

# The Ultimate Guide To Content Creation



The Ultimate Guide To Content  
Creation.

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# About

Mavenwit Is A Full-Time Global Multi-Award Winning Advertising, Marketing & Innovational Transformation Company.

We are empowered by the art of creativity, work where the impact matters, changing the future of the entire internet industry & building brands throughout the globe.

We build a better future for our clients, transforming the process, exploring the new reality, and reforming the advertising structure, to deliver world-class real optimized solutions in no time.



We're extraordinarily ordinary in creating powerful ideas based on deep insights by connecting brands with targeted audiences to gain unbelievable attention.

We leverage our global technology partnerships to build a seamless experience with the data solutions fit for our client's needs.

We Are A Platform For Global Brands Creating What's Next In Content, Advertising, & Technology To Bring The Better Future Together.

# Acknowledgment



We would like to extend a warm thank you to the Mavenwit Team for striving to complete this book successfully.

A great support network was instrumental to the publication of this book, writing, and rewriting until it was perfect.

Our Mavenwit team provided the experience and support that allowed this book to exist. The idea could be published with the assistance of the editor reading early drafts, advising us on the cover, and ensuring the tiny details weren't included in it.

The book starts with an idea and it's not easy to turn an idea into a book. We found the experience to be both personally and professionally rewarding.

Getting a small book into orbit requires a large ground crew. Support in editing editorial, an in-depth understanding of design, and ongoing support strengthen the pillars.

In light of that, we would like to extend a special thank you to the team who helped us achieve this and drive the business forward. We are whole-heartedly grateful that we have found the great talented people in our team from all around the globe, and their support, ideas, and efforts are tremendous which help us in making the right impact in the advertising industry. We're the change for the 21st century. We're Mavenwit!

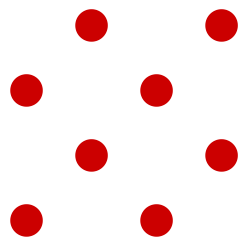
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# Introduction

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Since the dawn of the social media era, content creation has been well-known. Everyday content makers are expanding their ability to share their tales as the medium evolves.

Content production is a vocation that comprises creating content for consumption by an audience. In various genres, content makers create informative, entertaining, and insightful visual and audio content. These materials are designed to grab the audience's attention and guide them to various companies or personal accounts on social media networks.



Do you want your story to be heard around the world? Then come along with us on this journey into the world of content and learn about each step required to become a content creator.

# Chapter 1

## Content Creators And Their World

We hear the term "content creators" regularly, and its use has skyrocketed in the last decade. But have you ever thought about who these Content Creators are?

“A content creator produces eye-catching and awe-inspiring content for Internet viewers.”



Content production is a career that entails producing content for an audience to consume. Content creators make educational, entertaining, and insightful visual and audio content in various genres. These contents capture the audience's attention and direct them to different brands

or personal pages on social media sites.

### **What is content creation?**

The internet has become a household phenomenon in the last decade, resulting in countless social media sites that provide users with a wealth of content. Content has become an essential part of our everyday lives in several ways, influencing our personality and decision-making.

What is the first thing you notice in every online advertising or company brand page? It's content!

*"In its most literal sense, content creation is the contribution of knowledge to any media, especially digital media, for a specific audience within a particular context."*



Content Creation is a passion, an art form, and a technological and professional endeavor that requires a combination of creativity, planning, and creation— in other words, to create good content, be organized and creative, rational and associative, disciplined and diverse.

Back in 2020, the market value of Content Creation was at about 16 billion dollars, and it's estimated to continue growing. Content creators keep a constant flow of content accessible on the internet through their different ranges.

### **Division of Content Creators**

There are two groups of content creators; those who **work for brands** and those who **work for themselves**. While working for a brand content is developed for brand promotion, and self, content is focused on creating a personal brand. But primarily, the "Content Creator" is used for the individuals who work for themselves and do various collaborations with brands or other content creators to grow their network.

In both cases, the goal is to involve the viewer in the content to be aware of the available options and deliver the message that the audience needs to hear regularly. Content is an easy and enticing way for content creators to communicate news and brand deals in the world of new-age media.



If it's an advertisement or simply their online activities through these significant social networking forums, every company's content must be on point to reach the target audience.

Your first impression of a brand develops through the material you present, and the first impression must always be the strongest.

Every brand needs a large fleet of content creators to have the best resources to achieve satisfactory results that meet the brand's objectives.

For personal content creators, the situation is somewhat different. A personal brand is created by channelizing the content, whether it's through an Instagram influencer, a Youtuber, or a Blogger.

Their name will become a commodity, and the public will consume their content to gain awareness and entertainment.

These solo content creators make up the vast majority of the content creators group, who create content in their preferred format and genre with total creative freedom.

An audience also has a vast influence on the creator, which results in the content created for the audience.



An audience examines their content and, if it piques their interest, they click on the images, videos, or links to learn more about the business or the individual who created it.

This curiosity that draws attention to the content will help content marketers strategize a strategy for feeding the audience content they will enjoy.

Given our familiarity with content creators and content creation, a question about the scopes of this domain may arise. As a newcomer, you may wonder, "What are the prospects if I pursue Content Creation?" Let me explain that in a nutshell to give you a better understanding.

Content creators are thriving and evolving day by day, thanks to the rise of new-age digital media. Viewers are currently consuming a massive amount of content every second. Regardless of the type of content, digital media has kept us hooked on online content, and much of it is produced in some way by content creators.



A content creator's job description is broad and includes creating web and interactive content. Although almost all solo content creators work on a platform that relies on digital media to reach their audience, content creators who work for brands or businesses face a variety of offline ventures of content required to achieve the target audience. In short, the potential is enormous, whether online or offline.

In short, the potential is enormous, whether online or offline. Content creation and distribution have become simpler and faster due to social media sites such as Facebook, Twitter, YouTube, Instagram, LinkedIn, Anchor, and Spotify, which also broadens the types of material freely available to the general public.

All of this opens up many opportunities for aspiring content creators who are just getting started and don't have much experience or money to spend on content development.



We can note down the scopes as a content creator as:

- Joining the brand's team as content creators.
- Working as an independent content creator.
- Being part of an organization's content team.
- Work as a content producer for media organizations.

Every day, the Internet world evolves, and we encounter new and inventive platforms that can be the subsequent significant content discovery. Every day, the project's scope expands, and it will continue to adapt in response to audience demand.

It's crucial for a new Content Creator who is entering an unfamiliar world to keep the flame of creation alive. Continue to offer something new and different to the audience, and let the world hear your story your way.

## Chapter 2

### Explore The World Of Content

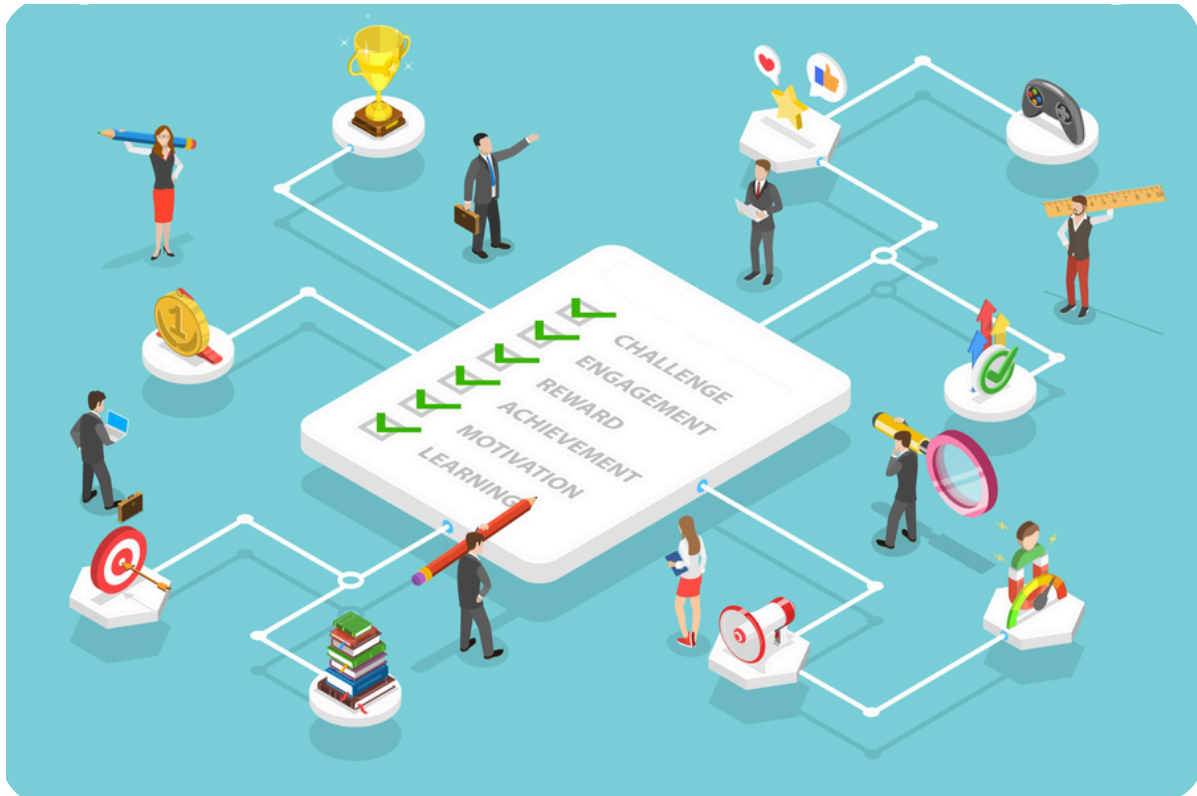
We have begun our journey with a blast in the world of content creation, but we haven't mentioned the word "Content" since we learned more about a content creator and the content creation process in the previous chapter. What is Content, and why is it so important? Have you ever considered this question? Then let us know more about "Content."



“Content is the knowledge and experiences geared toward a specific audience in media, art, and communication. "Something to conveyed through any form of communication such as voice, writing, or any of the various arts," says content.”

Content is any form of expression that we consume to obtain knowledge, pass the time, or entertain ourselves. The topics we consume are diverse, and they are all classified as different forms of content available to the audience.

“The problem with the word "Content" is that it's ambiguous enough to mean anything and anything depending on whom you ask, which means it may mean nothing at all or anything we consume depending on your point of view.”



However, your definition of content is up to you, but the basic understanding remains the same. Fundamentally content is of different types, each one created with different motives towards the audience. Content that captures the audience's attention may be educational, entertaining, or artistic. However, the target audience is content to be engaging, appropriate, reliable, interesting, fun, or enlightening.

Different types of content are used differently by the audience, all of which influence certain levels. Text, photographs, video, and audio can deliver live or recorded content. All these are combined as forms of content.

The media of distribution for these contents can be both online and offline, and there are content creators who work on both, but we will focus on the online content creators:

## Individual Content Creator

- Individual content makers can utilize any or all sorts of material to communicate their message to their target audience. A content creator chooses their type of content based on how they want to approach their audience with their information, whether instructive, entertaining, or artistic.

