulfilled and the content we create on social media acts as the means of enacting the transitionary process. As content creators we have to successfully uphold our end of the transaction and **supply** content that our target audience can **engage** with. Creating content is how we **incline the target audience** to prolong their exposure to our brand. For business owners, if we are really great at **facilitating this transaction** the content we make will ultimately act as a **catalyst** that can be used to boost sales, boost brand awareness and aids our overall **marketing strategy**.

**LEGACY CONTENT**

The content we create goes towards our **legacy**!

Be intentional and be proactive!**....**Set the standard for the next generation to follow**…**

**Never stop working on the legacy**:

Don’t stop doing the thing that got you noticed in the first place! Our content is like a building block, when one is placed down the other comes right after, this works to build the home then when that is done lay down more bricks to build a housing estate, then more bricks to build a larger community etc.

Keeping creating content this is how we build our businesses! The last building block should only be laid down when you hand over this legacy business you have built to your kids etc. They will use your work efforts as the blueprint for their own journey.

**CONTENTEDNESS**

We should never allow ourselves to become contented with our work; as an influencer this is a **false** sense of **satisfaction** that causes **inaction**. Contentedness is in direct opposition with business, those who excel in business are the innovators who **maintain a sense of busyness**! Knowing how to constantly engage the consumer and creating satisfaction for the consumer is key; business and brand influencers can’t let themselves fall into false sense of confidence that induces a lethargic state.

**Exploration**:

How being contented can be detrimental:

Blockbuster?

If we ***are*** going to indulge in satisfactory feelings as the *influencer*, this sense of accomplishment should be used to propel us forward, always seeking to creating content. If we were to allow ourselves to be contented and inactive we would lose our ability to **affect the consumer**.

We have to continuously be in **content creation mode**! In order to maintain **influencing power**, this requires constant effort from the influencer; the attention we gain from content creation allows you to tell people what to pay attention to. Any business that thrives in influencing their target audience to continue being a consumer of their product, understands that being in a state of **creating** is key!

**TRANSACTION PROCESS – Reciprocity**

When you are in the content creating space you want to always encourage a spirit of reciprocity! The basics of understanding the transaction process is in knowing that human beings are socially wired to reciprocate, we have it **conditioned** as our norm that when we perceive something is valuable to us and we acknowledge that an individual has exerted themselves for our benefit our response will be to **cooperate** with their efforts by returning the favour. With this understanding of basic **social psychology** you can see why influencers who give advice are able to continuously maintain their relationships with the consumer because the consumer considers their advice helpful!

**Content creation tip:**

If you are looking for an avenue to be influential in, give advice regarding a subject you are an knowledge holder in. When the consumer then interacts with your content it isn’t mindless scrolling but interactive orientation with your content.

**KEEP THE CONSUMER FIRST**

When we don’t manage the transactional process and become contented in our efforts we ultimately fail in keeping ourselves in the consumers mind. When your focus is constantly kept on maintaining consumer interactions and innovating you then compete with yourself to constantly improve upon the things you did yesterday. The consumer wants to grow with you and enjoy the **process of evolution**, but this can only happen if we keep in the mindset of creating content continuously.

**№ 02:**

**CONSULTATION**

**QUICK LEARNING:**

Consultations are one of the quickest ways of learning the pitfalls that can occur when you are trying to raise awareness of your brand or product; they allow you to avoid making mistakes, as you are able to utilise the experience of others as your barometer to map out strengths/weakness/ opportunities etc. Creating content can be daunting, but an easy way to understand the challenges is by engaging with those who have done it before using their knowledge as a safety net or foundation for assessing what systems or structure you can put in place to help mature your brand or product in the same manner of greatness they have.

**INDUSTRY SECRETS:**

Finding people who are seasoned in the world of influencing will truly help you navigate the unknown. There are plenty of influencers who willingly offer their expertise and the biggest benefit is having access to tried and tested industry standard information (or secrets) that consistently help yield success.

Every sector and subsection of social media has industry standards that work. If you meet the standard requirements then the entry process into that position of influence is predetermined as successful and all you need to do is be outstanding against this criteria. However if the industry is saturated then you may meet resistance even using this knowledge! To fix this you can learn these standards but cater to your audience with your own unique style, but you need to understand the risk/ the extra effort that will be needed to succeed when you deviate from the norm.

