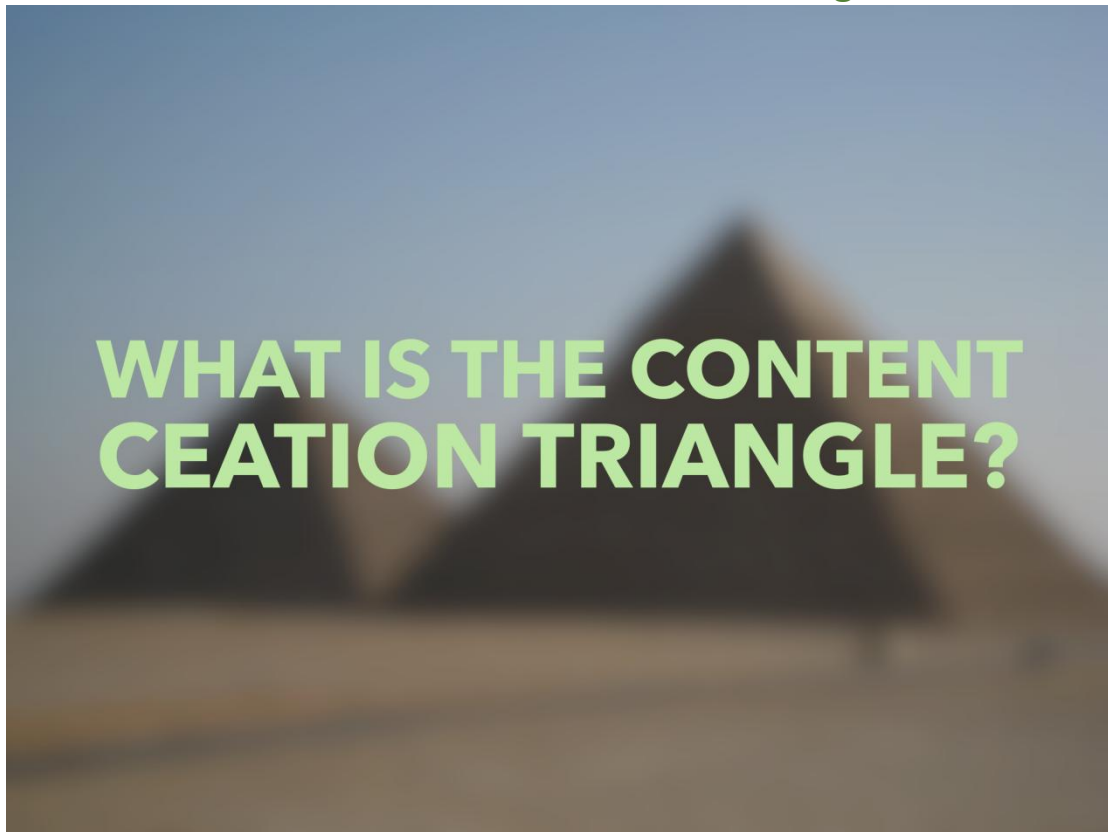# What is the Content Creation Triangle?

The Content Creation Triangle is a really simple way of understanding how far one idea can go and if you replicate this formula, you will always have content and ideas for your marketing.

The main steps are these:

Step 1- What is the BIG Idea?
Step 2- Who will be the target market?
Step 3- How are you going to be communicating this idea?
Step 4- What social media posts will you be creating?
Step 5- What else could this idea turn into?

This is a great way of working through an idea so you know who you will be targeting, how you will be communicating it, where you you will be sharing it and what else could be created out of the idea.

The powerful thing about the triangle is once you start thinking about this for each of your products or services, the opportunities are endless if you dare to dream big enough. It also can give you a never ending stream of content if you spend you time creating different social media posts for each idea.

Let's look at each of the steps a little more closely:

Step 1- **What is the BIG Idea?**
The BIG Idea is you starting point. This is could be a product, service, promotion, new initiative or a dream project. Ideally the bigger the better!

Step 2- **Who will be the target market?**
This is where you really think about who will be buying or using this service you can tailor messages to them. Think about which social media platforms they will be on and when will they go onto those platform. Also think about how they absorb the content so you publish the content in a way that they will absorb is the easiest.

Step 3- **How are you going to be communicating this idea?**
Once you know who you will target, you can work out how you are going to communicate the idea. This could be through videos, podcasts, blogging or through talks, e-courses and seminars. At this stage, it is worth looking at at least 3-4 platforms to give your audience the choice and for you to have more choice in the next stage.

