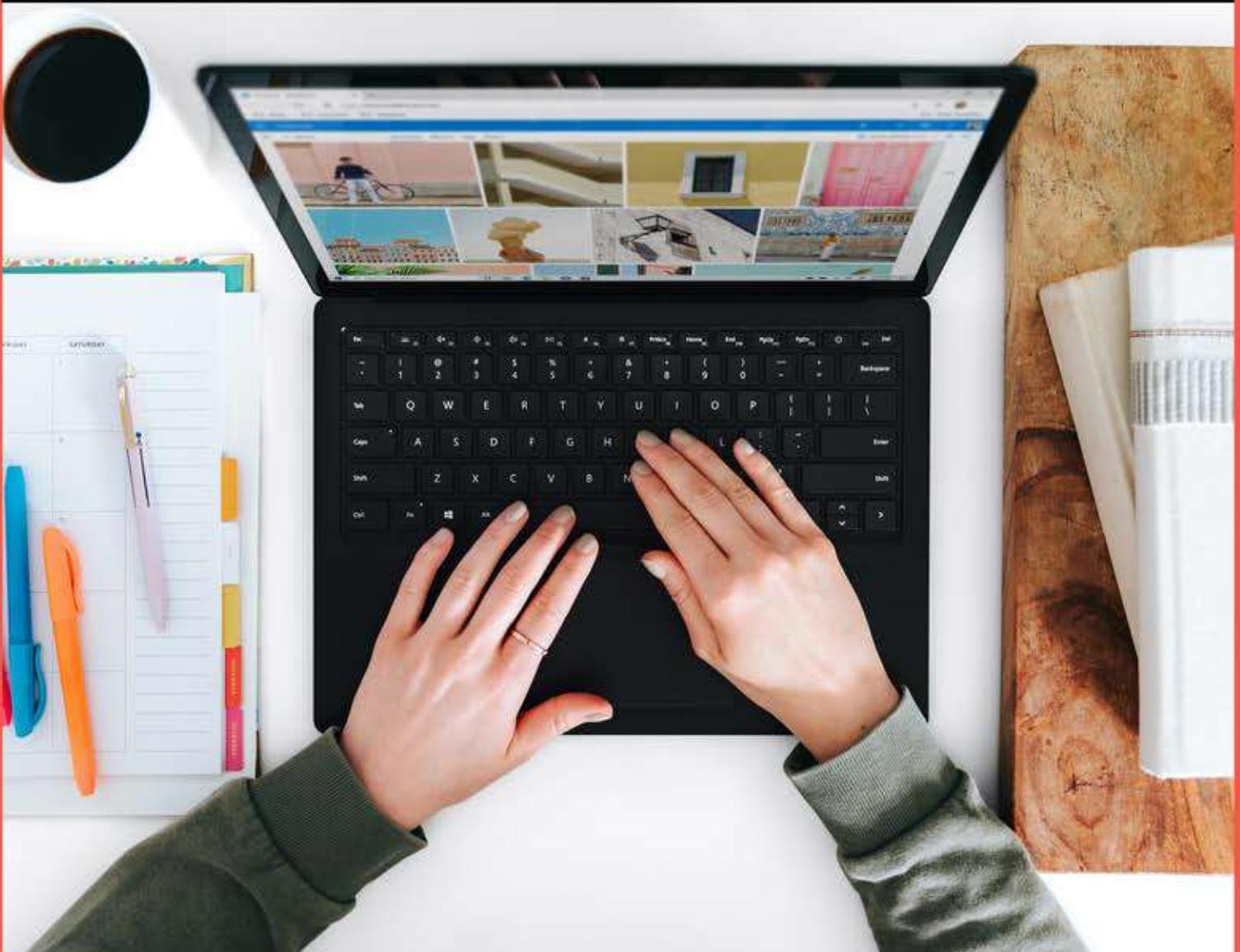


# PROVEN PR STRATEGIES TO KICKSTART YOUR BRAND



## STRATEGY 2: CONTENT CREATION KEY POINTS + CASE STUDY

by  
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**2x Winner: Boutique PR Consultancy of the Year**  
National PRIA Golden Target Awards 2019  
NSW PRIA Golden Target Awards 2019



## Strategy 2: Content Creation

Whether it's videos, webinars, ads or e-newsletters; every brand is creating some form of content to engage their audience. However, what does vary greatly is how effective and how good the content actually is.

