Content that Converts

Making social “social” again.

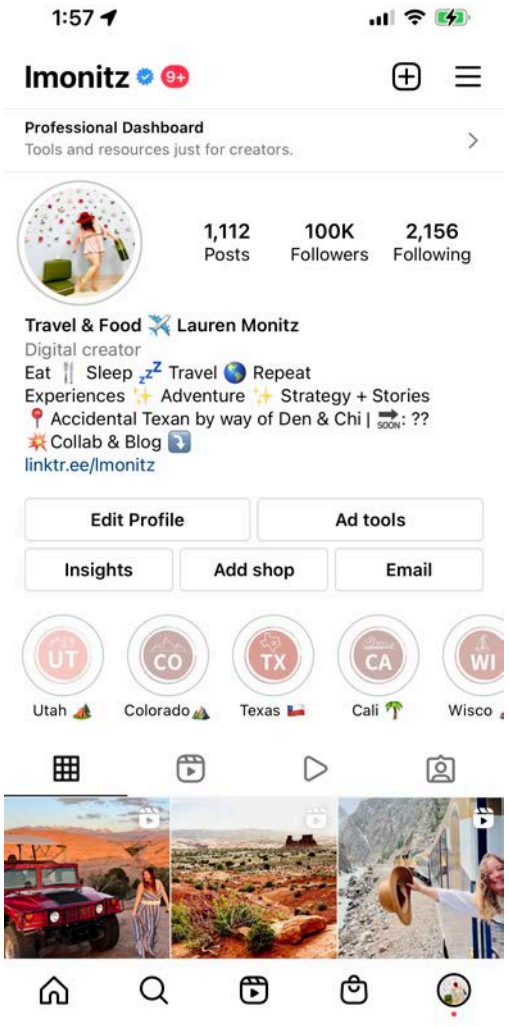
Lauren Monitz

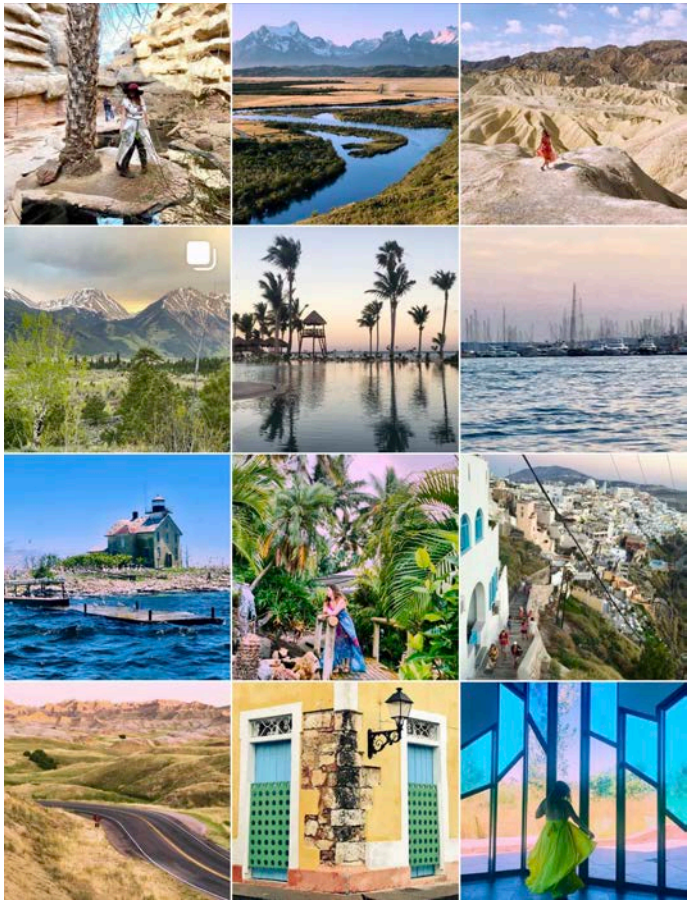
@lmonitz | TheDownLo.com



Hi,
I’m Lauren
aka Lo.

I’m an
Unintentional
Professional
iPhone
Photographer.













I’m also….

- Obsessed with finding weird, off-the-beaten path adventures
- A Certified Viking
- A travel industry triple threat -- I’ve worked as a freelancer, at a publisher turned agency, and in-house at a CVB/City

Like you, I’m a wearer of many hats

who just doesn’t have enough hours in the day.









Also Like You...

- **I'm a super reluctant social media user.**
- **I know it's power and it's benefits but in my heart of hearts I'm a writer.**
- **I understand how frustrating it is to now also have to be a photographer, videographer, and creative director.**

The Struggle is Real

- I hate being in my own pictures.
- I hate lugging around camera heavy gear
- I never wanted to share my personal life on the internet
- I didn’t want to go the dark side of content marketing (but alas, bills)
- I like writing about places and activities… not myself.

So what do we do?







Change Your Mindset: Make Social Work For You

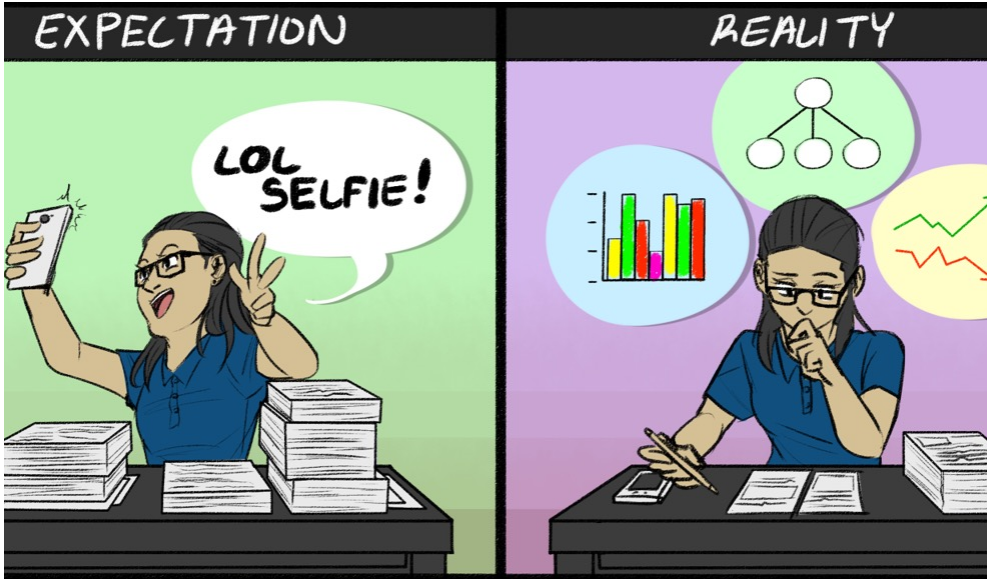
1. Use it as an avenue for storytelling
2. Use it to promote and distribute content you've already created
3. Use it to find and expand your audience.

