

# Content Marketing Made Easy

How to Create a Month's Worth of  
Content in Under 2 Hours

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Prepared by Nicola Burt-Skinner for  
Northern VA Collaboration Event



# Purpose of this Document

To generate leads using content marketing, you need a cohesive long-term strategy that's adaptable and not too time consuming.

This booklet aims to help with this by providing you with tools, advice, and resources that will help you create a month's worth of content - blog, social media, and email marketing - in less than 2 hours.



# Content

- **Blogging Made Easy**
    - Finding Content for your Blog Posts
  - **Social Media Made Easy**
    - Finding Content for Social Media
    - Repurposing your Blog Posts
    - Using a Content Calendar
  - **Email Marketing Made Easy**
- 
- A decorative pattern of white, three-dimensional hexagons arranged in a honeycomb-like structure, covering the bottom half of the page. The hexagons have a slight shadow, giving them a 3D appearance.

# Blogging Made Easy

Let's start with with blogging – the cornerstone of content. Not only does it showcase your expertise but it can boost your placings in search engine results

Blog posts can be used as your main piece of content and from this everything else can be created.

***But where do you get the content or even the ideas?***

## *Finding Content for your Blog Posts*

There are a number of resources online to help you think of things to write about:-

- <https://answerthepublic.com/>
- Google Trends
- Competitor blogs
- UseTopic.com
- Current news

But all of these still require you to actually WRITE the post. And to get good SEO benefits you need at least 400 words.

If you've ever sat in front of a computer, staring at a blank screen, you will know that the harder you try the worse it gets. Mind blank!

Read on to find a tool to help ...

# Blogging Made Easy

**This is where one of my favourite resources comes in - PLR.me.**

Done-For-You PLR Content That You Can Brand As Your Own

Beautiful ready-to-sell private label courses, articles, products, worksheets, and content.

With a free account on PLR.me, every month you get 2 credits which can be used to download articles on any topic - just search by keyword - and you can use it on your own website - no restrictions.

Simply copy and paste into your blog, add some headings (H2, H3 tag etc), internal links, your own thoughts and not forgetting the all important call-to-action - and voila you've got a functional blog post. Done!

Obviously you'll want to jazz it up with some images so I recommend getting a Canva account and creating some blog header and blog graphic [templates](#) that you can use time and time again.

Social media followers love consistency - it's one of the 3Cs I preach:-

- Consistency
- Community
- Call to Action

Simply add the blog title to the header graphic, and some quotes or stats to an image and upload them to your recently created PLR blog post.

Tip: Add a number of different sized images throughout the post as you can then use these on your different social media channels. (see next chapter)

***2 credits equals 2 articles so you can publish one every fortnight, Content galore! Google's gonna love you.***

Now we've got the blog sorted you can use that as the central piece of content to repurpose and use on your social media, alongside some other fab tools and resources.



Total time taken  
each month:  
45mins to 1 hour

# Social Media Made Easy

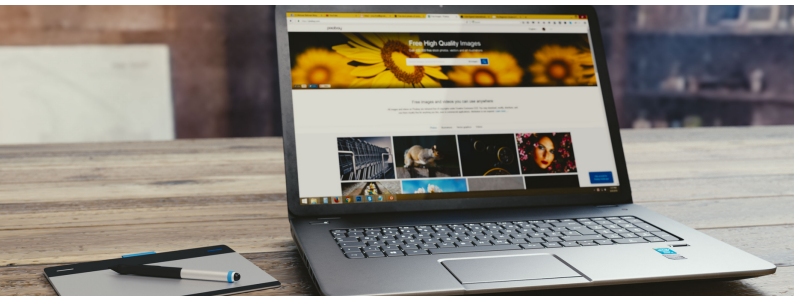
Clients come to me for social media management for one of two reasons:-

- 1.No time
- 2.No idea

They either haven't got the time to post to social media - despite knowing how important it is - or they have no idea what to post, when to post or even how to post.

With research showing that we need to post over 100 times\* per week across all social media platforms, it's no wonder we struggle to find the time.

There are a number of scheduling tools that can help you slightly with the time issue - Hootsuite, Buffer etc but as with blogging, you still need to find the ACTUAL content before you can schedule a post!



***\*3-10 Facebook posts per week, up to 10 per week on Instagram, approx 100 per week on Twitter, max 10 per week on LinkedIn***

# Finding Content for Social Media



**POST PLANNER**

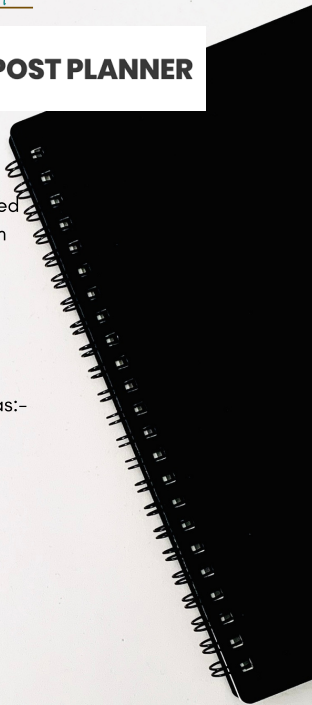
## ENTER POST PLANNER.

Most tools and resources I recommend are free but Post Planner is that good I upgraded so I could manage all my client accounts on it. But for a solo business owner, managing just their own platforms, the free plan will suffice.

The best thing about Post Planner is that it provides you with a number of content ideas:-

- Industry news
- Questions, Quotes & Status Idea (my favourite one!)
- Popular articles

Just set a schedule and upload posts to Facebook, Twitter, LinkedIn, Instagram and Pinterest.



