

Episode #44: Solidifying Your Primary Content Type

Full Episode Transcript

Strategic Magic

with Blu Cameron



Hosted by Blu Cameron

***Strategic Magic* with Blu Cameron**

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Hello, hi and welcome, or welcome back, to the *Strategic Magic* podcast. I'm your host Blu, and I'm a business astrologer here to help you use astrology so that you can start growing scale, your online business.

And today's episode is my secret to creating high converting content. And essentially using that as the foundation for my sustainable marketing process.

There are so many different ways that you can market your business. You can use social media website, SEO, podcasting, blogging, social SEO, email, PR, in person events, virtual events, even paid ads. The list literally goes on and on.

But what I have found is that chasing after this idea of vitality or even trying to do it all is only going to lead you to burnout. Especially when you are a service provider; you are a solopreneur; you are somebody that is running your business and doing it very well. Trying to chase after the shiny objects of all the different marketing avenues is just going to lead you away from what is that you do best.

This is the lesson that I learned very early on, even before I created this business, because it's what led to my burnout of my previous coaching business to begin with. So I knew that even while I was creating my astrology business, while working as a full-time flight attendant, I knew that my marketing needed to be sustainable.

And so I needed to say no to chasing after unsustainable marketing and really lean into what was actually going to work for me.

And so not only was I able to create a sustainable marketing process using my astrology chart, but I was also able to get really clear on how to get great at what would actually work. Which was centering my sustainable marketing strategy on high converting content.

And so in this episode, I'm going to walk you through the basis of what my sustainable marketing strategy is. And how I'm able to create high converting content that is able to work even while I'm offline working my full-time job or just living my life and still maintain running my business.

Now what is at the center of my sustainable marketing strategy and what is actually able to help me to create high converting content? It is focusing on my Primary Content Type.

I really haven't heard anybody else talk about this, and I'm really excited to dig into it with you. Because having a sustainable marketing strategy within your business really is centered on what it is that you do best and being able to do more of that.

So creating your content process centered around your Primary Content Type is the absolute best way for you to be able to do that. And to be able to do more of what you do best in your business.

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So what is a Primary Content Type?

Essentially, this is the type of content that you use primarily in your business. This is what is at the center of your marketing strategy. This is the main way that you create content for your business and how you're able to market your process, your framework, and sell your services. This is truly just what helps keep your business running and moving and grooving.

What I love about this is the high level of personalization that comes with it.

Because with having a successful business, it's not just about what works, it's what's going to work for you. And so, this really eliminates this question of like what you should be doing, or chasing after all the different kinds of marketing, really zeroing in on what's actually going to work based on your astrology, your nature, and the specific way that you are built for your version of success and leadership.

There are four main content types that you can lean into. There is audio, video, written, or visual. And so, finding your Primary Content Type is a less about emphasizing what is actually going to get results. That is a part of it, but it is mostly centered first and foremost, around what you actually enjoy and what is going to work best for you for the long term.

Even if you're somebody that is used to looking at the analytics, chasing after, "okay, this is what people are liking, what they're commenting on, what's resonating with them," there are a few questions that you can consider when it comes to finding and figuring out what your Primary Content Type is, especially if you're used to having some version of all of these content types working within your marketing strategy in your business.

So the very first question to consider is: out of everything that you create, what do you most look forward to actually sitting down to create within your business?

What brings you the most joy in excitement for you to make for your business in your marketing strategy?

And also, is there a particular type of content that gets the most conversions for you?

This isn't just purchases, but it's also like sign up for your email list, followers on particular social media accounts that you use, or even comments and just engagements - replies back to the content that you are creating where your audience is sharing their ideas, the pieces that resonate with them, right? How excited they are to learn about this concept or this piece of your framework.

All of this is really good information to have in terms of getting direction in what your Primary Content Type can be.

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Now, if you want to bring the astrology into it, of course, I got you. There are three main placements that you can look to to get guidance and further narrow down what your Primary Content Type will actually be.

