



engagement-worthy content

HOW TO CREATE CONTENT THAT WILL GROW YOUR
AUDIENCE, YOUR INFLUENCE, AND YOUR BUSINESS

amber romero

CEO OF A CREATIVE CO.

SOCIAL MEDIA CONTENT STRATEGIST

From pre-med major in college...
To a corporate marketing team (a la Mad Men)...
To running a photography business...
And EVERYTHING in between!



outline

01 what is "engagement-worthy" content

02 types of engagement-worthy content

03 engagement-worthy content for your biz



01

what exactly is "engagement-worthy"?

DO WE HAVE ANY OFFICE FANS HERE?

"NECESSARY" CONTENT



ERIN

ADMINISTRATIVE



TOBY

CUSTOMER RELATED



RYAN

PROMOTIONAL

THIS CONTENT WILL GET YOU LIKES, COMMENTS, AND IMPRESSIONS

"ENGAGEMENT-WORTHY" CONTENT



DWIGHT

EDUCATIONAL



MICHAEL

SHOCKING



JIM

COMICAL

THIS CONTENT WILL GET YOU SHARES, SAVES, AND REACH

engagement-worthy content...



contains an element of inspiration, education, or entertainment



draws polarizing EMOTION from your followers that is memorable



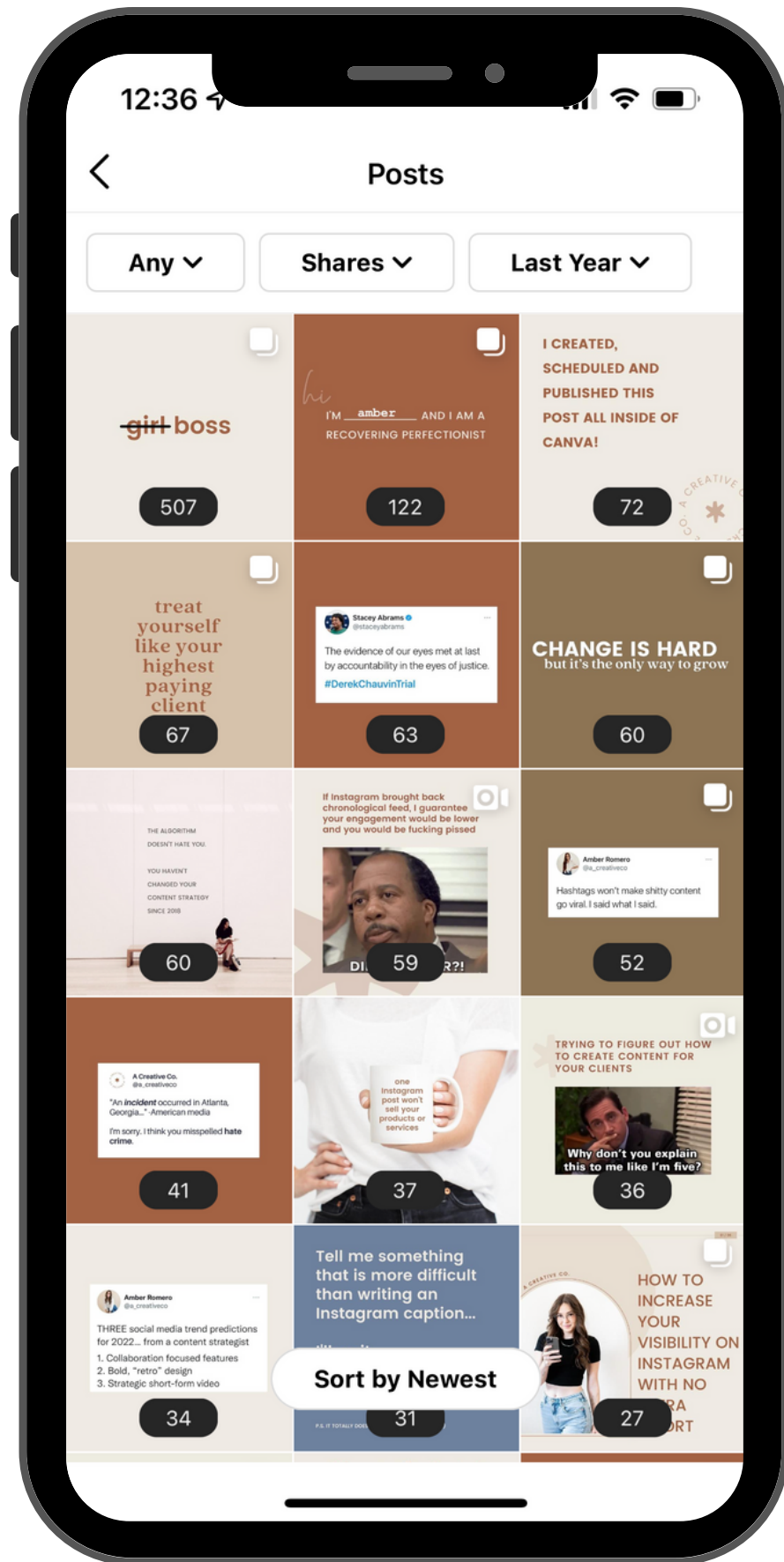
provides your followers with a CALL TO ACTION that they can't resist



