

Creating the **BARRIERS**

between

CONTENT AND CONSUMERS

BLOG CONTENT

- Looks like other industry blogs
- Links to business too early/often
- Avoids taking a stand
- Lacks depth/resources
- Reads more promotional tone instead of helpful

VIDEO CONTENT

- Opens with "like/subscribe/share"
- Takes too long to get to the point
- Fails to communicate in a natural/conversational way

SOCIAL MEDIA

- Looks clearly automated 24/7
- Avoids attempts to create conversation
- Shares copy written in a corporate marketing tone
- Lacks personality, humanity, humor
- Fails to respond to comments
- Tells people what to do

EMAIL CONTENT

- Reads like an advertisement
- Offers too much to read
- Lacks of human/personal touch
- Includes uninspiring subject lines

Removing the BARRIERS

between

CONTENT AND CONSUMERS

BLOG CONTENT

- Speaks to consumer challenges (the way they talk about them)
- Includes collaboration and external resources
- Takes a stand on industry topics
- Provides original research

VIDEO CONTENT

- Speaks to the audience in an engaging/conversational tone
- Respects viewer's time
- Humanizes the brand

SOCIAL MEDIA

- Proves humanity behind brand
- Engages in conversations and responses
- Shares variety of posts to build trust and offer value
- Listens to audience
- Asks questions and shows personality in content
- Includes video and human faces

EMAIL CONTENT

- Conveys messaging that feels like an attempt to help
- Reads like a person wrote it
- Feels personalized to the reader

Ready to break down barriers between **your** content & consumers?

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