

# 5 WAYS TO MAKE SURE YOUR CONTENT IS SOCIALLY SHAREABLE

CRITICAL INFORMATION YOU NEED TO  
KNOW TO MAKE SURE YOUR  
SOCIAL POSTS GET SHARED. GET ANY  
OF THIS THIS WRONG AND YOUR  
CONTENT WON'T GET A SECOND GLANCE.



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# 01 Introduction

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Creating good, original and shareable content takes time. You need to plan and outline how your content is going to flow from beginning to end. You need to carefully consider how your target audience is going to receive your content.

Will they like it enough to share it with other people? Or will they ignore it just like the majority of the content they encounter online?

Since crafting good content is usually time-intensive, you want to maximize and make the most of your content. Give it more mileage, so to speak.

The best way to do this is to repurpose your content into various formats. Not all platforms are going to accept text-based content, so you must adapt yours to whatever type is appropriate.

Here are five different ways you can make sure your content is socially shareable.



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# 02 Know who you're writing for

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Accurately defining your target audience is critical for social media success.

You can have the most amazing content, but if you're putting it in front of the wrong crowd, then guess what? It's not going to get shared with their friends, colleagues and business contacts.

The best way to truly understand your target audience is by making it your top priority to develop their "buyer persona(s)". An accurate buyer persona is the cornerstone of all good content and will guide your content creation going forwards.

So, what is a buyer persona?

*"A semi-fictional representation of your ideal customer based on real data and some select educated speculation about customer demographics, behavior patterns, motivations, and goals."*

Your buyer persona should be specific and contain such information as:

- **DEMOGRAPHICS** – gender, age, income, marital status, location.
- **BACKGROUND** – job, career path, family, education.
- **PAIN, SUFFERING, WORRIES, FEARS & ANXIETIES** – long term & short term.
- **PLEASURES, DESIRES, WANTS, NEEDS & ASPIRATIONS** – long term & short term.
- **INTERESTS**

In fact, you should include any pertinent information that helps you deeply understand a prospect and what might trigger them to respond to your specific “call to action”.

# 03 Write attention-grabbing headlines

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Headlines are one of the first things people see. If you craft your headline just right, then you can expect people to click on through to your post. This is why click-bait headlines get a lot of clickthroughs - they bait people to click on the link.

While many people are irked by click-bait headlines, there's no denying that it's a very powerful device. Now, I'm not suggesting it's a technique **you** should use, but your headlines must grab peoples' attention.

Here are a few more important points you should think about, so you can craft the perfect headline each and every time you write one:

## **Your headline should be specific**

Your reader should be able to tell at first glance whether the content is relevant to them. If you use vague and general headlines, people won't know for sure if what you're writing about fits them. They'll have a dilemma in their heads – should I click or not?

You'll probably get a few clicks using a general headline, but people are far too busy to waste time reading something that's not right for their needs.

So, even if you do get clicks, people are not going to be interested in reading the whole article. And, they certainly won't even think about sharing it.

## **Your headline should be unique**

If your headline is worded like everybody else's headlines, then you're really not doing yourself any favors. If you want to grab people's attention, then use a headline that's

different from the rest of your competitors.

To find out what your competitors are doing, check out their articles and blog posts, follow them on social media. Then do your best to do a much better job.

### **Your headline should let your readers know what's in it for them**

A good headline will tell people right away if they'll learn anything from reading your content. This is why having a specific headline is key.

It not only gets you clicks from the people you want to click on your post, but more importantly, you're getting a response from the people you actually want to target.

### **Your headline should play to a person's fear of missing out**

The fear of missing out is very real – this is why many marketers and business owners create a sense of urgency in their products.

For instance, they'll tell you the product will only be on sale for the next 24 hours, or only the first 100 buyers can apply a limited discount code.

Whatever technique you use, make sure you actually mean it. Far too many unscrupulous marketers use this tactic to try and get people to buy their products at a 'discount.'

# 04 Provide plenty of value in your content

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The more valuable and helpful your content is, the higher the chances people are going to share it with others they think will also benefit from it.

For example, if you've written a detailed guide on how to prevent getting a virus on your computer, and you took the time to write something original and not just regurgitate content on the Internet, then your readers will be more likely to share it with their network. Otherwise, no one's going to give your content a second glance.

One of the characteristics of valuable content is that it is highly actionable. It should tell the reader exactly what it is they need to do. It doesn't have to be a detailed and step-by-step breakdown, but it should at least point the reader in the right direction.

Providing value should be the first thing on your mind. Before you create something, think about how people can immediately benefit from it.

Make it easy for people to share your content by giving them something that can really help them. Something they'd be happy to share even if you don't ask them to do so (but you really should).

# 05 Use high-quality photos and videos in your content

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As much as possible, you want to use photos or even videos in your content. If you can avoid it, try not to use stock photos - use original photos instead. This not only helps you look more authentic to your audience, but it also provides a refreshing look at your brand and your business.

If you prefer stock photos, that's okay. There's no problem with using them but be aware your audience may have already seen the same images in countless other posts online.

Here's another alternative you may want to consider. It's going to entail extra work, but it could earn you major points in terms of widening your brand's reach and exposure.

I touched on the benefits of repurposing content earlier on. If you want to make the most of your work, then you may want to repurpose your content as soon as possible.

For instance, you just finished writing a 2,000-word blog post on social media marketing. You can create a short video on the topic which you then upload to YouTube to get views there. Don't forget to also embed the YouTube link in your blog post.

Additionally, you can create photo quotes of the most important points in your post, and you can then encourage your readers to pin the images on Pinterest.

It's going to take you longer to publish your blog post but think about the many additional platforms on which you can publish a version of your content.

# 06 Make it exceptionally easy for your audience to share your content

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You've made the most comprehensive content on an important topic in your marketplace. You wrote a killer headline that's bound to generate a high clickthrough rate among your target audience.

But, you notice that it's not getting a lot of traction on social media. There's probably a few reasons for this.

Did you make it easy for your readers to share your content?

By 'easy' I mean did you install a social media plugin that allows people to share your content to their favorite platforms with just a single click? If not, then you need to add it right away.

People are not going to be copying and pasting your website link to their Facebook posts to let their contacts know about your awesome content. They're not going to be manually sharing your post with anyone unless you make it easy for them to do so.

If you're using WordPress for your site, then you simply need to install any of the popular social media plugins that allow your users to click and share your content.

Make sure your social sharing icons are in a highly visible spot. Don't make them blend too much with your background color or image, if you have one.

Then don't forget to ask your readers to share your content. Having an appropriate call to action is important, so if you want people to share your content on social media, then ask them to do so.

# 07 Final words

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Having a solid social media presence and promoting your content on the top social platforms is more important now than ever. Businesses are exploiting the benefits of having a solid online presence, and you need to stay ahead of the pack if you want to get your share of new leads and customers.

There are plenty of social media platforms for you to choose from. While it may not be possible (and I don't recommend you try) to have an active presence on all of them, you can certainly make it easy for people on the sites you target to share your content with their network of followers.

Your very best content may not get shared as much as you want initially. But, if you know it can help a lot of people, then you may need to get out of your comfort zone and reach out to top influencers in your industry.

If your content is as valuable as you think it is, these influencers will be more than willing to share it with their own followers.

*Les Blythe Digital Marketing specializes in delivering Digital Marketing & Copywriting Solutions for Tech Companies and Startups.*

*If you need marketers who actually understand the tech, you can get in touch by emailing [les@lesblythe.com](mailto:les@lesblythe.com) or on our website at:*

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