**Ask the correct questions:**

So many people don’t ask the correct questions, during your consultation you can enquire into some of the following area:

* + What are the standards that you will need to meet as a brand/business influencer?
	+ *Maybe it’s knowledge of social media platform specific requirements that enable monetisation.*
	+ *Or maybe you need advice of the content production process*
	+ How has that person handled audience neutrality?
	+ Social media followers can easily regress if their loyalty isn’t solidified, if you understand how others have dealt with this backsliding you would be at an advantage. You would be able to pre-empt what reinvigorates various audiences *(further explored in Change chapter)*.

**№ 03:**

**CACHE**

Preparation for a raining day is essential!

Caching content helps you to always be ready to stimulate your audience, you never want to be in a place of **content scarcity**; this demonstrates an inability to **fulfil** the supply and demand expectation!

**PLANNED CONTENT**

Having **foresight** as an influencers is key! To aid you in doing this, creating a personal social media content calendar will help you manage your **production process** and plan ahead. Planning your content allows you to **anticipate** the needs of the consumer in a logical manner allowing for the optimal and effective content to be created.

**Content creation tip:**

Playlist (segment) your content prior to posting, if you can add any icons or visual ques that help the audience see what the content is about this is great.

The breakfast club does this so well on YouTube:

* Rumour report
* Donkey of the day
* Interviews

When you are able to plan your content and have knowledge of the frequency of your posts, you this will help in bettering your relationship with your various audiences; they would be able to anticipate when you will post content that they enjoy!

**BENEFITS OF CONTENT CALENDARS**

**Content creation strategy:**

* Knowing what content is coming ahead allows you to also build anticipation. You will be better prepared to consider collaboration opportunities and also cater to people’s schedules as most influencers are not available at a moments notice.

**Bulking:**

* Bulk producing content will help you maintain your position of influence, you will be able to consistently reach your various audiences especially during busy periods in life when you don’t necessarily havethe time to create content, you will have content on hand to leverage from.

**Time management:**

* It allows you to plan your content so that you can direct your energy output better; most successful influencers plan everything they will work on for at least 3 months, if you haven’t reached this stage you can start with 1week.

**Example**

Below is an example of how you could quickly map this out if you aren’t using a special platform to manage your content creation. This is an example of how someone who is looking to set up a Geography education platform could plan their content.



**ORGANIC UNPLANNED CONTENT**

*(Further explored in the chapter titled Current)*

If you are creating a cache of content and your hope is pre-empting what intrigues your viewers you may be thinking about how to cater for organic thoughts/expression; the easiest way to do this (especially if your content is playlisted into specific projects), you can have a segment dedicated literally to random commentary.

It is important however to understand that even free thoughts require refinement; before posting unplanned content, take 10 minutes to map the thought out so your final expression is put forward in its totality.

Don’t put out content from a place of chaos, even your authentic content should be refined so it isn’t expressed in a reckless manner, it should be expressed under the correct energy of care and clarity!

**SCHEDULING CONTENT**

**RECEPTIVITY: Time**

Timing is key! Identifying points in time when your audience is particularly receptive to your content or mode of communicating helps with increasing engagement rates. Social media marketing requires strategy especially when releasing the content for consumption.

Pursuing your desired outcome in a well-planned, logical manner is key! When you are able to bulk your content you can also think about scheduling the content to hit various different audiences. If your content is viewed by people in different time zones, especially on Instagram scheduling your content will allow you to have a global posting strategy.

Synchronising your posting times with peak times when your audience is active on social media is ideal! There is a time and place for everything, if you are working with different time zones be careful not to oversaturate your platforms, avoid over stimulation and balance your scheduled posting so it still creates anticipation.

**CONTENT CATALOGUE**

Your desire as a content creator should always be to keep people on your platform for long time periods, especially on YouTube. Knowing the importance of making it easier for your various audiences to keep viewing your work is key! Having to filter through a content catalogue that is confusing can be off-putting to people. Understanding that human beings are used to order is vital; create your content in a manner that caters to making it easy to navigate for the end user! When you have successfully cached your content and produced it ready for posting, a point to consider is how your content catalogue looks once it is released for people to consume; the overall aesthetic.

