

Content Writing

The Key Components of High-Impact Content

Follow Up

Last week's homework was to:

- Set up your reading list
- Read Chima's article on LinkedIn marketing strategies.



Channels / Social Media

13 LinkedIn Marketing Strategies You Wish You Created & Why They Work

Chima Mmaje May 15, 2023 14 min read

When I ask people why they're not active on LinkedIn, I get the same responses repeatedly.

LinkedIn is boring and intimidating.

I don't know what to say.

I tried LinkedIn for a few weeks and barely got any bite.

Nobody reaches out to ask about my services.

LinkedIn is for "serious people," not for me.

You're scared of being yourself on LinkedIn because you feel intimidated by all the CEOs and marketers showing up with success stories. So, you've concluded that LinkedIn is a professional networking space where everyone wears suits and speaks perfect English.

Wrong. LinkedIn is human first, and just like any social media, the people who win are those who show up authentically. They share valuable advice that readers can implement immediately, and they do it consistently.

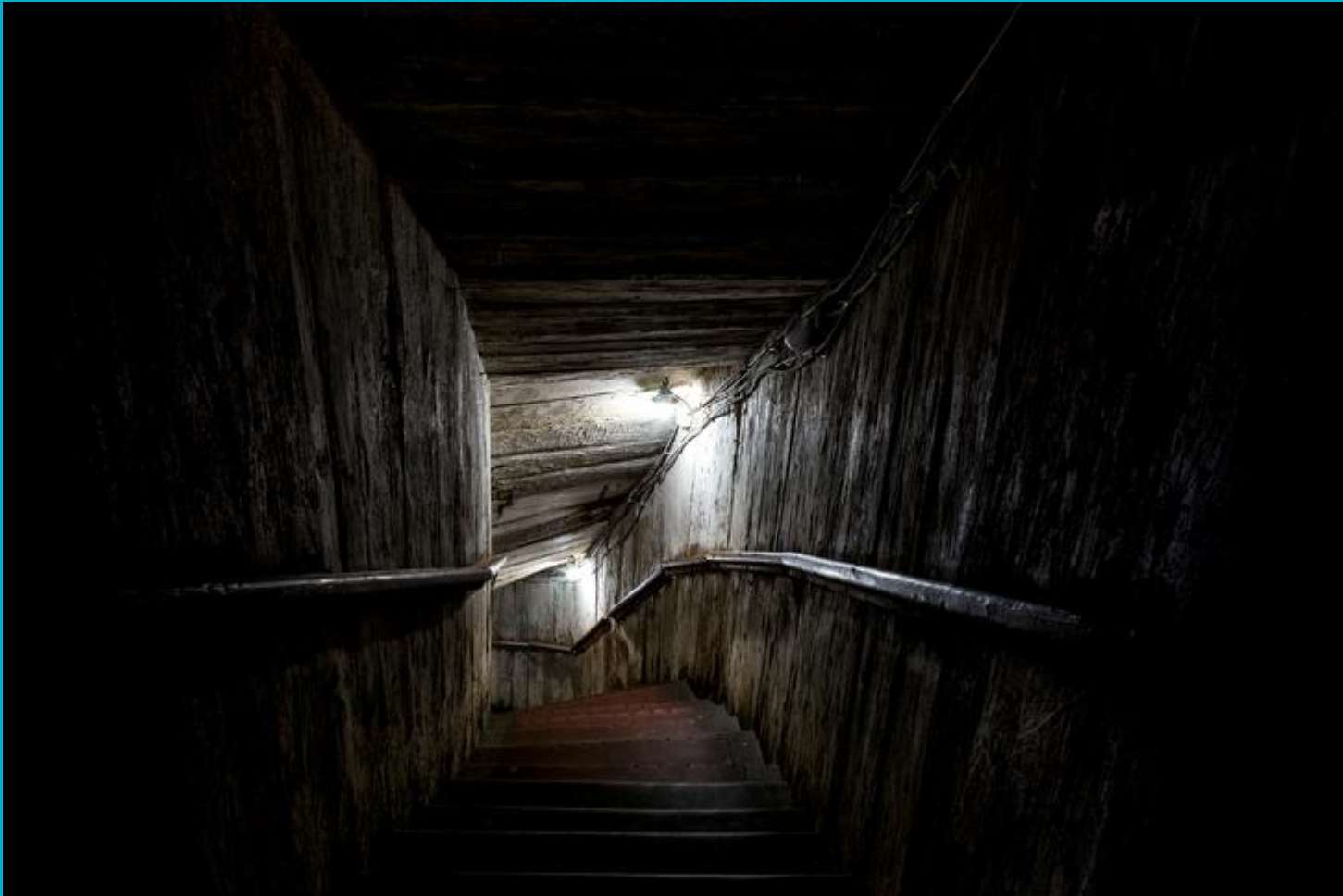
Let's be clear. There is no magic trick or checklist to a successful LinkedIn marketing strategy. But you'll not find any social media platform that rewards content creators with as many leads and conversions as LinkedIn does.

