

# Shake Up Your Content Marketing Education with These Surprising Tips- Transcript



00:00 *SPEAKER\_03* DLake recreates. If you're not learning, you're dying. All facts, zero lies. You might say, but, but, but, the content marketing space is so crowded. How do I find out about the latest and greatest new marketing trends? Well, find out the answer to that and get great tips on revolutionizing your content marketing on this episode of Digital Ninjas at DLake Media. Hey, I'm Darren Lake, and welcome to this podcast series collaboration between Digital Ninjas, DLake Creative, and Podpaste. We're on a mission to supercharge your brand, company, or organization, and help you change the world through digital strategy, training, and insights. Each episode, we answer questions and talk about one specific idea to help you market and run your business better. And we do that by making them easy to digest, short, and concise, because we've all got a business to run. What is this series about? And it's actually a panel discussion that I ended up being a part of that was really awesome. And I was joined by Natalie Rafa, who is the founder and CEO of SplashUp, which is an e-commerce software company. Also Jensen Glier, who is a growth hacker extraordinaire, absolute wizard. And Brendan Hill, who's another content creation wizard. And he also is a venture capitalist investor. And then obviously myself, I was a part of it. Darren Lake, D-Lake Creates. I do a running fitness brand. So what will you learn in this episode? Learning by doing, understanding your platform and the

best way to do it, the power of non-marketing content to help inspire you to do your marketing content, how and why you should content stack starting from the podcast, and much more. Let's get into it.

*01:49 SPEAKER\_02* I wanted to move the conversation to marketing educational resources. So it's great because I always can come to you three in your specific areas for new marketing knowledge and, you know, I can always find out what's working on the front line. But what other marketing resources, I mean, who do you guys learn from, any specific communities or sites?

*02:10 SPEAKER\_00* You're gonna laugh, but I actually, I don't know how this might come across, but I love Twitter. I think there's so much good content there, it's underrated.

*02:20 SPEAKER\_03* The first Australian to love Twitter that I've ever met.

*02:23 SPEAKER\_00* I mean, I don't tweet, I'm more of like these lurkers on the outside usually, but it's such a good place to you know get short form content on the things that you want and the things that you like and marketing is big you know like you can you can go niche and follow like an SEO blog with some guru or you can go like really you know wide um but Twitter is one thing like I that I love um I've also love if you're sort of like depending on what your goal is if you want to learn the basics then something like getting certified like Google um there's lots of um things around like SEO and like analytics and understanding that. So it depends on what you really want to learn. And if you want to go niche, then there's different ways that you can learn. You can do courses, or you can even subscribe to newsletters. There's a really good one called Irene, or something like that. I can send it to you later. But it's a vast place. And for me, it's going the DIY sort of approach of being all across different things, and also learning by doing. So that's it.

*03:24 SPEAKER\_01* Yeah, I agree. There's like the fundamentals that you need, such as, you know, understanding each ad platform. Most like social media platforms will have their own education process for understanding how to utilize and get the most out of it. Facebook, Google, everything else. But I think for more the nuanced stuff, you want to look at additional marketing micro-influences and you'll find those on TikTok. You'll find, I'm very adamant about TikTok because you've got to look at what's the next fastest growing social media platform and how do you take advantage of that platform's actual growth. And at the moment TikTok's on the rise. It's going to be on the rise for quite some time. Every other major platform's following it with short form content. So going with the trend is the best way to go. For additional resources, there's a myriad of stuff. For your long-tail stuff, I'd look at medium.com because normally you have like professionals that are writing long-form blog site content. Substack has a number of different bits and pieces that could be great. But realistically, just search via hashtag, jump on the TikTok and start watching.

*04:37 SPEAKER\_02* We'll put a link to your TikTok channel, Jensen, in the show notes as well. Some great short-form content on there.