BEAT THEM AT

THEIR OWN GAME.



Let’s Get to Know Each Other.



- Tell me about you – who are you, what do you do?
- What’s your relationship with social media?
- What are some of your frustrations and pain points?

Why Good Content Matters

- Content with good images gets 94% more views.
- Visual content is more than 40X more likely to get shared.
- Facebook posts with images get 2.3X more engagement than text only. Videos get twice that.
- **It can be repurposed. One picture can be used 100x different ways.**

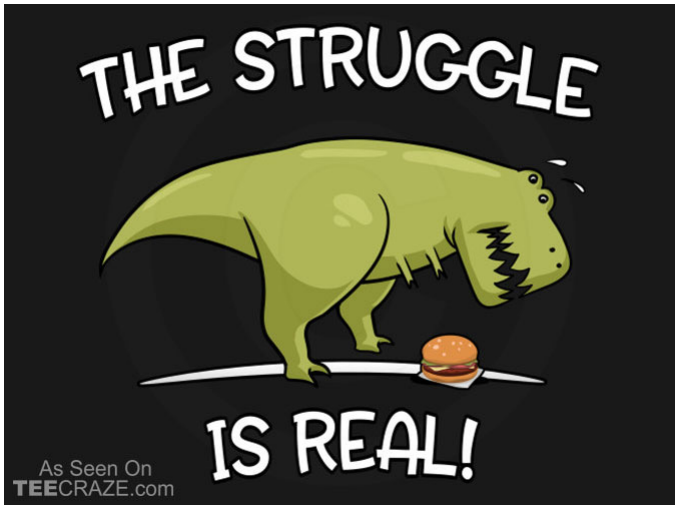






The Struggle is Real

- 62% of marketers find Facebook to be the most important social media channel– yet content organically posted to Facebook Pages only reach about 16% of fans.
- Video ads and posts perform twice as well but take on average 6x longer to create than a simple image post.



We all know we need to do social, but how much, on what platforms, and is it worth the effort?

Breaking Down Mental Barriers

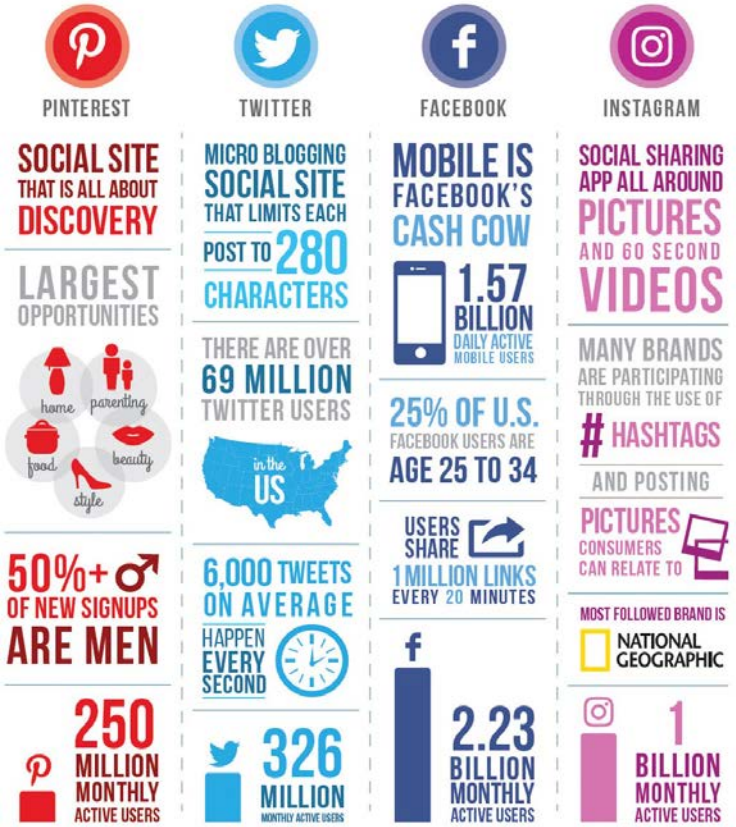
- If you view social media as microblogging instead of a whole other beast or skillset to learn, it feels much more familiar and manageable.

- You’re not creating entirely new content for social -- you’re just repurposing your existing content/writing for a different audience.

- You may even find new fans, followers or a niche community to collab.

Which Channels to Prioritize?

