

The Content Box

30 Days of Content
in 30 Minutes



TWO BROTHERS

CONTENT IN A BOX



Leverage one piece
of content to fuel your
entire marketing strategy
for a month with our
proven system.



thecontentbox.com

How to Create a Month's Worth of Content in 30 Minutes

This worksheet will guide you through Two Brothers Creative's proven Content Box system. With it, you can leverage one piece of content to fuel your entire marketing strategy for a month.

Section 1: Research & Planning (The Foundation)

Know Yourself

What does your company do?
(What problem do you solve?)



What is your unique value proposition?
(Why should people choose you?)

Know Your Audience

Who is your ideal customer?

(Create a detailed persona)

What are their pain points, desires, and motivations?

Where do they spend time online?

Know Your Content Landscape

What topics are your competitors covering?

What questions is your audience asking online?

(Use tools like AnswerThePublic or Google Keyword Planner)

What content formats resonate with your audience?

(Blog posts, videos, social media, etc.)

Section 2: Content Creation (The Core)

Choose ONE powerful piece of content:



A podcast episode, a video interview, a webinar, etc.

Make sure it's in-depth, valuable, and addresses a key pain point for your audience.

Repurpose. Repurpose. Repurpose.

Break down your core content into smaller pieces:



Short video clips
for social media



Blog post
excerpts



Quotes for
graphics



Audiograms
for podcast
snippets



Email
newsletter
content

Section 3: Distribution & Amplification

Social Media

- Schedule your repurposed content across relevant platforms.
- Use eye-catching visuals and captions.
- Engage with your audience in the comments.

Website & Blog

- Publish the full-length content (podcast or video) on your website.
- Create a blog post based on the transcript or key takeaways.
- Optimize everything for SEO (keywords, meta descriptions, etc.).

Email Marketing

- Share snippets or links to the content in your newsletters.
- Segment your list to send targeted emails based on interests.

Paid Promotion (Optional)

Consider using paid ads to boost the reach of your content.

Section 4: Track & Optimize (The Fine-Tuning)

Monitor Analytics

- Track views, engagement, clicks, and conversions.
- Which pieces of content are performing best?
- Which platforms are driving the most traffic?

Adapt & Improve

- Use your data to refine your content strategy.
- Experiment with different formats and topics.
- Don't be afraid to try new things!

Need Help?

Let's set up a time to chat

matt@thecontentbox.com



We believe that every business deserves marketing that is *affordable and effective*.



Ready to see real results?

Let's talk about how we can put our proven podcast marketing system to work for you.

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