04:42 *SPEAKER\_03* I'd say it's personal. And again, I consume things differently. I realize that most people are saying the same stuff. And as far as like new trends and new, new, new, everyone's gonna be reporting on the same thing. So I follow, I think three, I like newsletters. I love newsletters. Even though I am a podcaster, I have a podcast production company. I'm an audio guy. I actually don't listen to podcasts that much. I'm very particular. One, because my ear space, my, uh, all my, you know, just it's, it's all being taken up cause I'm making stuff and, uh, very particular. And also sometimes you just don't want to learn. I just want to be motivated and influenced by. Disney Marvel movies. So Marvel, not really Disney. And then sometimes I'll apply the story concept. So I actually look to other places to get inspiration and then learn how to be a better marketer, a better storyteller, a better creator. I think it's more like frameworks. I guess I am given the framework right now. Subscribe to two, maybe three in whatever platform you like your content, your educational content. So again, I like newsletters. The only marketing podcast I listen to is Marketing School because the format is borderline genius. And even though the quality is not really where I'd like it as far as like the production quality, their actual content quality is good. Those are two different things. It's just a marketing school by Neil Patel and Eric Hsu. And they just, in five to seven minutes, they just give you value. Like, bam, bam, it's just value on top of value. And it's just like, here's a bunch of experience that we have and knowledge, take it for free, run with it. And I'd say that's probably it. And blogs are kind of dying. No one's really subscribing. I used to love the RSS feeds, and you get the blog. But because of podcasts, because of short-form content, because of media, because of LinkedIn, most blogs are now on all of these platforms and publishers. So yeah, you just need to follow a couple, and you'll start seeing the general trends. They're all saying this over here. Cool, implement it. If you love one, stay with that one. You don't have to listen to every single one.

06:52 *SPEAKER\_01* Actually, this is a little subject change. In regards to sort of creating content, I think it's paramount to maybe take an approach like you're creating content like a comedian. You're going to have jokes that are amazing, you're going to have jokes that are fucking terrible. So most people get a bit scared about what they put out there that it's like, it's not good enough, it's not polished enough, it needs this and this and this, someone's going to hate it, blah, blah, blah, blah, blah. Like with everything, never enter the comment section, don't worry about your haters, just put it out there and base it on engagement. Good or bad engagement, as long as you're getting that exposure and be willing to try new pieces of content. Whether it's generating content using AI, whether it's generating content that's polished or unpolished or whatever, or different styles, you know what I mean? Like throw something out there, try an animation, you know, just see what sticks and don't be afraid to do it because that's the whole approach, it's experimentation.

07:55 *SPEAKER\_00* And it's hard for everyone. I was attending an event where there are really large brands. And you'd think on the outside, they're probably just sipping

tea all day because they don't have to worry about their audience engagement because they're that big. But they're really stressed on the inside. They're like, we don't know what content would work. We don't know if this engagement is going to be high enough or not. And so if you're an SME, don't feel like, oh, I haven't figured that out yet. everyone has the same sort of a problem and even like the big guys they're constantly thinking about how do I do this how do I do that and you know it's it's a it's a it takes a lot of creativity it takes a lot of persistence and I have a lot of respect for people who constantly push out content like on TikTok because it's video and it takes a lot of effort. And so I love, I'm impressed by the amount of engagement there is, like creators that are shipping content. But like, yeah, I think it's definitely a hard game. I would be curious to see how that evolves from there. Will TikTok always be a thing? Will video, is that like a short term thing that we're going to see? Or what's next? You know, like this is where it's like, that's where it gets spicy. What's next?

*08:58 SPEAKER\_01* What's next? OK, we're talking about what's next.

*09:01 SPEAKER\_03* Oh, hold on, hold on. Before you talk about what's next, because I want to stay on this. It's just a random tip that I've realized with my brand, how I can scale and automate things. So go back to the whole thesis of all of this, which is how to use automation tools. What I do, because I have long-form content and I'm actually good at it, whether it's a long blog post or a podcast, Usually, you know, five, 10 minute, that's when you get in a long form territory, so YouTube videos are perfect. If you're sitting on that and you create that, you most likely now have segments in there, and now you have multiple pieces of short form content that can go out in so many different formats. Obviously short videos, so if you recorded a video, you recorded a podcast, you now have multiple short videos, so I think I have my personal podcast, I've gotten it down to about 10 to 20 minutes now per episode, very marketing school style. And within that, especially if we do a listicle, you know, top eight things to run your best 5k, blah, blah, blah, that type of stuff. Now I have minimum eight pieces of short form content, plus, you know, a little side rant that we do, a little story, and then there might be an infographic in there. And there also is going to be, obviously, quotes. So this is Gary Vee's 68 pieces content stacking or pillars. So just as far as automating, if you record it once and you've already done the pre-production, all you got to do is edit it and make sure you're thinking about future content. And you technically have scaled. You don't have to sit there and go, oh, I need to think of a quote, and I need to think of an infographic. So that's one cool hack that I am very grateful my super analytical, obsessive-compulsive, process-driven brain does very well, which is chop things up. But think about in the beginning that I'm going to chop it up later.