And all of them, if you are familiar with the podcast, you are going to be very familiar with them.

The first and foremost is going to be your Midheaven, because of course the Midheaven is my favorite placement when it comes to business astrology.

It is also in a placement that holds most of resonance when it comes to creating content that is centered on your vocation and your life's work. Your Midheaven is the most visible placement within your chart, so this is going to be the place that is going to hold the most resonance when it comes to really leaning into the work that is going to be most fulfilling for you; that is going to be most exciting; that's going to light you up and what you are going to be known for quite literally, especially if your Midheaven is in the 10th house, which is the house of public reputation.

And so your Midheaven can be a really powerful place to help you really figure out what your Primary Content Type is.

Now in terms of planets, I like utilizing Venus and Mercury in terms of figuring out what your Primary Content Type is.

Venus is a really great planet to work with in terms of marketing, because this is literally the planet of attraction. This is what you are attracted to, and what you find attractive. Utilizing your Venus placement can really help you narrow down your Primary Content Type, because this allows you to figure out your particular way of attracting new people to your audience, to really showcasing what is sexy, what is exciting, what is necessary and needed to know about the work that you do, about your business, about your brand. And what you can really lean into, especially in conjunction with your Midheaven, to call in your ideal clients.

Mercury as the second planet to look to for figuring out and narrowing down what your Primary Content Type is. Mercury is quite literally the planet of communication, so this is the literal way that you are communicating your ideas, your thoughts, your frameworks, and your process, your expertise to your ideal client, especially after you've already attracted them to your space, and they've already discovered you, found you on a particular platform.

These three placements are really going to be helpful to assist you in narrowing down what your Primary Content Type is, especially if you are somebody that is used to dabbling in all four content types, and you're just not quite sure which one you want to prioritize as your Primary Content Type.

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The importance of having a Primary Content Type is the fact that you want to create a sustainable marketing strategy based on what it is that you do best. Just because you can do something doesn't mean that it should be in your area of expertise.

And this is something that I work with my clients on so much, you would not believe it. It is just so important, especially when you are moving from one level of growth to another. It is so important to create space within your business. And we do this by letting go of the things that you're doing kind of mediocre, right. Or the things that are not even within your wheelhouse of expertise, but you're doing it anyway.

Instead, we want to free up and clear out space for you to do more of what you do best, so that you're able to do more of that and amplify what is definitely working, what you enjoy and what you want to be known for within your business.

Focusing on your Primary Content Type and centering that within your marketing strategy is going to help you to simplify your marketing efforts, and also just increase the results that you're able to bring in for your business based on your marketing, without you necessarily having to create more marketing assets.

Once you have figured out which of the content types is going to be your Primary Content Type, then we can move into the High Converting Content Process, which is my very fancy name for my process in creating a sustainable marketing strategy.

Now, what I love about the High Converting Content Process is that it is essentially two steps. That's it. That's really all you need. When I say this is so simplified, like it's so simplified.

And it is so highly customizable based on your particular Primary Content Type and also what your goals and experience within business is. You can truly just make it your own by just following these two steps.

So once you have your Primary Content Type solidified, then creating high converting content comes down to the first step in the process, which is prioritizing creating one long-form, high-quality piece of content on a consistent basis. That's it. That is what it's going to be at the center of your marketing strategy.

And then once you have this one long-form, high-quality piece of content created, you're going to then repurpose that one piece of content into multiple short-form pieces of content that can be shared via the other content types.

One of the things that I love about this process is how adaptable it is. So not only are you able to use this, regardless of which of the content types is your Primary Content Type, but you can also utilize it for a variety of platforms. It really doesn't matter what it is that you're going to be focusing on.

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The sustainability is already built in place because you're prioritizing creating long-form, high-quality content.

