

SELL MORE PRODUCTS ONLINE STEP FOUR

ATTRACTING CUSTOMERS TO YOUR SITE

PART 3



jane hamill



BEFORE YOU CHOOSE CONTENT STRATEGY

WHAT IS THE GOAL?



BEFORE YOU CHOOSE CONTENT STRATEGY

- Work it backwards
- What outcome are you trying to achieve?
- Then reverse engineer your strategy to suit your MAIN goal



GRAB YOUR STEP FOUR WORKBOOK

STEP FOUR

ATTRACTING CUSTOMERS TO
YOUR SITE

The logo consists of the letters 'SMPO' in a bold, sans-serif font. The letters are white and are set against a solid black rectangular background.

SELL MORE PRODUCTS ONLINE



BEFORE YOU CHOOSE CONTENT STRATEGY

Work it backwards...Answer a reader's question
You KNOW what you'll be selling soon



BEFORE YOU CHOOSE CONTENT STRATEGY

Work it backwards...*"here's what Taylor Swift does..."*



Taylor Swift Gives A Tour Of Her House & Answers 73 Questions on Vogue



Clevver News ✓

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2,926,618

258,522 views



BEFORE YOU CHOOSE CONTENT STRATEGY

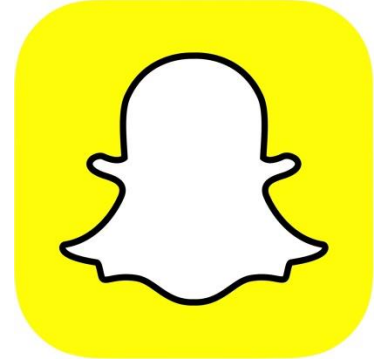
Example of “seeding” the idea of color in your home
Oh, and guess what? Brand new colorful pillows for sale!



KEEP YOUR EYE ON...

Jane recommends paying attention to:

- Snapchat
- Influencers
- Video
- Podcasts
- Facebook (terrific for advertising)



6

6 STEP PROCESS OF CREATING CONTENT

D C A O D D



6 STEP PROCESS OF CREATING CONTENT

1. **Decide** on the goal of your content. What's the purpose, the CTA, the product you're leading them towards? Reverse engineer your content into this
2. **Create** content. If it's getting very long and drawn out, consider making it a 2 or 3-part series
3. **Add** graphics / images that go with your content and upload it to the applicable platform(s)



6 STEP PROCESS OF CREATING CONTENT

4. **Optimize** your content. Check for keywords, tags, hot links, jpegs filled out, SEO on the back-end, etc...
5. **Distribute** it. Send an email to your list, post to your chosen social media channels, tag AND email any brands/people you mention in the content (when appropriate)
6. **Distribute** it some more – from different angles to appeal to different prospects



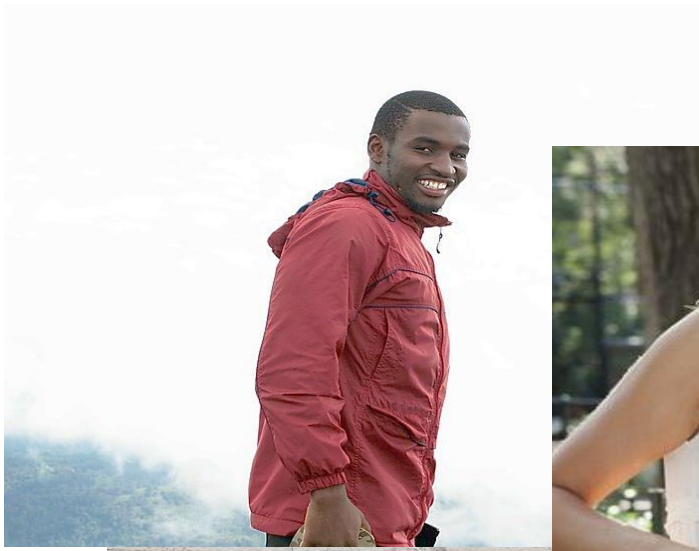
CHOOSE YOUR CONTENT STRATEGY

This is about WHAT YOU SAY in your content

- Keep it simple and DO-ABLE!
- Go Beyoncé on it
- Test it for 90 days
- Jane's Facebook story
- Patience
- Marathon, not a race

