

3 CONTENT TYPES

TO ATTRACT, INTEREST & CONVERT!



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If your current content strategy is hitting post, crossing your fingers and hoping for the best...then becoming disheartened by the mediocre results you receive, chances are you're not creating the *three* essential content types you need to **attract, interest & convert** your community. Calm your farm! This mini guide will get you up-to-speed and ready to rock your content socks off! Letssss go...





01 AWARENESS CONTENT

Awareness content is designed to attract new peeps to your online posse, and build more hype + awareness around your brand/business.

EXAMPLES:

Relatable/fun & entertaining reels, eye-catching visuals, thought provoking storytelling & opinions, bold statements & MEMES!

02 INTEREST & EVALUATION CONTENT

Interest & evaluation content nurtures and informs your existing community about the awesomeness of what you offer (product or service). It's content that positions your product or service as the solution to their problems or the salve to their desires.

EXAMPLES:

Educational content, how-to's, before and after transformations, product guides and demos, case studies, UGC.



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03 TRUST & CONVERSION CONTENT

The third type of content is the incentive and persuasion that converts your *interested* community into actual paying customers and clients. The cherry-on-top content, if you will.

EXAMPLES:

Exclusivity content such as limited time/place or one-off offers, social proof and testimonials, discounts and/or added extras.

Having a mix of all three content types is essential, while adjusting the balance to align with your goals as your business grows and evolves.





NEED MORE HELP?

Let's take your content strategy one step further. Let's work together! No more guessing what to post, no more running out of content ideas and no more spending hours & hours creating content you *hope* does something...anything!

Book a Lookin' Good Audit + Strategy Intensive OR a 1:1 coaching session [here](#). Get yourself on my email list while you're there.

SEE YOU ON THE GRAM,

Kara

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