02

types of engagement-worthy content

AND WHY I USE THEM SO OFTEN IN MY STRATEGY



01

entrepreneur

noun, plural en-tre-pre-neurs [ahn-truh-pruh-nurz, -noorz]

SOMEONE WILLING TO RISK THEIR OWN MONEY FOR FREEDOM...

RATHER THAN EXCHANGING THEIR FREEDOM FOR MONEY

QUOTES

you can use text on a simple background, create an interactive feature, use an animation, or paste them on image

QUOTES

02

When you finally start using Canva and cut more hours out of your day

MEMES

use GIFs and animations to entertain AND inspire your audience to take action
P.S. these are great for promotional posts ;)

MEMES

03

THREE social media trend predictions for 2022... from a content strategist

1. Collaboration focused features
2. Bold, "retro" design
3. Strategic short-form video

TWEETS

inspire or stir up emotion with your audience, and allow them to resonate with the message you are "tweeting"

TWEETS

SAVED



Tell me something that is more difficult than writing an Instagram caption.

I'll wait.

01 THOUGHT PIECE

use your knowledge as an industry expert to create a graphic or video that will cause a commotion and disrupt the feed.

THOUGHT

3 WAYS TO DIVERSIFY YOUR INCOME AS A SERVICE PROVIDER



02 INFOGRAPHIC

use graphics, charts, icons, and visual elements to explain a complex idea in a simple format for your followers to understand