THE BIG 4 >>

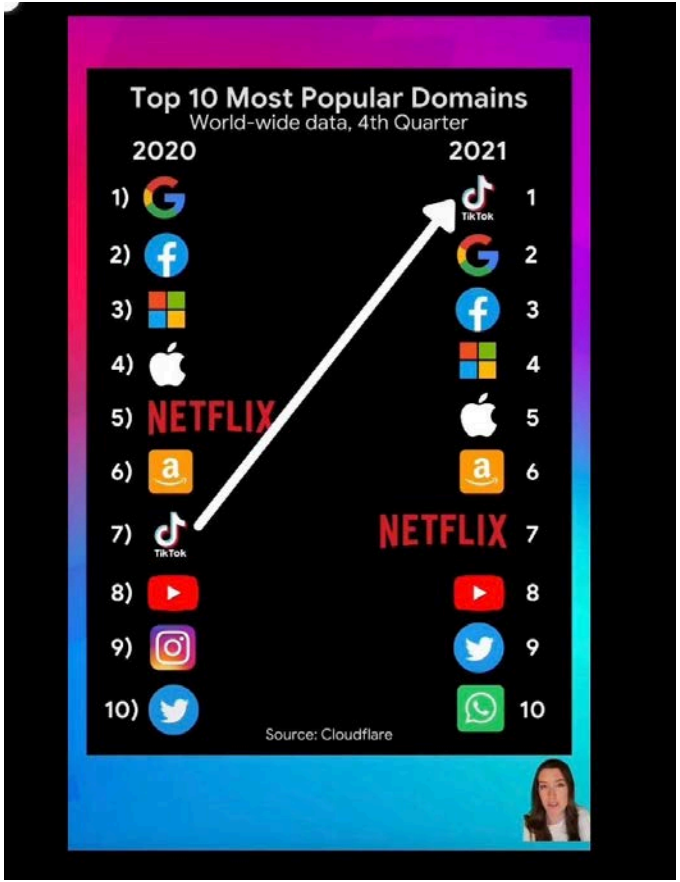


Are You Tik Toking?

Should you be?





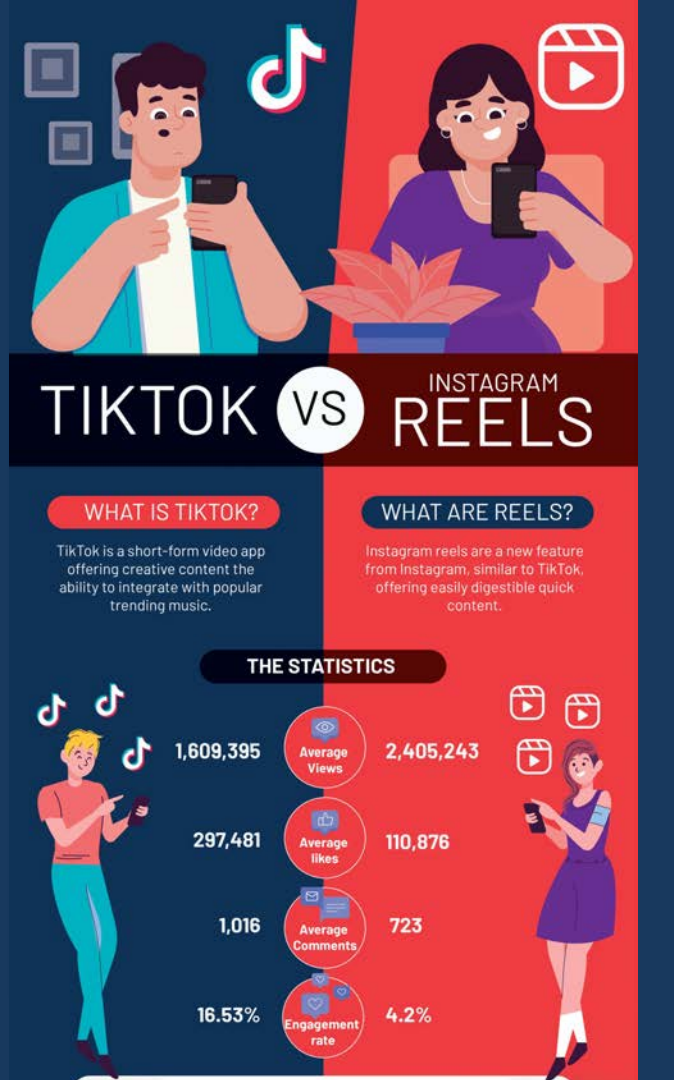


TikTok was the most downloaded app of 2021

It's not all pranks and dances.

U.S. Demographics: TikTok's generation Z penetration is highest. 47.4% of their active users aged between 10 and 29. However, American adults using TikTok grew 5.5 times in the last 18 months, with a 2:1 female to male ratio.

The number of US TikTok users is expected to grow to 88.7 million by 2024



Digging Into the #s…

- Views: Instagram
- Engagement: Tik Tok

Short Answer: If you're taking the time to make vertical videos, share them on both.

What Makes Content Go Viral?

What's the Difference?

	Content for SEO	Content for Social
Objective	Answer a specific query people are searching for. Primary focus is the content	Get shares / engagement so the article goes viral. Primary focus is the headline and imagery.
Types of articles that do well	who/where/what/why: Where to go in xx, when to go to xx, what to do in xx, what to pack for xx, where to eat xx, why xx should be on your bucket list	clickbaity/ listicle type articles: x Incredible Pictures of, x Places You Never Knew Existed, x Secrets of, x Places You Never Thought to Visit (But Should)
Where they are in the planning cycle	Likely already have a trip booked, looking for specific tips about x place	Aspirational / top of funnel, not necessarily planning a specific trip
To be successful	research keyword phrases and pick long tail phrases you have a chance of ranking for (comparing search volume to competition)	highly visual and photo driven, content is much less important.

INFOTAINMENT – information presented in an engaging way.

The New York Times found that people shared information online for five primary reasons:

1. to delight others with valuable & entertaining content
2. to identify and present ourselves to our peers in a certain manner
3. to foster relationships
4. for self-fulfillment
5. for spreading the word about issues, products & brands

Always have a call to action.

Build your community by telling the reader what they should do with the information. Share it, comment on it, engage with it. Have a question or leave posts open-ended to foster discussion.

Content Written for Social Has Two Components:

1. A Really Catchy Headline - 8 out of 10 people will read a headline. Only two out of 10 tend to proceed to read the rest of the copy.

2. Insane Visuals – this is the fun part we're going to play with.

Think about when you're on social media -- when you're bored or procrastinating. It's not a NOT captive audiences, they're aimlessly scrolling their newsfeed to see if something – anything -- grabs their eye. **You have to actively work to catch their attention.**

It’s Formulaic

There are certain headlines & styles that always do well.

