



**7 questions  
every growing brand  
needs to ask  
themselves to scale**

IN 2020

My name is **Katie Wight**.

I help growing and transitioning brands build content strategies that systematically maximize community growth and content efficiency.

From business owners to marketing executives, my proven system of building turnkey content strategies has created growth in brand awareness and conversions for dozens of businesses.

There are hundreds of ways to leverage your brand; it can feel overwhelming, right?

That's where I come in. I help brands find the right marketing and advertising avenues, consistent messaging that resonates with the ideal audience, and a roadmap that takes your customers from cold leads to raving fans.

If you're seeing growth in your business, be sure you have these seven questions answered before you do anything else (like hire someone).

*Katie Wight*

This resource will help you feel absolutely certain that you're taking the right steps in creating a content strategy and social media team that knows how to systematically maximize reach, growth, and loyalty with your target market.

1

## DOES YOUR DIGITAL STRATEGY ENCOMPASS THE MOST EFFECTIVE TACTICS FOR MAXIMUM GROWTH?

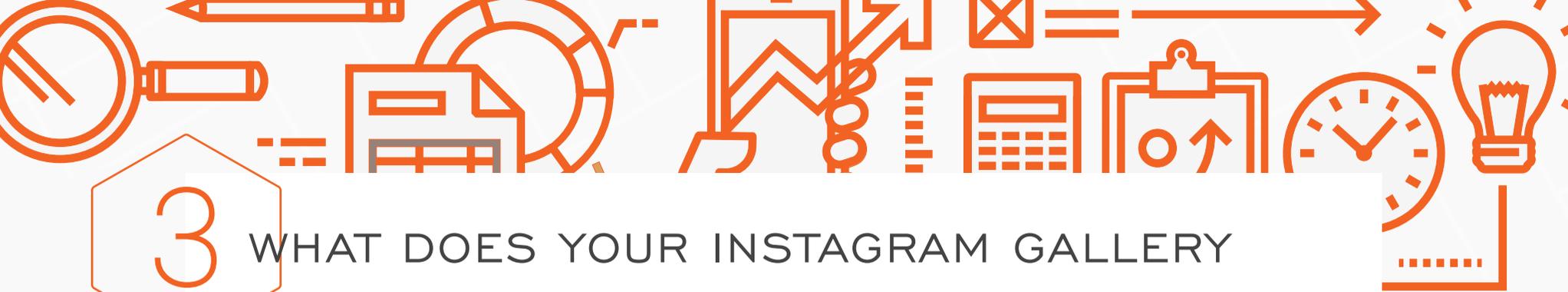
The digital marketing world is evolving rapidly. Facebook alone has made it nearly impossible to get in your customer's newsfeed without an ad spend (and I don't mean boosting!). Facebook Live bumps your algorithm and Messenger apps make it easy to auto-respond to inquiries. If you're not up to speed on all of pros and cons of current digital platforms, you're likely over-investing in some areas and under-investing in more important avenues.

2

## WHO BRINGS YOUR BRAND TO LIFE IN THE DIGITAL SPACE?

Are you handling your content in-house, contracting out, or a mix of both? Oftentimes, businesses I work with want someone who will build a scalable content strategy AND manage the day-to-day execution of community management, AND content production, AND influencer programs.

If you hire one person to do all of this, you'll have someone that is likely underqualified for strategy or overqualified to handle your day-to-day. **The most cost-effective way forward is to get yourself an interim content director.** Build a strategy that accounts for not only the what, but the how, and then hire a hungry young stunner with 1-2 years of experience and give them opportunities to grow within the business.



3

## WHAT DOES YOUR INSTAGRAM GALLERY SAY ABOUT YOUR BRAND?

This is an item that's hard to report on, but your gut is right. More and more, prospects are popping by your Instagram profile for a second impression after they see you and hear about you, reflecting the prediction that visuals and voice will replace text by 2019.

Yes, each individual piece of content must add value, but when I come glance at it all together, I should know if you're talking to me, why, and what's in it for me if I decide to hit follow and join your community. Consumer attention is a scarce commodity. As a brand, you need to understand that above all else.

4

## WILL INFLUENCERS BRING IN MORE BUSINESS?

Influencers have become incredibly important for brands in recent years. If you haven't explored partnerships with influential individuals, it may be time to spread your wings. Partnering with influencers can be far more powerful than traditional advertising because someone else is recommending your product versus you. These relationships need to be strategic, and your influencer roadmap should reflect your content strategy 100 percent. This an incredibly important way to contextualize your brand for prospects.

5

## DOES YOUR CONTENT INCREASE REFERRAL TRAFFIC?

Yes, likes and comments make us feel good, and they're great feedback that your content is doing something right, but make sure your organic content is truly increasing referral traffic. Not only is this adding to your retargeting audience (cha-ch\$ng), but it's also an indicator that your program is ready to scale with more paid traffic + influencers. If your engagement ratio goes up and referral traffic doesn't, things aren't working as well as they appear to be.

6

## ARE YOU NURTURING LEADS THROUGH A WELCOME SERIES (AKA OPTIMIZED SALES FUNNEL)?

When someone first comes in contact with your brand, the goal is to move them to the next step. Value-added content keeps curious leads reading and engaging more. Craft content around exciting calls to action: “Sign up to get our 14-day challenge!” “Sign up to get exclusive access to our top-selling product (with an amazing first-time buyer coupon)!” “Get your hands on this week’s recipes!”

Once someone gives you their email address, nurture them! Welcome them to your brand with compelling stories of your vision, the people you serve, and lead your ideal customer to the sale. Follow stats; do people open your emails? Do they click through your emails? The data shows if your content is optimized or not.

7

## AS A LEADER, ARE YOU SETTING YOUR TEAM UP FOR SUCCESS BY ENSURING CONSISTENT CONTENT GETS PUBLISHED TO A CONSISTENT AUDIENCE?

Finally, consistency is absolutely key. What are the communication pillars on which your brand stands? What are the primary ways you connect emotionally with your target? How does it come to life on a daily basis to consistently grow your highly qualified community?

Equally as important, what does it not look like/sound like? How deeply have you studied your target to understand the most effective way to garner and maintain attention? What does your brand stand for — something bigger than itself — and how will these values resonate long-term in a way that drives loyalty and advocacy? Once you’ve answered these questions, what roadmap will your content manager follow in order to bring all of this to life?



I'm offering a complimentary strategy session that will help you identify the immediate steps you can take to build the best foundation for a sustainable, effective, and efficient approach to your brand's content program.

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