## Business Content Creator

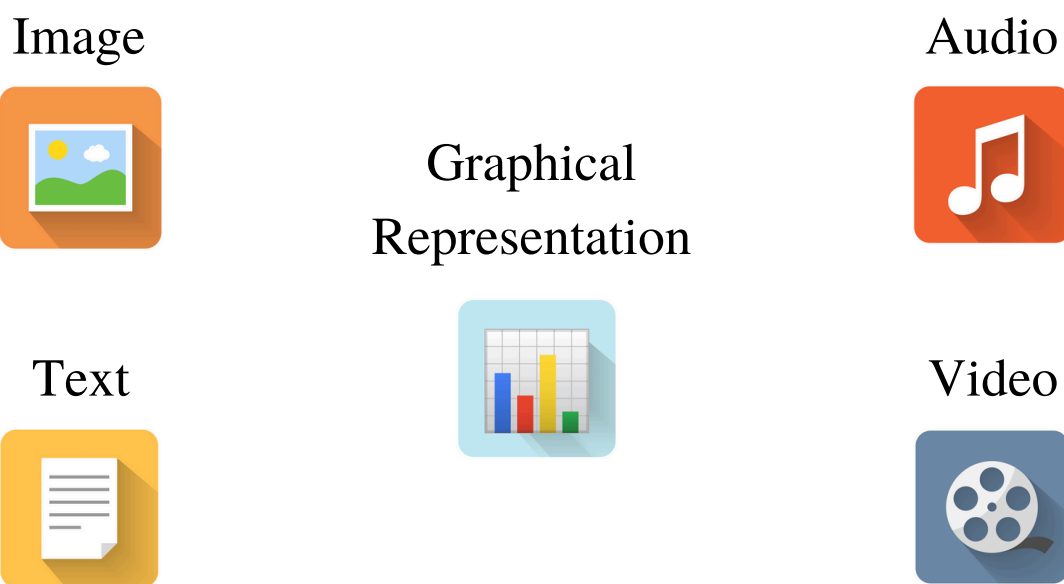
- The case is different for business organizations and creators working for them. Companies can use the content for marketing and branding that incorporates the organization's branding, is free of advertisements, and has a trackable call-to-action. Through different stories and information, an organization's message is expressed to the potential customer.



It makes no difference which group you belong to when it comes to the dynamics of online content creation. The goal may differ, but in the end, content must reach the audience to achieve that goal, and this is where the internet is causing a stir in the industry.

The growth of social media and other content-sharing sites has dramatically improved the availability and flow of content over the last decade. With the widespread popularity of OTT channels and the easy availability of the internet, demand for content has also increased, which has resulted in many content creators who have jumped into the fray to meet the rising demand and established content creation as a viable career choice.

The journey of knowing the content is incomplete without gaining knowledge about its different types. Some of the most prominent and used forms of content for online creators are -



Each of these pieces of content has its own set of divisions depending simply on the material itself. A documentary film, a travel image, and an audio music clip are all examples of content types considered subcategories of the five primary forms of web content.

Each of these pieces of content has its own set of divisions depending on the material itself. A documentary film, a travel image, and an audio music clip are all examples of content types considered subcategories of the five primary forms of web content.

A content creator can not be good at his job if his content concept is not clear. Let's explore each of the types to get a clear vision of various forms of content.

## Image



It's a type of visual content in which the meaning is presented through a single or series of images, including information, text, data, or a photograph. Images are the most common source of content that we come across daily. We

don't need to search for images. We get plenty of them on social media already.

Memes are popular these days, and they are a humorous and satirical manner of addressing various issues and a type of picture content. Photographs, quotes, news stories, and posters are some of the different pictures that can be used as content on the internet.

## Text



The text includes letters, numerals, words, phrases, sentences, paragraphs, and everything else we read to grasp the context. It is how much of the meaning in websites is conveyed. Readers are informed,

and explained topics and methods through text. It's the most common kind of content.



## Audio



Audio content is any content that does not have a visual feed and only has audio and is consumed only through listening. For a long time, songs have been the principal source of auditory content. E-Books and podcasts are

relatively new content ideas, yet they are rapidly gaining popularity. Audio is engaging, and the fact that we can listen to it without giving it our full attention while doing other things makes it incredibly enticing to consume throughout the day. The availability of new smart speakers has also boosted audio content consumption.

## Video



Video is an electronic format for capturing, duplicating, playing back, broadcasting, and displaying moving images. Video content is any content that is displayed in a video format. Youtube videos, Vlogs, Documentaries,

and short reel videos are examples. It has become the quickest and most exciting manner of delivering content in recent years. Videos may stimulate most of a person's senses, making them a more entertaining source of content. Videos are blowing up the content industry with their variety and quality and are considered the future of the content world.

Your needs and interests will ultimately determine the information you select. The material will not be a huge issue as long as the content is good and your target audience likes it. So keep creating and delivering great content to your audience.



# Chapter 3

## Dive Into Creation

We've learned about content and content creators, and now it's time to use our imagination and develop our own. Content creation is a time-consuming and meticulous process that ensures your content is well-received and serves its purpose against your target audience.

All of the different forms of content and the platform on which you plan to publish it have an impact on the content and its creation. However, some aspects stay consistent and must be adhered to when developing content.



These are the basic guidelines that should keep in mind before you create your content:

- Define your Content Goal
- Research and Understand your audience
- Setting up a Budget
- Don't compromise on Quality

- **Define your Content Goal:** Before you start writing, make sure you have a content goal in mind. What you want to do with your content is the goal. Whom do you want to view your material, and what will it accomplish? It will allow you to specify your target audience's demographics and age range. Your content can be customized or generated to appeal to them, which will also assist you in advertising your content because you will know whom to target.
- **Research and Understand your audience:** Always keep in mind that any content creator's success is dependent on their audience. To plan appropriately, you must first determine who your target audience is. Choose subjects and ideas that will appeal to your target audience. Your audience should relate to your content, and this can only happen if you understand them and act accordingly.



- **Setting up a Budget:** There are some costs to consider when it comes to starting a career as a creator. It includes expenses such as purchasing video equipment, establishing a website, traveling expenses for research and shoots, or marketing expenses. All of this is done correctly so that your content does not result in significant financial outlays and you do not go without pay in the early stages.

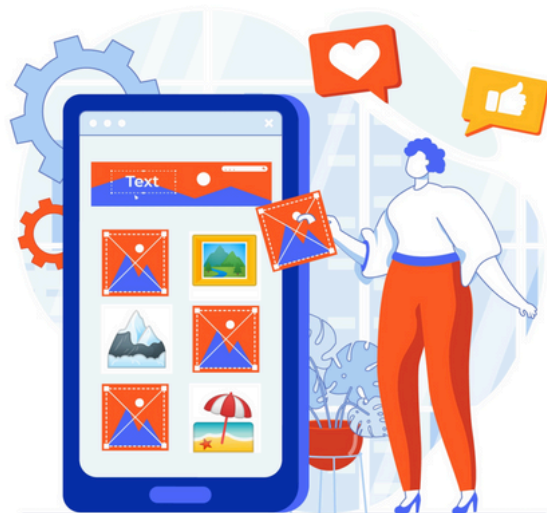
- **Don't compromise on Quality:** Never sacrifice the quality of your content, whether it's visual or aural. The quality of the content differs from good content in an ideal world. The looks, the sounds, the texture, everything should be of the best quality. The range of high quality attracts and retains an audience in this competitive field. Before creating content, figure out what software and equipment you'll need. Create unique content and be rewarded for it.

We understand the fundamentals, yet each medium has its unique approach when it comes to content creation. You can quickly develop beautiful and relatable material when you have a firm hold on content development.

1. **Images:** Images have been the most shared content source for an extended period, and the growing online content industry has amplified its use and demand.

“An image is an expression of the external form of a person or thing in art.”

Images are a type of visual content that can be consumed by seeing. Photographs, graphical representations of data, memes, quotes, or text over photos, posters, brochures, and imagery content are available online.



You can take several steps to ensure that the audience correctly receives the visual material you create and that they can engage with it.

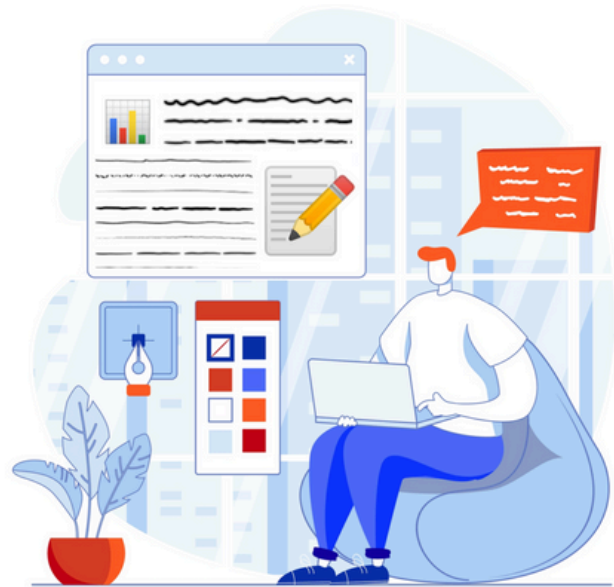
- **Give room to your image:** Make sure that when you're creating a picture for your content, it has enough space in its design. Suppose you don't leave enough white space between your photographs. In that case, your page will appear congested and challenging to navigate, making your content a distraction rather than an attraction for your visitors. The audience is more likely to convert when the content is straightforward.
- **Focus on your brand:** Take an effort to keep your brand's visual identity, including how your corporate colors and logos are used whether or not you involve fans in your photography. Make your audience identify your brand whenever they come across your content on any page. All of your content assets should, ideally, have a consistent design motif that visitors can recognize and associate with your company's or corporation's brand.

**2. Videos:** Videos are the fastest-growing kind of material, with the most significant number of hours spent watching them. For various reasons, videos are better than most other forms of Internet information. That is why you should discover the essential benefits, as they will demonstrate why you would be negligent if you did not include them in your next content concept.



Any content can soar to new heights with proper preparation and comprehension, and this is the information that an unknown content creator should strive for to get more remarkable results. Do not surrender. Every day, learn something new and improve your material. The road to success is never-ending learning.

**3. Text:** Lyrics and numbers, phrases and words, phrases and paragraphs, this is how most of the significance is transmitted through web pages. The text content provides our readers with information, description, concepts, and procedures. It is the very foundation for web communication.



Web text content always has some structure — although only top-down and formatting — even by default. It can also show behavior, move or change, appear or disappear, in response to the reader's action or the author's intention. However, texts themselves do not have these qualities or abilities; their structure, appearance, and behavior are implemented and influenced by other resources

# Chapter 4

## Know Your Audience

“The viewers & listeners of content such as play, film, music, podcasts, documentaries, and so on are known as the audience or viewer.”

An audience is a person who consumes your information on the internet, and they play a part in your success. Even high-quality content can fail if it does not meet the audience's demands or fails to connect with the intended audience.

Knowing your audience allows you to ensure that the products you sell and the content you create continually resonate with them, resulting in increased conversions and client loyalty.

Knowing your audience and what they prefer to watch or listen to is essential for developing successful content. You can decide your following content or next move to get maximum response from your viewers.









Each of the genres comes with a set Audience Base. These are the people who prefer to consume the content of that genre. For example, someone who loves food will consume content about food in both visual and audio mode.

### **What are the different Genres?**

A good piece of content first begins with determining our genre, which we are most comfortable creating content with & are primarily aware of the issue. We can conduct extensive research to maintain validity while developing new topics. A creator can be talented in various genres, but their finest work is always focused on their main talents. It improves the quality of the information and makes it more detailed and appealing to the viewer. Picking a genre and sticking to it creates a win-win situation.

Creating good content is just part one of a blog post. Part two goes behind the promotion and marketing of the content, and this is the place where genre comes into real play to address the target audience. More about marketing later, but before starting the content creation journey, make sure to choose your genre.

Choosing a genre helps decide which fan base to promote and design a campaign depending on their preferences. The use of keywords is also done keeping in mind the reader's preference, which helps it reach maximum people.

