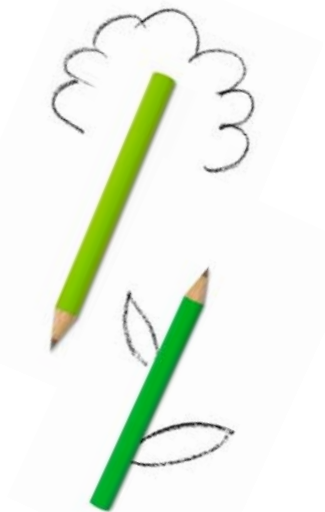


Feed.Me.Content!

5 Steps for Creating Homegrown Content for Your Social Channels



In case you haven't noticed: online content creation is a big deal these days! Though it may seem daunting, a great content creation strategy really isn't that hard... and we think you can do it in less than 10 minutes per day.

Many of you reading this are probably thinking: "I barely have time to run my own business, how do you expect me to tweet, post to Facebook, write whitepapers, and blog like it's going out of style?"

We don't! And you don't have to! Creating great content can be really simple if you know how to cut corners. Here are our **Top 5 Suggestions for Getting your Social Channels Surging with Homegrown Content in Less than 10 minutes a Day**. Don't believe us? Just keep reading:

1) Keep a Rolodex of Info - You probably check at least 2 websites daily for industry news. Make a list of 5 - 10 online resources and whenever you have free time, cruise them for inspiration. Then, just rework a good one into a blog post of your own.



2) Respond back - Write a blog post (or, simply, a comment or tweet) in response to something you've read. Not only are you creating original content, but if your post is good you can often count on the other guy-or-gal cross-promoting your thoughts too!



3) Use video - Videos are easy to make... and even easier to find! Try to find videos online that deal with subjects that would interest your fans. Then, add your own flavor by commenting on the video, or explaining its value to your audience.



4) Use content from every department - Turn press releases into tweets, case studies into white papers, powerpoints into webinars, and customer reviews into blog posts. Look around your departments – there are sure to be plenty of prefabricated pieces of content that only require a quick "cut & paste" before publishing.



5) Repurpose for Every Channel - If you create a 15% off deal email and send it to your subscribers - DO NOT consider your job complete just yet! You've done the hard work; now just re-share your own goodies on your other channels.



*Don't forget you can also automate most of your content sharing by using a few simple online tools – so without much effort, you'll be surprised how quickly 1 piece of content can turn into 5!

For more tips, or to learn ways to automate your content creation to other online feeds, contact ListEngage today and let's chat!

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