




5-day Content Creation Challenge




with Honeycomb Social




Overview



This challenge was designed to help you familiarize yourself with my content matrix, a system I've used to write and publish social media content that's doubled growth for dozens of companies.




Additionally, you'll learn how to batch content writing to save you time and headache!



Finally, you'll discover how great content can growth your channels, build relationships, and convert new customers, clients or fans!



What You'll Need

- 
- List of your favorite blogs, online magazines, podcasts, or news sites
 - 30 to 40 minutes daily
 - This workbook
 - Google Drive folder
 - Content tracking spreadsheet (optional)
 - A lead form or landing page (optional, but recommended)




What To Expect

You don't have to be a marketer, writer, or expert to succeed in this challenge -- you just have to have time, patience and passion for what you do. By spending just 30 to 40 minutes per day with this challenge, you'll be prepared for a month of content! (Doesn't it feel good to mark things off your 'to-do' list?)


Content Planning 101

Knowing your audience is the key to developing a solid social media schedule. Use the space below to determine your best customer.


Tip: Write a list of qualities your ideal customer has: hobbies, family life, work life, faith, favorite stores or restaurants, must-see television shows, or favorite celebrities. Anything that will help you determine what these customers want to read + share is helpful.



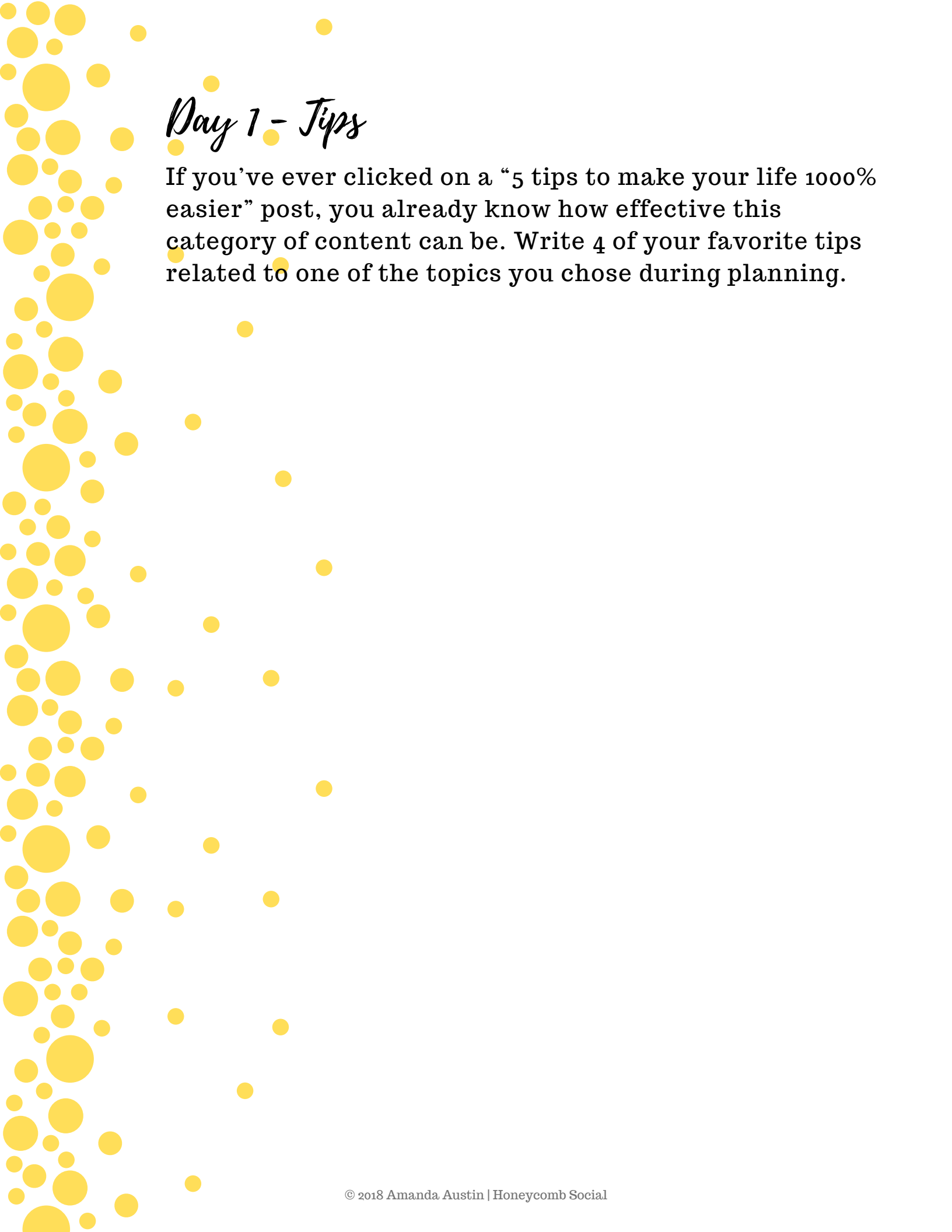
What 6-8 topics are most closely related to your business?



