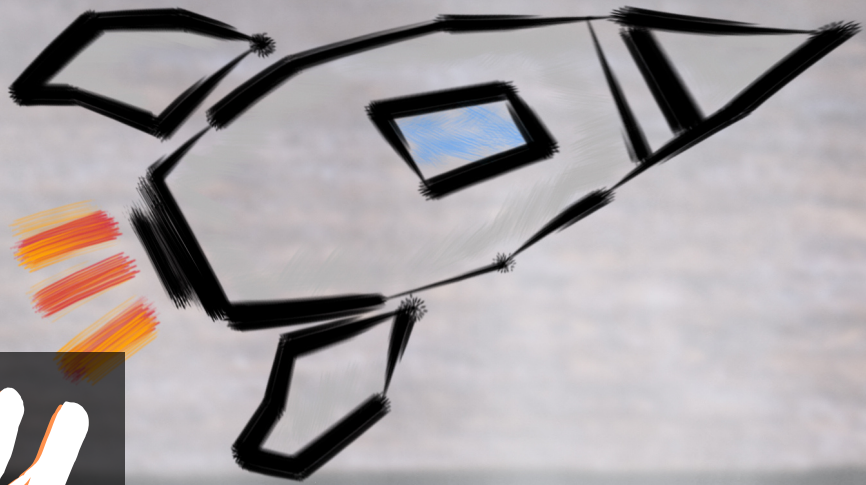


RUTH ZUBAIRU



30-DAY

CONTENT

FOR YOUR

SOCIAL MEDIA

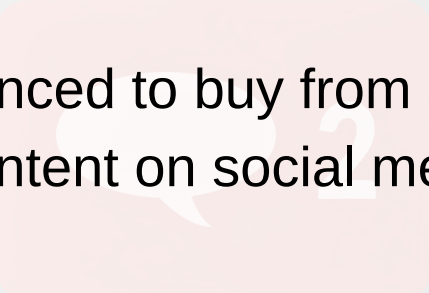


What can I post so that I have loads of likes and comments?



How can I consistently create content without running out of ideas?

Can people be convinced to buy from me just by following my content on social media?



This guide will answer ALL the above questions for you.

You do not have to worry about content creation. As long as you have us!

Let's dive in.



YOUR CONTENT NEEDS TO DO 3 THINGS FOR YOU:

1. Get Seen: Help you get seen by your target audience so they appreciate you and the solution you bring
2. Get Known: in your industry as an authority in your space, known by influencers and other experts
3. Get Paid: Create a winning sales strategy to help you hit your revenue goals with your products and services.

BE THE **EXPERT**

1. Share useful tips from your training/expertise, answer questions and show how you can help your audience. This helps to establish yourself as an authority.
2. Create reviews of products, services, tools that are used in your industry.
3. Share industry news, interviews, and resources that can help others.



The background is a light gray surface with various business-related sketches and text. At the top left, the word 'TEAMWORK' is written in a large, bold, black, hand-drawn font. Below it, there are small sketches of people. To the right, a hand is holding a silver pen over a piece of lined paper. Further right, the word 'ERS' is partially visible in a bold, black, hand-drawn font. Below that, a blue letter 'S' is sketched, with an arrow pointing from it towards the right. At the bottom right, the word 'IBILITY' is partially visible in a bold, black, hand-drawn font. In the bottom right corner, there is a logo for 'Adoza Visibility Company' consisting of a stylized 'A' and 'V' in blue and orange, followed by the company name in a sans-serif font.

SHARE YOUR **VALUES**

Create content around your values.

If family is one of your values, how have you been able to bend your business model to favor family?

If teamwork is one of your values, how have you rewarded teamwork in your business?

Create content around this and build connections with your audience.

PROMOTE YOUR BUSINESS

1. Behind-The-Scenes: Share behind-the-scenes of your product or service based business. Show the process from when an order is placed, how you sort the order, and how you deliver.
2. Testimonials: Share the pain points your client had before they hired you or bought your product and the area of need that was highlighted. Share their experience of service delivery. Share how your client felt after the product was used or after the service was delivered.

QUALITY

SERVICE

VALUE

PRICE

PROMOTE YOUR BUSINESS

3. Your USP (Unique Selling Proposition): Ask yourself: “what is my unique selling proposition, and how do I share it in such a way that people believe in me and want to use my services or buy my products over that of my competitors?”

Educate your audience on what makes you different and why they should patronize you.

