



# **The secret formula to create content that connect**

Easy-to-read guide to improve  
your online presence with content marketing.

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# Creo, your ideas alive!

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## Do you believe in the power of ideas and creativity to grow your business?

With a creative idea, you can build a strong connection, grow an engaged community & increase sales naturally. That's what I do here, CREO is about serious creativity.

I am Madda and I believe in creativity as the driving force of the universe. I used to think that creativity was limited to artists but the older I get, the more I realise that creativity is not only related to crafts and art but what I have learned along the way is that we are all creative by nature and that creativity has to be a fundamental quality when running our businesses.

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## What?

We are creative when thinking about how to improve a daily process, how to create content or how to improve a product/service or create a new one.

What I do in CREO is to help people who want to bring their ideas to life and who are committed to take a step forward with their business in order to make a difference.

## How?

By creating strong digital identity, I go out my way to create unique content and ideas that communicate authentically the story & values of your brand and connect perfectly with your final client.

I have been working on content creation for more than ten years and have created this ebook to share my knowledge with you.

**Read, reflect and  
above all, put it into  
practice!**



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# Introduction

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**Cheese and wine.**  
**Sherlock and Watson.**  
**Burger and fries.**

You've probably heard of these famous pairs (*or, in some cases, noshed on them*), in business there is one pair in particular that goes hand-in-hand: **content and marketing.**

Content marketing is a marketing strategy that will help to increase your online visibility.

It focused on attracting potential customers in a natural way, with relevant content that is distributed in the different channels and digital media where your audience is.

## What is content marketing for?

Content marketing is a part of digital marketing that, with the creation of relevant content, aims to:

- INCREASE SALES
- CREATE RELATIONSHIP WITH PEOPLE
- SOLVES PROBLEMS
- BOOST SEO
- COMMUNICATE BRAND VALUES



You should look at content marketing as an investment. It's part of a larger marketing framework. It requires strategic insight. It targets users across the entire conversion funnel.

Let me shed some light on one thing. Content marketing is NOT social media or limited to a company blog. It's your voice in the digital world and should be consistent and in line with your brand personality.

A well-developed brand consistency means that although the messages and photos/videos are different each time, they are perfectly aligned with a common thread: the style and values of the brand. And that is only possible with one of my favourite words:

**St-ra-te-gy**

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**Content marketing is the art of creating and distributing relevant and valuable content to attract, acquire, and engage a target audience — with the objective of driving profitable customer action.**

THE CONTENT MARKETING INSTITUTE.



That's why in CREO I always speak about the importance of let your creativity run free but with a killing plan.

Content marketing is more than just the creative creation and distribution of relevant content. It's a tool that, when executed properly, positions your brand in the heart of the potential customers.

**Brands able to create genuine, useful and engaging communication are able to connect better with people.**

How? By transforming unique ideas in valuable content, useful for their audience, that creates feelings. Want to know how you can do it? I'll tell you now. Get ready to learn!



# Type of contents

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Did you ever get the feeling that you produce content in a format that didn't match the story or the audience? That's because content marketing is more than just writing.

There are a variety of channels that your brand can leverage to connect with potential customers. By learning more about the various content formats, you can solve this kind of problem.

It will then be easier to find the right approaches to talk about certain topics and make happy your audience.

## Content can be classified in 4 different formats:

- **Text format.** Websites, blog posts, e-books, newsletters, checklists, whitepapers, how to guides, case studies, client testimonials
- **Image format.** Photos, infographics, gifs, memes
- **Video format.** Videos, online courses, webinars, interviews
- **Audio format.** Podcasts





These are the 4 formats and within each we have various types of content. I have mentioned only the most popular ones, but there are much more.

Including at least a handful of these aspects within your content plan could do wonders for building a respectful online presence, as well as boosting traffic.



## How do you pick the right format?

- Prioritize your audience's experience (*do they like to read articles or watch videos, for example?*)
- The type of information you want to include (*stats and figures usually work best as a chart or infographics, while "how to" type content might be easier to follow as a video rather than written instructions*)
- Consider your budget and time commitments
- Do you have the skills and equipment in-house for the type of content you want to produce, or would you have to outsource?

Have fun and mix things up, the best results are usually achieved when you combine different formats.



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**To save some time pick a topic and produce the same content in several different formats.**

**Experimenting in this way not only keeps your audience interested but it also enables you to figure out the type of content that converts well.**

# The formula

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Now that you know the types of contents available I want to share with you the 4 ingredients of my secret formula to create valuable content, to help you find your voice and tell your story in an authentic, powerful way.

## Creativity

Let me start with my favourite part. Creativity. Here I'm talking about transforming unique ideas in valuable content.

**“ If content is the king, creativity is the queen. ”**

It's a powerful resource that can help you see things in a different way, solve problems with a new approach, stand out and draw attention.

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## In your storytelling you should play around, one message can be creatively adapted in different ways:

- **Blog.** Publish content that appeals to your audience. To do this, you have to be concrete: try to solve only one problem, don't reach thousands of audiences. It's important to be consistent and don't forget to include a call to action.