# Social Media Schedules

Talking about schedules, research has shown these as the most popular times to post (but as always check your own Insights to see what works for you and your audience):



## Recommended



Facebook - 1-4pm



Instagram - 9am



Twitter - all day, every day



LinkedIn - 10-11am



# Post Planner for Social Media

Post Planner is so much more than a scheduling tool. Not only does it help you find content but it also has the following attributes:

## Library

You can upload your own images – remember the ones we created in Canva earlier – to a library to use over and over again and Post Planner can pull in RSS feeds so our own blog posts – the ones created via PLR.me – are readily available to use to create a post.

## Built-In Design Tool

Post Planner even links direct to Canva so you can create images to go with your posts without having to actually leave the site. It really is a one stop shop for social media content creation.

**I've noticed a huge uplift in engagement since using Post Planner.**



# Repurposing Blog Posts

Remember the blog post we created from PLR? That can get you at least one post a week – so that's 4 posts for the month.

Use the images from the blog to schedule social media posts. Use the headings to create questions that you can post on social media with a link back to the actual post.

For example, say you wrote a post titled "The Benefits of Using a Virtual Assistant", here's how to repurpose that for a number of posts/platforms:

01

## On Publishing

Post full title and link on all social media platforms

02

## On publishing

Post image from blog to Instagram with an excerpt from post.

03

## 3 days later

ICYMI (in case you missed it) post on Facebook, but remove preview link and upload a different image.

04

## Change title on LinkedIn

Re phrase the title as a question. ie "Do you know how a VA can help you?"

05

## Pin to Pinterest Board

Create a board for your articles. Use the images within the post.

06

## YouTube

Record an accompanying voiceover to a slideshow and upload to YouTube

**Always test and track these posts to see which works best then rinse and repeat.**



It's a jungle out there ...



# 30 DAYS TO Social Media Success

Inspirational  
Quote

Your Best  
Biz Tip

Fun Fact

Discount or  
Sale

Share a  
blog post

Share a  
product or  
service

Relaxation  
Tip

Share a  
statistic

Share a  
testimonial

Share an  
old blog

"In a word"  
tips

Milestone

Favorite  
picture

Prep  
picture

Newsletter  
Share

Introduce  
to business

FAQs

Snack  
Peek

Inspo  
Quote

Team  
Picture

Self-care  
Tip

Ask for  
feedback

What you  
like

Organising  
Tip

5 facts  
about you

Giveaway

Stressbuster  
Tip

Product or  
Service

Behind the  
scenes

Monthly  
Highlight

# Email Marketing

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We all know the importance of email marketing. Getting direct to your (potential) customers inbox with your news, views, and offers. Again, as business owners we often suffer time issues BUT there is a way for your email marketing to be done for you without thinking.

This may be the easiest bit of advice I have ever written or given:

## **Use your RSS feed to automate your email marketing campaigns.**

I use Mailchimp but most service providers - Aweber, Constant Contact etc - have the facility. You simply let it know where to look for your posts and how often to send it, design your email and off you go. Then every time you hit publish on the blog post we created in step 1, your email service provider will send it to your subscribers based on the parameters you set (date/time etc) without you having to do anything else.

And if you have created a call-to-action on your blog post (highly recommended) then you should see an uplift in enquiries and leads.

***Total time taken each month: no time at all (just 15mins at setup)***



## Summary

In summary:

1. Create a fortnightly blog post with the help of PLR.me
2. Create blog image templates in Canva
3. Schedule posts using Post Planner and a content calendar
4. Use your blog's RSS feed to send automated emails.

***And there we have it - a month's worth of content created, planned, scheduled and forgotten about in just 2 hours (or less once you get up to speed)***

And if you need anymore help, drop me a message:  
[help@nicolaburtsskinner.com](mailto:help@nicolaburtsskinner.com)

# Resources



## Post Planner

Post Planner is the social media scheduler BUILT FOR ENGAGEMENT. Publish the best social media content in your industry. Every day. Effortlessly.

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[PostPlanner.com](http://PostPlanner.com)



## Canva

Launched in 2013, Canva is an online design and publishing tool with a mission to empower everyone in the world to design anything and publish anywhere.

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[Canva.com](http://Canva.com)



## PLR.me

Create your free account to download two free done-for-you brandable coaching resources every single month.

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[PLR.me](http://PLR.me)

# About Me ...

My name is Nicola Burt-Skinner. I love bringing life to creative ideas and projects of all sorts, but ultimately I am a Facebook Fanatic and infatuated with Instagram. I know how to make mine and your life easier with automation and scheduling too.

For the past several years, I have run my own business helping other business owners with those mundane but necessary tasks, like posting to social media platforms. I've worked with a number of different businesses from fitness instructors and nutritionists to carpet cleaners and coaches.

Nothing beats experience but you'll be pleased to know that I do have some paperwork to prove my abilities ...

## EDUCATION

- Google Digital Garage Certified
- Facebook Business Manager Cert
- Mentoring Cert (IOEE)

## EXPERIENCE

- 10 Years at FTSE 250 Company
- 10 Years Running a Small Business
- 3 Years Coaching Small Businesses

## RECOGNITION

- Shortlisted UK Blog Awards
- Small Business 100
- NE Twitterati



@NB Skinner



/nicolaburt Skinner



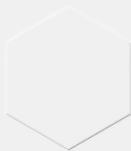
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Notes



# Notes



# Notes





*nb Skinner.com*