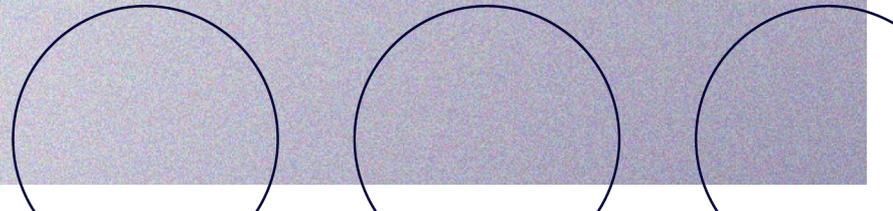
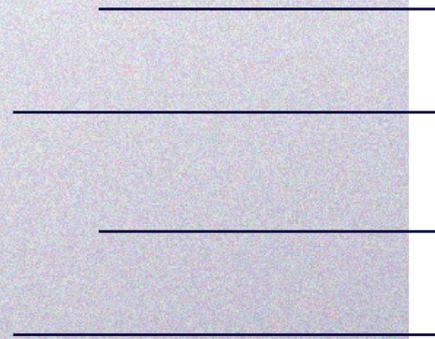


Executive Writer

LaunchPad Masterclass: Content Marketing 2023



Sorelle Henricus, PhD

*Former Professor and lecturer on Philosophy of Technology,
Media & Contemporary Culture (NUS, NTU, SUSS)*

- **Content and copywriter for marketing agencies, small business & corporate**
- **Certified professional resume writer**
- **LinkedIn profiles and ghostwriting**





What we're covering

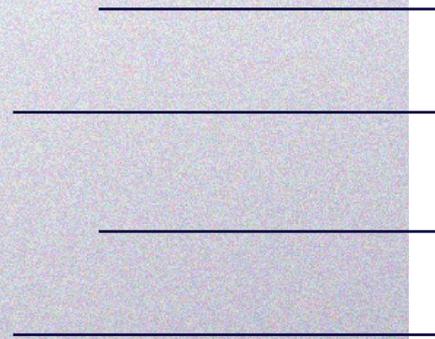
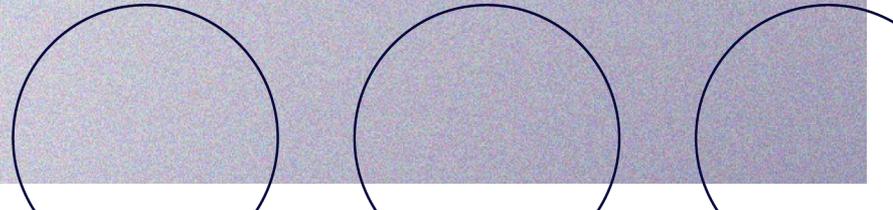
1. What is content marketing?
2. Why content with purpose works
3. How to make content around your values
4. Overcoming challenges
5. Q&A

POLL:

True or False?

- **Content marketing is a free way to reach and connect with your customer.**

1. What is content marketing?





Marketing = intent

- Lets customers know you exist
- How you solve their problems
- Converts browsers into sales
- Shows customers you understand their problems
- Educates or entertains
- Helps people identify with you/your values
- Keeps you top of mind as a trusted source



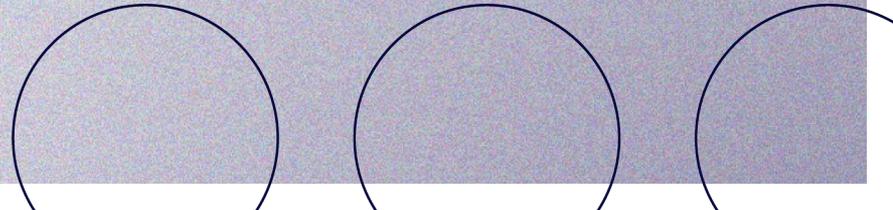
How to Create a Social Media Calendar to Plan Your Content

What does success look like to you with content marketing?

(social media postings, blogs on your website, email newsletters)

1. **Getting more followers**
2. **Building an engaged community**
3. **SEO rankings**
4. **Earning PR opportunities**
5. **Sales**

2. Why content with purpose works





The Business Need:

- Capture attention
- Build relationships & trust

“Story helps because it is a sense-making mechanism [...] story formulas put everything in order, so the brain doesn’t have to work to understand what’s going on.”

– Donald Miller



Maslow's Hierarchy of Needs

Where we are as a society

- Once our basic needs are met, what we crave the most is safety, followed by belonging and self-actualisation.

BUT convenience still reigns:

97% of shoppers have abandoned a purchase over a lack of convenience and 83% say that convenience is more important to them when online shopping than five years ago.

