

PR  
BY  
YOU

No.14

# BLOG CONTENT STRATEGY

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@RARAPR

#PRBYYOU

# RARA PR

## A THOUGHTFUL LIST OF BLOG POST IDEAS

Because words and content help to cultivate the world you want to live in and the people you want to attract.

## KIND PR

Fostering good working culture for PR pros by advancing PR knowledge. We also consider what we PR and its impact on the planet.

## SUSTAINABLE PR

Sustainable, accessible, slow and eco friendly PR. raraPR is as much about democratising PR as it is about conscious PR.



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JADE ROBERTS

**"IT'S THE VALUE THAT YOU  
GIVE THROUGH YOUR  
BLOG THAT WILL REWARD  
YOUR SITE WITH VISIBILITY"**

# THE BEST BLOG STRATEGY TIP

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## BE THE EDITOR OF YOUR OWN MAGAZINE

When I'm talking about how to bring content strategy to life cohesively, with value, and in a way that is centred on purpose and builds personal brand (any brand!) the way I explain it is this;

Pretend that you are producing your own magazine.

- content strategy that builds your brand
- content that provides value to and builds your community
- positioning yourself as an influencer or professional content creator for brand partnerships

That's right; put your editor-in-chief hat on and consider that when you're producing content; you are producing your own magazine, and that you're the custodian of your own media channel. Because you are. Social media; whatever the platform as well as your website and blog are all content channels that essentially build story, brand and community around you.

Being on the editorial team of a prestigious fashion magazine was a dream of mine back when rara skirts were in vogue and perms were high and wide. While there was a time in my PR career I doubled as a fashion magazine freelance writer and contributor by night and I've pitched and secured stories in magazines as part of my life's work; it is now that the role of editor is well and truly in flow.

PR Professionals since the land of time have been thinking about content channels and communication. And since rara was launched in 2011 we've been thinking like editors producing content at scale for the brands we represent.

So I'm encouraging you to put journalism, editor in chief hat on and consider creating the type of content that would represent you and your magazine if it were on a newsstand.

in the ability to know yourself and where you'd like to position your brand. Because in the era of entrepreneurship and where everyone is essentially a content creator and roving ambassador and influencer for their own business; 'you are a magazine.

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And when you're producing content that people want to consume and share this helps to:

- share your story with ease
- get greater clarity on what to say, how, when who to and why
- and makes producing valuable content more sustainable
- differentiate you and your brand
- position your brand in the right way with the right people
- build your online presence and your personal brand
- attract the right-fit customers, clients and brand partnerships

This concept of being an editor of your own magazine; of your own brand is really the best way to help you create, publish and edit the content that you need to produce for your own business. It's a concept that becomes the north star and decision filter when you're considering

Brand identity

Colours

Fonts and typography

Graphic design assets

Illustration

The tone of voice and copywriting

The story and plot

The frequency of your content

Photography and imagery

Advertisers, influencers

Competitions and collaborations

Promotional and marketing strategy

Collaborations

The people behind the brand stories

The frequency of your articles

The content buckets and angle variations

So celebrate your brilliance in the ability to know yourself and where you'd like to position your brand. Because in the era of entrepreneurship and where everyone is essentially a content creator and roving ambassador and influencer for their own business; 'you are a magazine.'

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The 'You Are a Magazine' concept allows you to pull pack the lens on what content you should be producing in order to grow your business and elevate your brand.

I repeat: you are a magazine.

This content strategy will have you producing content that better rewards your time and effort. It helps your content work harder and to be more evergreen.

Here's how to play...

**01 Pretend you/or your business is a magazine**

**02 What is your magazine's ethos - what does it stand for**

**03 What is your vision - the end goal**

**04 What is the mission - how is your magazine going to get there**

**05 Who will read it - define your target audience**

**06 How will you interact with your readers - how are you going sound**

**07 How does your magazine help people**

**08 What problems does your audience have and how do you solve them**

**09 What design assets will punctuate your content consistently**

**10 What imagery will support your copy and be visually harmonious**

**11 How often will your magazine be available - set your frequency**

**12 What makes your magazine unique from your competitors**

**13 Define the value you bring through your content, always**

**14 What is on your contents page of each edition - e.g. use this idea as inspiration to set your Story Highlights or to create consistent visual tiles in your Grid by way of design and copy. (This tip btw, is GOLD).**

**15 Define your resources - who is your editor and who is on your editorial team**

**(TIP: Your editor is not your junior or your 16 yo niece!)**

**16 What are the topics you'll cover in every edition**

**17 What will be your feature stories**

**18 Will you have guest contributors or collaborators**

**19 Who will you interview and why**

**20 Where will your magazine be consumed - website, print, which social platforms**

See, am I right?! You are definitely a magazine. You and your business.

This concept is really a fun and effective way to get clear on your content strategy and helps to eliminate overwhelm that can creep up in shoot-from-the-hip, daily social execution.

It's a concept that provides safety in the knowing that you have a bigger vision for your content; a purpose. And brick by brick, you'll make it stick.

It's reassuring to know that every piece of content you do place; (when you get the time) is on path to where you want go and how you want to be positioned.

When you start thinking of your business as a content producer of the magazine kind; it's a process that helps to produce thoughtful and meaningful content. Which is what the world needs more of. And it's how your business needs to roll in order to grow.