Long-form content is naturally built to hold space for you to talk on a variety of touch points within one particular topic. When you're answering a question, let's say that you are creating a long-form piece of content around your own content creation process. Very meta example here. But you're able to answer a variety of questions within just one piece of content.

You're also able to increase the quality of that content based on the variety of different ways you answer that question. So bringing in storytelling, your own expertise, your own framework and process really helps you to create a piece of content that truly resonates for your audience and for your ideal clients.

The beauty of following the High Converting Content Process is that you're able to take pieces of that one piece of content that you've created, and that's now primed and ready to go for short-form content.

So one of the challenges that I see a lot of business owners experience is that they center so much of their marketing process around creating short-form content first, so that when it comes to creating long-form content, they're either not doing it at all, or they're just completely dropping the ball because they're not able to be consistent because they're spending all their energy and time chasing after short-form content, particularly on social media.

The challenge with this is that short-form content and social media platforms are designed to have you chase after that slot machine energy. You're exhausting all of your energy chasing after virality on these platforms.

The nature, the design of short-form content is that they are naturally restrictive. You're only able to communicate but so much information into a 15-second, 30-second, or even 60-second clip. You're only able to put so much information into these short-form pieces of content.

Instead, by prioritizing long-form content, you're able to actually generate the totality of your idea. You're able to take the long way around and really answer the question to its fullest potential, while also easing the amount of work that you need to do in the future, because you can create short-form content from long-form content. It's a lot harder to create long-form content from short-form content.

The High Converting Content Process is designed to support you no matter what your area of expertise in, or the platforms that you choose to focus on to make content creation as sustainable as possible.

And I'm living proof of this. Again, I have a full time job where I am not able to be online at all when I'm actively at my job. You would never know it though, because following this process, I'm

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actually able to not only create content that is long-form, high-converting, on a consistent basis, but I'm also able to be highly visible in a variety of different platforms.

Like, I am amazed at how many comments I get on a regular basis by people that are just like, wow, I am like so impressed that you're able to generate so much content. And I'm not creating anything new.

I'm literally following my own process and honoring my design, my nature and just what works best for me as a leader and as the owner of my business.

Another thing to consider when following the High Converting Content Process is that you want to prioritize platforms that work with your Primary Content Type. What I mean by this is that once you have solidified what your Primary Content Type is, then investing your marketing strategy into platforms that best support that content type itself.

So let's say that writing is your Primary Content Type. You communicate best when you're able to sit down camera off, mic off, and just literally write out your words. So what you then know is that perhaps for your long-form platform, you can prioritize blogs. Creating SEO-optimized blog posts that you're then able to redistribute to writing-centered social media platforms like Threads or Twitter in order to really optimize and showcase and create short-form content that's able to reach new audiences while still following the High Converting Content Process.

In addition, let's say that video is your Primary Content Type. You can prioritize creating YouTube videos and then taking and redistributing the information that is shared in that weekly YouTube video through maybe Instagram or TikTok, right?

There are so many different ways that you can repurpose this. But what is going to really make the most out of this is prioritizing platforms that are designed to support your Primary Content Type.

Of course, you can repurpose all of your content across all four of the Primary Content Types. But I think that when you are just getting started with this process, it is going to be easiest to just center on your Primary Content Type, and then maybe having one secondary content type that you can adjust to.

But the High Converting Content Process is truly adaptable. You can adjust this based on your amount of experience, energy, expertise, and just the ability to move across all of the content types.

By focusing on your Primary Content Type and centering your High Converting Content Process around that Primary Content Type, you're able to create a sustainable marketing strategy that works for you even when you're not working.

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And so if you want to get my support on how to prioritize your Primary Content Type in your marketing strategy and make it a lot more easeful and sustainable, then I want to invite you to work with me. There are so many ways that we can work together and the best place to check them all out is in the description show notes below.

So definitely check that out and let me know how this episode landed for you, what your Primary Content Type is, and what you think about the High Converting Content Process.

I am so excited to hear from you and I'll see you in the next episode. Bye!