Digital Marketing Tool Kit

Content Creation

Securing your business.

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Tool Kits

What is a Tool Kit?

A **Tool Kit** document is a step-by-step guide to help you implement the measures and processes covered in a **Health Check** module.

Not all fields or groups of boxes will need to be filled in. We expect you to only fill in the ones you plan on implementing based on the results of your health check audit. You can always go back later to complete any additional modules if necessary.

The **Tool Kits** are a *living document*, which means that you will be referring back to each section as time goes on. Cyber security is an on-going process and sitting still is not a position you want to be caught in. Most of this document's tasks cannot be completed in a single sitting, or a short period of time. This means you will be coming back regularly to make updates and changes.

Policy implementation:

Certain topics within a **Tool Kit** may be covered by existing policies you have implemented within your business. You may find that you can improve your existing policies with the help of the **Health Checks** and **Tool Kits**. If your existing policies are working as they should though, rather than repeating yourself, you can add supporting documents to the relevant policies and redirect towards the documents with the necessary information.

What you hope to achieve by completing a tool kit:

The goal of completing a tool kit is to support your on-going digital transformation journey, no matter how small each step is. Any step you take in the right direction is an important improvement to your business's digital culture.

Establishing a digital culture:

Advancements and the reliance on digital technology coupled with classic business models have accelerated business disruption. In an increasingly global marketplace, the pandemic has further accelerated this trend, making the digital transformation critical for a business's success. However, it takes more than just technology and policies; the business leaders must also look at the human side of their organisations.

The culture within the business around the way your employees interact with technology is a significant factor in staying secure, and being successful. Developing a strong digital culture from the top down is an extremely important element to ensuring the policies you develop become second nature to all employees. Without the right culture of behaviour, the policies you implement have limited impact.

You may want to refer back to your health check documents before and after you've implemented any of your business's new policies and procedures.
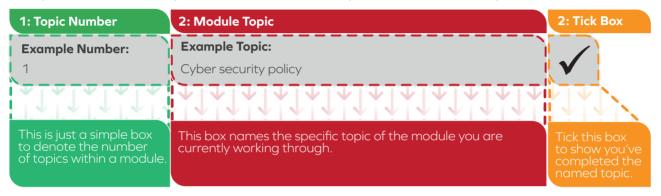
Tool Kits

Completing a Tool Kit Task Sheet:

Tool Kit task sheets are laid out in a very simple, user-friendly table format. A task sheet has 2 primary elements; the **topic table**, and the **question** and/or **task box**. Some task boxes may include a **tick box** to indicate you have completed that specific task or full topic.

Topic Table:

This is a table at the start of each module with each topic categorised. Once you have completed a full task, you can tick it off to keep track of the tasks you have carried out.

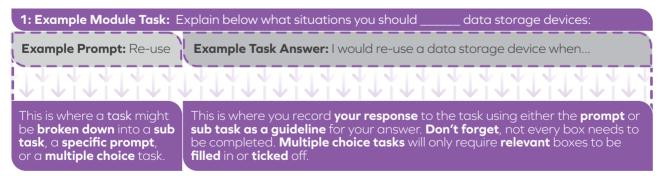| 1: Topic Number	2: Module Topic	2: Tick Box
Example Number: 1	**Example Topic:** Cyber security policy	✔
This is just a simple box to denote the number of topics within a module.	This box names the specific topic of the module you are currently working through.	Tick this box to show you've completed the named topic.

Answer Table:

Answer tables are set out in two different formats: **question boxes** where you are asked specific questions that require specific answers; and **task boxes** where the goal is for you to carry out a specified task, and then mark it as complete when you have finished. Some tasks will be multiple choice, where you choose one task or another.

Question Box:

1: Example Module Question: What processes do you have in place for email safety?

Example Answer: Our current processes are...

This is where the **question is asked**, and you **fill in the** lower **boxes** with **your answers**.

Task Box:

1: Example Module Task: Explain below what situations you should _____ data storage devices:

Example Prompt: Re-use

Example Task Answer: I would re-use a data storage device when...

This is where a task might be **broken down** into a **sub task**, a **specific prompt**, or a **multiple choice** task.

This is where you record **your response** to the task using either the **prompt** or **sub task as a guideline** for your answer. **Don't forget**, not every box needs to be completed. **Multiple choice tasks** will only require **relevant** boxes to be **filled** in or **ticked** off.

Content Creation

Content Creation: Management.

Content management is the process creating, managing and optimising your customer's digital experience. This topic covers branding, consistency, content creation, social media content, website content, data management and user experience.

Content Creation: - Branding Guidelines:

Branding guidelines are a set of policies and procedures that outline how to create, maintain, and manage the brand identity of a business. They can be used to make sure that all users of the brand adhere to the same set of standards and guidelines. Branding guidelines can also help to ensure consistency in branding across multiple products and services by ensuring that different parts of a business's workforce are going about their work independently while still working together toward an overarching goal because all of your marketing materials, such as colour schemes, logos, slogans etc, are consistent with each other.

Branding Guidelines

Colour Palette: Outline the colours you have chosen for your brand, and give a brief explanation why.	
Tone of voice: How you want your business to come across For example: professional, friendly, funny, etc.	
Brand Story: What is the history of your brand? How did you start? How did you get to the point you are now?	
Describe your brand as if it was a person: Try to picture the embodiment of your brand.	
Unique Selling Point: What makes your branding stand out from the competition?	

Content Creation

Content Creation: Photography & Videography.

When creating your content, you will optimise your efficiency of time and resources if you properly plan ahead of creation. Use the following frameworks to plan what you want then to look like and what they say to ensure they are inviting to your audience. We recommend you tailor your content specifically to the medium it will be used on, and the audience who it's made for. Photography and videography allows you to capture live events happening within your business. This gives your audience a better understanding of your business does, and what your business is about.

