35+ WAYS TO

Leverage 1 Piece of Content to Increase Sales

WHAT DOES LEVERAGING CONTENT HAVE TO DO WITH INCREASING SALES?

These days, creating and sharing valuable content online is one of the best possible tools available for getting your brand noticed. By giving a lot of this content away for FREE, your customers KNOW you, LIKE you and you build TRUST with your customers – and ultimately turn them into raving fans!

These fans become the customers who buy from you over and over again... and who tell everyone they know about your work. So by creating and sharing high-value content, you're moving in the direction of more sales. This is one of the first things we teach in our Supercharge Your Jewelry Sales Program – the power of free content and how to leverage it so you don't spend all of your time creating it.

HOW DO I KNOW WHAT KIND OF CONTENT TO CREATE?

Knowing your ideal customer (or "Dream Client" as we like to say at F&TA), can help a lot when it comes to choosing what content to share. But if you're struggling to come up with ideas that feel relevant to your audience, start with one of these...

- Fashion Trends
- Stories around a specific piece or collection
- Style Tips (how to wear your necklaces, etc)
- Holidays/Events that tie into your jewelry
- Cleaning/Care Tips
- DIY Guides (showing people how to make jewelry)
- Round-ups of your favorite things (doesn't have to be jewelry)
- Lifestyle articles around your jewelry (yoga, pop culture, religion, etc.)
- Your Brand Values
- Your Story/Your "Why"
- Things you specialize in (gemstones, recycled jewelry, custom jewelry design)
- Things your customers request or things you want your customers to request or purchase
- Best Ofs, Fan Faves or Top Selling

Now let's get into 35+ ways to leverage your one piece of content!

LEVERAGE YOUR CONTENT TO INCREASE SALES

Choose your topic

CREATE LONG VIDEO

Introduction → Body Content → CTA

10-15 mins // Keep it casual

SHARE ON

- 720 x 720
- 1920 x 1080
- 1080 x 1920

Pull out shorter clips

- 3 60-sec or less for Instagram and FB
- 3 15-sec or less for IG Stories

TRANSCRIBE VIDEO + WRITE A BLOG POST

SHARE ON

- Instagram
- Facebook
- Pinterest
- Email List

Pull 3-6 Quotes or value packed lines from transcript

CREATE

- Quote images for FB Instagram + Pinterest
- Quote graphics for IG + Pinterest Stories
- Infographic with interesting points

Re-post content over time

REPEAT STEPS

- 2 months later
- 1 year later

STEP 1:
CREATE YOUR VIDEO

When creating a video – don't overcomplicate things! So many people let the fear of looking or sounding perfect stop them from getting on video at all. This is the biggest mistake you can make!

People actually respond even BETTER to videos that are casual, raw and organic. This can mean just you with your iphone, sitting in your home office or on your back porch. You don't need professional makeup or a professional camera... Just some decent lighting and a good outline of what you want to talk about.

Your original video can be on the longer side (10-15 mins is a good range), and can go into quite a bit of detail. This is your chance to give the full picture of the topic you're sharing and really create value for your audience.

Once you've chosen a topic or idea, here's where to begin...

1. Plan out your video – it needs a good structure. Start by introducing yourself, then give the body of the content you're covering, and end with a call to action asking them to join your email list, FB group or other. You might want to write out bullet points and hang them in front of you to help you stay on track.

2. Get out your laptop or your phone and start recording! You might need to do one or two drafts but don't get caught up in being perfect, remember – the more REAL the better.

3. Share on Facebook, Youtube, + IGTV. Make sure to set your video to public on all platforms.

Facebook	Youtube	Instagram	Instagram Stories	IGTV
Dimensions: 720 x 720	Dimensions: 1920 x 1080	Dimensions: 1080 x 1080	Dimensions: 720 x 720	Dimensions: 9:16 OR at least 1080 x 1920

STEP 2:
MAKING THE MOST OF YOUR FOOTAGE

Once your full video is recorded, watch it back and jot down the most value-packed clips to repurpose on other platforms. You could also ask a friend or employee to watch it and give you their picks – an outside perspective can go a long way. You might be too close to your own work.

