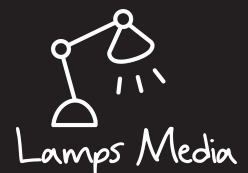


THE 3 PRIORITIES FOR CREATING GREAT CONTENT FOR A TECHNOLOGY BRAND,

creating moments that matter



THE WHAT AND WHY OF CONTENT,

In today's digitally noisy arena, it's easy to be convinced that content is something so much more mind-boggling than it really is.

It's kind of like artificial intelligence in the sense that people can quite quickly insinuate "it's something you'll never understand".

Particularly on social media, we often come across people who do nothing but disclose how hard it is to create good content. Most of these people never actually share their insights on 'how to do it' (ALERT: it's probably because they don't actually have the answer!).

And it's also easy to come across people telling you that the key to successful content marketing is to simply "be consistent" and "offer value".

Truth be told, did you know that content is simply information made available?

If only the self proclaimed social media experts just said that, we'd

all be a lot less overwhelmed.

Within this short eBook you're going to discover the 3 things you need to prioritise to create great content for your technology brand.

Yes, you read that right - we're actually going to share with you 3 of the key elements as to HOW to create great content.

And when we say great content, we really mean it. We mean content that's engaging, relevant, timeliness and informative. Content that truly serves your target audience.

But before we share our insights on these 3 elements, it's important to acknowledge the broad role of content.

Always remember that content most importantly serves the purpose of attracting, educating and engaging audiences. Content can be leveraged in many different ways to serve business objectives such as brand awareness and lead generation.



3 THINGS THAT MAKE OR BREAK YOUR CONTENT,

There are lots of crucial elements to great content creation.

In this short eBook, we're focusing on the 3 most important elements to creating great content to equip you with the information you need to start rebooting your marketing and sales efforts.

PRIORITY #1

Narrative Design

PRIORITY #2

Format

PRIORITY #3

Content Contributors

Having been involved in the delivery of thousands of content assets in addition to designing and deploying countless inbound and outbound lead generation strategies, we're confident to say that we've got your back when it comes to rebooting your content creation strategies to maximise achievement of important business objectives for your technology brand.

So, are you ready to reboot your thinking?

Let's get started!



WHAT YOU NEED TO KNOW ABOUT NARRATIVE DESIGN,

Narrative Design? Say what?

It's true that globally we're one of the handful of agencies truly pioneering the art and science of Narrative Design for technology brands as a critical input to the creation of great content.

Narrative Design is one of the first elements to creating a great content asset.

If you haven't designed a narrative that's tailored to your target audience, it's safe to say the content asset is likely to not perform as best as possible.

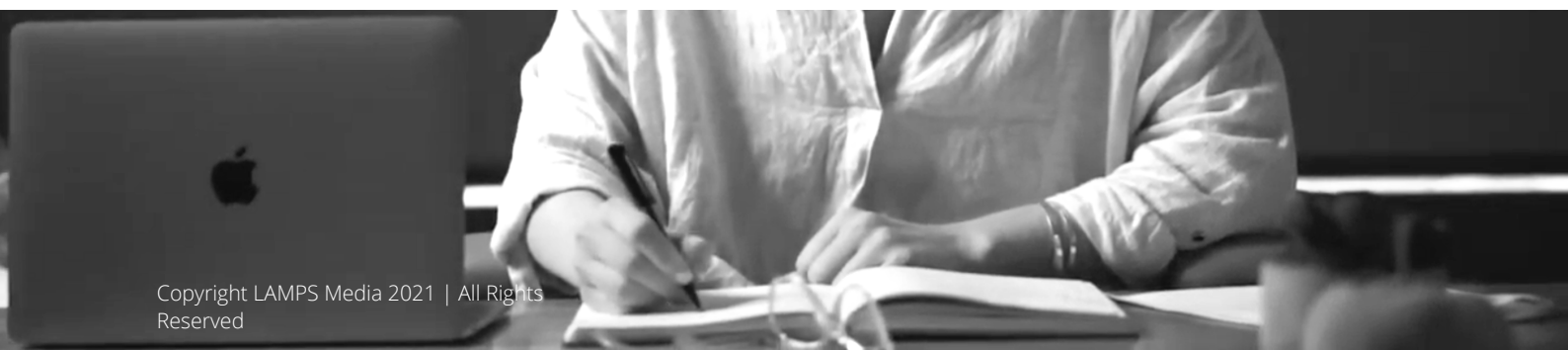
It's difficult for us to disclose our entire Narrative Design process in this eBook because it's short but here's our best shot at summarising the key things for you!

