



Loren Weisman Talk Title

OUTLINING & ORGANIZING THE ORDER & OUTPUT OF MARKETING CONTENT



Designing, developing and distributing content creation and content marketing effectively.

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OUTLINING AND ORGANIZING THE ORDER AND OUTPUT OF MARKETING CONTENT TALK TITLE DESCRIPTION

The task of marketing and advertising content often overwhelms business of all sizes and the primary problem that occurs the most is that everything is created in separate single steps. This makes every element of content marketing become that much more time consuming and that much more expensive. It is also the point where many businesses will hire others to do that work and end up spending a fortune on content that should not take that long as well as content that was already created for someone else.

In this talk from Branding Strategist and Keynote Speaker Loren Weisman, the core of the discussion comes down to creating a plan that outlines and organizes content before its created. Then by activating an order to how it is created and distributed mixed with a scheduled output of content that is set to engage while not overwhelming, the final system flows easily. This allows each business to save time, money and strain as content can be created well in advance in many cases and be applied to individualized templates that work for that company or business.

By creating a personalized blueprint that is created off of etiquette, branding, engagement, and formats to work across number media platforms, the process can become streamlined and the creative phase of content creation becomes less stressful. Then by looking at content endurance and a series of other simple checklist aspects, content and the marketing of it becomes more creative, authentic, easier and most of all better for conversions for engagement and sales.

**DESIGNING, DEVELOPING AND DISTRIBUTING CONTENT
CREATION AND CONTENT MARKETING EFFECTIVELY.**



OUTLINING AND ORGANIZING THE ORDER AND OUTPUT OF MARKETING CONTENT

- *Outlining a plan for your personalized content over the five best formats.*
- *Organizing an array of messaging that keeps your brand clear in everything.*
- *Creating an order to your content creation and messaging that works for you.*
- *Building an output plan that saves time and allows you to track the results.*
- *Designing a creativity system to flow into the different media formats.*
- *Proofing tactics for engagement, oversaturation and messaging perception.*
- *Developing the editorial calendar that suits your timelines and your time frames.*
- *Distributing the content in the right places and at the right times for you.*
- *Mixing unbranded content to share through other viral media channels.*



ABOUT LOREN WEISMAN

Brand Precision Marketing Strategist and Counselor Loren Weisman aligns, defines and designs individualized branding, marketing & content planning for start-up and established businesses. The core focus of Brand Precision Marketing is organizing, developing & sequencing for conversions. Loren is the host of iHeartRadio's "Wait What Really OK" Podcast

Branding Strategist and Keynote Speaker Loren Weisman delivers down to earth talks, fun presentations and humorous lectures with an audience to create engagement & enjoyment while sharing experience, knowledge & direction for those in the mailroom to the boardroom and everywhere in between.

Always keeping a rooted focus on the fundamental ideas of organizing, developing & sequencing for conversions.

From musicians to authors, restaurants to real estate and entertainment companies to insurance agencies, Loren works with everyone, from CEO's to administrative assistants to help solidify and demystify the fundamentals of content branding, promotion, and marketing, to create higher engagements that convert to sales, profits and customer retention.

Find out more: <https://lorenweisman.com/> or <https://waitwhatreallyok.com/>