The Key Components of High-Impact Content



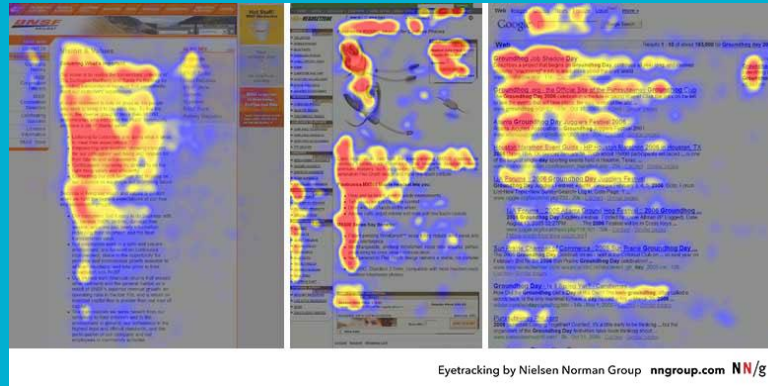
Introduction





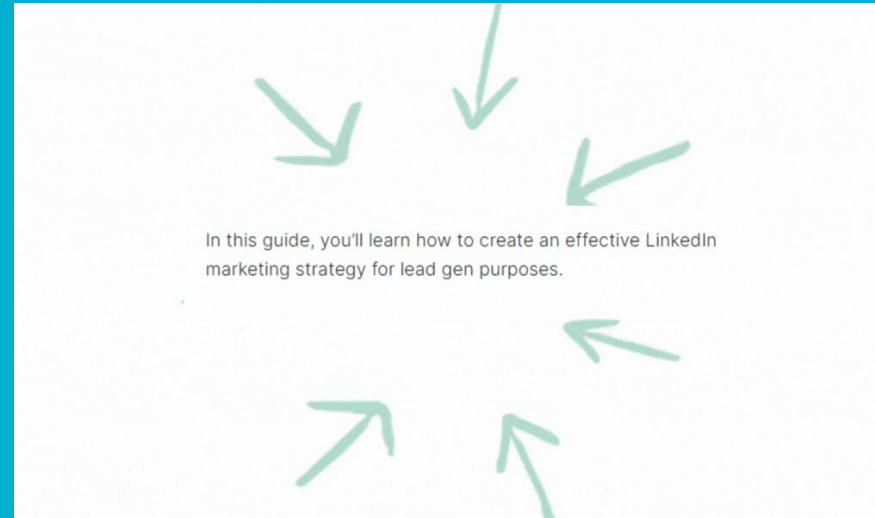
How People Read Online

- People scan online content, rather than reading it. *(Nielsen Norman Group)*
- About 60% of internet traffic comes from mobile devices *(Digital 2023 Global Overview Report, DataReportal)*
- Most of the action happens at the top portion of a piece of content. *(Nielsen Norman Group)*



Key Elements

- The hook
- Why readers should care
- WHAT YOUR READERS WILL LEARN



There are (always) exceptions ...

Tracing an IP address is an important and useful skill that can help you find the location of a person or website. It can help you discover the identity of an email sender who is trying to conceal their identity online or even track the location of an online business or website. website.

Before we get into the steps of IP address tracing, let's explore in-depth about IP addresses.

What is an IP Address and How Does it Work?

