

Creating Content with Purpose

Less Noise. More Impact. A Smarter Approach for Local Businesses.



By Daniel Reardon | DCR Media Creative Solutions

Confession: I have mixed feelings about social media. It's noisy, distracting, and addictive. But, it is also powerful. As a small business owner, ignoring it is not an option. The question is not whether to show up; it is how to show up with intention; create content that connects, serves your business, and continues working long after the initial post.

The answer is not to post more. It is to post with purpose.

Community Is Your Competitive Edge

You have real relationships, a real story, and expertise right here in this community. Larger brands spend fortunes trying to manufacture that. You already have it. Before someone walks through your door, they have already formed an impression. Show up consistently and authentically, and your content becomes one of the most powerful tools your business has.

The Big Picture

If you are only posting deals and offers, you are speaking to the smallest part of your audience: the people already ready to buy. The larger opportunity is everyone still deciding whether to trust you. Create content that introduces you, educates, and answers real questions. Build the relationship before the sale. Then reuse it. Reshare it. A strong piece of content is an asset, not a one-day post.

Batch Content - A Savvy Approach

Plan one focused half-day to a full day of content creation and walk away with three to four months of purposeful posts. Customer questions answered, team introductions filmed, seasonal promotions captured. Scheduled. Strategic. Done. Your core messaging is handled. Now you are free to be spontaneous when the moment strikes.

You Already Have What You Need

I have been in video production and digital media for over 25 years, and there's lots of cameras in my gear closet. So, it genuinely hurts to say this... the best camera to use is the one in your hand. Your phone is more than capable. Two things that make the real difference:

- 1. Light.** Shoot in the best available. It costs nothing and changes everything.
- 2. Sound.** Invest in an external mic. Imperfect video is forgivable. Bad audio is not.

One Question Changes Everything

You do not need to post every day, follow every trend, or show up on every platform. You just need to ask one honest question before you hit record:

“What is the purpose of this content?”

Answer that with your customer and business goals in mind. Everything else will fall into place. By following these tips, you'll be cultivating relationships with a targeted client-base. And relationships are key, more now than ever in this digital world.

Complimentary Creative Consultation for Chamber Members.

Curious about where your content stands? No pressure. No pitch. Just an honest conversation about your business and creating content that works for you.

Book your free consultation.



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