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should not be taken lightly. So content is king, and it should not be taken lightly. It is important that we pay attention to that that is basically what we need to do in this particular module. So here is how to create a content strategy for your clients. And for your business. I mentioned your business, because a lot of virtual assistants neglect their business, I'm also very guilty of that, like, I am so busy working on my client's business, that I have forgotten to also work on mine. So it's very important that you not only take care of your client's social media pages, but you also take care of your social media activities to remember that your social media page is basically your office. Okay? So the first thing you are going to do is lay some ground work, it is to create strategy. Remember how important strategy is right, your strategy determines your implementation. So you don't just have random activities going on social media, you need to actually have a plan in mind, every single activity should have a focus, right? There should be something that you're looking to do with your activities, right? So basically, what is your goal for the month? Or what's your client's goal for the month for the purpose of rest of this module / lesson, I'm going to use your strategy, so just translate it to also mean to your clients. The What is your goal for the month? What are your clients goals for the month? Who is your target audience? Who's that person you're looking to attract? Who is that person that you want to book? I believe that by now you have an idea, you know who your target audience is, and that you're not just looking to just pick up some random work here and there, you need to know who your ideal client is, you need to know what their pain points are. What are the issues? In your case would be if you were working on behalf of your client, it will be? Who is your client's ideal audience? Okay, who is their audience? Who are they looking for? What are the pain points of the audience of your clients? What are their challenges? How do they consume content, people tend to consume content via video. some people like to listen to audios. some people



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after watching the video



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Content Creation For Social Media Platforms

BANKE ADEBAYO



HOW TO CREATE CONTENT CALENDAR OR EDITORIAL

A content calendar or editorial is basically like a plan of what you want to do, probably for the week or for the month. Remember, you have started with a goal in mind. So if your goal is to sell all the Ankara skirts that you have in your warehouse, your content bucket will basically be filled with content that will help you to sell those Ankara dresses.

When it comes to tips and tricks, you can create content that will help your customers style their Ankara dresses, match their Ankara outfits with accessories and shoes, wear Ankara to work, wear it as corporate wear, and take care of their Ankara fabrics so that they do not wash. These are the things that will help you create content that will sell your Ankara dresses.

Now that you know where you're going and have a content bucket full of prompts and posts, it's time to create a content calendar or editorial. The first thing you need to do is decide on the direction for the month or the week.



Then you can create a posting schedule. Determine how many times you want to post every day. Are you posting twice, three times a day? Once a day? Or are you posting 3 times a week? Create a post schedule and determine the hours that you want to post at.

07

CREATING CONTENT STRATEGY FOR YOUR CLIENTS AND BUSINESS



06

CREATING CONTENT STRATEGY FOR CLIENTS AND BUSINESS

In this chapter, we will focus on creating a content strategy for both your clients and your business. As a social media assistant, it's easy to get caught up in your clients' social media pages and neglect your own business. However, it's important to remember that your social media page is essentially your office. So, while you're taking care of your clients' social media pages, don't forget to take care of your own.

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