1. **Listicles** - X Reasons You Need to Do Y
2. **Surprise/Delight** – This is the Best Kept Secret in Y
3. **FAQ** – X Things You Need to Know Before You Do Y
4. **Roundups** – X Places You Must Visit Before You Die
5. **Itineraries** – What to do with 24, 48, 72 hours in X

Why do these work? Social is all about EDU-TAINING

People want to learn something in an engaging way.

How to Write a Great Headline for Social

- **Make Bold Claims that Are Shocking, Attention-Grabbing and Even a Little Controversial**
  - Bet You Had No Idea This Was Justin Beiber's Favorite Vacation Spot
  - Here's What Machu Picchu is Planning Because of Overtourism (You'll be as Shocked as We Are)
  - Forget Bali or Banff: X Is The Next Major Tourist Hotspot

- **Leave an Air of Mystery that Entices Users to Click**
  - X Surprising Things You Had No Idea You Could Do in x

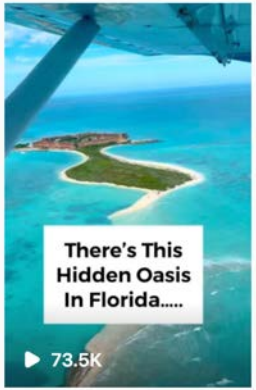
- **Include Numbers in the Title**
  - X National Parks You Never Thought to Visit…But Should
  - X places You Simply Have to Visit in 2022

There are actually a number of specific formulas that work every time -- Here are even more - Bookmark these ☺


Ultimate Headline Formula
Number + Adjective +
Keyword + Rationale + Promise =
The Ultimate Headline


Best Kept Secret
In Florida 😍
119K


I was today years old
when I found out this was
3 hours from Miami
181K


There's This
Hidden Oasis
In Florida.....
73.5K


Best Beaches
In Florida
298K


Places With The
Clearest Water
In Florida 😍
173K


Most Remote
National Park In USA
151K



What Kind of Content Could We Come Up With For Casper, Wyoming?

Listicles

X Things You Can’t Miss in Casper

X Restaurants You Must Eat at in Casper

X Hikes You Must Do in Casper

Surprise/Delight

Casper is the Best Kept Secret in Wyoming

X is the Most Underrated Attraction in Casper

FAQ

X Things You Need to Know Before You Hike Y

Roundups

x Best Hikes in The Southwest

X Fishing Destinations in the US You Haven’t Considered

X Surprising Small Towns in the US

Itineraries

What to do with 24 Hours in Casper

What to do with 48 Hours in Casper

What to do with 72 Hours in Casper

Exercise Time

Write down the tittle of one of your favorite articles.

- Come up with 5 ways it can be repurposed for social.

You now have a week's worth of social posts from one blog.

Example: My Article is "How to Visit 4 National Parks in 5 Days – The Ultimate Banff Road Trip"

Social Ideas:

1. You've Heard of Banff – But What About these X Other Underrated Parks?
2. X Pics to Inspire You to Plan a Trip to Banff – Stat
3. X Adventures You Had No Idea You Could Have in Banff
4. Is This the Most Beautiful Lake in the World?
5. By Land, Air, Water: x Must-Do Attractions in Banff

Taking it Further

Content Planning: Write down all the major topical buckets you cover (if you have a blog or business you may already have these as themes)

- Some of mine are:
  - Bucket list Adventures
  - Food
  - Weird/Wacky Activities
  - Under the Radar Destinations
- Under each “bucket” come up with at least 3 ideas you could post about for each.
- Now turn each of those 3 into 3 different types of content.
- **You just came up with a whole month’s worth of content.**



How to Repurpose Content

Work Smarter, Not Harder

Tip 1: Diversify your photos + videos

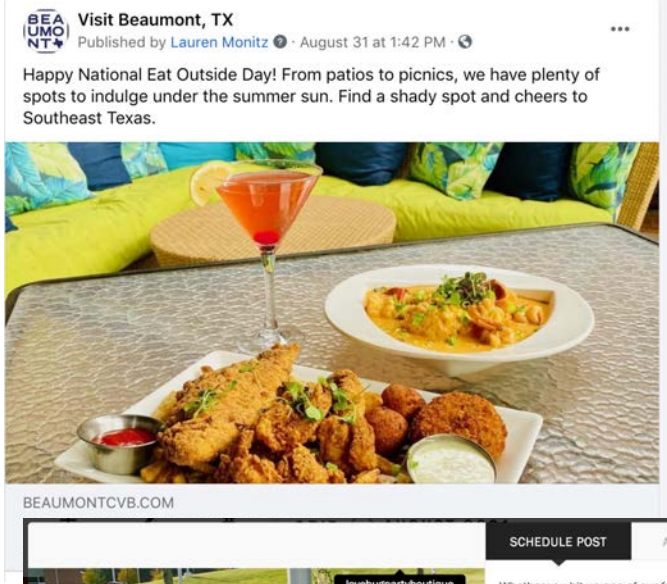
For every photoshoot, take at least three different angles of the same subject in both horizontal and vertical formats that can be repurposed for a variety of formats.

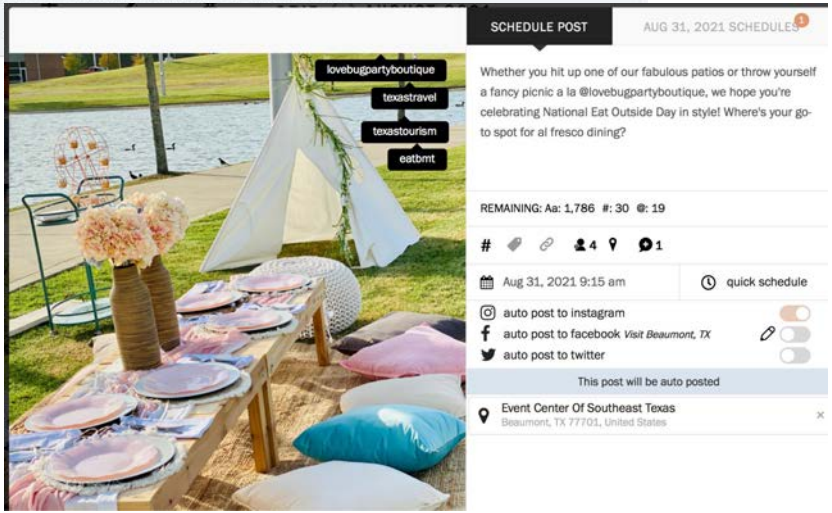












Tip 2: Alter your messaging

Give your audience a reason to follow you on multiple channels– don't just syndicating content.