Audience



Who is your audience?

- Read a lot of similar content on the publication you are writing for/want to be writing for.
- Ask the editor.
- Ask an expert.
- Use the internet.
 - Are there forums your audience visits?
 - What can you learn by doing some keyword research around your topic area?
 - If you are writing for a site that sells something, what can you learn about that product/product category and the people who buy it?
 - The site's social media and its competitors social media accounts can be useful here too.

Intent

aws Register for AWS Security LIVE!

How to Trace an IP Address for Beginners

January 3rd 2023 | 4min | by @legalhacks ★ 30,034 reads



What is an IP Address and How Does it Work?

How to Trace an IP Address from Email

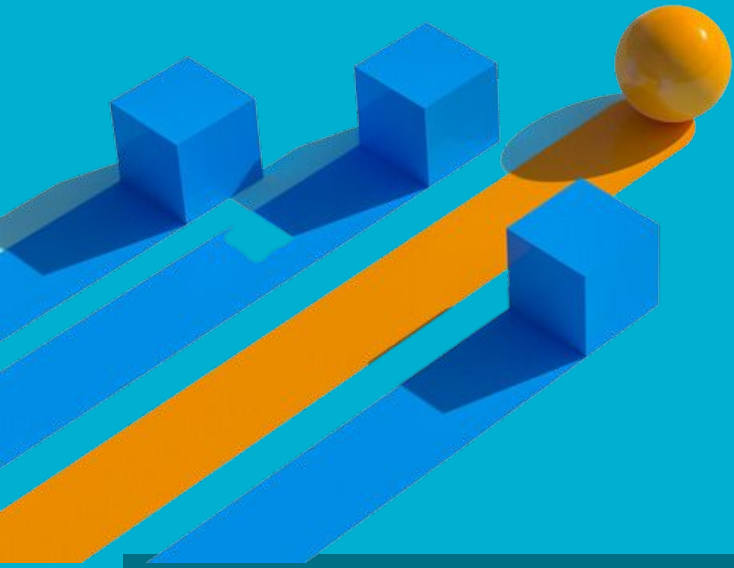
How to Trace an IP Address Using Command Prompt

What is your reader's motivation or intent?

- Who are they?
- What do they want?
- Why are they reading this?

Finally: Find a Unique Spin





Authority

What is authority?

Authority (n.)

The power or right to direct or control someone or something.

- What right do you have to write about this topic?
- Can the reader trust you?
- How can you show the reader that you've done your due diligence?

Ways to show/be an authority

- Get input and quotes from experts
- Cite research and statistics
- If you have experience, speak from the first person
- Provide helpful imagery, graphics or examples
- Overall, provide something of value over and above what already exists on the topic

Usefulness

Purpose

+

Performance

Useful Content

Hubspot Blog


What is a Marketing Plan & How to Write One [Examples]

[Download Now: Free Marketing Plan Template](#)

 Clifford Chiu  Published: July 27, 2023

To learn more about how to create your marketing plan, keep reading or jump to the section you're looking for:

- [How to Write a Marketing Plan](#)
- [Types of Marketing Plans](#)
- [Marketing Plan Examples](#)
- [Marketing Plan FAQs](#)
- [Sample Marketing Plan](#)



Investopedia

What Is a Marketing Plan? Types and How to Write One

By [JAMES CHEN](#) Updated April 28, 2023

Reviewed by [ERIC ESTEVEZ](#)

Fact checked by [PETE RATHBURN](#)



Marketing Plan
[ˈmɑːr-kə-tɪŋ ˈplæn]

A document, or set of documents, outlining the platforms and methods a

If These Words Sound Familiar ...



Connection

A Few Ways to Connect

- Make it memorable
- Humanize it
- Use stories or examples
- Make people laugh

Questions?

Next Week's Homework

- Write an introduction to an article with the following title: “Why You Should Join the FCDC.” Imagine that this article would appear with your byline on the FCDC website.
- In point form, think through the key things we covered in today's slides, so:
 - Who is your audience?
 - What do they want from this article?
 - How can you get them to trust you?
 - What will you do/what information will you provide to ensure this content is useful for them?
 - How will you try to connect with them
- Keep working on your reading list!