INFOGRAPHIC

how one video lead to 1,000 new followers and 20 leads

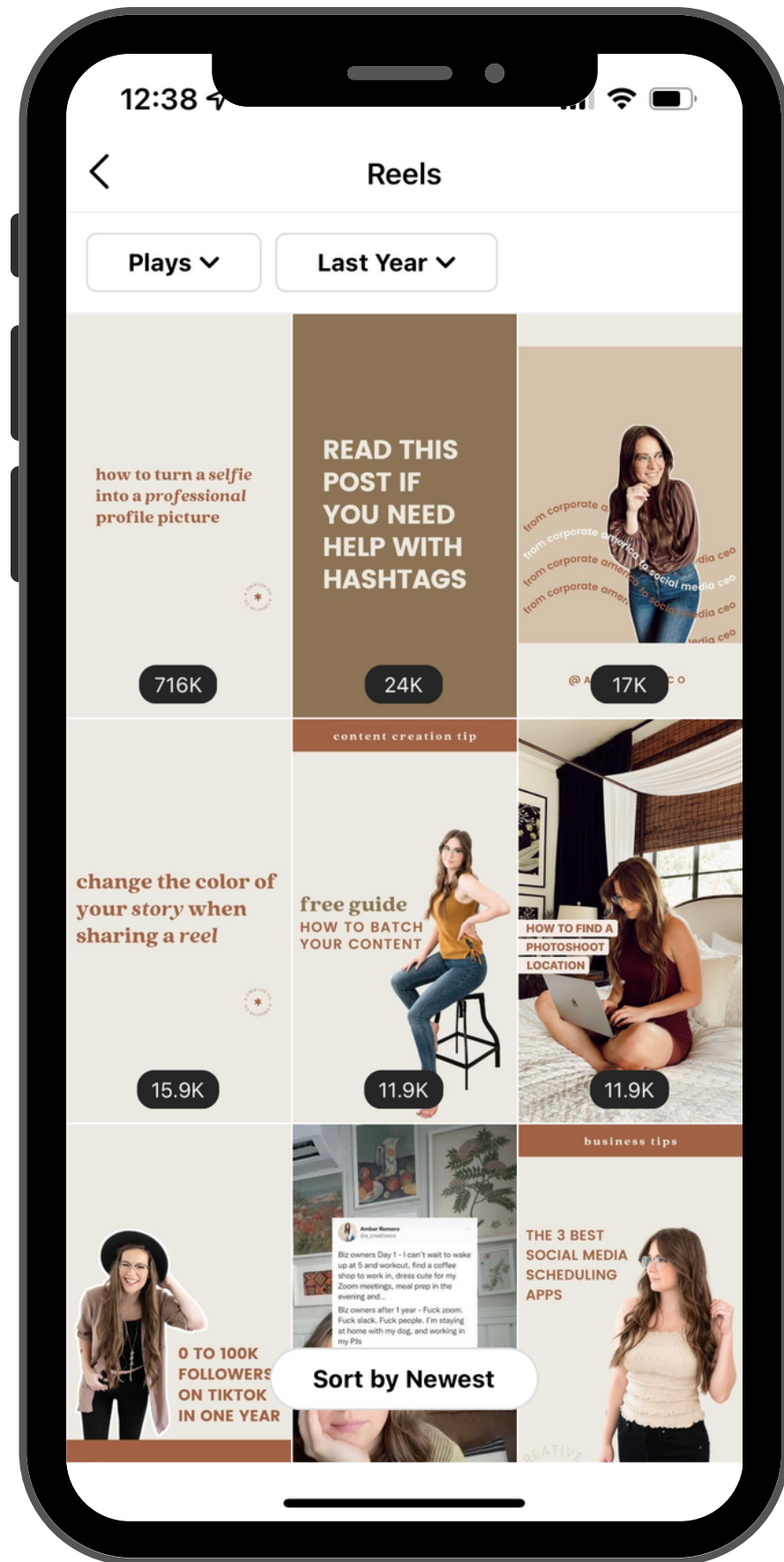
(oh, and 10k new followers on tiktok)



03 CAROUSELS

educate and teach your followers something, and show them that YOU are the expert

CAROUSELS



01 TALKING HEAD

talk directly to the camera and share your opinion, advice, thoughts, and more so that your audience can relate or learn

TALKING



02 TRENDS

use trending sounds to increase your reach, but there will be some level of entertainment (dancing, pointing, etc.)