- **Audio-visuals.** Videos & pictures are a fundamental part of a content strategy. They are easy to share and generate more empathy and interaction than any other content. Without them you will lose visibility and, therefore, sales.

- **Email.** Newsletters are very useful tools for selling. It is important that you set your objectives, prepare a strategy accordingly and know how to measure the results. And use clear and direct language: say what you want to say.

- **Podcast.** this is a trend and will help you positioning yourself as an expert in your sector. It transmits confidence, authority and empathy. It helps to educate the audience.

- **Transmedia.** use the different platforms to give continuity to the narrative thread of your story. For example, if you publish a recipe image on Instagram, complete it with a step-by-step blog post.



## Be authentic

Let's start by thinking what makes a person authentic? Maybe it's someone who is thoughtful? Or is someone you fell a strong connection with? Or is someone that expresses emotions freely and clearly? Or maybe it's all the previous ones and more?

The truth is that there isn't just one definition that allows us to see objectively what authenticity is and what it's not. We can say that authenticity is the sum of elements that makes you feel comfortable, safe and welcomed. So how can we translate this when we are talking about a brand?



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**When we talk about authentic brand communication, we are talking about projects that are able to genuinely communicate who they are, what they do and how they see the world.**

# Type of contents

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As you incorporate narratives into your branding, focus on four ways to make storytelling truly effective:

- **Be honest.** With others, but especially with yourself and your business. Accept yourself as who you are with your virtues and also with your defects or limitations, same for your brand. You can always improve but don't try to communicate something that is not true.

- **People-focused businesses always win.** An emotional connection has a bigger impact than customer satisfaction. Know your audience and turn what they dream into a day-to-day reality.

- **Be original.** In the digital age, being original is a must. You need to differentiate yourself, draw attention to yourself, create your own style that is recognisable. Maybe it can be with a very specific style of photos or with some texts that present what you do in a striking way or with a claim. Whatever it is. Dare to innovate and draw attention to yourself. Goodbye to prejudice!

- **Share your values.** We also live in the era of sharing, connecting and collaborating and the best way to do this is by making it clear what our values are, how we work and how we understand the world. Believe it or not, there are many people out there with whom you share all this and who are willing to connect with you. Nowadays more than ever people want to be part of a community, they want to feel they have an affinity with brands that reflect their values.



Follow these and you will connect clearly and naturally with your potential clients. Get people to empathize with your dreams and your values. Sometimes, we are lucky that authenticity comes naturally to us. But there are other times, that we have to work on it a little more to bring it out.

## **Plan with quality**

In a world where we consume content faster and faster we don't need to fall into the error of choosing quantity over quality. Don't communicate because you feel you have to, instead focus on creating a plan. You should create content in order to achieve your business objectives, whether is to sell, promote something or positioning yourself each piece of content should add value to your brand, strength your voice and create healthy relationship with your audience.

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*Craft a plan that works for your brand. Fill in this template to collect all the information that will help you create your quality content strategy.*

## **1. Define your current situation**

Make a list of your current situation, what you do and what you do with your resources (*technical equipment, etc.*)

## **2. What are your goals?**

List them, both in the short and medium term. Example: increase engagement, work on empathy, number of website visits etc.



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### **3. Who's the target audience for your content?**

Think about how many audiences you are creating content. Just as your business might have more than one type of customer, your content strategy can cater to more than one type of reader or viewer.

### **4. What problem your product/service solve?**

Think about who are still figuring out what their main challenges are but also who are already using your products to overcome these challenges. Your content reinforces the solution(s) you're offering and makes your customers more qualified users of your brand.



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## 5. What types of content will you focus on?

Having identified the topics you know need to decide how will you communicate it. As we have seen there are a variety of options out there. Pick the one that best suits your audience, objectives and resources.

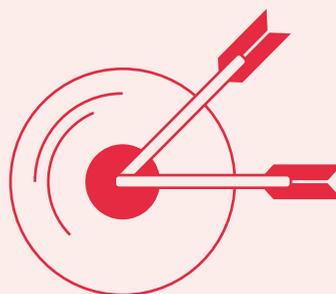
## 6. What channels will you publish on?

Just as you can create content in different formats, you'll also have different channels you can publish to. Channels can include owned properties, such as your website and blog; and social media properties, for example Facebook or Youtube.



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**7. How often are you going to publish?** Now plan the number and interval of your publications (*weekly or monthly*) to communicate your new contents.



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**The spark between customers and brands rarely arises through reasons, most of the time it arises through connections.**



## Use emotions

I believe that the success of your business, apart from having a good product or service that meets the expectations of your clients, depends also from what you make people feel, how deeply you connect.

Content creation is about this: it helps you to spark the magic between people and your brand. **Emotions. Feelings. Vibrations.** Because as human beings we all feel and have emotions, right? They are the engines of what we think, say and do.

If your brand connects, you build trust and create lasting-healthy relationships. Isn't this exactly what happens with people we love?

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www.creocreative.studio



**Now that you have learned about my secret formula to create content that connect, I would love to hear yours.**

Do you have any other elements that you think I should incorporate in the list? If so, feel free to share it with me. Email me: [hello@creocreative.studio](mailto:hello@creocreative.studio)

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