Keep the same theme but change the delivery:

- Facebook allows links (link to a related blog post)
- Do one as a static post and one as a carousel of images
- Share different aspects of the same topic – National Eat Outdoors Day (picnics vs. patios)
- Use different snippets of the same article as captions.

Tip 3: Take advantage of platform specific features to vary content.

- Use a video (or reel) on one platform and photos on the other
- Create a bingo board, graphic (event roundup) or infographic
- Go live or “behind the scenes” on one of the channels
- Partner with a CVB or influencer to do an account takeover

Your goal is to create value on each and every platform you put time into.

Content is always about quality over quantity. Come up with a schedule and plan that makes sense for you. It is okay to outsource!

Tip 4: Be Timely & Relevant

- Make a list of evergreen topics to fill in the gaps and use that to supplement an annual content calendar.
    - Seasonality is Everything – Spring, Fall, Winter, Summer Content always does best when people are in the planning phase – 2-3 months out
    - Google all those crazy fake holidays (National Margarita Day, National Pet Day, etc). They're great for content tie-ins

Hacks to Save Time & Resources

- Canva – for making reels, stories and graphics
- Video Leap (app) –turn photos into video slideshows
- Planoly – My favorite scheduling software
- Lumen 5 – turn blog posts into videos
- Meet Edgar – Automated AI Scheduling
- **Other tools you love?**



Research the Destination Ahead of Time

- See what and where is tagged on IG so I have an idea what others are shooting for inspo
- Plan outfits and props to match the scene

What's in my "go bag"?

- Phone Remote/ Tripod
- Ring Light
- Props of some sort – postcard, umbrella, hat
- Gimbal (DJI)
- Mini Drone

Photo Tips & Tricks



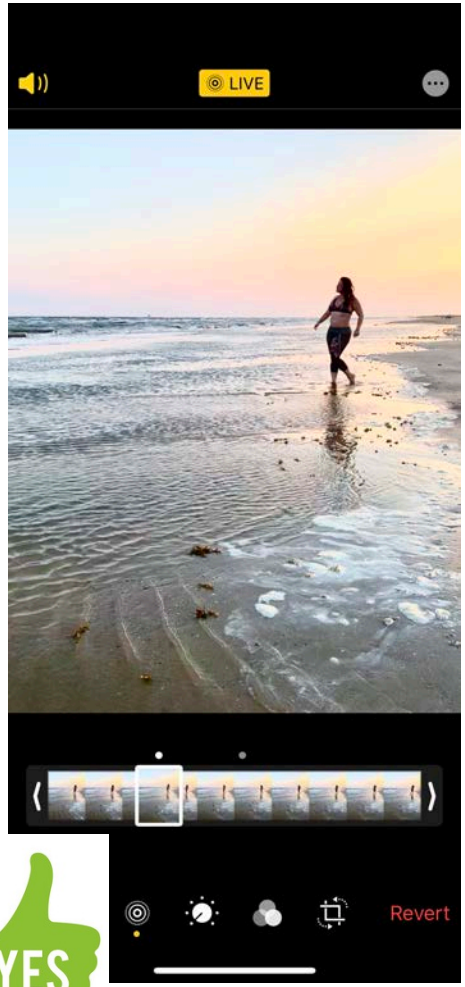




Do: Take Advantage of Fancy New Phone Features

Take a minute to check your camera settings:

- **Keep HDR on.**
- **Keep live photo** on so you can choose the best key frame.
- **Format (HEIF vs. JPG)**
- -HEIF is higher quality but less compatible
- **Grid** – on/off
- **Resolution vs. storage space**









Do: Consider Composition

Centered + Front facing is rarely a good look.

Pro Tip:

Bring your own

props to enhance the scene!



