

Content Creation Checklist for Retailers



“Content is where I expect much of the real money will be made on the Internet, just as it was in broadcasting.” - Bill Gates

From Facebook posts to YouTube videos, you'll need to put in a bit of extra effort to make sure your content reaches your audience.

Here is a content creation checklist for retailers that runs you through the entire process, curated by the social media experts at Thumbstopper.

□ Brainstorm Popular Current Products

Research which products are currently performing well online. Use SEO tools, such as Google Trends, to rank common brand keywords. Enter a few different brand/product names and see how they rank to ensure you're focusing on keywords that are likely to yield the desired results.

□ Produce High Quality Media

The goal is to create engaging visual content of the products you previously identified in the SEO research. Most people use smart phone cameras due to their convenience and sufficient quality. However using a DSLR camera is more likely to elevate your content to a higher plane and help it stand out from content captured on a smart phone

□ Optimize Content for Various Platforms

Optimize the content for a multitude of platforms. Following 'best practices' and 'guidelines' established by Instagram, Facebook, YouTube and other platforms will position your content for success. This may include cropping and resizing pictures/videos for each platform, but these minor tweaks will help to ensure your content succeeds.

□ Optimize for Specific Locations/Audiences

Producing organic content, fine-tuning it, adding relevant hashtags, and “checking in” at a specific city can go a long way. If you're interested in starting a paid ad campaign, tailoring your content to a specific demographic, might just be the most important part, whether it's done by hand or automatically by a third party tool you can tailor the ads down to their location, gender, age, household income, interests, and hobbies.

□ Final Delivery

You are ready to go live! You've identified products that are performing well on social media. You've produced high quality content that abide by prescribed guidelines and are both tailored to the social media platforms & demographics. Now you can rest assured that the content you're posting features popular brand names and is optimized every step of the way to find its intended audience.

ThumbStopper can help automate the process of tailoring social media posts to specific locations and audiences.

To learn more about how we can do the heavy lifting for you, visit Thumbstopper.com.