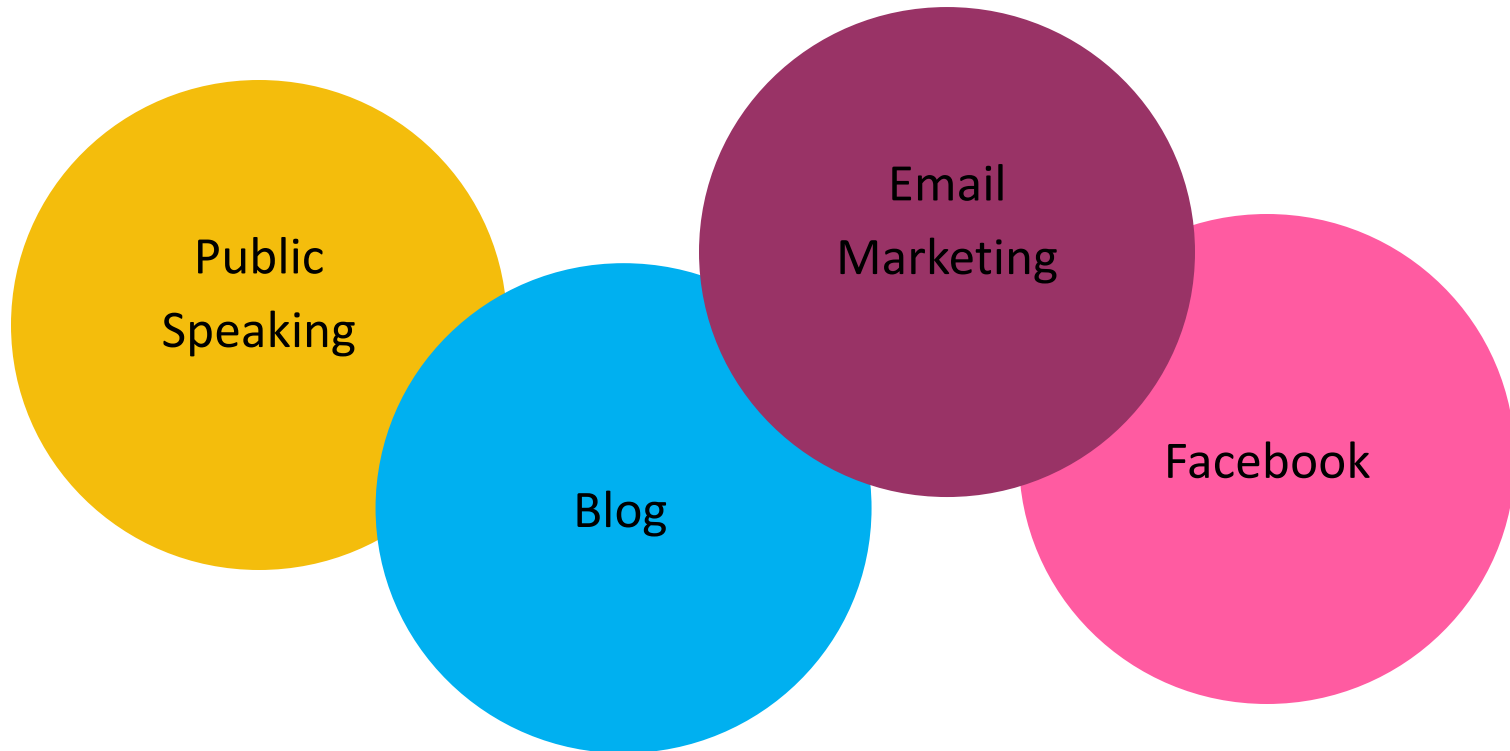
CHOOSE YOUR CONTENT STRATEGY





KEEP IT SIMPLE

This is about HOW YOU DISTRIBUTE your content



PLANNING YOUR CONTENT

Annual Content Planning Calendar Year _____

Jan	Feb	Mar	April
May	June	July	Aug
Sept	Oct	Nov	Dec



YOUR ROBUST CONTENT PLANNER

Content Planner Year _____	January					February				
	Jan Notes	Week 1	Week 2	Week 3	Week 4	Feb Notes	Week 1	Week 2	Week 3	Week 4
Events happening this month, product releases, holidays etc., things to keep in mind			Sale	Sale	Final clearance		2/15: 4 new styles available online			
Content					Spring is coming - what that means to your wardrobe, making the transition during those awkward days.		So excited!! New pieces avail online			
Offer				Making room for new stuff! Get on Early Bird list - click here	tease the new collection - will be available 2/13 .		Pick one pc to feature (the dress in the article)- great pic, and link to the ONE pc only.			
Call to Action (tell them what to do next)			Buy Sale stuff NOW - before it's gone. Use scarcity - only 1 pc left... It's a medium - who wants it?	Last Chance! Buy sale stuff NOW - before it's gone.	CLICK HERE to get on the Early Bird list for... benefits of signing up		The story of a dress: how I go from idea for a new style to actually selling it - the process. Sketch, pattern, 1st sample, fittings, - heavy on pics, not much copy			
Promotion of Content			FB ads, retargeting ads, full email list	Sale shoppers ONLY email list, FB ads	Full email list, FB, IG, article on blog on posted to LinkedIn, infographic for Pinterest		The ONE pc. that s featured, SHOP NOW. Clear and simple.			



SAVE TIME DISTRIBUTING YOUR CONTENT



sproutsocial



YOUR ACTION PLAN



#1 ASSIGNMENT

JUST GET STARTED!