**Content creation tip:**

There are several way you can utilise your bio on Instagram etc. one option is using it to direct traffic to your content.

Example:

If you are a relationship coach establish 5 topics you consistently talk about that intrigue your viewer, provide indicators of which posts in your catalogue refer to these things for them to backpedal through and consume – you can colour code this content etc.

**№ 04:**

**CULTURE**

Cultural themes seen within your content can be made easier through understanding how to utilise cultural motifs especially when using them on social media to influence audiences to follow your platforms.

Your branding across all your social networking platforms should embrace the specific influencer culture that you want your audiences to tap into; this will expose your audience to parallel experiences across your platforms. People will be able to perceive the greater value added by being intertwined with your online community.

**CULTURAL MOTIFS (ICONOGRAPHY)**

**Sonic Marketing/Slogans:**

A great way to establish cultural norms across your platforms is through language, if you are unsure of which words to use and continuously reinforce engage in a process of language analysis trying our different phrases to see which best please your audience. This helps define the social voice that your followers use when engaging with your platform.

E.g. Nike’s *Just do it* culture

**Visuals/Actions that reinforce values and beliefs:**

19Keys’ crowns

They represent the conscious community he is trying to create through reinforcing higher level thinkers/observers. People want to tap into the culture, be involved in the movement.

**Symbols/Logos:**

E.g. Nike Tick?

**Literature or notable persons who add to the symbolic significance:**

Any must read books that you recommend or use to reinforce the cultural alliances e.g. for fashion influencer there maybe must read fashion books that mean something to that community or for *N.O.I* it is the *Message to the Blackman* etc.

If you are wanting to create content that embraces its *own* cultural expectation the above areas are points to consider. If you are seeking to engage with a social media culture that *reflects* the *industry* your personal brand or products already exists in, you can explore the cultural motifs that dominate your industry.

**Reminder:**

Always stay true to the **tone** of influence that suits your brand, if the present way of doing things within an industry aren’t in line with your values and beliefs then be innovative and don’t be afraid to take the path that is less travelled. Having originality is important and it can help you stand out if you are able to execute on your ideas well.

**№ 05:**

**CURATION**

**STYLE**

You can change the type of content you showcase depending on the platform.

**Example:**

* Snapchat - the content might be more relaxed, and informal
* Twitter - the content might be more informative and frequent but not perceived as content overload
* Instagram – the content might be more controlled and perfected so that the quality is high

**FORMATTING**

How you curate the content on these various platforms can differ; understanding how to format content for a specific platform requires knowledge of the different means of delivering content on that platform.

 **Example:**

Instagram can host short form and/or long form content so formatting your content to meet these different duration options is useful for providing a good variety of content for your audience.

* IG TV allows you to broadcast live content for hours which caters to those individuals who are available to interact with you content for a prolonged time period. This option also allows you to save any live IG TV content you’ve made for others to watch retrospectively for up to 24 hours.
* Instagram also has 1 minute/10 minute video clips options for you to utilise on your main page which stores this short form content for people to view indefinitely.

**ADAPTING CONTENT**

When you are able to create long form content that is 1 hour long etc. knowing how to adapt this content is essential for maximum output.

**Example:**

1. Repurpose your content for optimal monetisation opportunities; knowing how to carry your content across multiple platforms is the easiest way to curate content. It only requires minor adapting so it can be applicable to other social media settings easily and you will already have experience marketing the content in manner that will yield positive feedback.

***19KEYS CREATIVE CONTENT MODEL FOR MONETISATION:***

*(CREATE INFOGRAPHIC)*

*CREATIVE CONTENT MODEL- USING ONE MEANS OF CONTENT ON VARIOUS PLATFORMS*

*CONTENT MONETISATION- MULTIPLE PLATFORM CONTENT – LONG FORM ON UTUBE OR SHORT FORM ELSE WHERE – SAME CONTENT DIFFERENT SNIPPETS*

*INSTAGRAM CALL TO ACTION TO GET PAID*

*TWITTER OPTIMISATION/PAY – USING YOUR VIDEO QUOTES AND RETWEETING ON TWITTER*

*EBOOK – FREE OR SELLING*

*FACEBOOK PAY*

1. If you have pre-cached your YouTube content or any video that is longer than 10+ minutes (especially if it is linked to a big project) before distributing your content to your audience you can adapt a short segment of the content into commercialised content that provides a sneak peek into episodes or projects to come.