(National Research Federation)

The problem: the consumer landscape

Internet users worldwide:

- **over 5 billion** (63.1% of the population)

Social media users:

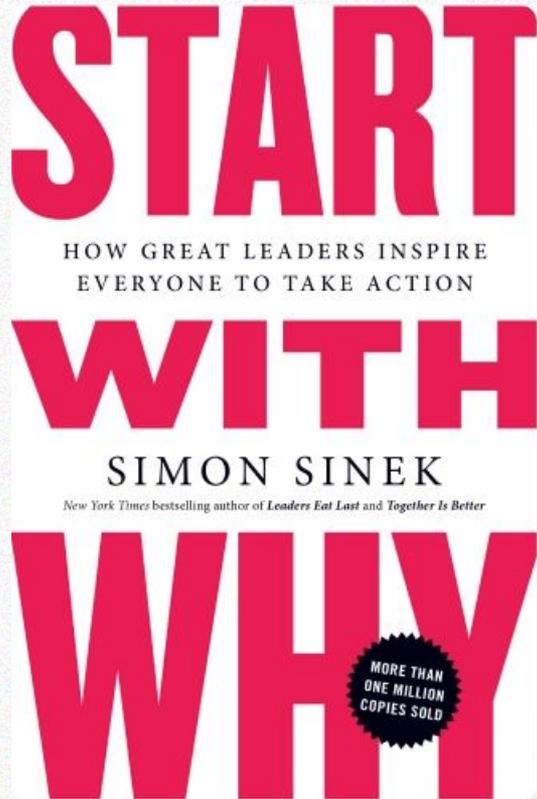
- **4.7 billion** (59% of the population)

Time spent on social media:

- **2 hours and 45 minutes per day**

(April 2022, Kepios/Statista)





Offerings must:

- Enable customers to fulfil their desire to express their identities and promote their personal values
- AND
- Provide convenient ways to buy and be easy to use

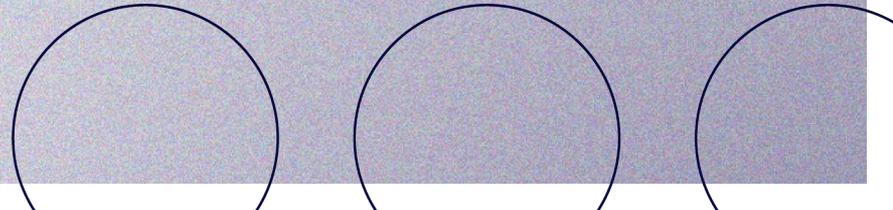
“The goal is not to do business with everybody who needs what you have. The goal is to do business with people who believe what you believe.” —Simon Sinek

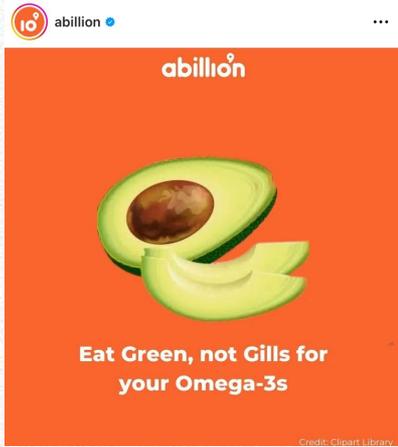
The good news

- As purpose-driven entrepreneurs and consumers, we're making the world a better place
- Sharing what you really care about can help you get inspired
- Passion can increase motivation and determination



3. Tell your story, share your values





1. Know what you stand for
2. Tell your story so people know your “why”
3. Lean into joy
4. Build a system that works for YOU



Susannah Jaffer (She/Her) • LinkedIn • Following
Founder of ZERRIN — Curating & creating better brands | Sustainable f...
6d • Edited • 1

When it comes to mitigating the climate crisis, does individual action matter?

There's debate on both sides of the coin. We need legislation and regulation to come into force to regulate the world's biggest (and most polluting) corporations.

What's clear is, these companies WILL have extra incentives to alter the way they do business if we change our consumption habits, aka, how we spend our hard earned resources: time and money.

Exploring the theme of building better habits in the first quarter of 2023, we asked our ZERRIN community to share their sustainable resolutions for the year ahead.

From choosing #secondhand first, to prioritising #mentalhealth, to being more eco-conscious when in the kitchen. We hope these encourage you to live more meaningfully in 2023!

