



# 10

things great  
**content** can do to  
**transform**  
your brand.

An e-book to help you  
maximize your content  
and reach your audience



**By: Adina Ferguson**  
**in collaboration with Content Commanders**





## LET'S COMMAND YOUR CONTENT.

*Everywhere you turn, there's a magazine, social media account, advertisement, podcast, or other form of content vying for your attention.*

With endless digital and print platforms, you can easily access anything and anyone in the world. Whether you're in the mood for information, inspiration

or entertainment, your wish is a content creator's command.

But what if you are said content creator? Do you just spin the wheel of production and hope for the best? Learn to create with purpose and maximize your brand's content. Use your content in these 10 ways to connect with your ideal audience and transform your brand.



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# MEET OUR FEATURED CONTENT ENTHUSIAST



*Adina Ferguson*

Adina Ferguson is an essayist, humorist, and content writer from Washington, DC. She is the author of the essay collection, *I Don't Want to Be Your Bridesmaid*. Her work has been featured on Very Smart Brothas, Slackjaw, midnight & indigo, Modern Black Businesswomen Blog, and other publications. Adina is passionate about freelancing for Black-owned small businesses and organizations, turning their vision into a reality. You can find Adina on Instagram @adinathewriter or on the couch, watching *Golden Girls*.

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# 01

## SHOW OFF YOUR KNOWLEDGE

*You're more than a content creator, you're an industry specialist. You've got the experience, resources and capabilities. It's time to show It off.*

If your content isn't flexing your expertise, then *Houston we have a problem*. Long gone are the days where formal credentials and a hard-copy resume are required. Ditch the wallet-size diploma and let your content and confidence do all the talking.

Yes, your industry is already filled with countless "experts", but only you know what's in your repertoire. Transfer that wealth of knowledge from your brain to your audience.

Don't be stingy, be opportunistic. Share your beauty hacks in a vlog series, or your tools for managing a successful company in an online course, or even the do's and don'ts of content marketing in an infographic.

Think of your audience as an applicant tracking system. Be bold, authoritative and confident. Give them reason to pick your content over the rest in the applicant pool.





# 02 BUILD A TRIBE OR COMMUNITY



*Throw out your parents' rule of never talking to strangers. Use your content to talk, share and build with people all over the world.*

Whether we're willing to admit it, everyone wants to connect to the things and people that interest them. Your content should not only pique interests, but it should also reinforce the beauty of community.

Grant your tribe VIP access into your brand. Allow your content to showcase your personal side. Invoke humor. Share your successes and failures. Schedule live Q&A sessions. Personally respond to their feedback on your content. Create a Facebook group, or nicknames and hashtags to identify your tribe across social media platforms. Now, once your community is established, don't ghost them. Communicate consistently. You need each other. A tribe is only as great as its leader, the content creator.



# 03

## CONNECT WITH LIKE-MINDED GROUPS & ORGANIZATIONS

*By connecting with like-minded brands, you become the student, teacher, and collaborator--not the competition.*

Churning out great content is oftentimes very time consuming. It's also usually a solo mission. Neither of these factors should stop you from playing with others. With the help of your content, the idea of networking can seem less intimidating.

Attract communities and creators similar to you. Follow their page, subscribe to their newsletter, like their channel. While you may always wear your creator hat, you're still a consumer. If you like the mission, product or people behind a group or organization, share their content on your platform. Use their work as a reference within your content.

Don't be afraid to send them a personal message sharing your appreciation for their work and interest in teaming up. Simply put, establish a relationship.



# 04 GET MORE PAYING CUSTOMERS



*Don't just produce content that informs or entertains, make it make cents and dollars... lots of dollars.*

Your content should always work in your favor. Especially in favor of your pockets. Always think WIIFTly (what's in it for them?) Draw from your well of previous clientele and share reviews, testimonials and fan favorites to reach others.

Set a target goal for new or returning customers you would like to convert each month, quarter, etc.

Map out ways your content can generate sales leads. For example, start a countdown for a product launch. Offer short-term promotions. Ask customers to share their feedback using a specific hashtag for a campaign. Utilize platforms to advertise your brand.

Get your content seen, and give your audience a reason to bet on you. And win big.



# 05

## WORK WITH THE BRANDS YOU LOVE

*In an influencer-driven world, brands are looking to build relationships with creators that will increase their presence and bottom line.*

Great content should make room for creators to be in the same room as the fellow creators they enjoy.

Take any opportunity presented to use your content to work with brands you love. In return, reward your audience. Share personalized discount codes associated with your partnering brand that's specific to your content.



Craft social media posts, podcast episodes, articles and other content featuring brand affiliations. When you build tribes and foster relationships with your favorite brands, the enjoyment and payoff of content creating will follow.