Let's dive into the world of different genres and know more about them.

## Types of Content

Once the genre is decided, you know the people to target—their likes, demographics, and age. But the next important thing is the type of content. All kinds of content require different attention spans, depending on your audience.

Your audience, for example, may enjoy dancing as a genre but has a short attention span; this means she will watch a 30-second dance video but may or may not watch a dance documentary.

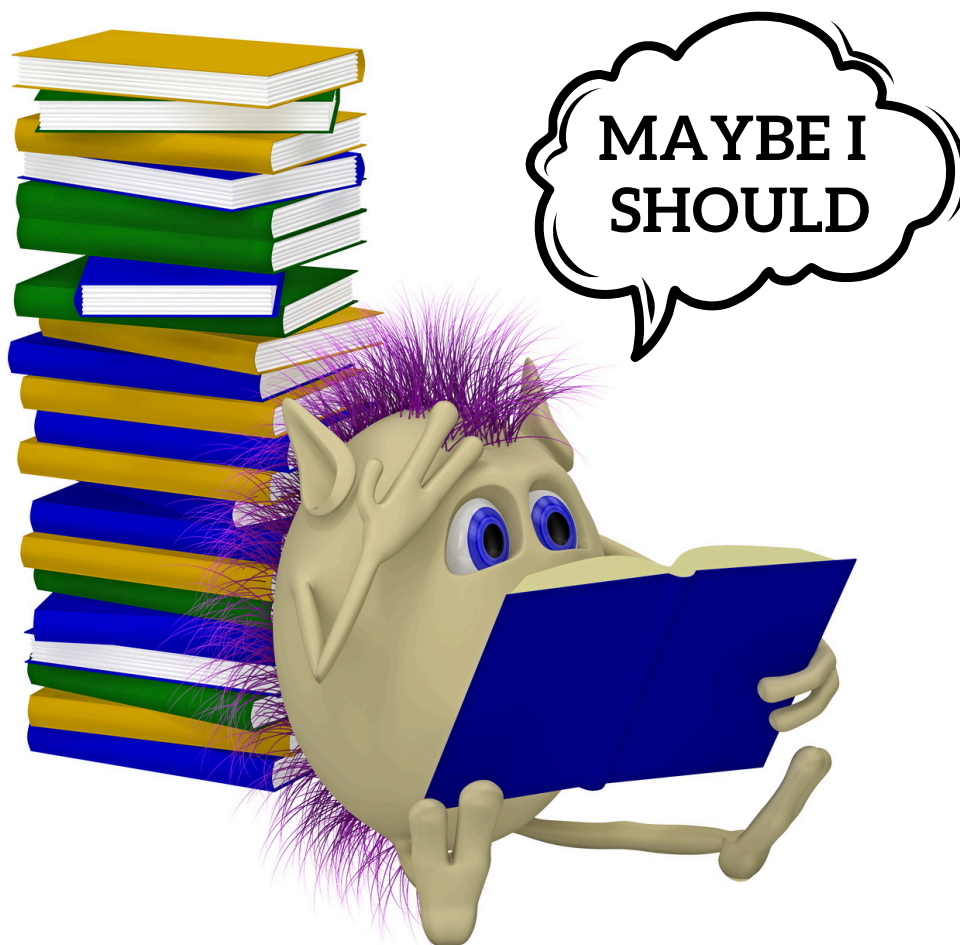
Different types of content have various attention spans, but they also trigger varied amounts of sense. Imagine, like songs or podcasts, only stimulate one sensation. However, videos stimulate both audible and visual senses, resulting in a more significant impact on the audience. Though the type of content you create is up to you, playing with them is necessary, especially when there are alternatives to expand.

In the end, the content will add value to the audience, and whomever the audience is must be satisfied by what they see or listen to.



## Think before creating

It would help if you chose your genre and content mode before researching probable topics. Your genre should be your comfort zone to get the best possible outcomes in your content, while your type of content should appeal to audiences in that particular genre. A cookery show on a podcast, for example, is not a good fit, but horror adventure stories on a podcast can be quite a spine-chilling experience, satisfying the listeners.

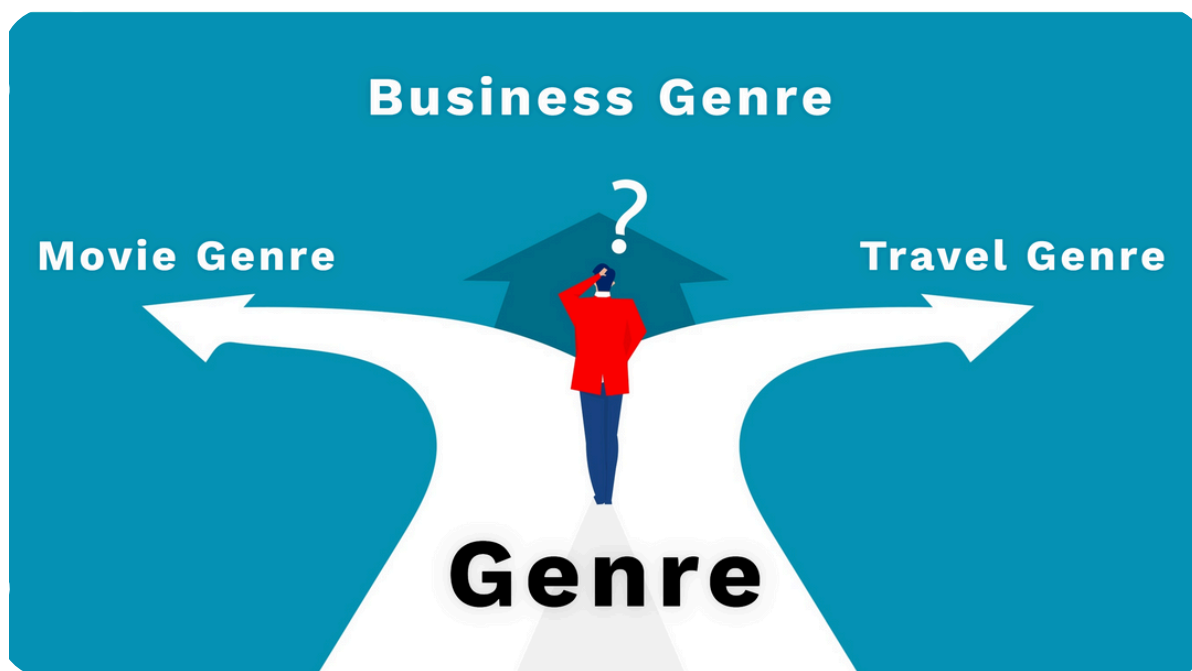


Creating something you love gives your job a fun aspect and increases the chances of being creative. Although when working for a company you might need to work on various genres you aren't comfortable in, you should have a core genre to make yourself the best in it. For choosing your genre, you have to think about specific criteria that directly affect your decision and career in the future.

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For choosing a topic for your content, keep these steps in mind:

- Which genre do you know more about?
- Which genre excites you?
- Can you do extensive research for the genre on a daily level?
- Which type of content is an option for you?
- You can deliver the best quality in which kind of content?
- Can you stay loyal to your selected genre irrespective of the response from the audience?



Ask these questions to yourself to understand your target audience and then create great content to satisfy their hunger.

Before choosing a topic, you have to make sure your audience will be interested in it. You have to choose a topic that will make them like and share your content post, and your content will add value to their needs.

## Audience Persona

The audience persona is one of the other things you can do to know your audience by thinking like them. You'll be able to comprehend your audience's and consumers' needs and wants using audience personas. They'll help you generate better content by guiding you across the emotional spectrum of your target audience.



Even if you create content for sale purposes, it will guide the quality of products and services to get the desired conversion.

Finally, here are a few wise words; the most important thing to learn from content creation is that you can never predict which content will go viral and a total flop. Sometimes you'll put several days into a post, polishing every nook and corner, and it won't go anywhere. On the other hand, a position where you didn't put much effort in might emerge as your most-read post ever. Continue to learn and create. Always write down your thoughts and let them run wild. Don't be shy about creating content and get the wanted call to action.

# Chapter 5

## Rule The Hearts With Your Stories

What makes you do that when you subscribe to a Youtube channel or follow someone on Instagram? It's the content that they share. Good content is what differentiates the best content creators from the rest.

While numerous criteria distinguish the great creators from the rest, two are particularly important in presenting your tale or idea to your audience. These can help you create the most suitable content possible.

- Finding your voice
- Storytelling

### Finding your voice

It's critical to find your voice, one that can communicate your thoughts and points of view to others.

Your perspective on a subject distinguishes you from other content writers. The audience enjoys listening about a specific issue, and it's referred to as "finding your voice."



## Some steps help you to find your audience:

- **Determine your content's purpose:** Determine what you want to accomplish with your article. Do you wish to educate or share your concept with others? These questions will assist you in conveying your story to the audience. Once the answer is received, you will know what to create.
- **Create and Share:** Don't be afraid to speak up when you're attempting to get your voice heard. Please make a list of your thoughts and share them with the rest of the world. Allow the rest of the world to listen to your voice, and it can also give you insight into how your content in the real world and how you can improve it to make it more appealing to your target audience.



# How To Find: Your Target Audience

- **Understanding your audience:** We've gone over how to get to know your audience in detail, so once you've figured out who they are and what they like, present your ideas and voice to them. Knowing whom you're talking to will help you find the right words to make a more significant impact!
- **Be yourself:** Be honest with yourself and your thoughts. You think differently than others, so keep that in mind when creating. In your haste for popularity, don't strive to imitate other creators. Your style and ideas will help you find your unique voice.

In a nutshell, find your voice and use it to create your identity. Rather than emphasizing the sale of your material, tell your story to the audience. In the long run, good content sells itself. Keep your ideas flowing and stay true to yourself.

## Telling a story

We enjoy listening to stories as humans. We have enjoyed hearing stories and connecting with the characters since childhood. Stories make us happy and give meaning to our lives. Stories are endless, and they leave a legacy passed down through the generations.

“*The cultural activity of telling stories, sometimes with improvisation, theatrics, or embellishment, is referred to as storytelling.*”

Perhaps you're wondering how storytelling relates to content creation. Storytelling is an essential component of content creation because it allows us to connect via stories. As you have noticed, many ad campaigns use various ways of storytelling to portray their product or service. Brands and Individuals are actively using the power of storytelling to connect.





The audience's average attention span is considered to be around eight seconds, and stories help build the connection within that time.

As a result, storytelling has emerged as a successful content development method that may attract the target audience's attention. Anyone may write a story with components that will capture the audience's interest. When you can, include characters in your work to assist you in showing concepts from their point of view. Even presenting facts from their perspective or experiences might drastically alter the material.

Every story is divided into three parts:

- **The Beginning:** This serves as a link between the audience and the information. It Aids the viewers in comprehending the content.
- **The Middle:** This is where the story's essential points are discussed, and the story's events are explained.
- **The End:** This is where you can summarize the tale and share your thoughts or opinions with the public. This is where the story takes on a life of its own.



To generate a better response, it's critical to appropriately harness the power of storytelling. The audience will be the one to judge these in the end. The reaction can be both negative and positive, but keep in mind that your ideals are true to you, and if your stories are reasonable, you will receive more love than hatred. Ignore the naysayers and continue to create.

# Chapter 6

## Explore The Platform

When it comes to content creation, displaying your work and broadcasting it to an audience is necessary. Information and communication technology has advanced at a breakneck pace over the last two decades. The advancement of mobile technology, for example, has been critical in shaping the online world.