Thank you for sharing candidly Sonalie Figueiras Ruby Veridiano Sera Murphy Tanja Wessels Audrey Y. Maria Frances Marinay Najah O. Ming Bridges Leonard Cheong Chris Edwards Dr. Christina Dean BDS, DBA Su Pei Ho Nejla Matam-Finn Sarah Garner Charlotte Mei de Drouas Roxane Uzureau Zhu Lumin Hew Anisa Johnny Sheryl Bolden Sarah Garner Andrea T. Edwards, CSP Bernice Pan Xingyun Shen Amanda Lim

#sustainability #resolutions2023 #greenertogether #sustainablebusiness #changemakers #entrepreneurs



Step 1: Choose a creative outlet you enjoy

Consider your platform:

- Telling your story on LinkedIn from your personal page? Create a founder-led brand
- Love making videos? Lean into reel and TikTok to reach by entertaining
- Start a YouTube channel for educational video



Step 3: Set up a content plan

- **Set up Content Pillars**
 - **These are where your purpose and what your audience cares about intersect**
 - **Gives you endless topics to post about**

The 4 Pillars for a Coach

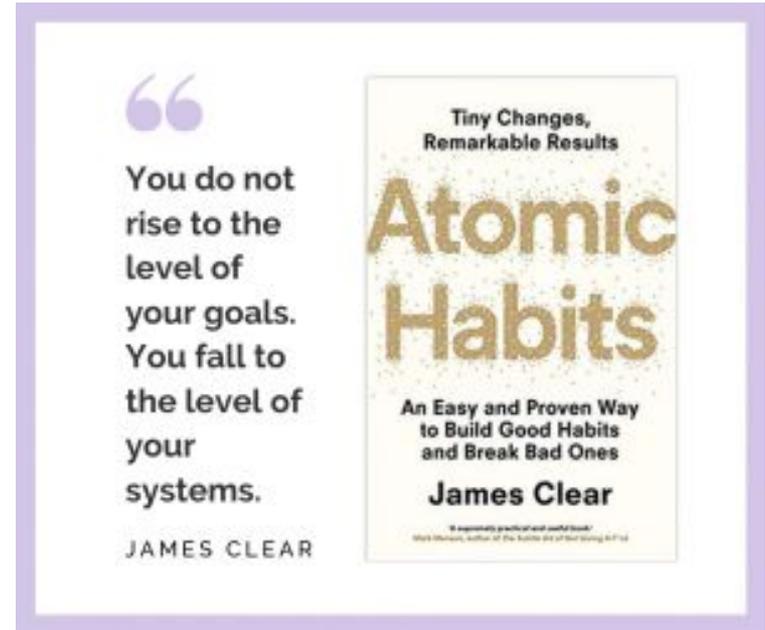


Step 4: Commit to a schedule

- Creating in advance will ensure consistency
- Decide on a frequency
- Batch create so you don't rely on your "muse"

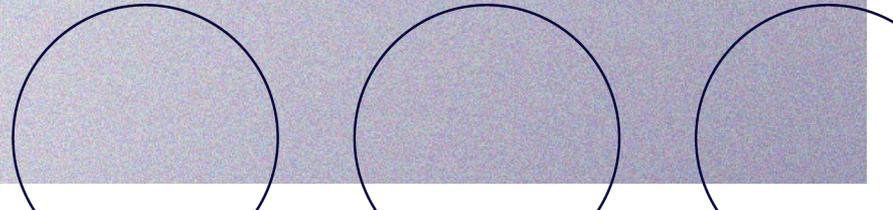
Leave time for editing

- Don't post your first draft or post when you're emotional.





4. Challenges



Which would you rather do?

**Create a reel with the camera pointing at your environment
or with you speaking directly into the camera?**



Chris Edwards (She/Her) • 1st
Entrepreneur | Founder | Mentor | Podcast host
4d • 🌐

So I just sent an email to 81,000 subscribers *gulp*!

(Did you get it? If not, check your spam please!)

This year I want to talk more directly with our subscribers. I want to be more transparent and share more about my story. (I am a classic overshare-er, needy extrovert in my personal life, so it's only true to bring this whole personality to work).

It was a little nerve racking - but when you think about it we are sending emails to this group all the time, BUT this one was from me, about my journey, thanking them but also asking them to go deeper with us.

Amazingly the response has blown me away, people replying, connecting with me on LinkedIn and saying the loveliest things about what we do.

So thank you. Fortune does reward the brave.

Image below is of some of the replies.

[#thankyou](#) [#share](#) [#connection](#) [#brave](#)

Re: ⚡ We have an exciting announcement ⚡ -

Authenticity means opening yourself up to being vulnerable. This is in direct conflict with our need for safety.

- **We need to build what Brene Brown calls our “shame resilience”.**



Acknowledge challenges so you can move past them

Share safely:

- You don't need to tell-all
- Stick to the issues
- Know your boundaries

Stay inspired:

- **Follow accounts you admire (and those that trigger you)**
- **Read outside your niche**
- **Get input from your customers, network and professionals**

Have fun!

- **Experiment with various types of content**
- **Don't be discouraged if you don't see results immediately**

Be confident that the world needs to hear from you.

Executive Writer

Any Questions?

Let's Connect

**Send me a
connect request
on LinkedIn**

www.linkedin.com/in/sorellehenricus/