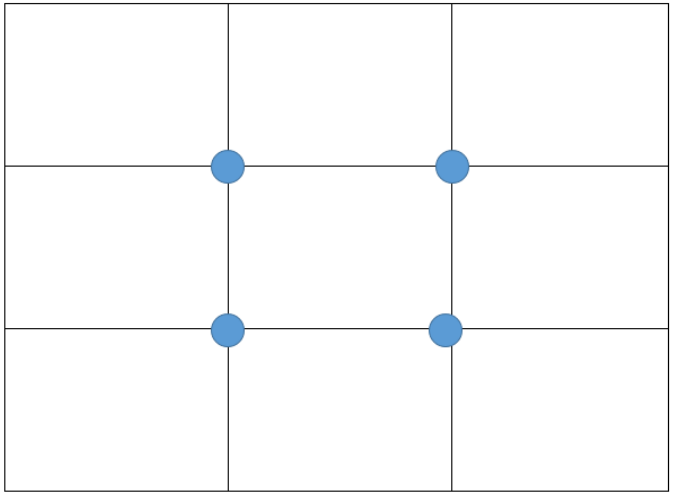


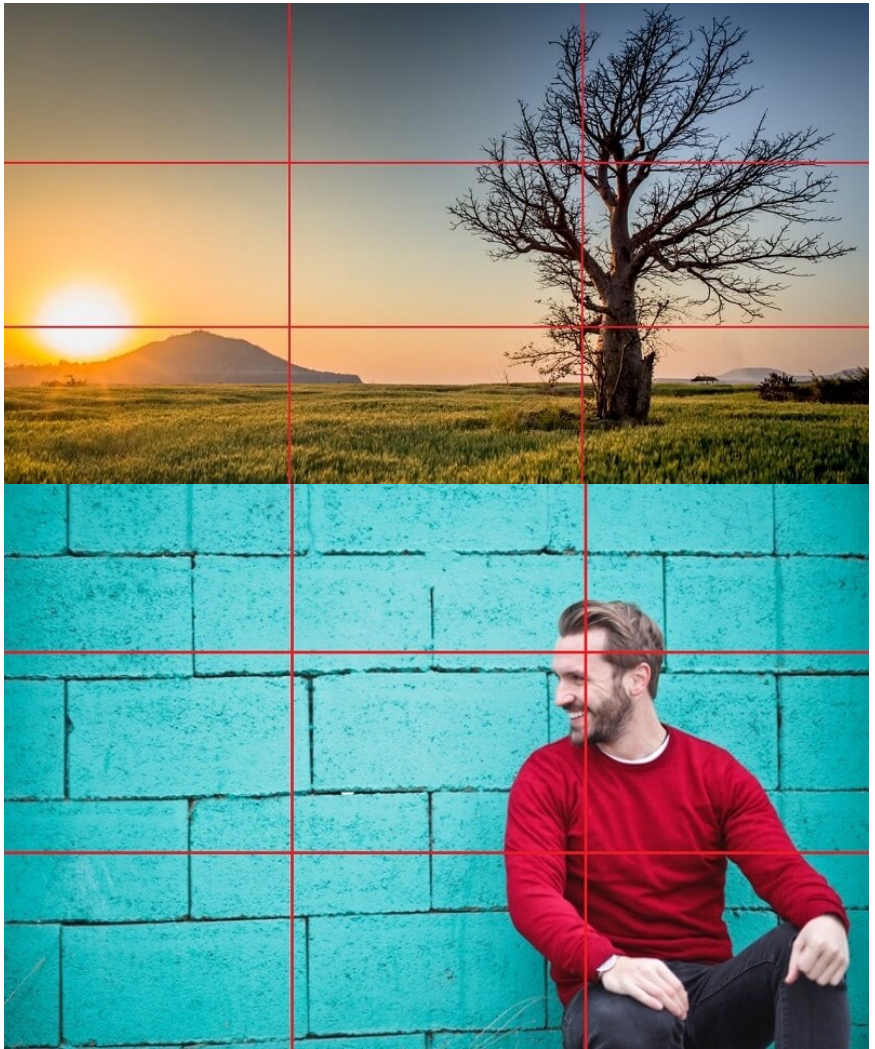




The Photographer's Rule of Thirds

A well balanced image positions the focal points around the grid lines – not dead center.





Do: Consider the Subject

Use leading lines and

natural arches to

focus the viewer's attention

Pro Tip: Bring a tripod and remote so you can be the subject!









Do: Get Creative with angles and perspective

Consider what's in the foreground/background.









Do: Play with Spacing

Leave some negative space and consider The photography rule of thirds.





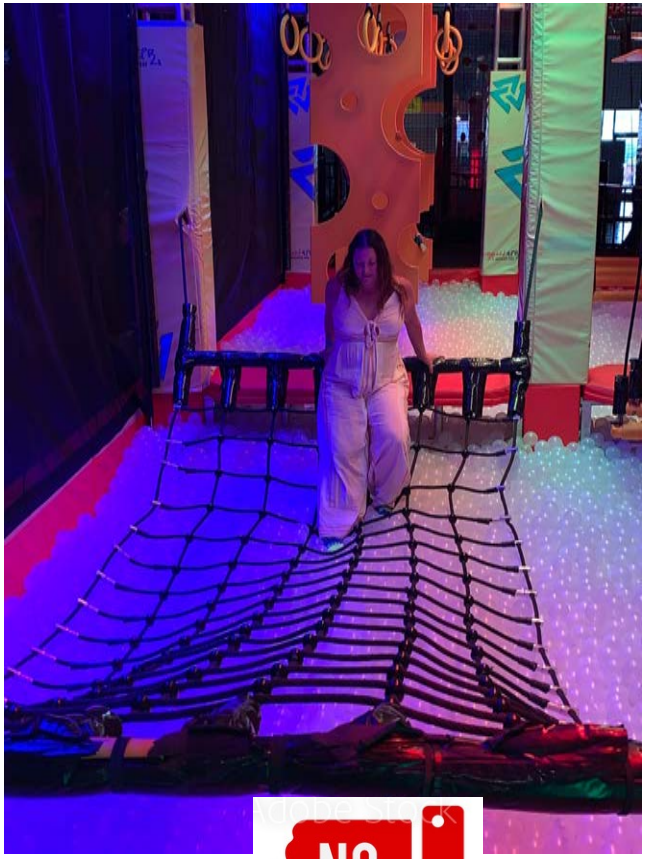




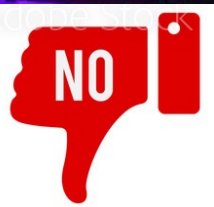
Do: Play with Editing and Filters

Changing the exposure & saturation will generally have the most impact.









Do: Consider your Lighting

Sunrise/sunset are better than harsh midday light.

Natural light is always better than indoors but be wary of shadows.

Pro Tip: buy a cheap ring light to keep in your purse for dark restaurants/bars.









Do: Try Different Things

Get creative with movement. The best poses are unposed.

I take 1000 pics in the same spot to maybe have one turn out well.









Do: Take Candids and Have Fun!

Action shots and movement tell the story.

They bring a moment to life.







Now let’s go get content!



Content Challenge:

Pick an Interesting Subject
+ Get All the Angles

PHOTO:

1. flatlay
2. hero shot
3. wide shot with background
4. with a person
5. picture taking a picture

VIDEO:

1. Close up, Zoomed out
2. Panned in and out, panned up and down
3. With People and Without
4. Still Shot vs. Movement

Aim for 3-7 seconds per clip so you have plenty to work with in horizontal and vertical formats

Show and Tell Time!
Pick Your Favorite Photo of the Day

Now Work Backwards. Think of 3-5 Content Ideas or Roundups You Could Create Featuring that One Photo.