Online content can be published on various platforms, with the world wide web being the largest stockholder of the majority of the contents. Information that is digitally broadcast, streamed, or stored in computer files is an example of digital content. A personal or business website serves as a platform for different content.

Since the introduction of social media, there has been a quick change. Social media platforms such as Facebook, Instagram, LinkedIn, and Twitter have been primary broadcasters.



“Social media is a platform made up of websites and applications that allow users to create and share content as well as engage in social interactions online.”

Social media has assumed complete responsibility for storing and disseminating online content worldwide. In terms of total minutes spent online, mobile devices rule the world. They put the ability to connect anywhere, at any time, on any device in the hands of everyone.

Social media is commonly used for social interaction, news and information access, and decision-making. Users spend a significant amount of time-consuming content. Content that provides helpful information about the inside and outside worlds. A device enables creators to explore the world through the eyes of the audience and share, create, and disseminate information relevant to their needs.



It would help if you chose your genre before researching probable topics. Your genre should be your comfort zone to get the best possible outcomes in your writing. Writing about something you love gives your job a fun aspect and increases creativity chances. Although if working for a company, you might need to register on various genres you aren't comfortable in still, you should have a core genre to make yourself the best in it.

For choosing your genre, you have to think about specific criteria that directly affect your decision and career in the future.

- Which genre do you know more about?
- Which genre do you love to read?
- Which genre excites you?
- Can you do extensive research for the genre on a daily level?
- In which genre can you guide people?
- Which genre won't bore you in the long run?
- Can you stay loyal to your selected genre irrespective of the response from readers?

Now you can choose the genre you want to write in, but it's not enough to provide the material your audience wants to read. You have to know your reader and their choice and demand. Every genre has a core reader base that efficiently follows all great bloggers/pages. They can usually be considered a sample of a larger audience. To know your readers, you have to analyze the reply and feedback from core readers on



various blogs. What are they liking, what are they disliking, what else do they want to know, and how can your material be a solution to their problem.

Before choosing a topic, you have to make sure your reader will be interested in it. You have the right to such a topic that will make them like and share your blog post, and your blog will add value to their needs.

## Platforms



**Facebook** is a social networking site that makes it easy to connect and share with family and friends online. Originally designed for college students, Facebook was created in 2004 by Mark Zuckerberg while he was enrolled at Harvard University. By 2006, anyone over 13 with a valid email address could join Facebook. Today, Facebook is the world's largest

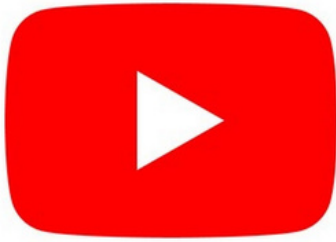
social network, with more than 1 billion users worldwide.

For many, having a Facebook account is now an expected part of being online, much like having your email address. And because Facebook is so popular, other websites have worked to integrate Facebook. This means you can use a single Facebook account to sign in to different services across the Web.

**Instagram** is a popular photo-sharing app. One could argue that Instagram is a social media network like no other. Instead of words, the platform is built almost entirely around sharing images and videos. This visual twist is why Instagram is the cultural powerhouse today — "Instagramming" is officially a verb now.



With over a billion registered accounts, Instagram, bought by Facebook in 2012, has become a part of daily life. It seems like everyone is on Instagram nowadays, from small businesses to big ones, news organizations to cultural institutions, celebrities, photographers, and musicians, and not to mention the cottage industry of influencers that have come in its wake. It also doesn't hurt that we all love rooting for a well-captured selfie.



**YouTube** is a free video-sharing website that makes it easy to watch online videos. You can even create and upload your videos to share with others. Initially formed in 2005, YouTube is now one of the most popular sites on the Web, with visitors watching around 6 billion hours of video every month.

One reason YouTube is so popular is the sheer number of videos you can find. On average, 100 hours of video are uploaded to YouTube every minute, so there's always something new to watch! And you'll find all kinds of videos on YouTube—adorable cats, quirky cooking demos, funny science lessons, quick fashion tips, and a whole lot more.

**Spotify** is a digital music, podcast, and video service that gives you access to millions of songs and other content from creators all over the world. Essential functions such as playing music are accessible, but you can also upgrade to Spotify Premium.



Whether you have Premium or not, you can:

Get recommendations based on your taste, Build collections of music and podcasts, and more! Spotify is available across a range of devices, including computers, phones, tablets, speakers, TVs, and cars, and you can easily transition from one to another.

# Chapter 7

## Make Noise With Your Brand.



A company's, product's, or individual's brand is their name or tag. Brands are intangible, but they are essential for establishing identity. Brands differentiate similar products from each other and help customers recognize where those products belong.

“ A brand is a name, term, layout, symbol, or another element that distinguishes one seller's product or service from that of others. ”

The same goes for the creators online. Your creation is recognized by your name, page name, company name, or channel name, known as a personal brand for online creators. A personal brand is recognized and acknowledged in a community or industry based on a common perception or impression of an individual's experience, skills, competencies, activities, and achievements. As a result, they become a credible source of information and material for viewers.

When creating content for a huge company, your content is identified by its brand name. Still, when you're a solo content creator, your personal brand carries the weight of your material's reputation. This provides the information with a distinct flavour and helps the viewer recognize it.

A personal brand is critical for any content creator who wants to build a long-term career. People who don't know you won't recognize you as the creator, and there won't be a targeted audience. Without a proper audience, your invention will not last long. Creating a personal brand is known as Personal Branding, and it is part of Content Creation 101 for success.

As a content creator, a large part of your decision will get influenced by your audience. It's the audience that will view your content and act upon the quality of the video and the topic of the video.

Maybe you are a blogger or a YouTuber, but your decisions will get equally influenced by the audience. It's essential to keep them happy and take common suggestions to present the content they want to see or listen to.

Developing a personal brand might sound challenging, but there are incremental steps you can take to build credibility in your field. Here are ten tips to help you create an authentic personal brand—and amplify your career in the process.





## How to build a personal brand

### 1. Figure out who you are.

To build a personal brand that accurately reflects your personal and professional identity, you first need to know who you are. Be introspective, and create a list of your strengths and weaknesses. Ask yourself:

- In which areas of work do I excel?
- What motivates me?
- What characteristics have others complimented on me?
- Which projects have others had to help me with repeatedly?
- Which roles seem to drain my energy?
- Which projects can I spend hours on without feeling overwhelmed or tired?

If you're struggling to answer these questions, ask friends, family, and co-workers how they describe you. Once you're more aware of the different facets of your personality, you can decide how best to brand them.

Keep in mind that many people struggle to choose a specific niche because they don't want to limit themselves. Like many corporate brands, realize that your brand will change as your career grows. The best strategy is to choose a particular area you'd like to focus on and let it evolve.



## 2. Determine what you want to be known for.

Your brand is more than a reflection of who you are today; it's a roadmap of where you want to go. In addition to understanding your existing skills and competencies, Gresh suggests assessing your strengths and weaknesses as they relate to whichever industry or career you want to break into next.

By doing this, you'll uncover the skills and traits that make you distinct, as well as the areas where you need to improve or gain new knowledge to advance. Forecasting where you want to be in five or ten years—and the attributes you wish to be known for—can help you better determine what steps you need to take to get there.

## 3. Define your audience.

Before you start crafting your brand, you also need to determine whom you're trying to reach. Is it other industry thought leaders? An individual at a particular company? Recruiters? The sooner you define the audience, the easier it will be to craft your story because you'll better understand the type of story you need to tell (and where you need to say to it.)

For example, if your goal is to reach hiring managers and recruiters, you might start by creating or updating your LinkedIn profile. Why? Because 92 percent of recruiters leverage social media to find high-quality candidates and, of those, 87 percent use LinkedIn.



On the other hand, if you are a graphic designer trying to impress existing clientele and attract new customers, you might choose to tell your story via a personal website or portfolio, where you can better express your wide range of talents.

#### 4. Research your desired industry and follow the experts.

Gresh recommends compiling research on experts in those roles as you start mapping out the careers you want.

“Find out who the thought leaders are in whatever field you’re interested in, and don’t just follow them,” he says. “Go online and find out if they have blogs or where they contribute their thinking. Look for people who are successful and examine what they’re doing. Imitate them, and then do one better.”

In building a personal brand, your goal is to stand out—but you can’t rise to the top without taking inventory of who’s already there.

#### 5. Ask for informational interviews.

As you start forming a list of companies you aspire to work for and industry leaders you admire, consider reaching out to these professionals to ask for an informational interview.

“ They take 20 minutes but are of high value, ”  
Gresh says.



When you meet with these individuals, ask questions that can help you garner new insights about your desired field, such as:

- How did you break into the industry?
- What steps would you take if you were to make the transition all over again?
- How do you see the industry evolving?
- How do you stay up-to-date with industry trends?
- Are there any professional or trade associations I should join?

According to Gresh, informational interviews come with an added benefit: “You’re learning about what it takes to get into the profession, but you’re also sharing in the course of this dialogue a little bit about yourself. What you’re doing is building your brand.”

Although there might not be a job on the line in one of these interviews, one day, there could be and you want that employer to think of you when they are envisioning the ideal candidate.

## 6. Prepare an elevator pitch.

As you begin to conceptualize your personal brand, spend some time crafting an elevator pitch a 30- to 60-second story about who you are. Whether you’re attending a networking event or an informal party, having an elevator pitch prepared makes it easy to briefly describe what you do and where you’re going (or would like to go) in your career.

“ You need to come up with concise, concise things to say, stories to tell that frame your attributes in the right light. ”  
*Frank Cutitta, says.*

Keep your elevator pitch brief by focusing on a few key points you want to emphasize. This could include that you’re looking for a new position, have strengths in a particular niche, or recently increased the value of your current department or company.



## **7. Embrace networking.**

As you cultivate your ideal personal brand, it's essential to network regularly (and effectively) to grow your professional circle. Connect with peers and industry thought-leaders by going to formal and informal networking events.



The more connections you make and the more value you can provide in your interactions the more likely your brand will be recognized. And, considering 85 percent of all jobs are filled through networking, regularly attending these events will help you not only build your brand but potentially advance your career, too.

Don't be shy about asking fellow attendees to meet again for an informational interview or a casual coffee chat at these events. And remember, if you don't get a chance to connect at the event, reach out via email or LinkedIn to spark a conversation.

## **8. Ask for recommendations.**

Having current and former colleagues and managers endorse you is one of the easiest and most effective ways to define your personal brand, allowing others to communicate your value for you. Just as a business might cultivate customer reviews and testimonials for use in sales and marketing collateral, you too should develop your reviews in the form of recommendations.

LinkedIn is a great place to ask for endorsements because these recommendations will likely catch the eye of future hiring managers. But don't forget to ask the people endorsing you to act as an actual reference during your job search, being sure they're willing to speak with a potential employer or write a bonafide letter of recommendation if needed.

Not sure whom to ask? Former managers who mentored you closely are ideal, but other connections can also craft practical recommendations, including professors and leaders of organizations you belong.

(To learn more about whom to ask and how to check out this comprehensive post on how to leverage professional references effectively.)

## 9. Grow your online presence.

One of the most important aspects of personal branding is making sure your online presence engages hiring managers, co-workers, and others even if you're not on the job hunt.

With so many different social media tools available today, your online presence will likely look different depending on the medium you choose. While your story should match across all platforms, once you know where your targeted audience is most likely to turn, you can redouble your efforts in telling your best story there.

Additionally, if you want one of your sites or profiles exclusively for friends and family, adjust your privacy settings to ensure that potential employers don't stumble upon any information that could potentially harm your chances of landing a job. Here are some platform-specific tips to help you effectively craft your personal brand online.