There's nothing worse than a flat-lined, social media account that's pushing out curated, pretty pictures doing very little. Or a company blog that's deeply centred around sales and product news alone.

No one wants to read a magazine that's pure sales. Because then that would be junk mail.

Now off you go Suzie Menkes, do your thang.

**Words by raraPR Founder, Jade Roberts**



# CONTENT THEMES

01

## SHARE A TIP

Create a how-to video or simply write a long form text blog that provides industry insights and tips to provide value to your target audience.

02

## SPOTLIGHT A CLIENT

Put the spotlight on someone in your community, either a client or supplier you appreciate. This helps to share more about your own brand's community as well as give back by way of PR.

03

## THE MILESTONES

Often we forget to take time for our own wins yet milestones help to share your story and create memorable brand moments for your community.

03

## BEHIND-THE-SCENES

Keep your audience engaged and enlightened with behind-the-scenes pictures of your team and creative your process.

04

## INTERVIEWS

Interview the people that inspire your work, or who you collaborate with. It's another wonderful way to share your unique network of people.

05

## WORK IN PROGRESS

Let the work in progress be shared with your community. It helps to bring the narrative of how you work to life.

07

## INDUSTRY INSIGHTS

Consider the value that you can add to someone's life by sharing what you know, have learnt or trends and developments in your industry to educate and inform.

08

## PEOPLE BEHIND THE BRAND

Often products and services can be similar but what can't be replicated are the unique and special humans behind your brand.

09

## GIVEBACK

Consider what resources and tools you could create that giveback to your community by way of free downloads or links to industry stats and further relevant reading.

10

## SOLVE A PROBLEM

Your ideal audience Google problems they need solutions for. Make a list of the problems they have and that you solve and you'll have content ideas for months. It's important your blog is useful.

11

## TEACH

What can you teach to educate your target audience? This is one of the best ways to capture organic search traffic to your website and position yourself as an industry leader.

12

## TELL A STORY

One of the best ways to create lasting memories is to share a personal story. Something that is relatable and relevant to your business will connect in a human interest capacity.

# BLOG TYPE IDEAS

## LIST POST

Blog posts with lists in them are incredibly consumable and usually perform very well. Create a list of relevant tools, resources, books, tips, industry insights or checklists that your audience can get around without diving too deep.

List and checklist posts perform well because they're easy to consume and provide important itemised content that make taking action simple.

## DEFINITION POST

Most niches have confusing language that isn't common to those outside of the industry. Create a series of definition posts or glossary terms to help educate your audience.

## YEAR IN REVIEW POST

The year in review post can form the basis is a great opportunity to share in the trials and triumphs for the year gone by. Shed light on where you've been, what you've overcome, who you've worked with, what you've learnt and where you're heading for the year ahead.

It not only serves as a wrap-up for current clients, but it gives prospects a snapshot of who you are.

## SERIES POST

Look for opportunities to turn a topic into a blog series that can be released over the course of a week or month or even bi-monthly on-going. Any of the content themes on the previous page can be turned into a blog post series.

## FAQ POST

Pay attention to the frequent asked questions your potential and existing clients ask, these form the basis of great blog posts which capture wonderful SEO. Repeat questions are a great indication of what your customers are typing into Google and other search engines. If you have the answers in your blog you have the ability to capture that enquiry. They also become a great usable reference links when such questions pop-up from those in your network.

## SHOULD ASK POST

Similar to the FAQ series, however this is the SAQ or in other words the 'should ask questions'. The questions that you think your audience should know the answers to when making a decision about investing with you or someone else. Things that would help ease any potential miscommunication or so that the time, quality and integrity of what you do is understood from the get-go.

## BE HUMAN POST

It's important to show your human side to create trust and connection with your audience.

Some ways you consider doing this is with your behind-the-scenes content, or your interview blogs, as well as with your work-in-progress blogs (don't be shy with sharing work that didn't quite work out the way you intended also). It's relatable to reflect and celebrate the lessons.

Seasonal holiday and special calendar date blogs posts can also display a more human side and can take shape in your BTS content category. People like to feel that they know companies on a personal level.

## PROMOTE POST

Don't forget to promote from time to time, or to ask for the sale. It's commonly called 'the pinch, pinch punch method'.

This is where you integrate something promotional that directly spotlights your business for the great work that you do and can do for your potential clients. You can use your blog to allow your audience to get access to information via a special access code, or you could share a link that rewards your audience with a gift or experience with the purchase of something uniquely yours.

# BLOG CONTENT STRATEGY

- MAKE A COPY TO SAVE ORIGINAL.
- WORK THROUGH ACTIVITIES AND LESSONS.
- CROSS CHECK, REVIEW, DISTIL.
- DELETE PAGES NOT NEEDED.
- CONTINUE YOUR PR PATHWAY FORWARD WITH PURPOSE-LED BLOGGING THAT IS CENTRED IN SOLVING THE PROBLEMS OF YOUR IDEAL CUSTOMER.

# **BLOG CONTENT STRATEGY**

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raraPR is above all the sum of people who together help build brands and share stories. We are present in our determination to make a positive difference to the world by representing individuals and businesses doing good. We are an extension of the personal stories within us, those that we exist for and those within you that need to be heard.

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