4. Your Why: Use the TOMS Shoes business model as an example. Ask yourself, “why are you in business?”.

What is your big goal in 5, 10, 20, 50 years? Share it with your audience and they would become stakeholders in driving your business goals and objectives.

ALL THE CONTENT IDEAS YOU NEED FOR JANUARY 2021

Jan 1

New years post
Introduction post - introduce yourself and your brand

Jan 2

What was your happiest moment in 2020?
(Copy and paste graphic)

Jan 3

Sunday
Share a fun update about you or your family or a Scripture passage

Jan 4

Share an industry update or relevant news

Jan 5

Share your WHY

Jan 6

One person who motivates you is (Copy and paste graphic)

Jan 7

Throwback What were you doing this time last year

Jan 8

Follow an Influencer (talk about someone who your audience should follow)

Jan 9

Events you recommend

Jan 10

Sunday Share something about a family tradition

Jan 11

Be the Expert: Provide a solution to a common problem

Jan 12

Share your product/service (A Behind the scene)

Jan 13

Inspiring quote

Jan 14

Throwback (personal or business)

Ask- What would you say was the best invention of the last 50 years?

Jan 15

Fun fact about you (or your brand)

Jan 16

Book we recommend

Jan 17

Share a Scripture passage

Jan 18

Be the Expert (share an article, video or podcast with you in it)

Review a podcast topic.

Jan 19

Talk about your product or service (testimonials)

Jan 20

Celebrate a woman in your industry #wcw

Jan 21

Throwback (something of national value)

Jan 22

Answer a Frequently Asked Question in your industry.

Jan 23

My favorite way to relax is

Jan 24

Share something about family OR a Scripture that has encouraged you the most

Jan 25

Be the Expert - Highlight a pain/frustration that your ideal audience currently faces

Jan 26

Share a relevant video/podcast in your industry and review it.

Jan 27

Promote your product or service - Highlight your unique selling proposition

Jan 28

Throwback post (you or your business)

Jan 29

Celebrate your Wins

Jan 30

Events we recommend

Jan 31

Gratitude post

EMAIL MARKETING

Email auto responders are a series of messages timed in order to deliver information that is educative, informative, entertaining and also promotes a sale. Many people just collect emails and never contact their email list again.

For Companies/Corporate Organizations

- Recent award nominations or wins. This could be either for the partners or any C-Suite member or the company as a whole. This establishes your authority as the go-to company in your industry
- A company anniversary or milestone. This helps people celebrate with you. You make them feel like an insider.
- A recent article from the company
- A list of open positions for hire

- “Dear Sam” segment - Where you address questions from your audience. This is useful in building a thought leadership brand
- A message from the CEO. This could be once a month, and could also be published on your website. So you share the link with your email subscribers. Repurposing content, for sure!
- Important dates to keep in mind. This is to inform your tribe about upcoming events or newsworthy occurrences, launches, etc that they would love to be a part of.

And a host of other amazing ideas that help to nurture your relationship with your tribe.

For Personal Brands (Speakers, Coaches)

Content ideas include:

- Latest podcast/blog article or YouTube video - You share valuable information via audio, text, or video that helps your audience solve a nagging pain.
- What I'm Reading. People are curious. If they see you as someone worth following, they'd want to know how you learn. Sharing lessons from a book you're reading helps to solidify your "teacher" stance. Your audience sees you as a wealth of knowledge. When they need solutions, who will they look for? YOU!
- My Take On XXX - Share your thoughts on a trending topic

- Your Bucket List. This can be tweaked in different ways but it is targeted at building camaraderie. Letting them see your dreams can inspire them to also dream.
- New product launch. You tell them how you are positioned to make their lives better or easier.
- Events I recommend. This is a win-win for all. Your audience gets access to a life-changing event, the event owner registers more participants because of you and you earn brownie points (social credit) with the event organizers.



Coming from a background in Human Anatomy and being a mom to my 3 boys, I have been able to switch careers and build a business out of my love for words and the availability of digital tools.

Together with my team, we provides innovative solutions for individuals and businesses to get seen and known online, impact lives and monetize their knowledge and experience, even if right now they have zero knowledge of tech and online tools.

I loves supporting busy women who are interested in building a business from coaching and thought leadership.

If this is you, schedule a call and let's have a chat. This is your time to SHINE.

[Click here to get started](#)

Rooting for you,
Ruth Zubairu