## Chapter 8

### Earn Like Never Before

Making money from your content is what monetization entails. When you receive money from your online content, this is referred to as monetization. The content creation market has transformed its billion-dollar industry and advertising scope, which has become a daily source of income.

You can always work as a content creator for online media platforms or corporations that employ paid writers and content creators. However, many independent creators still make their living solely from their content.

“Content monetization is the process of generating revenue from a website, blog, video, or audio content. While utilizing this content, it is an advertisement forum for businesses with relevant content and offers.”



When you are not working as a creator or freelancer and want to do full-time content creation, monetization is the way to keep you going. Incorporations, writers, editors, photographers, and managers are well compensated, but independent creators do not have that luxury.

The primary source of income for blog posts and YouTube videos is from your viewers. But not only is it challenging to drive traffic to a blog or a YouTube video, but it's also difficult to monetize the traffic you do get.

We are all aware that content writing is not a selfless endeavor but a profession that must be compensated financially. People want their thoughts to be heard and exchanged, as well as seen. They want to gain the public's trust and authority in their industry or niche.

## Blog Monetization

Bloggers are motivated by monetary rewards. It gives their work a sense of worth. Though the number of readers and their appreciation are far more critical, financial support from blogs is also a significant motivator. When you devote time to writing a piece of content, you put your productive hours on your blog. It is necessary to be compensated for your productive hours to keep it going in the long run.



When it comes to blog monetization, there are many options for monetizing a website, including advertising, affiliate marketing, online courses, virtual summits, and more, as well as practical tools and resources to help you get started earning right away. These measures will assist you in obtaining financial support for your new venture.

The effects of monetization are determined by what you write and how you write it; no set amount of traffic or email list size is required to make money from your blog. However, when you begin to monetize your blog, there are two things you must do:

- Steady Viewership
- An Email List

These two factors are essential, but it's all about the numbers when it comes to effectively monetizing your blog.



So, without further wait, here are eight tried-and-true methods for monetizing a blog with less than 1,000 daily visitors:

### **1. Ads on your Blog:**

As a blog publisher, advertising will provide a reliable revenue stream for your online content. Advertisers are willing to pay to have their message seen by their target audience. It's similar to how newspapers and magazines sell ad space and their readers come across it. Although most people believe that adding pay-per-click (PPC) ads to their blogs will help them make a lot of money, this is not the case unless you have a lot of traffic. Using display advertising instead of PPC ads can easily discuss terms directly with advertisers.

### **2. Subscriptions:**

If your blog has a thriving community of readers who want to learn more about your topic, a paid membership or subscription model is a great way to provide them with exclusive content that is only available to subscribers. In this business model, readers pay a set sum regularly, usually monthly or annually. You may generate recurring



income by charging readers a membership or subscription fee in this way. In exchange, you may have access to premium content, a community environment, learning opportunities, and other features that are only available to subscribers.

### **3. Sell online courses:**

If your blog lends itself to training services, you could make money by creating and charging for online courses or coaching packages. Even though online courses appear to be infiltrating every aspect of the market these days, selling online courses through your blog can be a profitable venture. Because creating an online program takes a significant amount of time and money upfront, you'll need a large audience to make it a success.



#### **4. Email Marketing:**

Direct email marketing is one of the most effective ways to monetize your blog. To promote blog updates or create a lead magnet, use one of the more popular

email marketing platforms, Mailchimp. Many companies and organizations have gained from these resources and made a fortune. You can effectively produce a sizable amount of money by selling your goods and services and affiliate deals directly via email by creating an evident bond and link with your readers.

#### **5. Sell Merchandise:**

Many famous bloggers sell T-shirts, hats, phone cases, and other physical items with their blog logos or slogans written on them. Merchandise is highly recommended for your blog's fan base. You'll need to set up a payment system, whether the goods are physical or virtual. When selling physical goods, you must consider where the inventory will be stored, how it will be shipped, and how you will handle taxes and duties.

#### **6. Affiliate Marketing:**

One of the most common ways to monetize a blog is affiliate marketing. Affiliate marketing is when you include a link in your content to a product or service for sale on another website. This is especially useful if you're starting and don't have any products or services to offer. In reality, affiliate marketing is the internet's lifeblood, accounting for roughly "15 percent" of the revenue generated by the digital media industry. It is a good way of earning a stable income just by promoting products of your partner brands over your blog.

## 7. Ebooks:

Ebooks are a quick way to monetize your blog. Create an ebook that corresponds to your blog's content. Ebooks serve as a guide for you to share your knowledge in your genre with your readers. It can be motivating and encourage your readers to follow in your footsteps. It's a great way to make money while also passing on knowledge to future readers.

## 8. Collaborations or Sponsorship:

Certain brands will typically approach a blogger for collaboration or sponsorship. Sponsorships are an excellent way to monetize your blog, but if you want to sell it for a high price, you'll need a lot of traffic. Influencer marketing is when you write sponsored posts on your blog, and it's currently popular. More than "63%" of companies that now use influencer marketing intend to increase their investment this year.

Many other ways to monetize blogs that are not widely accepted but work well if you put them right. There are many different ways, but these are the most practical ways to start a blog as a content creator.

## YouTube Monetization

Unlike many other platforms, YouTube has its monetization features that do not require a third party to earn money. You can make a lot of money simply by uploading a video or audio clip to YouTube.



If you want to make money on YouTube, you can use the various options. Still, first, you must meet the criteria to be a part of the YouTube partners program, where features have additional criteria before you can use them on your channel. Then you can apply the procedure that works best for your channel.

The eligibility criteria that YouTube accepts for their partner's program states:

- All the content should be copyright free
- All the content should maintain the YouTube guidelines and police.
- The user needs to have 1,000 subscribers on their YouTube channel.
- Your videos have generated 4,000 Watch Time hours over the last 12 months.

Reaching the criteria takes time, and as we all know, 4000 hours of watch time isn't easy to come by, and it takes a lot of effort to start making money on YouTube.

To begin with, this is not about how much video content you, the YouTube creator, watch or how active you are on your channel. This is all about how many people from all over the world watch your video content on your channel. Four thousand watch hours takes time and requires a lot of consistency to achieve. Keep an eye on it and join the YouTube Partners program as soon as you can.



YP or the YouTube partnership program presents you with various ways of earning money through your content.

- **Advertising Revenue:** Get the revenue from displaying ads over your video or audio post. YouTube provides particular money every time an ad plays on your video, generating a stable income.
- **Channel Membership:** Your subscribers have the option of becoming members. A member pays you every month in exchange for unique benefits or content. It is a type of consistent income, irrelevant to the number of views.

- **Merch Self:** You can sell your merchandise on YouTube in the same way that you can on a blog, and your fans will buy it out of love and fondness. When you have many subscribers, you can earn a lot of money.
- **Super Chats:** This is only limited to live streams but is a good way of earning fast money. Your fans pay to have their messages highlighted in chat streams, and you get 70% of the funds after YouTube takes a cut.
- **YouTube Premium:** Earn money if your viewers are premium members. When they watch your content, you'll receive a portion of their YouTube Premium subscription fee.

Aside from the monetization options suggested by YouTube, you can always use traditional methods such as getting sponsored or collaborating with brands to earn a substantial amount as a content creator. Promote the brands and your sponsors in your videos and make a lot of money.

### Facebook and Instagram monetization

Facebook, like YouTube, has a creator program called Partnership Monetization. However, it is only available to users of Facebook business pages. There are requirements to become a partner in Facebook's creator studio: .

- The user must have 10,000 followers
- The user must have 60000 minutes of watch time over videos in the last 60 days.
- The page must have five live videos in the previous 60 days.



It is an excellent way to make money by incorporating advertisements into your videos and being paid based on the number of ad views. The only issue is that this monetization is restricted to video format creators.

Similarly, Instagram has launched a monetization program for their massive Creator community. IGTV ads are relatively new features, but they function similarly to Facebook ads in that they allow creators to earn money directly. However, once again, it is up to the video format creators.



But in the case of Facebook and Instagram, old ways of getting monetized are more common for their dynamic purpose and availability to everyone. You can generate monetization through:

- **Affiliate Marketing:** Assume you have a travel blog and have published a story about a tour of wild swimming spots. You may use affiliate marketing to promote the items you packed for your outings, such as a swimsuit, towel, and goggles. Selling these goods lets you build a near-automated stream of passive income because the content is already attracting people interested in travel.
- **Sponsorship:** Getting sponsored is the best way of earning from your content. Sponsors pay for your content and provide various products and services complimentary in return for your content to promote them. Using content creators as a medium of promotion has been proven successful for many brands. If your audience synchronizes with what the company is looking for, there is a possible chance for multiple sponsorship contracts.
- **Merch sell:** Merchandise sell is always a great way to earn money and promote yourself. In Facebook and Instagram, the audience is dynamic, and there is an excellent chance of selling merchandise to them. Sell your merch and earn a stable amount of money.

As shown, you don't need a lot of traffic or leads to start making money from your blog. Although your niche is significant, it isn't the most crucial factor determining your success. Finally, monetization is a series of steps that will guide you through the process of turning your passion into a career. Earning money from your writing skills and genre experience is satisfying, and it will help you stay on track in the long run.

## Chapter 9

### Let Your Content Reach The World.

Your content will be useless unless it reaches a large number of people. It's not enough to be a good content creator; you also need to be a good marketer. A good creator knows how to market their writings, photos, infographics, videos, or audio. You must learn to capture the audience's attention and keep them glued to their monitors as creators; this is known as marketing your content.

#### *Content Engagement*

The various ways in which people will interact with your post; this could be a message, a Facebook share, a mention in a newsletter, a tweet, a blog post, comment on your YouTube video, or something similar over your podcast.



You will want your guests to be involved. These are the people who buy your products, subscribe to your YouTube channel, visit your website daily, or are your top Instagram followers.

#### **Increase your Engagement**

With the help of SEO, you can increase engagement on your content. If your audience shares your post and leaves feedback on it, the crawlers of various platforms will conclude that your content is essential and valuable to many. Of course, social media mentions will help your content rank higher. People who share your post on social media or discuss it online will generate more traffic.

Reach can be Increased with specific steps if followed regularly and correctly:

- Be Relatable
- Maintain High Quality
- Pursue Originality
- Create Consistently
- Catchy Headlines
- Innovative Ideas
- Encourage Engagement

To attract an engaging audience for your content, you can be a little daring. Make an effort to post something unique and impressive, with a dash of controversy thrown in for good measure. Never be afraid to try new things with your content. Experiment with new items and monitor your audience's reaction. Also, don't forget to invite people to participate in your new trials.



Unfortunately, producing high-quality content is insufficient to reach many people. The ocean is teeming with different content, and that content must get its intended reader, where SEO comes into play, assisting the range in reaching the viewer who searched for it. Search Engine Optimization, or SEO, is critical for creators/advertisers/bloggers. Customizing your web pages, including blog posts and content pages, makes your website more accessible to people who use search engines like Google to look for keywords related to your product or service.



“SEO is one of the most effective ways to reach your target audience with your blog post. You could publish your content on a personal blog or a well-known media outlet, but SEO will always take the lead in marketing.”

### It can be done with On-Page SEO and OFF- Page SEO:

- **On-Page SEO:** It is the technique of optimizing the contents of a single page through keywords selection and appropriate writing.
- **Off-Page SEO:** It boosts the overall website and content to the audience by generating backlinks and ranking it higher on search engines.

Search engines such as Google and Yahoo strive to provide their users with the most up-to-date and accurate information possible. As a creator, your content should be exactly as a plan. Vague content can get lost in a pile of content if it doesn't have a specific destination.