For best results, add subtitles to your shorter clips. People are more likely to watch and listen if they don't have to turn on the volume to get engaged.

1. Using your phone (create copies of your video), QuickTime or another video editing program/app like iMovie or Inshot, pull 3 or more 60 second (or less) clips from your original video. Share these on your IG feed,IG Stories, or even on Facebook. Pick the parts of the video that stand out or create value on their own.

2. Pull 3 or more 15 second (or less) clips from your original video. For these clips, focus on funny moments or value-packed quotables. Something that helps show your personality or knowledge to your audience. These clips can be uploaded one by one to your IG stories.

STEP 3:
CREATING + SHARING YOUR BLOG POST

1. Get your video transcribed and turn the content into a blog post. Share this post on your blog. You can even link people back to your original video from the post or embed the video in the blog post.

2. Share your blog post with it's featured image on Facebook. You can create a small post about it and then post the link itself in the comments to help beat the Facebook algorithm (which wants to keep people on their site).

3. Create a post about your blog article on instagram, resize the featured image and share. Direct people to the link in your bio to read the full article.

4. Share your blog post with the featured image on Pinterest. Remember that Pinterest is image driven, so choosing an image that's captivating will go a long way here.
5. Send an email out to your email list with a snippet of your blog post directing them back to your site to read the rest. You want to focus on

giving them at least one piece of value, but keeping enough back that they want to click through to the blog.

STEP 4:
CREATING MINI-POSTS

Some people will go to your blog and read the full post, and others won't... Taking some of the key points from the article and turning into mini-posts, which are quick and easy to read will help reach more people.

1. Take 3 paragraphs from your original blog post, edit them and turn them into mini-posts. Make new graphics or choose an image to go with each

2. Post those three mini-posts on Facebook, Instagram + Pinterest. Remember to stagger them over a couple of weeks in order to reach the most people.

STEP 5:
QUOTE IMAGES + STORIES

Quote images and Instagram/Pinterest are a great way to take those little one liners and quotables and share them for quick value. People LOVE sharing quote images, so they can really help with reach.

1. Take 3 sentences from your blog post and turn them into 3 quote graphics. Use a site like Canva to create them yourself, or hire someone off Upworkh to do this piece for you.

2. Share each on Twitter, Instagram, Facebook + Pinterest – link back to your blog post or be sure to mention the link in bio in your caption. As you share these on each of the following platforms, stagger them over a few weeks so you can slowly build organic traffic to your blog.

3. Take any extra quotes or quick tips and use them to create graphics for IG stories + Pinterest stories. Pinterest story images should be 736 px x 1120px and IG stories should be 1080px by 1920px.

4. Take any data or interesting facts from your video to create an infographic. This can be shared across platforms.

STEP 6:
REPURPOSING CONTENT FOR MORE REACH

1. In one or two months time, repeat steps 5-14. Remember, most of your audience did NOT see the first posts as they only appear on social media for a short time and then disappear.

2. Repeat steps 5-14 ONE YEAR later! You can edit anything that is out of date in your blog post but re-sharing your older content is a great way to not have to constantly be creating new content!

ONE FINAL TIP...

The key to success when it comes to leveraging content is to get everything created in one go. Just because you're staggering your posts doesn't mean you need to stagger creation. Your best bet is to make your video and then dive right into writing and creating all of the content – so the ideas are fresh on your mind. Then create a clear posting schedule to help keep you on track.

Remember that CONSISTENCY will help you build trust with your audience, which will ultimately lead to more sales! When you create all of the content upfront, and then follow a set posting schedule, you show your audience they can count on hearing from you. In our Supercharge Your Jewelry Sales program, we go into even more detail about how to create content that sells – if you're ready to start making bigger numbers, click here to find out more!

Here Are a Few Ways We Can Help Optimize Your Business Based on Where You Are Now

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