

content strategy games

THANKS FOR ATTENDING
MY SESSION AT THE
AGENTS OF CHANGE SUMMIT

the
how to unlock **power**
of a strong organic content strategy

GRAB A FELLOW MARKETER, OR TWO OR
THREE AND PLAY THESE GAMES TO GET
YOUR CREATIVE JUICES FLOWING.

REMEMBER YOU WILL NEED 100+ IDEAS TO
GET 30 GREAT PIECES OF CONTENT!

 Dorien

word association

INDUSTRY _____

YOU SAY _____, I SAY _____



goals

<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____



mastermind

<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____



trends

<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____

Word associations can be rhyming words, complimentary words or things that go together like PB & J!

the power
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word association

Once you have a list of combo words, goals and trends, brainstorm common mantras, proverbs and quotes that can adapted to include your combo words!

MANTRAS - PROVERBS - QUOTES




<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
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the power
how to unlock **the power** of a strong organic content strategy

word association

EXAMPLE

INDUSTRY wholesale corn YOU SAY _____, I SAY _____

	<u>+sell direct</u>	<input type="checkbox"/> corn	<input type="checkbox"/> kid
goals	<u>+connect with</u>	<input type="checkbox"/> cob	<input type="checkbox"/> butter
	<u>celebrity</u>	<input type="checkbox"/> popcorn	<input type="checkbox"/> salt
	<u>chefs</u>	<input type="checkbox"/> pigs	<input type="checkbox"/> bacon
	<u><names of</u>	<input type="checkbox"/> corn maze	<input type="checkbox"/> halloween
mastermind	<u>colleagues></u>	<input type="checkbox"/> cornmeal	<input type="checkbox"/> baking
		<input type="checkbox"/> grilling	<input type="checkbox"/> burger
		<input type="checkbox"/> casserole	<input type="checkbox"/> canned corn
	<u>corn maze</u>	<input type="checkbox"/> corn	<input type="checkbox"/> hole
trends	<u>corn kid</u>	<input type="checkbox"/> corny	<input type="checkbox"/> laughter
		<input type="checkbox"/> husk	<input type="checkbox"/> husky dog
		<input type="checkbox"/> _____	<input type="checkbox"/> _____

MANTRAS - PROVERBS - QUOTES

- I can't imagine a more beautiful thing _____
- Just look at it _____
- It's corn _____
- Corny _____
- Jack & Jill went up the hill to fetch a husk _____
- of corn. _____
- Poets are corn, not made _____
- There's one corn every minute _____
- _____
- _____
- _____
- _____

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 of a strong organic content strategy

the 5-minute pitch

RANDOM ITEM _____

CAMPAIGN NAME _____

- _____
- _____
- _____
- _____
- _____
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- _____
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the power
how to unlock _____
of a strong organic content strategy

the 5-minute pitch

BEST IDEAS _____

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

YOUR PITCH _____



create together

the power
how to unlock _____
of a strong organic content strategy

5-minute pitch

EXAMPLE

RANDOM ITEM SCREWS

CAMPAIGN NAME 'screw you'

- deck screwing
- getting screwed right
- screw that!
- screw that barn
- screw that forever
- just screwing with them
- screw-worthy
- never screw alone
- screw-ed 101
- _____
- _____
- _____

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

BEST IDEAS _____

- just screwing with them
- never screw alone
- _____
- _____
- _____
- _____
- _____

YOUR PITCH _____



video with contractors screwing screws,
wearing safety gear and a line that says
'friends don't let friends screw alone'

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mix & match content

INDUSTRY _____



keyword(s)



format



topic



expertise



niche



location



post type



cta

In addition, you can add a column for emotional words, seasonal words and power words!

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mix & match content

HOW TO **BEST PLACE TO** **TOP 10 TIPS TO**
THE BEST 3 **5 WAYS TO**

TOPIC + EXPERTISE + LOCATION + FORMAT

KEYWORD + TOPIC + NICHE + FORMAT + CTA

KEYWORD + TOPIC + NICHE + LOCATION + FORMAT









TOPIC + EXPERTISE + POST TYPE + CTA

TOPIC + EXPERTISE + NICHE + FORMAT + CTA

the power
how to unlock **of a strong organic contenta strategy**

mix & match content

EXAMPLE

	INDUSTRY <u>Plumbing</u>	
	<u>commercial plumbing</u>	 <u>podcast</u>
keyword(s)	<u>commercial plumber</u>	<u>video - reel</u>
	<u>new build plumbing</u>	<u>blog article</u>
	<u>bathroom install</u>	 <u>upgrades</u>
topic	<u>water supply lines</u>	<u>installation</u>
	<u>wastewater drainage</u>	<u>South Shore</u>
	<u>schools</u>	 <u>Boston area</u>
niche	<u>hospitals</u>	<u>Massachusetts</u>
	<u>sales</u>	 <u>call us - get a quote</u>
post type	<u>informational</u>	<u>today - now - soon</u>

HOW TO **BEST PLACE TO** **TOP 10 TIPS TO**
THE BEST 3 **5 WAYS TO**

TOPIC + EXPERTISE + LOCATION + FORMAT

How to upgrade your wastewater drainage system in Massachusetts - BLOG

KEYWORD + TOPIC + NICHE + FORMAT + CTA

How to find a commercial plumber for your new hospital bathroom install

KEYWORD + TOPIC + NICHE + LOCATION + FORMAT

TOPIC + EXPERTISE + POST TYPE + CTA

5 Easy Ways to upgrade your water supply lines without a new installation today!

TOPIC + EXPERTISE + NICHE + FORMAT + CTA

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