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Economic
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Module 2

Digital Marketing – Content Creation



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Poll Questions



Understanding Digital Content

Digital content includes any content that exists in the form of digital data, such as text, images, videos, infographics, and interactive elements.

Examples: Blog posts, social media updates, videos on platforms like YouTube, infographics, and eBooks.

The Importance of Digital Content

- **Helps Consumers Research and Make Informed Purchase Decisions**

- Over 80% of online shoppers conduct detailed research before buying products.
- Comprehensive product descriptions, buying guides, videos, and other informative content educates consumers and guides them through the purchasing process.
- Quality content improves the overall shopping experience by providing relevant and useful information.



Increases Brand Awareness and Loyalty

- Engaging content like storytelling and brand experiences help build positive emotional connections with consumers.
- Content marketing is 3 times more effective than traditional marketing for lead generation.
- 72% of customers develop a brand relationship through custom content.

**The
Importance
of Digital
Content**



Drives Organic Traffic and SEO

- A solid content strategy utilizing relevant keywords in product descriptions, blogs etc. helps improve a website's search engine rankings.
- This increases targeted organic traffic from potential customers searching online.
- Content is essential for ecommerce sites to reduce dependence on paid advertising.

The Importance of Digital Content



The Importance of Digital Content

Enables Personalization and Understanding Customers

- Content engagement data provides insights into customer interests and behavior.
- This allows personalizing the user experience through product recommendations and targeted content.

Communicates Authority and Builds Trust

- Accurate, valuable industry content positions a brand as an authority in its domain.
- This builds trust with customers, especially for first-time buyers evaluating a new brand.

The Importance of Digital Content

Facilitates Global Expansion

- Localized, culturally-adapted content is critical for reaching international online shoppers effectively.
- Centralized content management enables consistency across languages and markets.

Case Studies



Nike: Uses powerful visuals and videos to tell stories of athletes, enhancing brand image globally.

Coca-Cola: Uses storytelling and visual content to create emotional connections with audiences.

Airbnb: Encourages guests to share their stories with friends and family, post glowing reviews online, and even become hosts themselves.

Storytelling in Digital Content



The Power of Storytelling



- ❑ Captures and Retains Audience Attention
- ❑ Fosters Emotional Connection
- ❑ Facilitates Learning and Understanding
- ❑ Encourages Creative Expression
- ❑ Develops Critical Skills
- ❑ Promotes Inclusivity and Empathy
- ❑ Enables Engaging Marketing

Elements of Storytelling

Character

The hero -
usually your
customer

Conflict

The problem
they face

Resolution

How your
product/service
helps

Crafting Your Brand Story



End with a resolution
(positive outcome).

Show the journey (how your
product/service helps).

Define the conflict
(problem or challenge)

Identify your hero
(customer)



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Activity

- Craft Your Brand's Story
- Outline their brand story using the steps provided
- Use ChatGPT to help hone your story

- Visuals capture attention, convey messages quickly, and are more engaging.
- High-quality images, engaging videos, well-designed infographics.
- High-quality images, engaging videos, well-designed infographics.
- Color theory, typography, layout, consistency.



Designing Engaging Visuals

- **Canva:** Easy-to-use graphic design tool for creating visuals.
- **createstudio.com:** Tool for creating graphics, web pages, and video stories.
- **Piktochart:** Tool for creating infographics and presentations.

**Tools to design
engaging visuals**

Canva

Activity: Create a Visual Post

- ❑ Choose a template.
- ❑ Customize colors and fonts.
- ❑ Add images and text.
- ❑ Adjust the layout for balance and clarity.





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SEO is the practice of optimizing content to rank higher in search engine results.

Importance: Improves visibility, attracts organic traffic, and enhances credibility.

Key Elements: Keywords, meta descriptions, alt text for images.



Search Engine Optimization (SEO) for Digital Content

- 53% of all website traffic comes from organic searches
 - Only 27% comes from paid search

Source: Highervisibility.com

Optimizing Content for Search Engines

Best Practices:

1. **Keyword Research:** Use tools like **Google Keyword Planner** or **Ahrefs** to find relevant keywords.
2. **On-Page SEO:** Include keywords in titles, headers, and throughout the content.
3. **Meta Descriptions:** Write compelling meta descriptions with keywords.
4. **Alt Text:** Add descriptive alt text to images.

Yoast SEO (for WordPress): Helps optimize content for SEO.

SEMrush: Provides SEO analysis and insights.

Tools for SEO

Activity

Activity

Optimize a Blog Post

Steps to optimize content:

1. Identify target keywords.
2. Optimize title and headers.
3. Write a meta description.
4. Use keywords naturally in the content.
5. Add alt text to images.



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Thank You!

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