

8 Tips for Amazing Customer-Facing Content

Utilize simple programs for graphic design. Try user-friendly tools that require little training. Canva.com is a great free or low-cost option for non-designers or utilize Ed2Market's free social media templates for members.

Create brand guidelines and a logo, and use consistently. Logos will help brand you and your speaking business. Add a small logo in a corner or the outer frame of graphics you create for social media, PPT slides, emails, and more. Consider working with a professional designer who can help customize brand colors, fonts, and more in a brand style guide. Ed2Market works with multiple designers and we can offer discounted packages for all members.

Take advantage of free stock photography. License-free stock photography can enhance your creative content for all types of media or ads. Always go for the highest image quality. This definitely includes pixels and resolution. We like these websites: Unsplash.com, Pexels.com, Pixabay.com, Burst.shopify.com.

Be tasteful with text on images. When it comes to text on images, less is always more. Text on visuals should be bold, legible, and concise, and always make sure there's enough contrast between the text and the background. A few additional tips:

- Always check spelling and grammar.
- Avoid green and red or blue and yellow color combos; they're difficult to read.
- Look out for orphan words (a single word on a line), which can look odd.

Hashtags, geotags, and tagging are your friends. On Twitter, Instagram, and other platforms, these three features help reach a larger audience outside of your following and increase engagement.

Create creative captions that captivate. Whether posting an ad or an organic post on social media, make your caption and content meaningful and direct. But know, longer isn't always better.

Write actionable call-to-actions. CTAs let the reader know what action you want them to take when they see your content. Entice them with clever CTAs that makes it hard for them not to click. Use actionable words like: Discover, Explore, Join Free, Get X% off, Connect, Book a Demo, etc.

Map your website and customer journey. What should be on your landing page? Do people arrive to a piece of content or a value add? Do you have a way to collect information once prospects arrive? Do interested parties know how to contact you if they want to buy or discuss pricing? Use simple marketing automation platforms like Hubspot.com, Mailchimp.com, or ConstantContact.com to enhance your marketing options.