***Quick insider tip 1: Commercialised content***

Short commercialised content allows you the biggest advantage of social proofing your content before the whole video is even out for consumption; if you are launching something new or providing content that your audience has no experience engaging with on your platforms, providing sneak peeks allows you to assess their response.

If the feedback is good then you have succeeded in building anticipation, if it is not the desired response filtering through the feedback for constructive comments will allow you to amend your content and edit in or edit out anything that wasn’t received well with your audience.

***Quick insider tip 2: Commercialised content***

If you are able to successfully commercialise your content and other brands see your success in building anticipation among your audience, you can sell commercial space on your platforms to big brands or anyone else who wants to engage you in B2B marketing strategies with you.

**USER CREATED CONTENT**

**Unorthodox brand ambassadors:**

Social media marketing is complex and multifaceted but one important area to consider is how to successfully use your audience’s feedback as content; good brand engagement for any influencer should result in two way communication whereby the audience actively respond to the content you are creating for them.

This mutually benefitting interaction helps you greatly as you are able to take the feedback and use it to showcase positive reviews of how others are receptive of the content you create. The greatest benefit this provides is it demonstrate trustworthy content; reviews help people feel at ease, having a better sense of comfort when they too invest into the content you create.

It demonstrates your true value when your branding efforts are reinforced and recognised by those who are third party to your brand and not immediately attached to the benefits, this really is incredible promotional messaging that your audience is providing to other potential target audiences.

**Quick tip:**

* For some people seeing other external stakeholders interact with your brand can be the best way of validating whether buying into your brand is worthwhile of not. Recognising that conscious and subconscious reasoning influences your audiences ultimate desire to follow you, you have to know how to cater to these variables that your target audience will use when deciding if they want to engage in a long term relationship with you and your content.

**№ 06:**

**CAPTION**

Don’t underestimate the power of your captions! Your captions should act as a brief explanation that works in an inclusive manner with the core content you have created.

Most of your target audience is exposed to an extraordinary amount of information and the rate of consumption for most people is extremely fast paced. Understanding that your consumer exists in an over stimulated environment is important; in order to capture their attention and prolong the point of exposure to your content (thus prolonging the opportunity to successfully influence them into becoming a follower of your content) you have to ensure your captions are effective as possible in engaging people.

Captions can be used for any content you create; they are a must! They can be appended to an article, illustration, cartoon, or poster etc. but how the caption is crafted is optimal to successfully influencing people!

**CAPTION STYLE EXAMPLES**

**Frontloading captions:**

The first line is extremely important, if done well it can enable quick compliance and engagement with the content through likes or following etc.

**Content creation tip**

Captions help control the perception, they fill in the blanks that short form content may not allow for; they help you explain what the wider discussion is, allowing for people to be informed when responding. This is especially useful when discussing sensitive or complex topics as it creates context for the content.

**Call to action captions:**

Increase in engagement….

**Click bait captions (Be sure to fulfil the promise, don’t be false):**

These type of captions enable automatic influence or reaction to content as they rely on triggering language. They skilfully work on intruding on the person’s mindless scrolling pattern as the exciting words utilised are meant to intrigue to the point of inducing you to click on the content to fulfil curiosity.

**Interaction based captions:**

They aim to create two way communication, the language used is subtly rousing language, that triggers the audience provoking them into acting (responding).