Below are **key insights** on content creation, and how **timely, authentic low-cost content has proven to have strong, if not better cut through** in comparison to high-quality production level content pieces.

We have also included a **case study** from one of our clients who achieved impressive results by producing simple, yet timely content which gained brilliant results.

### How Content Creation Can Drive Audience Engagement:

#### 1. Production-level quality simply isn't needed anymore



No longer is there a need for every piece of content produced to be of high-level quality. Many brands invest a lot of time and money to get that "Hollywood" feel for their content. But more and more, especially due to COVID-19, **consumers are engaging with relevant content that is produced in a timely manner**. People simply want **great information** that's of **interest to them turned around as quickly as possible**.

#### 2. Provide genuine value



A lot of the time production company quality isn't possible anymore, due to budget constraints and the length of time to actually produce and edit the content. What you really need to focus on is the **authentic value that you are offering to your audience**.

Make sure that you **spend the time and energy into investigating what that content is**. Whether that's **asking the audience** what they are looking for and what content they would like to see from you, or search engine **research into what's trending in your industry**. That way, you can ensure that you are putting that effort into the right place.

#### 3. How to deliver your content to the right audience



Once you've got that piece of content that offers value to your audience, make sure you are **delivering it in a way that they actually want to engage with it**. If it's thought leadership or more of a business brand, make sure you share it across your own website, as well as **relevant platforms** such as LinkedIn. If you've got a product or brand that is much more relevant to Gen Z or Millennials, then you really need to be thinking about Tiktok or Instagram.

It's not about high-quality production levels; think about what your audience wants and give it to them in a way that's palatable & will get you the best results.

## Key Takeaways:



### 1. Production-level quality isn't required anymore

- Audiences are more engaged by timely and relevant content



### 2. Providing value

- Focus on producing genuine value vs producing high-end content
- Take time to investigate what content your audience needs. Don't be afraid to ask directly, review feedback on existing content, or research what's trending at the moment



### 3. Understand how to deliver the content

- Ensure you deliver your content to your audience using the appropriate platforms.
- LinkedIn is ideal for more business-related brands, authors, thought leaders etc
- TikTok & Instagram are more relevant for youth brands



### Contact Sharon, Director & Founder, Agent99

Questions? Comments? If you would like to know more about Agent99 & how we can help you and your business, get in touch today!



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## Case Study: Studiosity

Studiosity has been a long-term client of ours. They are a study support service that connects academic experts with students who need specific help, 24 hours a day, seven days a week.

The education industry has always been quite traditional and so they were under the **assumption that if they produced content that wasn't produced at a high level that they might be seen less credible.**

What got them across the line during COVID-19 is that they saw a **huge spike in their website traffic, with a lot of students asking how to deal with transitioning from studying on campus to online.**

Studiosity users are online-only students, so we knew that we had **genuine value that we could offer to the students who needed it.**

**We didn't have a budget** to go with a production company, so what we did was organise some student interviews over a **Zoom video call via a laptop.** We didn't have any fancy setup, just one on one conversations with the students. We used **those recordings, edited them and turned them into longer form blog posts, embedding the video and posted them online within a day. Over a two-week period, we created over 12 pieces of content.**

Content doesn't have to be the most well produced, as long as you are creating and uploading in a timely fashion, ultimately responding to what your audience is looking for.

As a result, we saw a huge increase in how these pieces were getting engaged with. The content was shared across Facebook and LinkedIn, getting huge reach, wider than we could have expected. The content created was at a fraction of the price of more heavily produced content, proving that offering authentic content really speaks to your audience and is done in a really timely way is more important than ever.

### Key takeaways:

- Losing credibility by producing simpler content is a fallacy, as audiences are more interested in genuine content
- Produce content that your audience is asking for in a timely manner
- Remember to share your content on the appropriate platforms
- Simple production means faster turnaround

