High-Level Strategy Document: Organic Content, Brand Recognition, Content Strategy, and CTAs

1. The Role of Organic Content in Brand Recognition

- **Organic Content as a Tool**: Organic content refers to material that is naturally shared and discovered by users, such as social media posts, blog articles, or videos that appear in a user's feed without paid promotion. It plays a crucial role in **building brand recognition.**

- **Free Facial Recognition**: Regular exposure to organic content increases "free facial recognition," where audiences begin to recognize the brand or individual. This familiarity is vital for **building trust, leading to higher click-through rates (CTR), improved conversion rates, and the ability to command higher prices.**

- **Audience Engagement**: As brand recognition grows, so does the likelihood of audience engagement. The more frequently users see and interact with your content, the more they will trust and engage with your brand.

2. Tailoring Content to the Target Audience

- **Strategic Focus**: Tailoring content to appeal specifically to your target audience is critical. A popular business owner highlighted a 90-day experiment where they produced general content (e.g., relationship advice, fitness tips) that generated high views but lower conversion rates. The experiment revealed the need to focus on business-related content to attract high-quality leads.

- **Relevance and Resonance**: Content should not only be high-quality but also highly relevant to the audience's needs and interests. **Relevant content resonates with viewers, encouraging them to take the next step**, whether that's making a purchase, signing up for a service, or continuing to engage with the brand.

- **Content Adjacency**: In the business owner's case, topics like personal development, productivity tips, and time management are considered adjacent to business content. While they are broader, they still attract the right audience, ensuring that the content appeals to potential customers.

3. Repurposing Content Across Platforms

- **Maximizing Content Reach**: Repurposing involves adapting content for different platforms, maximizing its reach and impact. For example, a successful LinkedIn

post can be turned into an Instagram reel, a YouTube short, or expanded into a long-form YouTube video.

- **Efficiency in Production**: Repurposing content allows for consistent, high-volume production without the constant need to create new material. This approach ensures a strong, consistent presence across multiple platforms.

- **Recycling Content**: Top-performing content can be recycled, especially on platforms like Meta Reels, TikTok, and YT Shorts, which have shorter memory spans. Recycling ensures that new followers see your best material and continue to derive value from it. Consider this your "greatest hits" collection.

4. Effective Use of Calls to Action (CTAs)

- **Ads as Primary CTAs**: In an evaluation of brands across different industries doing over $100m in ARR, (SaaS, brick and mortar, tech, healthcare etc.) they all tend to keep CTAs out of organic content, using **ads as the main vehicle for calls to action**. This strategy allows organic content to focus solely on providing value, with ads handling the "ask" (e.g., asking viewers to buy a product or sign up for a service).

- **Zero CTAs in Short-Form Content**: For short-form content like TikTok or Instagram reels, a lot of these same brands practice a "zero CTA" approach. Embedding CTAs in this content can hurt engagement and reach. Instead, CTAs are placed in descriptions, first comments, or profiles, allowing interested viewers to take the next step without detracting from the content's value.

- **Flexible CTAs in Long-Form Content**: Long-form content, such as YouTube videos, is more tolerant of CTAs. Viewers of longer content are more open to direct asks. The idea behind it is that providing a long form piece of content that provides value is one of the best "gives" you can do as a brand. Thus, the viewer is more receptive to a CTA to reciprocate the value you provided. CTAs in long-form content often involve offering something free, which feels more **"give" than a "take."**

- **Relevance and Integration**: The success of a CTA depends on its relevance to the content. A well-integrated CTA feels like a natural extension of the content's value. For example, after discussing a topic, the brand might offer a related free resource, aligning with the audience's interests. (another example: a video talking about the importance of paid ads for your business may be accompanied with a CTA to add your email to a newsletter to receive a free 20 page paid ads playbook that the speaker uses for their own business)

- **Different Strategies for Different Platforms**: Platforms like Instagram Stories are more appropriate for CTAs, as they don't seem to hurt reach. One or two CTAs per week in stories is considered acceptable. Multiple avenues for CTAs, like descriptions and first comments, are used in short-form content where direct in-video CTAs might be less effective.

- **Balancing the Give-Ask Ratio**: The "give-ask ratio" is central to a brand's strategy. The goal is to provide as much value as possible before making any asks. By offering free content and resources, goodwill is created, making the audience more receptive to CTAs when they appear. (If all someone does is help you with something relentlessly and does this for a long while, as long as the information they give you is actually helpful, at some point you will want to return the favor and ask "how can I repay you? This is when you make your ask, your CTA)

- **Case Study – Organic vs. Paid CTAs**: These 9 figure brands tested more general content and found that while it generated more views, the conversion rate to high-quality leads was lower. This led to a shift toward **business-related/brand related content,** which is more aligned with their target audience and ensures that any CTA included is relevant and more likely to convert.

5. Effectiveness of Different Content Types

- **Meta Reels/TikTok**: Effective for reaching new audiences. Instagram's algorithm promotes reels to users who don't already follow the creator, making it a powerful tool for expanding reach. However, photo posts are better for engaging with an existing audience.

- **YouTube Shorts**: Similar to Instagram reels, YouTube shorts are effective for broad engagement. However, there is a distinction between short-form and long-form content viewers, meaning shorts may not always convert viewers into long-term followers.

- **LinkedIn**: A combination of video content and valuable text-based content/threads are the best way to have a mix of dynamic content especially for a B2B brand. The amount of reach you can get on posts is still undervalued, making it a priority for B2B brands to have a consistent posting cadence on this platform.

- **Content Type and Audience Preference**: The consensus for a top tier strategy involves creating content that leverages each platform's strengths while

experimenting with different types to determine what resonates most with the audience.

- **Concluded Experiment with Scheduling Posts**: In a concluded 12-month experiment on post scheduling, the brands tested the impact of scheduling posts through third-party apps versus posting natively on the platforms. **They discovered that posts scheduled far in advance via third-party tools experienced significantly lower engagement compared to those posted natively or scheduled for the same or next day.**

  The platforms seem to favor accounts that **post directly from their apps**, rewarding them with better engagement. Additionally, posts containing links that redirect users to other websites also saw a decline in engagement. The key takeaway is that native posting on social platforms is optimal for maintaining high engagement, with minimal difference observed between posts scheduled on the same day or next day through third-party apps and those posted natively.

- **Links in Post Copy:** In the same experiment, it was also found that **including links directly in post copy significantly decreased engagement**. Meetings with department heads at LinkedIn, Meta, and TikTok revealed that posts containing links in the copy are often "shadowbanned" by the platforms. This practice aligns with the platforms' goal of keeping users engaged on their sites for as long as possible. When links lead users off-platform, those posts are less likely to be shown to a wider audience, or even to the creator's existing followers. However, placing links in bios, stories, or as the first comment on a post proved to be much more effective in maintaining engagement and reach.

Conclusion

A brand's approach to content creation and CTA strategy is highly strategic and data-driven. By focusing on building brand recognition, tailoring content to the target audience, repurposing content across platforms, and carefully integrating CTAs, they create a cohesive and effective content strategy. This approach maximizes audience engagement, builds trust, and drives conversions, ensuring that the content not only reaches a broad audience but also resonates deeply with the right people.