

The 6 pillars of killer content creation

 By [Zubeida Goolam](#)

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There are 39.3 million active internet users in South Africa, according to [Statista](#), and the average South African spends about eight hours and 32 minutes online per day.



Image credit: Flush Design Studio on Unsplash.

It is estimated that individuals are exposed to between 4,000 and 10,000 advertisements a day. Why would any of these users stop, take notice and act on your call to action? Because they trust your brand.

How is this trust gained? Trust is built by a brand's credible and constant visibility. Here are six points to consider when building a campaign to get brands out there.



A bright future for digital content creators

Michael Smolenski 6 Aug 2018



Where are you going?

Determine what the campaign will focus on, what needs to be communicated, to who and what the objective or call to action is. This will determine what messaging and creative execution would be best suited to the campaign.



The 4Cs of effective content creation

Melissa Attree 16 Apr 2015



Make it great

The creative executions used in digital media needs to be carefully considered as this element alone can contribute to a

47% sales lift.

This was announced at Google's Marketing Platform Event in Dublin, Ireland recently.

Mix it up

Using a mix of video and photo elements keeps it interesting for the audience and provides a greater opportunity to display and showcase products and services. According to research by [Buffer](#), video content on Facebook generally gets 59% more engagement than any other type of posts.



The power of video content explained by YouTube creator Grant Hinds

Angie White 10 May 2016



Their research also confirms that the use of vertical video delivers better results than square or horizontal video due to the fact that most people access digital content on their mobile devices.

“ The key with video is to land the marketing message within the first three seconds. ”

Get (social) brownie points

Digital content, regardless of the channel it goes out on, drives social media engagement as this is where many South African consumers spend a considerable amount of time.



The five vital aspects of a successful social media campaign

Zubeida Goolam 20 Nov 2018



According to [Statista](#), there are 16.9 million Facebook users in South Africa at the moment, with a total of 23 million users across social media platforms.

Make your words count

Any digital content needs to be created with search engine optimisation (SEO) in mind. Using Google tools, determine which words the target audience is using to search for the products or services on offer and incorporate these into your strategy and copy.



Content is king but is it relevant to your audience?

Minnie-lee Tagwirei 1 Jul 2019



Break it down

Reporting and analysis will provide concrete evidence on whether the campaign is a success or not. Keeping an eye on the analytics will help determine whether changes need to be made while the campaign is running.

Cleverly- and creatively-designed digital content can help a business rise above, cutting through the clutter and making it a digital hero.

ABOUT ZUBEIDA GOOLAM

With a rich history and culture, Zubeida had an impressive repertoire, spanning over many years at industry giants, before starting and then dominating with her own company Valiant. Valiant incorporates multiple levels of marketing including but not limited to consulting, social media, storytelling and full content creation. With years of experience and a passion for creating, Zubeida now heads up the storytelling team along with co-founder Wayne Flemming, creating online campaigns that both inspire and drive critical engagement.

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