For Example: If You Got a Pic of a Waterfall in Casper

1. X Underrated Waterfalls Around the World
2. X Secret Cool Off Spots in WYO
3. X Water Adventures You Didn’t Know You Could Have in Wyo
4. X Awesome Nature Spots You Didn’t Know Were Right Outside Casper

The Real Deal With Reels

If you look at my feed right now,

you'll notice 15 of the last 20 posts are reels.

Why?



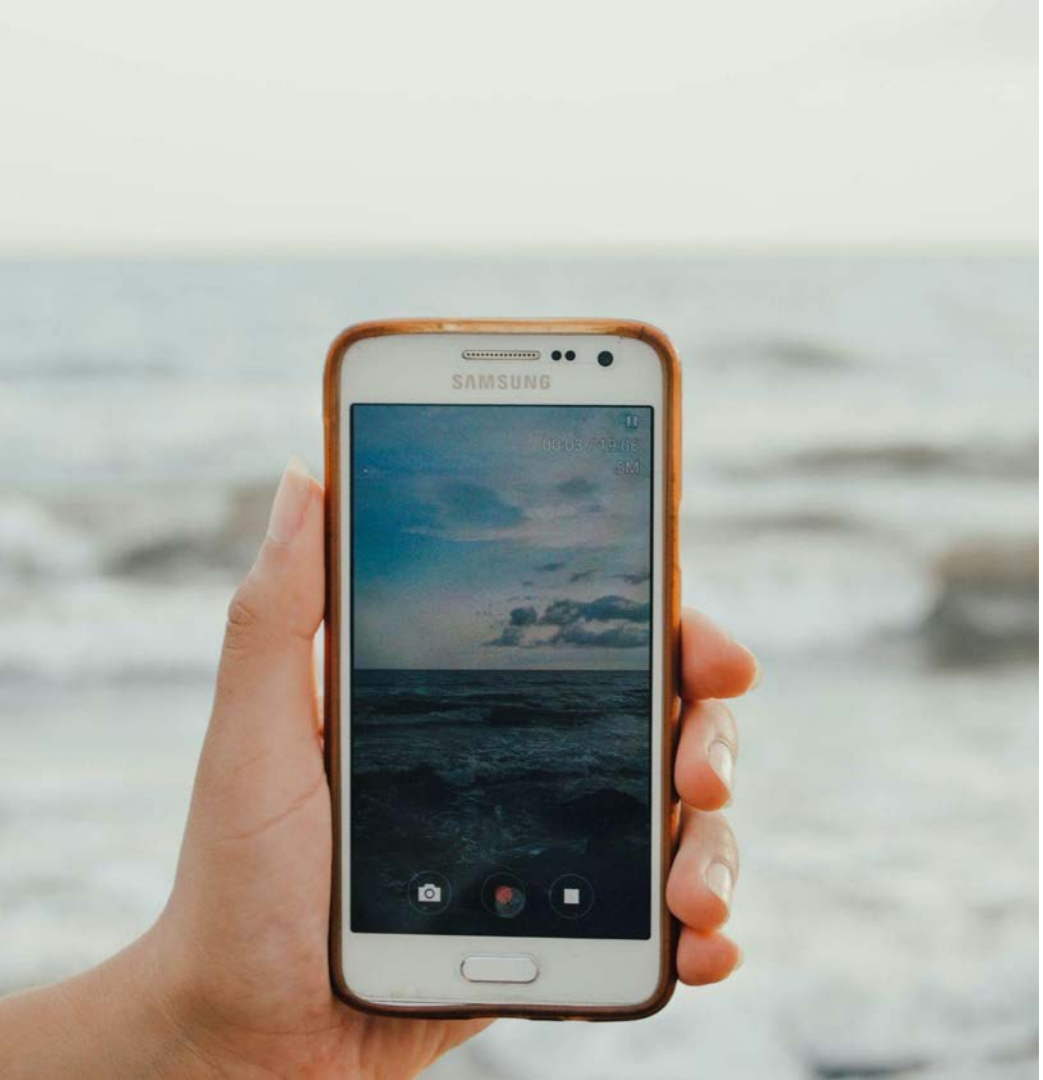
Why Video

More Engaging –
Video activates your auditory & visual senses

Better for Storytelling –
Sets the scene and mood

We Have 8 Second Attention Spans –
Maintains Viewer Interest





How to Make Engaging Video Content

People watch videos to learn something, to feel good, or to be entertained.

Sound familiar?

What's the Difference? [IG Video Types]

	REEL	**VIDEO**	**STORY**
Length	15-60 secs	3 seconds – 60 min	Up to 15 Seconds
Displays	on Reels Tab, post grid (optional)	on Video Tab, post grid (optional)	On bio for 24 hours highlights (optional)
Format	Vertical	Horizontal	Vertical
Features	Shorter, Entertaining	Longer, In-Depth More Polished	Real-time, BTS







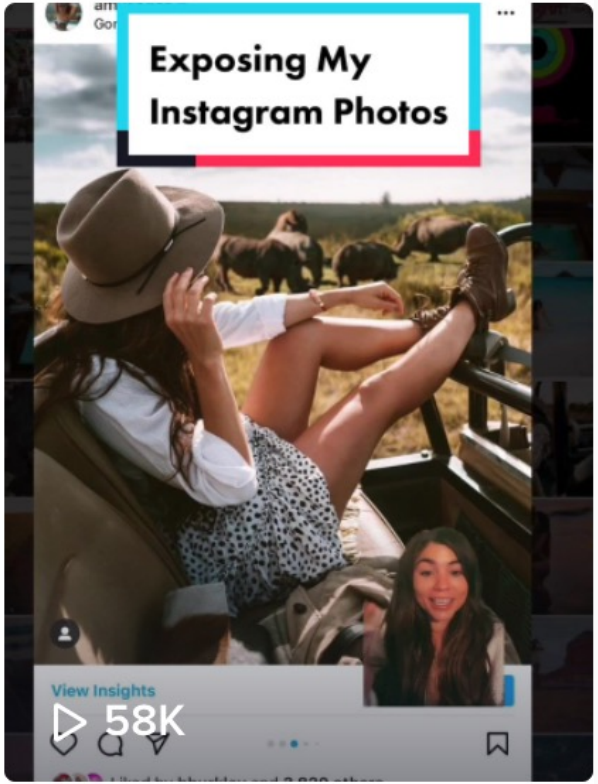
Good Performing Reels

Why do these work?