Use the below framework to consider all the resources you have available to produce photography and videography content.

Photography & Videography Resources:

Individuals: Who are the individuals in charge of photography and videography?	
Hardware: What photography and videography equipment is available?	
Software: What software is available for photography and videography editing?	

Videography.

we believe there are several video types that are beneficial for all businesses to create for themselves. Below are the suggested videos we recommend you aim to create.

Suggested Video Content:

Introduction Video	Product Promo video	Customer POV Journey
Logo animation	Walk Around	Promotional Video
Interview Video	Product Support video	Webinars

Content Creation

Content Creation - Planning Photography & Videography Content:

Branding guidelines are a document that sets out the visual and verbal elements you'll use to represent your business's branding. They're meant to ensure that all of your marketing materials, such as colour schemes, logos, slogans etc, are consistent with each other.

Photography/videography Planning:

Description:

Describe your content.

Responsibility:

Who are the individuals responsible for creating this content?

Audience:

What audience is this content intended for?

Purpose:

What is the purpose of this content?

Medium:

What format/medium will this content be delivered in?

Equipment:

What equipment is needed to produce this content?

Location:

Where will this content be shot or recorded?

Editing:

Who are the individuals responsible for editing this content?

Content Creation

Content Creation - Copywriting

Copywriting is another practice that you should plan out properly before you start writing. The quality of your copy will be significantly improved when you thoroughly consider your audience and purpose of writing.

Copy Planning:

Content Type:
Caption? Blog? Website content? Product description?

Topic:
What is the content about?

Author:
Who is writing the content?

Purpose:
What is the goal of this copy?

Headline:
Describe your content.

Value Proposition:
Why should the reader be interested in this content?

Target Audience:
Your tone of voice will change for different audiences.

Call to Action:
What is the action you want the reader to take in response?

External Links:
Will there be links directing to other pages/document?

Imagery:
Will there be images included? How will it be obtained?

Additional Resources:
Do you need a comment from an external source? Graphics created? Follow up article?

Content Creation

Content Creation - Consistency:

Brand consistency is the process of maintaining a consistent look and feel across all marketing materials and communications, including website design, social media, etc. A consistent brand helps customers recognise your brand, understand its vision and values, and trust that they can rely on you to deliver consistent quality products or services.

If you want to create a strong brand identity with time or budget constraints, then consistency is key. All of your marketing materials should have similar colours, fonts and formatting so that customers will know exactly what kind of content they're getting when they see something from your business.

Does your branding reflect the above criteria on:					If no, why not?
Your website	Yes		No		
Facebook	Yes		No		
Instagram	Yes		No		
Twitter	Yes		No		
LinkedIn	Yes		No		
YouTube	Yes		No		
TikTok	Yes		No		
Pintrest	Yes		No		
Snapchat	Yes		No		
Physical documents	Yes		No		
Employee uniform	Yes		No		
Shop display	Yes		No		
Emails	Yes		No		
Outdoor advertisements	Yes		No		
Apps/Software	Yes		No		

Branding Consistency Notes:

Content Creation

Content Creation: Website Content.

Within this section we will be focusing on the content management side of your website. For the main source of information on content management systems, please refer back to the Website & SEO health check and Content Management Systems Tool Kit.

Consider what type of content you will use on the business's website and where and how you will your source/ create this content.

The Use of Images: Note - you don't have to complete all boxes - only fill in the relevant ones.

In-House Images:

Will you be using original graphics/imagery on your website?

Who is responsible for creating the imagery?

Describe the imagery that is required.

Stock Images:

Will you be using stock imagery from stock imagery websites?

What stock images are required?

What stock image services will be used?

Have you checked the licensing terms of the images and services you have chosen?

Outsourced:

Will you be using outsourced imagery and graphics?

Who are you outsourcing the imagery to?

What terms will the imagery be created under? Will your business have exclusive ownership of the outsourced imagery?

Content Creation

Content Creation: Social Media Content.

Within this section we will be focusing on the content management side of social media. For the main source of information on content management systems, please refer back to the Social Media health check and Social Media Tool Kit.

Consider what type of content you will use on the business's website and where and how you will your source/ create this content.

The Use of Images: Note - you don't have to complete all boxes - only fill in the relevant ones.

In-House Images:

Will you be using original graphics/imagery on your website?

Who is responsible for creating the imagery?

Describe the imagery that is required.

Stock Images:

Will you be using stock imagery from stock imagery websites?

What stock images are required?

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Have you checked the licensing terms of the images and services you have chosen?

Outsourced:

Will you be using outsourced imagery and graphics?

Who are you outsourcing the imagery to?

What terms will the imagery be created under? Will your business have exclusive ownership of the outsourced imagery?

Content Creation

Content Creation: Customer Reviews.

Customer reviews are important because they help others make informed decisions about products and services. Reviews can be helpful to people who are looking for specific products or services, but aren't sure what to choose. They also help businesses improve their customer service and products by providing feedback on what is working well, and what isn't.

For example, if you're looking for a new pair of running shoes, you might want to read reviews from other runners who have used them before. This way, you'll know whether or not the shoes are comfortable for long runs or if there's anything else that customers found challenging about them. In this case, customer reviews would be helpful because they would give you an insight into whether or not they are worth purchasing based on your needs as a runner.

Customer Reviews and Feedback:

Asking:

What platforms are you asking customers to provide reviews on?

Responding:

Are you responding to customer reviews and feedback consistently?

Negative Reviews:

What processes do you have in place to handle negative feedback and reviews?

Positive Reviews:

Are you showcasing positive reviews and feedback?

If so, what platforms are you sharing the positive reviews and feedback on?