

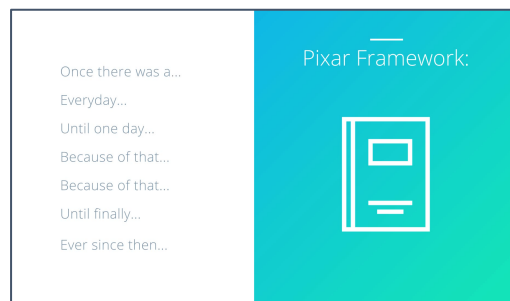
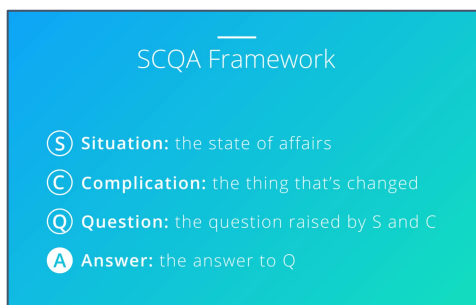
LEARNING SUMMARY

CONTENT STRATEGY: CREATE CONTENT

1: CONTENT ELEMENTS

- Personalization works best
- Use appropriate length for your target audience and the customer journey
- Use language your audience can understand
- Consider your voice and tone
- Memory, Emotion and Motivation help customers to relate

2: TELL A STORY: POPULAR FRAMEWORKS



3: CORE STORY ELEMENTS

- Character
- Conflict
- Resolution

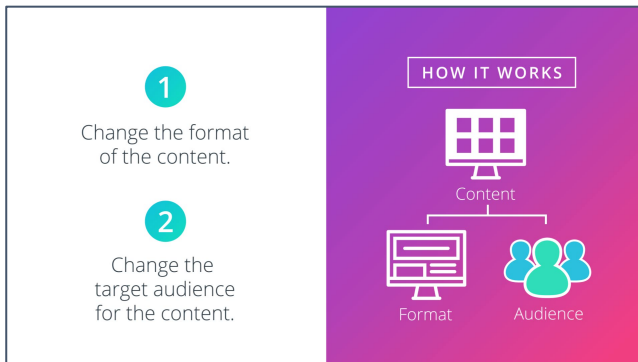
4: BEST PRACTICES

- Use content to create emotional appeal
- Be consistent and authentic
- Keep the story concise

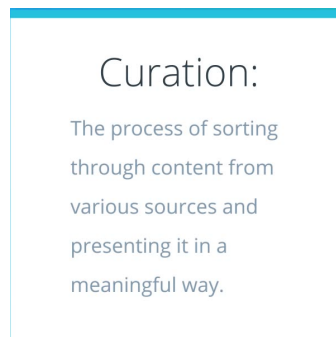
LEARNING SUMMARY

CONTENT STRATEGY: CREATE CONTENT

5: REPURPOSE CONTENT



6: CURATE CONTENT



7: BUZZFEEDS GOLDEN RULES OF SHAREABILITY