Get Over the Mental Block that Videos Have to be Highly Edited, Highly Scripted, and Take Forever to Produce.

They Can Be as Basic as:

- a PHOTO SLIDESHOW saved as an MP4.
- You talking about a picture with a voiceover.
- IG vs. Reality (Behind the Scenes)
- How tos - You showing how you got a certain shot/edited a certain way.
- You talking to the camera in your sweats vlog style sharing tips and things you wish you would've known.



Safari Instagram v Reality. ...





VIDEO TIPS

- KEEP IT SHORT - The highest performing videos are between 21 and 34 seconds long.
- USE TEXT - Adding captions or text on screen increases impressions by 55.7%. Assume people don't have audio on.
- USE TRENDING SOUNDS – Audio on Tik Tok is one of the quickest ways to go viral. You can also start with a sound and match clips to it.
- USE VOICE OVERS - Videos captioned with #VoiceEffects (Tik Tok's Voice-to-Text Feature) had 160 billion views as of December 2021 making them one of the most popular styles
- USE COVER TITLES – Tell people what the video is about.
- HASHTAG IT UP – Use the max per channel or the max that will fit.
- QUANTITY > QUALITY – Don't be a perfectionist. Producing more will reach more. Batch your content to save time.

Video Creation Process

Plan Out Story

Film Multiple Clips

Add text and cover

Sync Audio

Create caption & post



Pro Tip: Organize Your video clips on your computer by keyword to use for future roundups (where they are, what they are)

Engaging Videos
Show Don't Sell

01

Have a Hook

You only have a few seconds to capture someone's attention.



02

Have One Singular Focus

Keep it short and simple.

03

Create Content People Share

Is it funny? Is it relatable? Is it helpful?

04

Be Consistent

Your first video(s) will suck. Challenge yourself to create at least 3 videos a week trying different styles to see what resonates.

Let’s Make a Quick Video Using Video Leap

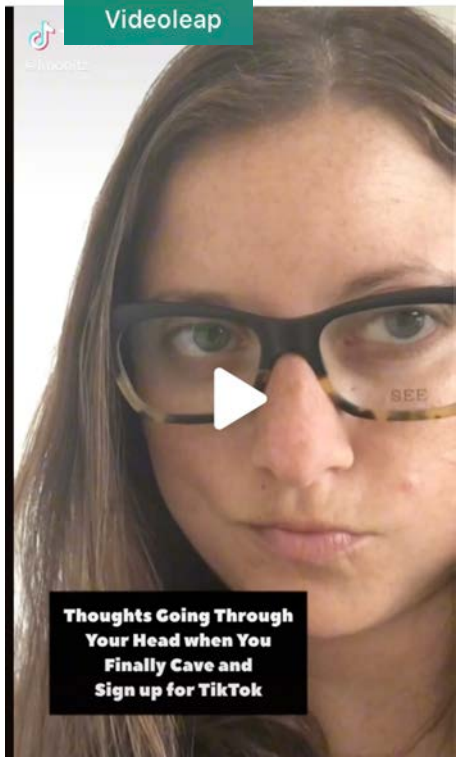
1. Download the App VideoLeap
2. Upload Media - Pick the 3-5 Best Clips or Photos You Took Today
3. Add Text – Write a Caption for Each Clip in a Font That’s Easy to Read – Questions, Fun Facts, Location

4. Sync Your Audio – Record a Voiceover or Add a Song or Trending Sound

- I like to mute all my clips, save the video without audio and then add a song or trending sound directly once in TikTok or IG

5. Add a Cover + Title – Make it obvious what your video is about that entices people to want to click

6. Write Your Caption – Describe your video + add relevant hashtags
7. UPLOAD!



Take It to the Next Level

Got the basics down? Try some of these tips to improve quality and shake things up!

1. Sync Videos to beat drops
2. Study trends and hop on them. Sometimes a quick trending video does better than a big production
3. Play with transitions
4. Don’t be afraid to show your face
5. Place with pacing - try one shot clips and high speed roundup videos
6. Challenge yourself to post daily

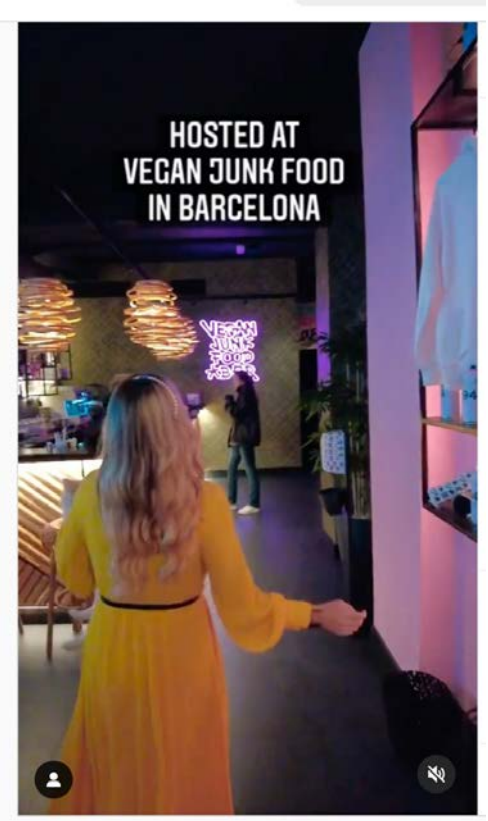


Show and Tell!

Let’s see your masterpieces.



Don’t Lose Your Voice - Find Your Unique Angle







Questions? Comments? Dying Wishes?

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