Modifying your content to its full potential allows your post to reach the target audience. Content creators and businesses use keywords and phrases to help their content rank higher in search engine results. Every search engine focus on two things to provide the best performance for the user:

- High Relevance
- Clarity of Content





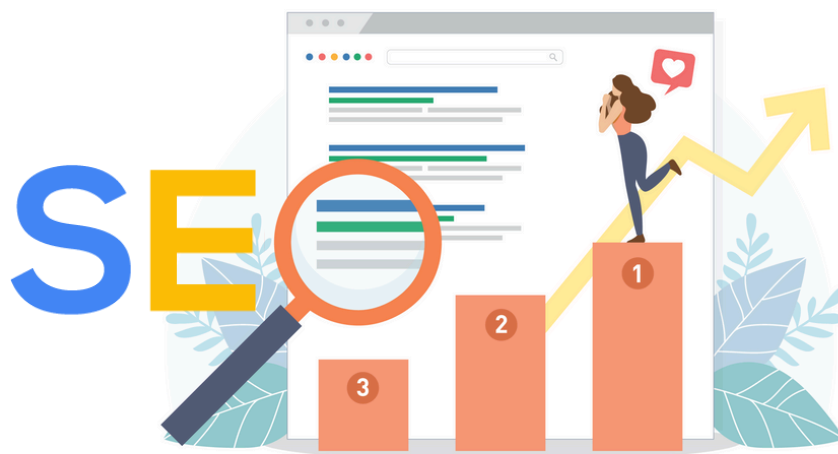
While keywords assist your content in reaching its intended audience, sharing your content generates backlinks. When your post reaches the intended audience, it becomes highly relevant to search results, and increased sharing ensures that your content matches other content creators who can use it as a citation on their own.

While working behind the blog's optimization, it is also essential to track the ranking and track other competitors to make sure you can rank ahead of them. Minor changes in strategies are required daily to cope with the ranking change. Various tools help you to track data of SEO ranking.

**Semrush** is a tool that will help you track down your SEO rating and recommend ways to boost it. Semrush provides SEO, PPC, material, social media, and competitive research solutions. It also offers keyword analysis assistance. It covers over 20 billion keywords and guides their placement through your blog post, and it is available as a free and paid service.

**SERanking** is the best SEO app for business owners, companies, and SEO specialists. Keep track of your rankings, keep an eye on your competitors, look for technological flaws, and so on. It also offers link-building strategies and recommendations that can effectively lead to link gains for your content on various websites.

You can always check your SEO success with **Google Analytics** which will provide you with details about your website and guide you through the necessary change to ensure better results.



**Ahref.com** is another tool that tracks the number of backlinks on your website, suggesting the direction of traffic generation that you can concentrate.

## Keywords

Though we know about SEO and how to do it, we can not move ahead without knowing in detail about 'Keywords.' Keywords are the most integral part of any SEO strategy, and it's the starting platform for marketing a blog.

“*In terms, Keywords are the terms that are searched upon a search engine to find a post/article. Keywords are incorporated in the post to make it a relevant article for the target audience.*”

### Types of Keywords:

- **Branded Keyword:** These keywords contain brand-related queries; this enables brands to provide articles and product listings to satisfy the search and convert it into sales.
- **Long-Tailed Keyword:** Long-tail keywords are searches with a low search volume but a specific purpose. These are for users who want detailed answers to their questions. Despite the limited search volume, it can attract highly targeted customers.
- **Geo-Targeted Keywords:** Geo keywords are helpful in searches that include geographical location. The scope of these keywords is limited, but they generally attract readers who want to learn more about the site they are looking.



Now that we've learned about keywords let's look at how to use them. Most search engines rank articles and display them in the most exciting and relevant section using a program called Crawler. Keyword research must do keyword research correctly and precisely to be reliable and receive the proper ranking from Crawlers. It can be divided into two stages:

### **Keyword Research:**

You must select the search term you want your content to be reached. A keyword analysis is divided into "Focused Keywords" and "Associate Keywords." The keywords in the center are where you want people to find your post. That is the most relevant term for your online content. Associate keywords are terms that are close to your based keywords. It will appeal to a racially diverse audience. It will contact a group of people interested in topics closely related to a keyword. But while keyword research, there are some things to make a note of:

- **Search Volume-** It says how many times the keyword is searched daily.
- **Competitiveness-** It shows how much competition is there for using the keyword, which can foretell its efficiency. High Competitiveness can be a lost cause.
- **Price of the Keyword-** It says how much the advertisers have to pay for the claim from that keyword.
- **Intent-** The purpose of a keyword reveals what a searcher wants to accomplish. Is it for buying? Is it for knowledge? Such meaning can be known by it.



### **Incorporating Keywords:**

To make it effective, you must include the keyword in your content page or blog post. It will make your content more relevant to the keyword you used. Your targeted keywords should appear in the first paragraph of the post, preferably in the first line.



As we know, attention span is less for readers; readers need to see that your post is relevant to their search results; This will encourage them to read all and even reply to your "call to action." To increase their relevance in the post, they must scatter associate keywords. To rank, the post's worth against other similar articles, concludes with the benefits of this post or the solution.

#### **Metadata:**

These are the metrics used by Google and other search engines to determine the relevance of your post and rank it accordingly. The blog post title is checked first, and it should always include the Focused Keywords. Putting it in the title also draws readers' attention to the post. The blog post URL should also have the Keyword so that when Google displays it on their page, they will embed the link with the post's topic; this allows the crawler to rank your content higher.

Relevant keywords should not be limited to the text; the images on your content page should also contain their essence. It should also include keywords in the image's title and Alt Text. When search engines like Google see it, they may conclude that it is a relevant part of the post, awarding additional ranking points.

#### **Caution:**

Keyword overuse should be avoided at all costs. Some search engine tools may mistake overused keywords for spam, limiting the scope of your message.

If you disrupt your stuff keywords where they don't belong, it will draw the flow of your post and the reader's attention away from it. Before you begin, you must have a well-defined keyword strategy. Keyword research tools assist in developing a strategy for key research and embedding it in the post.

Semrush and SE Ranking are some tools that help find out the keywords needed for your post. It also tracks down the competitiveness and cost of keywords to plan better. Their keywords researchers also suggest relevant keywords on the search history of your focused keywords.

Then there is the same old Google Keyword Planner, which helps you plan everything for your blog to rank it top. It also shows the criteria google is going to organize the blog.

### **Promoting on the platform**

Platforms such as Facebook and Instagram provide a single marketing facility to achieve the desired reach for the content. Though keywords can be helpful for organic content optimization, paid marketing services can provide a better service in reaching the target audience.

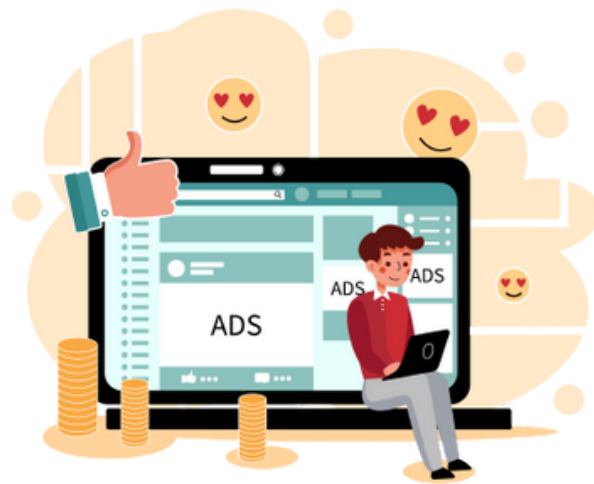
Hashtags are things similar to a keyword. Tags used are to recognize the genre of a particular post; it shows up to the viewers interested in that.

“ Hashtags are labels that are attached to people or things to identify them or provide additional information. ”



Using hashtags with your content assists the algorithm in determining the specific genre, location, or subject to which the content is related; this allows the algorithm to show the content to people interested in a similar genre, increasing the likelihood of engagement. Facebook and Instagram Ads manager:

Ads Manager is the combined facility of running your Ads Campaign on Facebook and Instagram. The Facebook organization develops it as a central hub for all Ads-related work.



“ Ads Manager is the starting point for running advertisements on Facebook, Instagram, Messenger, or Audience Network. It offers its users three-in-one services for creating ads, running ads, and tracking ads. ”

As a content creator, if you want to promote your content through campaigns on Facebook or Instagram, Ads Manager is the most convenient way.

Ads Manager makes it simple for new or inexperienced creators to edit Ads Campaigns. It incorporates AI capabilities to provide the new user with the best possible scenarios for the campaign. As a creator, you can create a fully customized campaign to select your target audience, budget, and duration of running ads on your content to achieve your goals.

However, Ads Manager also assists in running ads automatically, with the AI determining the budget, audience, placement options, and creativity based on your goals. It also allows you to pause, copy, or relaunch your ad campaigns at any time.



# Chapter 10

## Create For Audience Demand

As a content creator, a large part of your decision will get influenced by your audience. It's the audience that will view your content and act upon the quality of the video and the topic of the video.

Maybe you are a blogger or a YouTuber, but your decisions will get equally influenced by the audience. It's essential to keep them happy and take common suggestions to present the content they want to see or listen.

### Choosing the topic:



Your audience follows you for your content and the genre they are interested. It is vital to provide preferred content that leads to better responses; this can be termed content marketing. Taking regular feedback and engaging with your audience gives a good idea about the audience's content from your side.

There are times when we all run out of content ideas. I've been in this situation myself often feeling unsure about what content to create and share.

However, after much trial and error, I've managed to find a few solutions to help keep a constant stream of content ideas flowing. These strategies help me uncover the types of social media content that our audience loves to engage with and share.

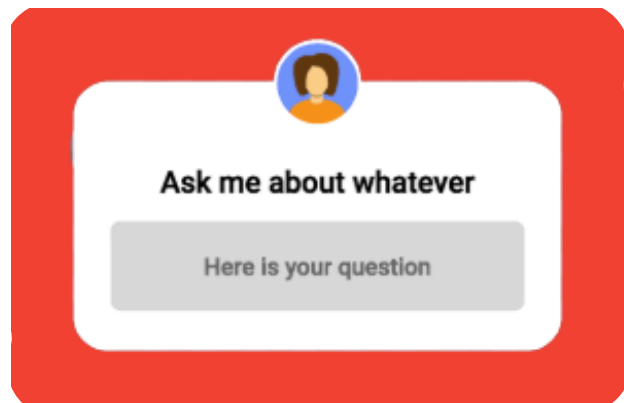
**Following are five ways to discover the content your audience craves.**

### **1. Use your analytics.**

One of the best ways to find out what your audience likes (or what works for you) is to use your analytics. Your social media analytics can tell you what's working and what's not. What you'll want to do is to study your top-performing posts and re-create them. Here's how to find your top posts with native analytics on Facebook, Instagram, and more.

### **2. Ask your audience.**

The second strategy is to ask your audience. You could post a question or a poll on your social media profiles. For example, "What content do you want to see us sharing?" If you would like open-ended replies, posting a question will be great. If you have a rough sense of what your audience might be interested in, you could create a poll and list a few options.



### **3. Learn from your industry peers.**

The third strategy is to learn from your industry peers. Look at the top pages in your industry and see what is working for them. If you have a similar target audience, what worked for them will likely work for you, too. It'll be great to go beyond just your competitors. Are there other companies that you admire where you can learn? Maybe they are in the same space but aren't your direct competitor. Or perhaps their way of marketing resonates with you.