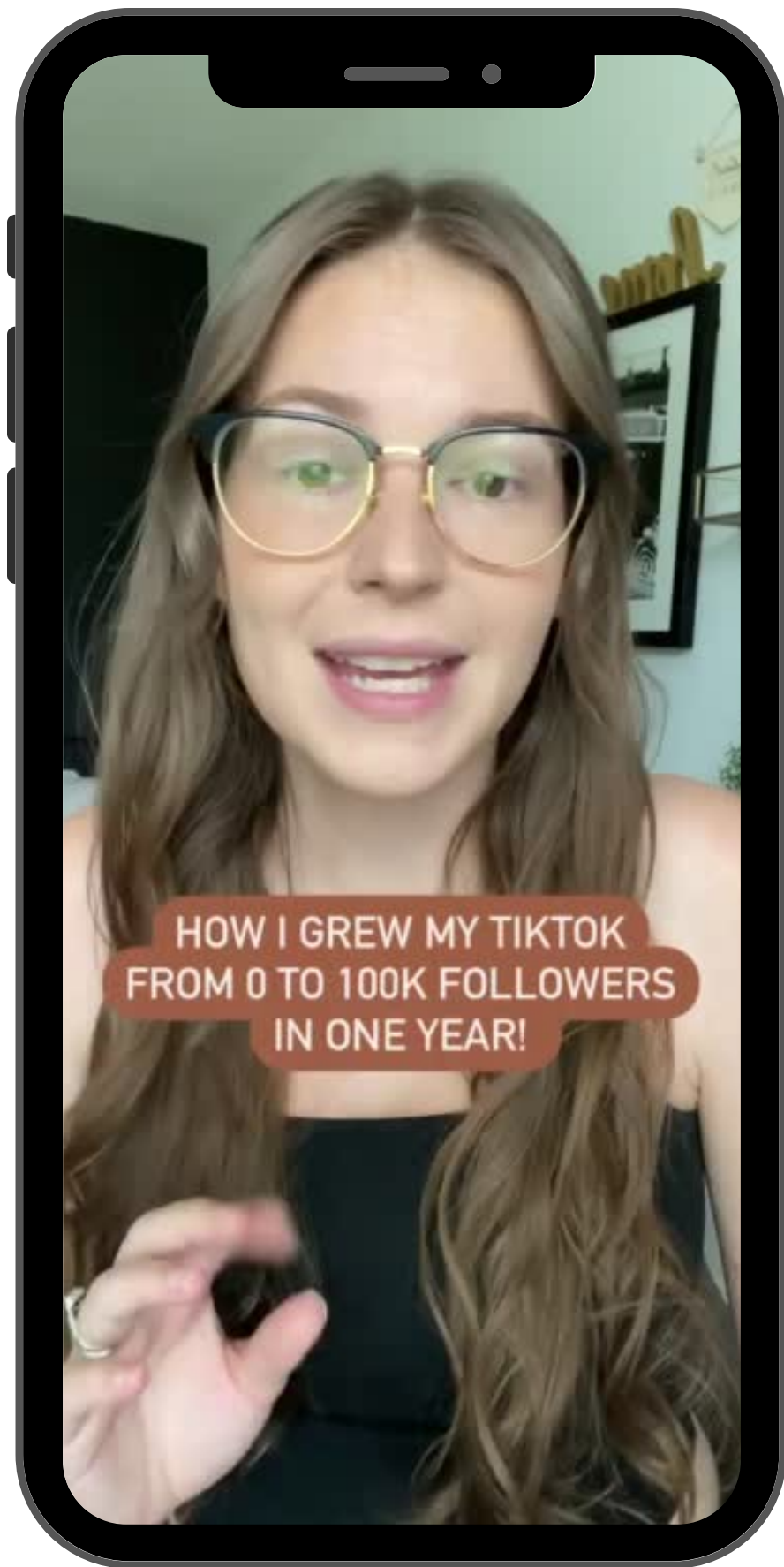
TRENDS



03 VLOGS

use short clips to give your followers a "behind the scenes" look into your business and your daily life

VLOGS





01

TALKING HEAD

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TALKING





POV : you enjoying your job as a social media manager

02

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Q&A

create a series that your followers can look forward to, and provide them with a Q&A session to answer their FAQs

Q&A

02

When you finally start using Canva and cut more hours out of your day



WORK WITH ME

pick a day of the week that you promise your followers to show up and show them behind the scenes of your business and life

WORK

03

how one video lead to 1,000 new followers and 20 leads

(oh, and 10k new followers on tiktok)



PERSONAL

take "in the moment" stories and post more about your personal life... these are some of the HIGHEST performing stories

PERSONAL



03

engagement-worthy content

SPECIFICALLY FOR YOUR REAL ESTATE BUSINESS

engagement-worthy content

CHOOSE ONE FROM EACH SECTION TO INCORPORATE INTO YOUR STRATEGY

SHARES

☐ **#1** QUOTES

☐ **#2** MEMES

☐ **#3** TWEETS

SAVES

☐ **#1** THOUGHT PIECE

☐ **#2** INFOGRAPHIC

☐ **#3** CAROUSELS

REELS

☐ **#1** TALKING HEAD

☐ **#2** TRENDS

☐ **#3** VLOGS

STORIES

☐ **#1** Q & A

☐ **#2** WORK WITH ME

☐ **#3** PERSONAL

resources

01

CANVA

create graphics, videos,
and other visuals for
social media

02

INSHOT

quickly edit and
create videos all on
your mobile device

03

TEMPLATES

use a service like Your
Template Club for
graphics templates



thank you!

QUESTIONS?

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