What 5 words would you use to describe your business?




In the space below, write the URLs for 5 websites you believe your ideal customer would visit and enjoy.




Day 1 - Tips







If you've ever clicked on a "5 tips to make your life 1000% easier" post, you already know how effective this category of content can be. Write 4 of your favorite tips related to one of the topics you chose during planning.



Day 2 - Trust



Not only is too much self-promotion a turn-off for potential customers, it also works against Facebook's algorithms and marketing best practices, Pick 6 articles you find interesting -- or that your customers would find interesting -- and add them to the Tracking Sheet. In the space below, write short (no more than 100/150 characters) summaries of each one.



Tip: Use questions ("Would you do this?") or teasers ("I couldn't believe how easy this is!") in your summaries. These statements are known as "engagement cues" and can help increase likes, shares and comments.

Day 3 - Highlights

From product demos to behind-the-scenes pics of you and your business in action, this category helps give you and your business personality and transparency to build trust and strengthen relationships with your customers. Brainstorm a few ideas for highlights below! (I'm giving you a head start with some suggestions.)


Product demo on Facebook live

Picture of a new shipment of product


Video tour of your office

Live video or slideshow of an event


Choose 2 of the ideas above for your monthly content calendar, and write a caption below.




Day 4 - Q's




The "Q" category is a catch-all for the posts that will drive the most engagement with your fans. Questions and quotes are both examples of engagement-driven content. To get you started, start with a "would you rather" question ("would you rather stay at the beach or go camping?") Write two options below.



Now, write down 2 of your favorite quotes below.



Next, find four photos that go along with the questions and quotes. Pull out your smart phone for a typography app (I like WordSwag (\$) or Typorama); or, edit amazing images on PicMonkey (\$) or Canva, both available through your browser.



Day 5 - Call-To-Action (CTA)

You're almost there! The last category is the most important -- and also one of the least used. CTA posts ask your audience to do something specific related to your business. For this challenge, choose one "hard sell CTA" and two 'soft sell CTA'. Write the caption below and add the link to the Tracking Sheet.

Hard Sell CTA (aka "lead page')

Soft Sell CTA (aka "positioning')

Challenge Review: Hard Sell CTA: make a donation, buy a product, sign up; Soft Sell CTA: Learn more about your business; visit your website; learn your history. Both can link to landing pages or your website. Include "Learn more", Act Now, etc.

Congrats! You're an uber planner!

If you've gotten this far, give yourself a big HUGE pat on the back (and have an extra cookie or piece of chocolate while you're at it -- you deserve it).

After your content is written, you'll need another 15 - 30 minutes to schedule. If you've added your content and links to a content tracker, loading it into a scheduling platform and choosing times/dates will be relatively simple.

My favorites are:

- Hootsuite - Free up to 3 channels
- Loomly - (<https://www.loomly.com/free-trial/819b1c6db7dac12b>) \$15/month up to 10 channels

Both of these scheduling tools have a calendar feature, which is VERY helpful for balancing your types of posts.

Scheduling Tips

- Balance each content type so you don't have the same type two days in a row.
- Try scheduling different days of the week each week to see what gets the most engagement, comments, and clicks.
- Try scheduling different times of the day (for the same reason!)
- Feel free to post on-the-fly as much as you'd like; this challenge serves as a basic framework to stay consistent.



Planned my month like a BOSS!



Ready for more?

If you're looking to take your social media planning further with one-on-one coaching, daily priority support, monthly calls, and more, visit:

HoneycombSocial.com/NextSteps

for details on my digital marketing mastermind group.