**Example:**

A makeup influencers (personal brand influencer) may say to her audience

*“Hey guys, I’m not sure about this makeup look, it is so different from my usual style, let me know what you guys think, is it a hit or miss? I like it, but I know you guys will always tell me the truth so I look forward to your feedback in the comments section, I’ll read and respond to as many comments as possible!”*

The language used:

* + Showcases trust: “let me know what you think”
	+ Manipulating: “I know you will always tell me the truth!”
	+ Thought provoking: “Is it a hit or miss?”
	+ Challenging: Creates a desire to respond – “feedback in the comments section”
	+ Promises Further interaction: “I’ll read and respond”

**Content creation tip:** Semantic field of words for quick influencing

Understanding how to create a nice semantic field for people to quickly understand the nature of the post at first glance is highly important!

If you were to do a current affairs post on Martin Luther King Jr day about MLK, you would most likely mention words such as black history, civil rights etc. These content specific words help people get a first glimpse of what the content will be referring to.

When they have completed their first review of the content their secondary review of the post will be more conscious, seeking to validate how interesting that content actually is and what the real message is. It is important to make sure atmospheric words have been used, such as great, good, strong etc.; these help people during their secondary review confirm the overall vibe of the post and which tone is it written in (praise or critique) and they can repay your post if indeed the overall message is in line with their own views with a *like* allowing them to quickly proceed with their other social media interactions.

**№ 07:**

**CUSTOMER**

The customer or consumer of your personal brand or product are a very important stakeholder, within the social media sphere they are the epicentre of all activity. In order to understand how the customer interacts with your content you need to understand and map the journey of influencing people from target audience to core consumer.

1. **TARGET AUDIENCE**

Your target audience consists of the individuals who have yet to buy into your brand, these individuals are the people who all your content is initially aimed at. The ultimate goal is successfully engaging/converting them to become your core consumer audience; crossing this divide will allow you to create that legacy brand or business through your influential content.

**Determining your target audience:**

If you are able to learn and properly define who your content is trying to influence this will help streamline your efforts to focus on the people who will actually buy into your branding and actively support you. To do this you have to niche your audience, which will be beneficial when considering paid marketing strategies. You would be able to streamline your marketing efforts to engage in effective, affordable, direct, strategies for better ROI.

*(Your content can still reach the wider diverse audience as you never know how your end user will hear about your brand).*

Example of different ways to niche your target audience :

* Knowledge of your product’s end user/buyer (if they are different)

e.g. kids are the end user but parents are the buyer.

* Demographic criteria

e.g. age, gender etc.

* Psychographics

e.g. values, beliefs, thought pattern, behaviour etc.

Questions to consider:

*Where does your target audience hang out in terms of social media platforms?*

This is a big question for you to answer!

There are different places that your target audience virtually hangouts and with the way algorithms reward people with the content that intrigues them you will need to know answers to the following questions:

* What type of content do they frequently tap into?
* Which subgroups or interests do you think they occasionally intersect with?
* What interests/common characteristics do these people have?
* Which bigger brands/ influencers interact with your audience?
* What personality traits do they possess?
* Who do they network with?

E.g. Someone who likes makeup will mostly likely interact with fashion content as well and they are less likely to interact with sports news unless it is trending. Common interests among these people might be seen in shows they watch or brands they wear.

**Awareness mapping**

*Include diagram – remember to link to content creation*

*Research and expand on following areas in relations to the audience:*

*PUBLIC RELATIONS*

*MARKETING*

*STRATEGY*

*SOCIAL MEDIA ENVIRONMENT – ANALYSIS – KNOW THE SOCIAL MEDIA SPHERE YOU OPERATE IN*

When creating your content to garner the attention for your chosen target audience, your content map will focus on raising awareness and influencing people to commit, thus submitting themselves to becoming your core consumer audience.

**Content creation tip:**

Mirroring the audience

You can mirror your audience so that a sense of being in tune with them is established but to be truly effective at influencing you have to give them a higher image to work with or emulate. (Aspirational quality)

**Content creation tip:**

You can work with people who are solely dedicated to going after that audience type you are targeting and these individuals are dedicated to bringing them back to the platform.

**Message reception:**

**….**

1. **CORE CONSUMER AUDIENCE**

Once you have influenced your target audience to the point of deciding to follow you on your journey and they are keen to interact with the content they then become your core consumer. Mapping this audience’s *experience* with your contentwill heavily rely on retention rates. If you are successful at solidifying your relationship with your core consumer, this can result in them advocating for your business or brand within their personal social setting. The content that you create needs to be valuable, engaging with your core consumer is all about deepening the relationship between your brand/business and the consumer.