### **4. Use a research tool.**

The fourth strategy is to use a content research tool like Buzzsumo. It's like Google for the most shared content. You can search for any keywords (e.g., "social media marketing"), and Buzzsumo will show you the most shared content that's relevant to the keyword.

Look through the results and see if you can identify the popular topics around that particular keyword. What is also helpful is that Buzzsumo breaks down the share count by a network. So you can see if a piece of content is more popular on Facebook, LinkedIn, Twitter, or Pinterest.



**Buzzsumo** also allows you to sort the results by social network. For example, maybe you want to see what articles are popular on Twitter. You can click on the "Twitter Shares" header, and Buzzsumo will sort the articles by the number of shares on Twitter. It's also a great way to find quality content to share on your social media profiles. If an article has done well on Twitter in general, it would likely resonate with your audience, provided that it is relevant to them.

## **5. Create marketing personas.**

The fifth strategy is to create marketing personas. Your marketing personas will give you ideas on what content to create and share on social media.

A buyer persona is a composite sketch of a key segment of your audience. For content marketing purposes, you need personas to help you deliver the most relevant and helpful content to your audience.

Without personas, you may be guessing what content your audience wants, which means you create content around what you know best (your products and company) instead of the information your audience is actively seeking.

Marketing persona template, Once you have done your research and created your marketing personas, you'll have a better sense of your core audience's goals and challenges and the content they want to read.

# Chapter 11

## Schedule Your Content

Content Creation is a non-stop task, and creators should stick to a strict schedule to keep things running smoothly. If you're working as an independent creator or for an organization, you need to stick to a plan to keep things running smoothly and maintain the traffic algorithm in check. A Content Calendar is helpful to keep you on track.

“A content calendar is a tool that assists you in keeping track of the tasks that need to be completed to run your content in a proper schedule.”

The primary function of the calendar is to assist people in making plans. The length of the calendar is entirely at the creator's discretion. It is possible to do it weekly, monthly, or even annually. The Content Calendar is divided into several key elements, each of which influences the overall direction of your content planning process. Before designing your content calendar template, it is critical to understand the key features.

Thereby follows the Key Elements that help make your content calendar efficient and effective when planned on paper.

### Editorial

This section plans to help you develop a publishing schedule for your material. It's the most important aspect of the calendar; this is where you can plan where each piece of content will be published, whether on your website, YouTube, or social media. You can then plan your time commitment for each segment and keep your publishing schedule structured and consistent.



## Platform

The platform here refers to the content calendar platform you're using. Many technical applications will help you create your content calendar, but **Google Sheets and Microsoft Word** are viable options. **Excel sheets** are better for youtube videos or podcasts throughout a blog or essay. These platforms provide easier access to the schedule, and your content calendar platform should be



Google Sheets

efficient enough to provide solutions in the event of a posting problem.

## Promotional

Promotional items are the details of the promotion plan for each content piece. Behind every promotion, planning needs a lot of data analysis from previous blogs and SEO to target the readers. When are you going to post it on Facebook? Do you have a podcast interview or online courses coming up? Will you send an email newsletter to your subscribers? Those will be secular calendar promotional events; this can be useful to schedule posts with required promotional activities, so the consistency remains unhindered

## Future Topics

These are the problems you aren't addressing. Keeping track of new ideas will help you gather the information and expertise needed to pursue them; this keeps the researcher mode active, and writers are always looking for the latest news. Because they haven't planned yet, these proposals don't usually appear in the calendar; instead, they appear in a different column that will eventually replace the current project; this keeps the line moving.

Your content calendar isn't just about keeping track of what you need to do and what you've done for your blog; it's also for keeping everyone interested in it. It also lays out the content's marketing plans and tactics. If its importance is evident, everyone will understand the essentials of a Content Calendar.

## Purpose of a Content Calendar

Content creators' most common problem is scheduling and producing high-quality content consistently. Because there is no editorial process and no time for topic generation, creators sometimes lose posting continuity after a certain amount of time. Having a content calendar prevents this from happening.

In the creation process, consistency is essential. The content calendar ensures that your audience receives consistent doses of entertainment or knowledge from your content without interruption.

A well-oiled machine is always preferable for a content creator, were no hiccups or problems in any possibility. Everything will fall into place after that, and you will be able to focus on growing your blog. Your channel or page will grow faster if you stick to a content calendar.

It helps to keep your content creation "**Organized**". If your mind scatters your blog post ideas all over the place, finding them when you need them becomes difficult, whether you use pen and paper or the digital edition. You will save a lot of time if you have a well-documented collection of concepts.



If you're a freelancer or a creator who works for multiple websites, it's more challenging to keep many ideas in mind. In some cases, even a single material calendar is insufficient.

- The Content Calendar ensures that you are "**Consistent**" in your creation and posting. Marketing and audience timing considerations frequently influence content planning and publication. For any creator, pre-scheduled blogs are less of a headache. There's no need to spend days developing a good blog subject.

- **"Content Marketing"** is something that no one should overlook. Do you have a blog marketing strategy? You absolutely should! Even if you don't realize it, you have a content marketing strategy if you're a writer. No one will be able to read your blog unless you market it. Generate the traffic you need. You can plan your strategy for each topic you will publish in the calendar.
- If you're working on a blog with a group of writers, the content calendar makes **"Coordination"** much more manageable. A blog post for an organization or group of friends frequently conflicts with a lack of communication. Your team can have a single content calendar that will maintain all the previously mentioned objectives for a group of people. Based on viewership statistics, everyone will know what to post and when. It will devise Marketing strategies to create a problem for each other's posts.

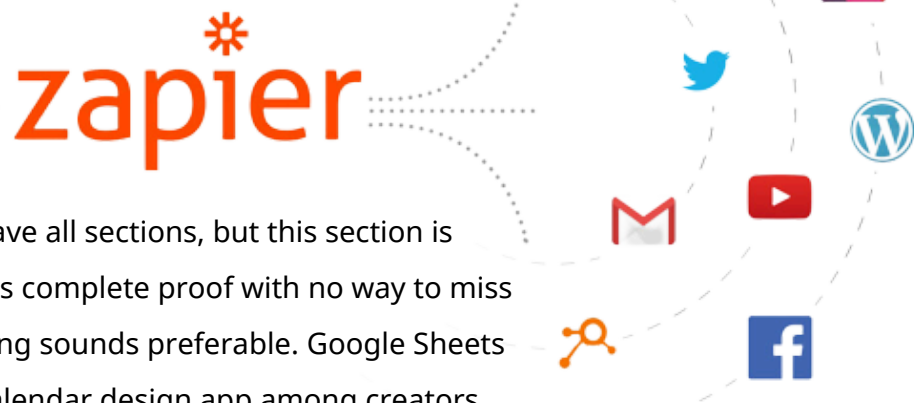


## How to Create Content Calendar

Let's build a content calendar now that we know how important it is to run and develop your blog or video. The content calendar you use will have a similar setup no matter what kind of creator you are or what category you are in (beauty blogger, travel content maker, Instagram Influencer, etc.). Having an all-in-one location to map out your blog's content strategy will help you stay organized and refine the layout accordingly. To remain consistent and focused on attracting the desired target audience.

An ideal design for a calendar contains all of the following sections:

- Content topic idea
- Category
- Suggested headline
- Idea development (future potential ideas)
- Keywords
- Image source
- Citations
- Your call to action
- Marketing strategy
- The idea for quality increase
- First draft edit
- Editing tool (if any)
- Publication date and time.



It is not required to have all sections, but this section is frequently regarded as complete proof with no way to miss anything. Solid planning sounds preferable. Google Sheets is the most popular calendar design app among creators

as its's uncomplicated approach is a significant reason for this. Creators will find it most convenient to work on a single master spreadsheet. At a glance, you can see the big picture of what's happening with your content for the month or quarter and make changes as needed.

Google Sheets works well with **Zapier**, allowing you to sync rows in your spreadsheet with other applications such as Google Calendar, Evernote, and Twitter. Though Google Sheet is accessible and convenient, it doesn't help you track your progress unless you track it. Other few websites/apps do it even better.



**Hootsuite** includes a Planner tool to assist you in creating campaigns, identifying publishing gaps, and collaborating with your content development team. It even schedules your articles for you and publishes them appropriately. The social media calendar and publishing tool provided by Sprout Social makes it simple for groups or individuals to organize and schedule all of their social media messages and posts. Social media platforms such as Twitter, Facebook, Linked In, and others. These platforms are specifically designed for social media platforms, and you can quickly post your content on them.



Finally, creating content is far more complex than it appears. Numerous factors must be in place for smooth creation to be productive. Creators must be consistent, and with so much on their plates, the content calendar makes it a little easier to manage. It allows them to think more freely, focusing their valuable ideas on writing while planning is safe and secure as pre-planned.

## Chapter 12

### World Of Copyright!

“A copyright is a collection of rights that automatically vest to someone who creates an original work of authorship like a literary work, song, movie, or software. These rights include reproducing the work, preparing derivative works, distributing copies, and performing and displaying the work publicly.”

To understand how these rights can be used or licensed, we need to analogize them to a bundle of sticks, where each stick represents one of these rights. The copyright owner has the right to keep each **“stick”** for themselves, transfer them individually to one or more people, or transfer them collectively to one or more people. In short, copyright allows the owner to choose the ways their copyrighted works are made available to the public.

The basis for copyright protection stems directly from the U.S. Constitution. The Framers believed that securing the exclusive rights of authors to their writings for limited periods would “promote the progress of science and useful arts.”

The primary objective of copyright is to induce and reward authors, through the provision of property rights, to create new works and make those works available to the public to enjoy. The theory is that by granting certain exclusive rights to creators, which allow them to protect their creative jobs



against theft, they benefit from economic rewards. The public benefits from creative works that might not otherwise be created or disseminated.

While copyright law is intended to serve the purpose of enriching the general public through access to creative works, it's essential to understand that it imposes no obligation upon creators to make their copyrighted works available.

There are, of course, some limitations on the rights granted to copyright owners. Under certain circumstances, anyone can use a work without getting the copyright owner's permission or paying the copyright owner to use it. Fair use is an excellent example of that, and you can find more information about appropriate use [here](#).

Three basic requirements work must meet to be protected by copyright. The work must be:

**Original:** To be authentic, one must independently create work. In other words, you cannot copy it from another. The result is not required to be novel (as in patent law), unique, imaginative, or inventive. A work needs only demonstrate a minimal amount of creativity to meet the originality requirement. Very few creations fail to satisfy the minimum creativity requirement.



**A Work of Authorship:** To qualify as authorship for copyright protection, your product work must be of creative expression that falls under the category of copyrightable subject matter. Copyrightable subject matter includes a wide range of works, including literary works, musical works, motion pictures, other audiovisual works, derivative works, compilations, and many others.

**Fixed:** Work must be fixed in a tangible medium of expression to meet fixation requirements. Protection attaches automatically to an eligible work that is fixed. A work is considered fixed so long as it is sufficiently permanent or stable to permit it to be perceived, reproduced, or otherwise communicated for a period of more than transitory duration.

These three requirements do not present difficult obstacles regarding copyright protection. In fact, unlike the criteria for protection under patent or trademark law, very few works that fall within the subject matter of copyright fail to satisfy all three of these requirements. And there is no requirement that a copyright owner registers his/her work with the U.S. Copyright Office, or places a copyright notice on the work, to obtain copyright protection. However, there are numerous benefits associated with registering one's work, and you can find more information here.

