

Creating content that resonates & creates engagement

Discover how to create content that engages your audience & generates sales.

About James



Hello, I'm James, a digital strategist & user experience consultant with over 15 years of experience helping businesses grow by working with them to join their strategy & user experience dots.

I started in graphic design before progressing to website design & then UX design.

Wherever I worked as a UX designer, in-house, agency, for clients large or small, it was clear that the causes of a poor user experience, or underperformance, were often the result of decisions made earlier in the project.

This is why I work with businesses deliver the results that they had hoped for, preferably from the outset, by holistically to connecting business strategy to digital strategy, to app, SaaS product, website, or social media campaigns.

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Steps



05. Create content with your audience in mind

Refer back to your research & write for your audience & their needs.

- What needs/problems do they have, & what are their sentiments regarding them?
- When talking about what they want, what words & phrases are they using?
- Write in a way that resonates with them, & they will identify with you.

06. Resonate & engage

“If it resonates, people will care” - you have just a few seconds of someone’s attention before they click away to visit your competitors.

- Address their needs from their point of view, which may not be the same as yours.
- Demonstrate empathy with their needs.
- Provide specific, tangible, reasons to believe, & trust, you & your product/service.

03. Support & nudge

“If people care, they will act” - but don't take it for granted. Content creation is about the whole journey - from a flyer or social post through to purchase & beyond.

- Guide your customers, keeping them engaged, orientated & supported.
- If they wander off, you will lose them - provide all the information they need to remain within the journey.
- Be concise, readable, & relevant.

04. Create a plan

Map what content you need where, & why. Creating a plan will:

- Crystallise your thinking while it's fresh.
- Provide a framework, and single point of reference, so that you can deliver content that delivers consistent messaging focused on your target audience
- Provide a checklist & benchmark against which you can check the content you have produced.

Tips



05. Refer back to your research & write for your audience & their needs

You did your research. You know all you need to know about your market and audience.

Keep the learnings in mind when creating your content.

06. Create content with your audience in mind

What needs/problems do you target audience have, & what are their sentiments regarding them?

When talking about what they want, what words & phrases are they using?

Write in a way that resonates with them, & they will identify with you.

07. Resonate & engage

You have just a few seconds of someone's attention before they click away to visit your competitors.

“If it resonates, people will care.”

Address their needs from their point of view, which may not be the same as yours.

Demonstrate empathy with their needs.

Provide specific, tangible, reasons to believe, & trust, you & your product/service.

08. Be relevant

Content creation is about the whole journey - from a flyer or social post through to purchase & beyond.

“If people care, they will act.”

- Content that has been created through the lens of your customers and their needs will be more engaging to your customers.
- Be relevant. Address the needs of your customers.
- Be concise. State your offer clearly and concisely. Use short sentences and paragraphs.
- Signpost. Together with short paragraphs, using headings make content easy to scan and relevant information easy to find.

09. Support your customers

If customers have to search for relevant information, you are much more likely to lose them.

A major cause of customers leaving purchase journey is their inability to find the information that they need at a particular point in their journey.

In testing situations, I've observed customers leaving to try a competitor site when they could not find the information that they needed.

10. Nudge

Websites and sales journeys can be thought of as **miniature stories**.

Visual and written cues can nudge your customers towards making an enquiry or purchase. Written cues include:

- The product benefits - express them from the customer's point of view. State them succinctly and clearly.
- Social proof - 'Using this service has reduced our response times by 20%' - Happy customer.
- The time-sensitive offer - 'Buy today for this special price'.
- The call to action - don't be shy, it's amazing how often the 'add to cart' button is hard to find in a busy page layout - make sure it's easy to find.

When people identify with you & understand your offer they will choose you.



For tips or advice

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Contact me for a free one-on-one.

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