**Reminder:**

Never put out content that isn’t valuable, the core consumer audience are loyal but in order to sustain this you have to provide them with quality content that they value! This stops them from being the followers who wonder off or no longer interact with your content. What they perceive of your brand is your branding, make sure the perception of one of value adding content.

Retention through community orientated content

Unifying your platform as an influencer with those who have bought into your legacy building is important. The consumer no longer views your platform as your individual work but they are co-conspirators in your brand seeking to engage with you.

Your content needs to be accepting of this unification, this can happen through asking the consumer question, or seeking feedback regarding content you have put out. When you ask for the consumers opinion it shows them that they are valued, it creates a feeling of helpfulness and demonstrates your trust in their opinion regarding your platform. These engagement cues within your content will reflect a wider community based affect which demonstrates to them that they have ascending up in value in your eyes from when they initially followed. Content should be geared towards encouraging discussions, the opinion of the consumer is very valuable! It allows you to have them as a collaborator in creating your content, you can openly engage them in answering what they need from you etc. It shows them that there is mutual liking and the transaction is not just surface level but it had deepened.

You share in responsibility in maintaining this relationship and it is a partnership that relies on both parties being proactive within the transaction. Yet again you will have to be the initiator and strategically provide content that allows for high personalisation, when the content allows for continued engagement satisfaction will be raised and they will keep returning for this interaction. This can even result in omnichannel loyalty! They want to be involved with your content across platforms allowing them to fully integrate and seamlessly follow your progress across all available spheres of influence. Keeping content consumers happy requires regular upkeep from you!

**№ 08:**

**COLLABORATION**

Collaboration is a must! Most brands or business try to compete and work separately but the best influencers know that there is strength in numbers and unifying your efforts with other influencers is extremely important. All influencers should collaborate more, instead of operating from a place of competitiveness.

**BENEFITS**

**INTERDEPENDENT COMMUNITY OF INFLUENCE:**

When you are able to collaborate with other well-known influencers you will create a perception of social binding. Having ‘online friendships’ endears you to the consumer and this can be used as leverage, as it represents likeability (popularity effect).

Also working with others, makes it easier for resource and knowledge sharing practices; if either one of you as collaborators is lacking in content creating resources, you would be able to remove these production inhibitors and provide each other with the necessary framework needed to create your content.

**Content creation tip:**

If you are struggling to find people who can be in your team, collaborating is the best option. You won’t have authority over their workload but you will be able to rely on them to work with you, helping you as you fulfil your promise to help them.

Depending on how in depth your collaborative efforts will go you can set up systems and strategies for your joint content collaborations; this allows you to partner up with people who are already committed to creating content thus they take it seriously and both of you benefit from this affiliation.

If you really manage this collaboration process well, you can network outward as a joint influencer platforms, thus ensuring growth and new opportunities for both individuals through your unified efforts.

**AUDIENCE HACKING:**

Not only does collaboration help you network with others in your community of influencers but you can audience hack and tap into the other person’s core audience! Both of you as collaborators would then be able to integrate your brands, exposing your content to each other’s fan base.

If the collaboration is with someone who operates in a similar space to you, you are essentially cloning your audience; anyone who would become a direct follower of your content from these collaborations will be of like mind etc. to the audience you already have making the process of influencing easer, half the effort but more the reward.

**SHARED AUTHORITY**

When two or more collaborators team up the greatest opportunity you both have is the ability to share authority on a particular topic; this allows you to press upon your audience with the power of your joint majority than speaking as a minority.

You can expand your reach and social voice, creating a solid association with collaborators that other potential audiences already trust. In collaborating with these people, your brand/ product or message will also be viewed as trustworthy by association. Where you may have been less successful in influencing your target audience you can now use your collaborators talents and knowledge of his or her audience to propel your content forward.

**UTILISING OTHER PEOPLE’S CONTENT**

Social media allows for us to recognise other people’s work and repost it on our own platforms, this is an incredible means of diversify your content by showcasing other influencers, while maintain activity on your own profile. It allows you to utilise your time well by leveraging off content that has already been made and all you are required to do it repost the content.