Generally, a copyrighted work is protected for the length of the author's life plus another seventy years. In the case of joint works, copyright protection is granted for the length of the life of the last surviving joint creator plus another 70 years. Works made for hire, as well as anonymous and pseudonymous works, are protected for a term of either 95 years from the year of first publication or 120 years from the year of creation, whichever is shorter. When the term of protection for a copyrighted work expires, the work enters into the public domain.

### Copyright on Youtube

Creators should only upload videos they have made or are authorized to use. That means they should not upload videos they didn't make or use content in their videos. Someone else owns the copyright, such as music tracks, snippets of copyrighted



programs, or videos made by other users without necessary authorizations.

Youtube takes copyright infringement seriously, and a video alleged to be infringing the original owner's copyright is usually blocked or taken down. Suppose a person uploads a video created by someone else. In that case, he has committed a copyright infringement if he has uploaded the video without valid permission or license for the same.

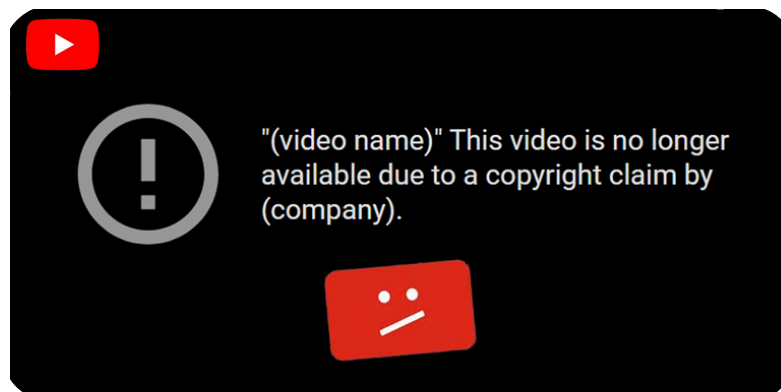
YouTube does not permit any user to use the content of the right owner even if they do not have any monetary interest in copying the content. Even copying a very minute portion of a youtube video is considered an infringement.

A video uploaded to youtube is taken down or blocked for two reasons:

- When there is a **takedown notice** against the video; and
- When there is a **content-id mismatch**.

### Takedown Notice

When a copyright owner feels that an infringer has uploaded his content on YouTube, he can file a takedown notice through the platform. A takedown notice is a formal notice governed by the principles of law. YouTube reviews the notice and takes down the content if it is satisfied that the infringer has breached the owner's rights. A person filing the takedown notice must be sure about his rights to initiate legal action against the opposite party.



### Content Id Mismatch

While filing takedown notices is legal, Youtube has developed a unique copyright enforcement tool called a "Content Id." YouTube grants a content-id for videos exclusively to the copyright owners. Whenever a video is uploaded to youtube, the youtube algorithm scans whether the audio or video uploaded matches with millions of those uploaded to the platform. When it finds a match, youtube by itself files a copyright claim for the owner, liberating the owner to take action by himself. When there is a content-id mismatch, the owner of the video has three options:

## To block the video:

To monetize the video, The owner gets more ad traffic for his infringed video, generating more revenue. The copied content does not receive any monetary gain, but the video remains on the platform.

The owner gets viewer data to get detailed information regarding the video, such as the country or area in which the video has gained popularity.

“Content id allows the users on the platform to create modification works and funny videos from the original content without hurting the interest of the right owners. The main aim of the content id is to minimize takedown notices.”

The owner is always at the option to block the video or select a more rewarding option without stopping the usage of the video by the other party. In 2018 a news report, YouTube’s chief business officer Robert Kyncl said that copyright holders opt to collect revenue in more than 90% of Content ID cases.

Youtube has paid billions of dollars to the content owners when there is a content-id mismatch to ensure that more users and videos remain with the platform. The news report also claims that 98% of the copyright issues in youtube are addressed through the content id mechanism.

In July 2018, YouTube introduced a “Copyright Match,” a shortened version of the Content ID system. The tool is available to channels with more than 100,000 subscribers. It helps these channels by preventing the infringers from downloading their videos and re-uploading them to a different channel for monetary gains.



## Laws Governing the Policy:

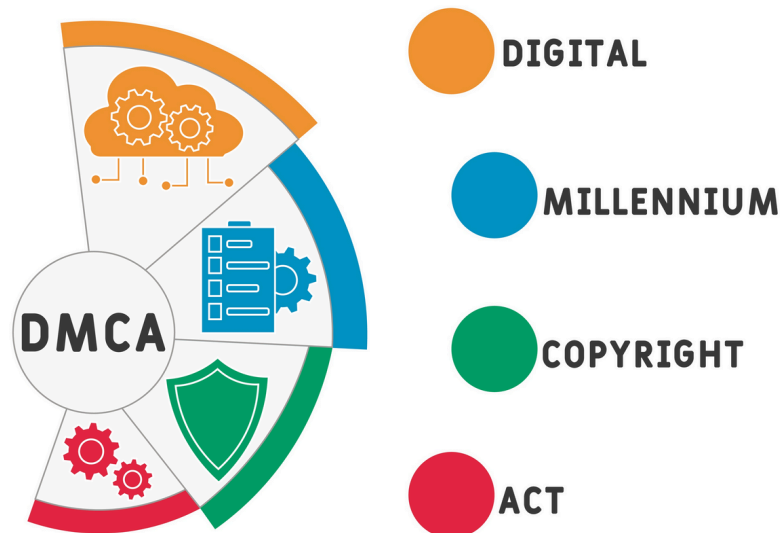
YouTube's takedown policy is based on the provisions incorporated under the Digital Millennium Copyright Act 1998. It forms the basis of youtube's copyright strike mechanism. YouTube must comply with DMCA to avail its "Safe Harbor Protection." Safe Harbor Protection protects online service providers such as YouTube from copyright liability for innocent hosting infringed content in its platform. Youtube is bound to act as per the DMCA for any copyright claims through a takedown and notice process. When youtube receives a DMCA takedown notice, it takes the alleged video immediately.

## Why Should YouTubers Understand The Policy:

Most of the content creators on youtube are motivated to create content because it generates decent revenue for the YouTubers. For this purpose, a channel has to enable monetization, and the video uploaded should be as per the "Advertiser Friendly Guidelines" prescribed by youtube.

The primary source of income through youtube comes through running advertisements in the video. A channel becomes more exposed to promotions when the popularity of content increases. So, when content created by a party is reused or re-uploaded by another party, the content gets duplicated, and the video owner loses revenue. Hence a YouTuber should always be well versed with YouTube's copyright policy along with the procedures governing copyright strike down and content-id mismatch.





Youtubers whose rights are violated should know how to file takedown notices for taking down the infringing video. Those notified with a copyright strike-down notice should know their remedies, such as filing a counter-notice under the DMCA.

A video purported to match the content of a subsisting video is blocked or loses its capability to generate monetary gains for the creator. On the other hand, Youtubers should also be conscious of their rights, such as disputing a content-id match.

Success as a Youtuber dramatically depends on the viewership of his videos. If his content is being reused or duplicated, the viewership gets segregated. There were instances where youtube had to take down a modified video as it got more views than the original one.

Also, YouTube pays out revenue to the infringer until the original owner makes a claim. It is not conducive for the content owner to claim the profits made by the infringer before the copyright claim is made. Timely action in cases of copyright claims helps to tackle this issue, thereby generating more views for the content created by the owner.

When YouTube's content-id system does not recognize the copying of original content, a Youtuber can report the same. Can report things such as channel art, video description, the portion of a video, or the full video.



# Chapter 13

## Success Stories

Content marketing has recently undergone explosive growth, gaining significant traction among brands. Today, both new and established brands choose from the veritable bouquet of micro, nano, mega, and celebrity influencers to promote their products and expand their reach.

We live in a world where content creation has emerged as a lucrative career to aspire toward, especially among the Indian millennials. Can trace this growth back to the rise of social media and other innovative influencer marketing platforms that serve as a disruptive avenue for content creators to showcase their talent and gain a barrage of followers while also acting as enablers for brands to drive popularity.



**Ankit Bhatia** is an Indian YouTuber and Photographer, a 31 years old young guy who lives life king size. He uploads his lifestyle vlogs with amazing cinematic shots and teaches how to edit and Capture beautiful videos etc. Currently, has more than 80k subscribers on his channel, and he has more than 450k+ views on his YouTube channel. He started his YouTube channel on the 15th of August in 2013. But he began uploading videos on it in 2016.



**Peter McKinnon** started his career as a YouTuber in 2010. He began uploading videos related to photography and cinematography. He also uploads tutorials, vlogs, and filmmaking videos on his YouTube channel. Some of his popular YouTube videos are Photoshoot for CYRIL, 8 Camera HACKS in 90 Seconds, and others.

He is also very popular on other social media platforms along with YouTube. He also owns merchandise sold through <https://selfy.com/petermckinnon>, on which he mainly sells customized photography accessories with unique stickers and prints. He is featured in several popular magazines like Magic Magazine and other Photography Magazines.

**Bhuvan Bam** was your typical college kid he had a night job as a singer at a Mughlai restaurant in Delhi. Today, he is one of the top YouTube superstars of India by sheer dint of hard work and a smattering of luck. His interview with actor, director, and internet personality Steven Wolfe, aka Johnny Sins, garnered over 17 million views five days earlier this year. What set this seemingly 'just another college-goer' on the path to becoming a YouTuber and, consequently, an almost overnight success.



## Chapter 14

### Make Content Creation Your Profession.

Online-contents are in demand, and over the last decade, content has exploded in front of new-age media. Content has become more than a source of entertainment. It is a part of marketing and sales, storytelling, and education, and for that, creators are needed.

An increase in demand for content has made it a red ocean market, but it has also made a substantial rise in the need for creators. Be it a writer, cinematographer, podcaster, dancer, or singer, this has made content creation a legit profession, with many content creators coming up and sharing with the audience.

Becoming a full-time content creator is backed by the monetization models we have been gone through. Monetary stability helps the content creators to be in their domain while earning a substantial amount of money. Though the start of the career can be slow in terms of monetary aspects, as you start growing, it will provide significant elements on the financial front.

The advantage of choosing content creation as a profession is flexible. It can be started part-time while earning from another job; this solves the early day monetary issue.

It's not just a quote; it's the truth of Content Creation; this is the mantra that keeps content creators on the track that they need to be for eventual success in this highly dynamic field.



Things pick up speed once you get past the slow start. You can make money doing whatever you want, and you can be sure it won't be a tedious job. Blogging is a legitimate career path that opens up many opportunities while also highlighting a person's achievements in other fields.

Working for online media or advertising organizations is always a viable option that provides the opportunity for a well-paying and respectable job. A content creator's position remains the same in an organization.

Creation is always anticipating the future. It turns your name into a brand that you can use in the future as an editor, curator, media director, content director, instructor, marketer, and other positions. Creators possess a great deal of intellectual potential, which is highly valued.

As a result, content creators are regarded as valuable assets that highlight the brand through their content and carry the company's goodwill hand in hand.

### **Few of the Advantages of being a full-time Creator:**

Being a full-time creator has tons of advantages and work flexibility; this opens a domain of whole new possibilities to explore more with complete freedom.

- Everyone wants to work in a flexible environment. Others' dreams may fade away, but



creators can live theirs and earn a living just like everyone else. Creators who work for organizations must be present every day, but they can also work from home occasionally. As the cliché suggests, perhaps in a coffee shop.



# The Ultimate Guide To Content Creation

In this book, you learned about content creation. A content creation is how you sum up idea or experience by briefly creating the informational content. You may take different types of writing, but they all share some characteristics. We've all you needed to be a content creator with our collection of books!

[Check out our variety of books we have available on our store.](#)

**From a brilliant writer, a  
timeless story!**

