content strategy games

THANKS FOR ATTENDING MY SESSION AT THE AGENTS OF CHANGE SUMMIT



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

	 YOU SAY	, I SAY	
goals –			
mastermind _		[] []	
trends -		[_]	

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



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

<u>. </u>	



word association



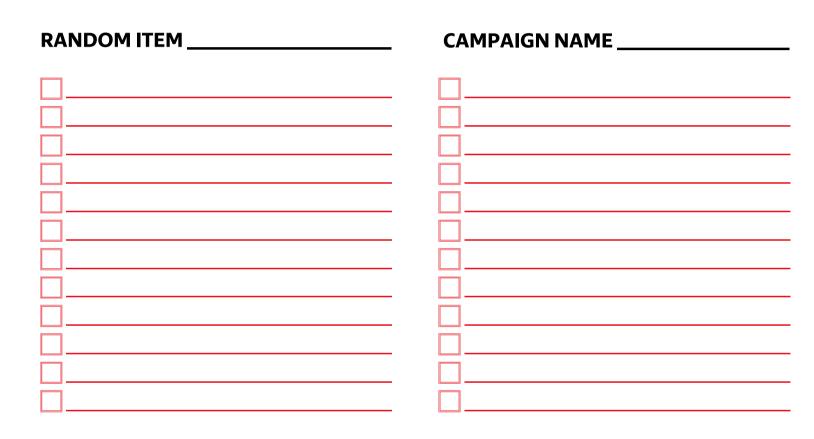
	holesale corn	YOU SAY	, I SAY
	+sell direct	corn	☐ kid
Ĩ	+connect with		butter
goals	celebrity	popcorn	salt
	chefs	pigs	bacon
		corn maze	halloween
	<names of<="" td=""><td>cornmeal</td><td>baking</td></names>	cornmeal	baking
		grilling	burger
mastermind	colleagues>	casserole	canned corn
		corn	hole
	corn maze	corny	laughter
		husk	husky dog
∨ trends	corn kid		

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



the 5-minute pitch





the 5-minute pitch

BEST IDEAS _____

YOUR PITCH



create together







RANDOM ITEM SCREWS		_ CAMPAIGN NAME <u>`screw you'</u>
	deck screwing	
Н	getting screwed right	
Н	screw that!	
Н	screw that barn	
Π	screw that forever	
П	just screwing with them	
	screw-worthy	
	never screw alone	
	screw-ed 101	

BEST IDEAS _____

just screwing with them
never screw alone

YOUR PITCH

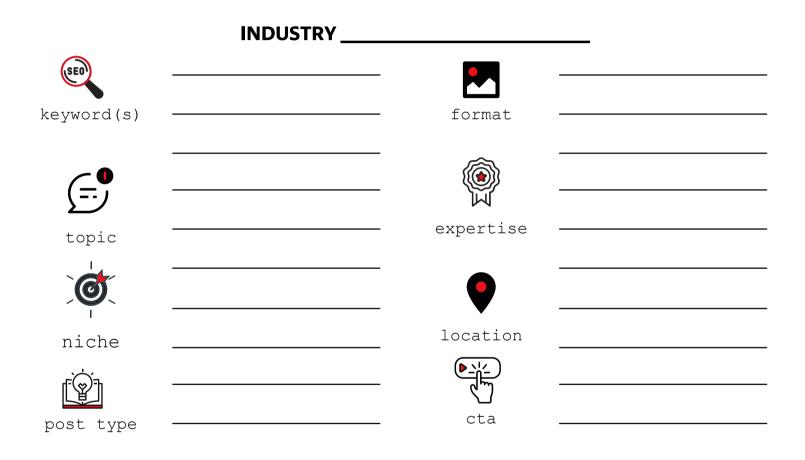


video with contractors screwing screws, wearing safety gear and a line that says 'friends don't let friends screw alone'

create together



mix & match content



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



mix & match content

BEST PLACE TO TOP 10 TIPS TO HOW 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

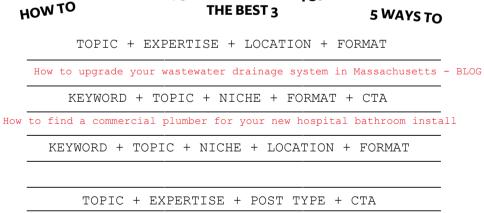




	INDUSTRY Plumb	oing	
SEO	commercial plumbing		podcast
keyword(s)	commercial plumber	format	video - reel
keyword(S)	new build plumbing	TOTINGC	blog article
	bathroom install	۲	upgrades
(=)	water supply lines	wexpertise	installation
topic	wastewater drainage	CAPCICIDE	South Shore
	schools	•	Boston area
niche	hospitals	location	Massachusetts
щ	sales		call us - get a quote
post type	informational	cta	<u>today - now - soon</u>

	BEST PLACE TO	
WTO		THE

TOP 10 TIPS TO



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