**Important reminder:**

Always give credit to other influencers if you have used their work on your platform, tag them and show appreciate by telling your followers to follow that person’s content so that they get a boost on their platform and both of you benefit from the content you have reposted.

**№ 09:**

**CONSISTENCY**

Practicing consistency helps against inertia and aids us in maintaining momentum.

**LONGEVITY**

Long-term success requires consistency, this is one of the best ways to demonstrate dependability! Always try to have regularity with your content as it will allow you to become a part of the consumer’s lifestyle, they will develop an awareness of your posting pattern providing them with a routine they can work with. Frequent content allows you to have more opportunities to interact with the consumer. Understanding the important of being consistent will help you boost your influencing power. Your content will be a present trigger within the consumer’s mind, creating a pattern of association between your content and the consumer’s virtual lifestyle.

Your ability to sustain exposure to your brand or product will allow for familiarity; if you are able to regularly present your content to people it highlights your commitment to your work. Consumers want to see you invest in yourself through demonstrating your dedication to your platform.

**ALGORITHM**

The algorithm rewards frequent posting and it recognises your ability to keep people on the platform, this benefits you as your content will be prioritised for the consumer to engage with.

**№ 10:**

**CURRENT**

Being that social media is a global platform that many people use as a search engine as much as they use it for socialisation/entertainment purposes it has a lot of environmental noise that you as a content creator will have to deal with. A lot of the time you can’t compete with this environmental noise, as it can sometimes be globally dominating topics that everyone is tapping into.

Attempting to assert influence towards your brand or products during this time of distraction could be futile, so the best option is to partake in the moment. These moments are largely linked to current topics especially breaking news which disturbs the flow your audience would have been tapping into to. The smart influencer would realise this is only disruptive to your success if you don’t know how to capitalise on the moment, you have to be able to quickly adapt your planned content to cater for this organic content creating moment by leveraging on these current topics and incorporating global issues into your brand or businesses posting activity as it affects your various audiences.

**BENEFITS:**

**SHARING YOUR OPINION WITH YOUR AUDIENCE**

Most influencer forget to connect with people on a human level sympathising with their audience about the daily activities or concerns that the individuals may face away from their platform. During times when your audience’s mind is distracted by important current events this is a great opportunity for you to retain their attention by discussing issues they care about. Most importantly it is a great time for them to see you as an opinionated person regarding important topics, it is a means of demonstrating a sense of governance over people by caring for things outside your immediate profit or personal brand benefit. They get to see your views and stance on important world issues; it can be a great means of harmonising your platform with your various audiences in a deeper way than your regular content allows for.

**KEEP YOUR CONTENT CURRENT BY HACKING TRENDING TOPICS**

Being able to hack the momentum created by trending topics allows you to have high influencing power during times when you could have experienced low levels of interaction on your platforms. This is the biggest benefit that arises from paying attention to trending topics; they can provide you with content that is already commanding attention and once released it acts as an immediate attractors to those viewing it as it is present on their mind already so they are alert to any content pertaining to that topic. Realising that content is already stimulating the audiences senses is great knowledge to have and leverage on when the moment comes to capitalise.

Reminder:

Don’t be ingenuine, speak on things that mean something to you, it shows that you care about connecting with your audience.

**GUARANTEED INTERACTION/REACTIONS**

As these current affairs will already be present on the mind due to the sensationalised nature of these global topics, it is likely that people have already formed strong opinions regarding the topic. Any content that you create addressing current affairs will likely result in high engagement and interaction on your platform as people want an outlet to voice their thoughts due to their overall interaction levels being high during these times.

**Content creation tip:**

Understanding that certain platforms are more useful than others, most people love Twitter cause it allows them to search a trending topic and get the verification of information quickly from different individuals. So if you piggy back on current topics twitter is essential.

**Content creation tip:**

Examples

* Important dates: Valentine’s Day/ International Women’s Day etc.
* Reoccurring events: Grammys/ Oscar / Superbowl etc.
* Breaking news: Follow at least 5 new channels that cover national/international news!