The purpose of Narrative Design

To ensure the creation and production of a content asset that is truly optimised for the target audience.

How to complete Narrative Design

- Host Narrative Discovery sessions with important stakeholders such as sales and business development executives to gain crucial insight into what they hear from customers especially in relation to misconceptions and objections.
- Complete research about the target audience, but ensure your searching is very specific and be sure not to Google questions with your biases built in (e.g. 'What are the benefits of a CRM' vs 'Impacts of a CRM') - oh and don't rely solely on the first page of results returned to you by the search engine.
- Conduct surveys, where possible, and or lean on existing data from previous surveys that are relevant.
- Understand the language style preferences of your target audience and gain insight into the 'jargon' and 'lingo' they may use.



WHAT YOU NEED TO KNOW ABOUT FORMAT,

Remember the days where a simple 'status update' or the sharing of a photo were two of the only publishing permissions we had on social media platforms?

Now we've got polls, videos, live streams, reels, interactive ads and so much more!

It's great that we've so much choice, but it also makes some of us feel overwhelmed.

When thinking about the Format of content, it's important to appreciate that different formats offer different pros and cons, and also that different formats are appropriate for different channels and scenarios.

The beauty is that in 2021 and beyond, we've a growing number of content format options to leverage.



From 2018 onwards, we saw a surge in online commentary that "the future is only video" and "no one reads anymore".

We're here to tell you that, fortunately, it's not that straight forward.

Why? Well because many audiences actually prefer different formats in different scenarios. Lean on data insights where possible

but also consider the following questions when deciding on Format for your content:

- Is the content technical?
- Where will the content be consumed?
- What are the audience's preferences?
- What format is best for the objectives of the content?

They're important questions.

WHAT YOU NEED TO KNOW ABOUT CONTENT CONTRIBUTORS,

Have you ever been told that "people connect with people"?

Or that "people never believe the CEO who is reading a script prepared by the PR team"?

It is true that sincerity, intent and humanisation are crucial to the creation of great content.

Here's what we mean by each of these 3 key factors.

Sincerity

The communicator must sincerely mean what they say.

Intent

The communicator must sincerely have the intention of speaking to the target audience.

Humanisation

The communicator must sincerely empathise with the target audience.

This doesn't mean scripts and company logos should be thrown

out! It simply means that we must not forget the important role of the communicator.

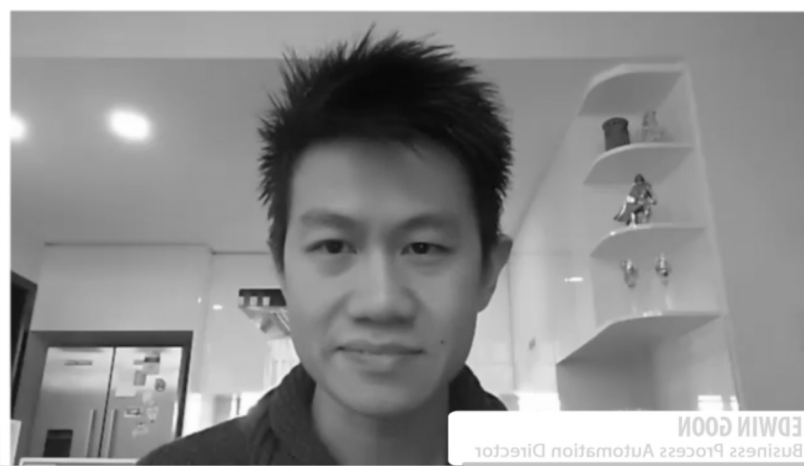
Content Contributors are communicators. They're the people who communicate on behalf of the brand to contribute to content.

When carefully procuring and selecting your Content Contributors it's crucial you have a standard by which you can measure (quantitatively and or qualitatively) their strength to deliver what's required for the target audience relative to the Narrative Design and the Format of the content.

Consider things like:

- Speaking style
- Experience
- Professional Role
- Experience
- Ability to Resonate
- Knowledge

Even the best Narrative Design and most optimised content Format can be disadvantaged if the communicator isn't fit for purpose!



WANT TO UNDERSTAND MORE?

We're LAMPS Media.

We specialise in Content Creation,
Content Marketing, Brand
Awareness and Lead Generation.

We only work with technology
brands.

And we're great at what we do.

If you'd like to discover how we can
support your technology brand,
reach out - we'd love to chat.

connect@lampsmedia.com



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