Step 4- **What social media posts will you be creating?**
This is where you think about what social media posts can be created before, during and after the idea is launched. Think about what pictures and videos you can use, what platforms to post these and make a list of 20 messages that you can post (so you never have to worry about what you post at any time).

Step 5- **What else could this idea turn into?**
This is where you think of everything else that this idea could be. Don't be afraid to dream big and think of anything such as webinars, video series, live streaming events, interviews, magazine articles, TV shows, events, workshops, open days, books, collaborations and to be fair, these are only the tip of a very large iceberg of ideas.

What is the best way to manage your content?

The idea of the content library came about after I started managing a number of social media accounts. I would start talking to customer about the marketing assets they had available to share (and some of these had only been shared once!) and realised that if I wanted to find these, I would have to visit the platform to find out. One company had over 200 assets!!

I knew I would be wasting so much time if I had to hunt for each of the assets every time so I organised their assets into two sections:

Actual Assets
Links to the Assets

Let us now break this down further and look at which each of these are and how they differ. Before we do this, this is a quick list of the marketing assets you could have in different places that could be included within your content library.

- Blogs
- Podcasts
- Videos
- Interviews
- Magazine articles that you have contributed
- Mentions in newspapers

These are just a few that I have mentioned and there are many more.   Let us now go a little deeper into both!
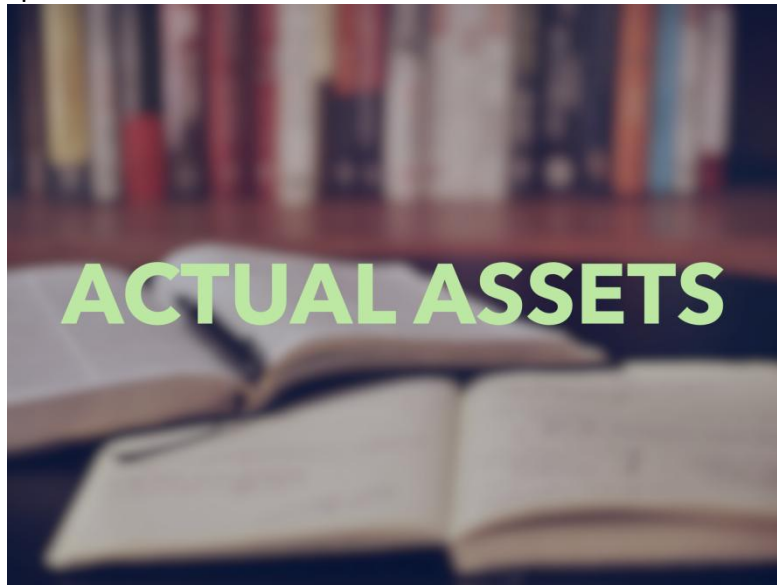
Actual Assets

The actual assets are the most important part of marketing as if you have generated content and you have a copy of it as a word document, JPEg or PNG or MP4, you can replicate it, change it and send it on easily when needed.

I will give you a quick example of this over these two examples (that have actually happened:

Example 1- New website gone wrong...
I was talking to a client about their marketing and they told about the rime when they were launching their second website and the troubles the web designer had migrating all of the information over to it. At this point, they had accumulated over 100 blogs which were all on the website and not backed up anywhere else and it looked liked they had potentially lost all of them! Sadly, the web designer had not backed up the original website before making all of the changes but had backed up one month beforehand so they only lost a few items.

Example 2- Next big opportunity...
Earlier this year, a friend of mine asked me in a panic if I could contribute an article to her magazine as someone had pulled out and the deadline had already passed. All I did was look at the content I had, picked the most relevant blog and changed and tweaked it so it was relevant to the new audience.

There are many more examples I can give but I think you get the idea. You have spent hours upon hours creating this golden marketing material and the one thing you cannot afford is to lose all of this.

Links to Assets

This is a beautiful things when it is all set up as you will have access to all of your marketing assets at a touch of the button. It can show the accumulation of hard work and will save you so much time when you are looking for a particular piece of content. There are a number of ways you can store these depending on your preferred method:

- On a spreadsheet with a different tab for your videos, blogs, podcasts, website links, interviews etc
- On a cloud based software such as Evernote where you can access this from any device
- On a simple word document

It does not have to be complicated but just imagine this scenario...

You are at a proposal meeting and it is going really well. You are both engaging well and you have the feeling that your companies could well work well together. In conversation, you give a video as an example of what you are talking about and then they ask you to show it to them. Now, if you find it really quickly and show it to them then everything works well (especially if you have the link to hand and it loads quickly) but what would happen if it does not load or you cannot find it? Having all your links in one place solves this straight away!