**№ 11:**

**CREATIVITY**

This is an important facet to always keep in mind when creating content – it is one that most people forget in their index for social media success. Most content creators neglect creativity when they are making content and this is evident in how saturated the virtual world is with influencers who do the same thing with very little deviation from the norm.

Actively wanting to be creative when making your content will help you avoid being labelled with industry stereotypes by the consumer; you always want to stand our among the rest but if your content is similar it can get tedious tuning into similar content to the last influencer. Typically when there is no variation between content creators audiences will pick the best one and their attention span will dwindle towards the one who they have labelled as less favourable. Your content needs to be deeply satisfying evoking the correct range of emotions that people seek to experience when they initially seek out content.

**SENSORY STIMULATION**

Are you creating a pleasurable sensory experience when various audiences come to your platform; being creative helps prolong the stimulation, it can make people seek out more of your content because they are enjoying the authenticity so much.

**Questions to consider:**

Is the audio nice to listen to?

Is the content nice to look at?

**BE INNOVATIVE**

You always want to prolong the interaction with the content you create! When your content is high value the audience will want to interact with it longer; if you are able to work on having a unique selling point with your content the relationship you have with your audience will be unmatched and their loyalty to your content will be constant. If you can niche down your content to meet a need or experience that other influencers can’t fulfil this will make you a unique authority brand or business within that social media space.

**Content creation tip:**

Find abstract ways to make content; abstract creativity can help maintain engagement; this helps a lot especially if you are not highly skilled within the area you are seeking to create content in, your uniqueness will be what you can leverage on.

An example of how unconventional content can make you stand out and gain favour are those gaming youtubers who make videos of themselves playing a game badly but the humour that is found in the situation makes people return as they are experiencing something different with the added pleasure of guaranteed laughter.

**№ 12:**

**COMPETITION**

Most people feel they have to have a competitive mindset when promoting their content, but this is not necessary. Uniqueness as illustrated in section N.o 11 is enough to make you flourish in the market space. The competitive spirit that you can leverage on is more so gamifying your content creating a nice environment for consumers to enjoy your content from a different stimulating point.

GAMEFIYING YOUR CHANNEL OR CONTENT.

**Giveaways!**

**№ 13:**

**CONVERSION**

* Behaviours economics
* reservoir of research
* conversion rates – how is the content doing
* Follower content participation

Remember human beings are smart, they won’t keep engaging with something that doesn’t actually benefit them in the way they seek.

Example: A bargain is well known as a tactic for increased spending but the consumer gladly allows its influence because of the knowledge of its benefits to themselves. Does

**№ 14:**

**COST & CAPITAL**

**№ 15:**

**CONNECT**

Connect emotionally with people

Comments – reply to all comments -engage

Me - When national issues aren’t high on the consumer’s mind they are less likely to engage in majority thinking and this more open to individual sway and decision making so during times of majority perspective participate but obviously be truthful in your expression and don’t just conform, be a thought leader that people can seek out for answers

**№ 16:**

**CHANNEL**

IMITATE CONTENT – COPING A STYLE THAT WORKS

BIO IS REAL ESTATE

B2B SOCIAL MEDIA

OTHER PEOPLE’S LIVE – BUY CAPTIONS ON THE LIVE SPACE

**№ 17:**

**CAROUSEL**

The more content you have the greater the opportunity for search engine optimisation and also for the algorithm to give your exposure through your capacity to consistently supply knowledge regarding that thing. your Consistently allows you to compete among the other options.

**№ 18:**

**CREATION AND CHANGE**

Creation — the process of producing content – don’t afraid of change and development

Trigger them into using you by providing them the contrast and negatives of not but this only works if the alternative is actually bad! And don’t use this against other people

Example: , if you are an influencer in health food this is a great industry for perceptual contrast in a way that people already understand and it doesn’t attack directly another individual.

Learning to change things up

When you become content creator and you stop reading the ‘business environment’ you can miss small shifts in the consumer behaviour/needs but the best brands/businesses always know how to balance the regular business practices with change in business practices! While one retains the consumer the other anticipates their needs!

Prevents neutrality and aids profile/traffic optimisation.

**№ 19:**

**CARICATURE**

**CONCLUSION**