*10:43 SPEAKER\_00* I think this is, that's, I would love to read a blog article on like how you do that. I mean, like, how much time does this take up during, like, you know, how long does it take you to do all of this? Because, like, let's say you're a, you know, you're selling candles or like you're a plumber, you know, like, how do you then adjust,

like, this sort of, you know, chopping different sort of content and and and adjusting it to what you need and how much time you can dedicate because Obviously, it takes a lot of time to even think about the stages Like do you have a particular sort of like, you know?

11:15 *SPEAKER\_03* I don't know tips on how one can be consistent and and and continue building up on those habits Yeah I'll do a quick version because this is a episode in its own self and I will definitely put this out It seems like there's interest in it The pre-production or the ideation and like basically how long I spent figuring out the, you know, doing the brief for this panel discussion, that's where if you're going to spend the most amount of time, do it there. And you'll have an idea of what it needs to be chopped up into. You probably or whoever was there helping you do that should be doing the editing of the content. So not saying like if you're not an audio editor or video editor, give that to an editor to do like the actual editing of it. I'm talking about like the editorial creative editing where you go through it, maybe go through the show notes of your podcast. You're trying to figure out what's the points of this blog post or the video. You know, YouTube now has the segments of where you can click through, which is great because it breaks up into little pieces. Then you've already done that list in the beginning, in the pre-production phase. You then are just looking for that at the end. And it gets faster. The iterations, you know, it's like anything. I've gotten so much faster. And then you can, once you figure out, you know, you do it well once, then you can 5, 10x that up by bringing in, again, a video editor. You can bring in someone to do that content editorial edit. Obviously podcast editing, you can have someone do the infographics. Timed it all from beginning to end and I think a podcast episode takes me anywhere from like seven to nine hours if I do everything myself plus all the promotional materials plus all the you know, the email newsletters and all that stuff and Now I've got it down to about two to three hours and that's me actually hitting record and recording it I I edit it myself because I'm an audio editor. So I'm a producer. I'm really quick with that tool. But I give the video editor all the video stuff. I have all these other people on my team helping me out with all the other itty bitty stuff that took the other five, six hours. So that's a quick one. Sorry to derail. I know you wanted to talk about the future. Do you want to talk about the future?

13:21 *SPEAKER\_01* Let's talk about the future. All right. Actually, back to that. If you are sort of like a plumber or whatnot, generally speaking, content around education of tips is going to be your best friend. So like you're a hairdresser, this is how I do this style, showcasing, you know, if you do like cosmetic tattoos, okay, this is my particular technique. A plumber, you know, This is me on a job site. This is the job that we're doing today. Even just sort of like ad hoc content like that is perfect. You don't always have to over plan it. It's great to plan it if you have the time, but if you have limited resources, ad hoc is just on point. You know what I mean? You've got to think like, what's the best I can do with what I've got?

14:05 *SPEAKER\_03* And that's the exact opposite of what I'm doing. I really like the pre-production phase. So I love the researching and I love the planning. Some people

hate it. Some people are just like a guy that I know. He wakes up and he just posts whatever he can. And that works for him. So my way is a certain way. It allows me to have more content later, though. And then there's no stress later. 60 pieces of content that I'm sitting on that I'll spread out over the course of three to six months and also I'm not Rehashing stuff, you know, oh I ran out of stuff for this month. Let me rehash from last month I think I rehashed my my content which is repost maybe every nine to twelve months So I've got that much of a of a back catalog and I'm being as comprehensive as possible So it's like yeah, it's anxiety and stress and work now for less anxiety and stress later Whereas, you know, maybe if you're a hairdresser or whatever, you're just posting you might have that like stress, but you might like that I don't like that So everyone's different.

*14:58 SPEAKER\_00* It's so interesting because it's kind of like a Venn diagram in terms of coming up with ideas. You've got the why we do it, how we do it, and who we are. And if you take these three angles and map out different ideas around each bracket, you come up with so many ideas around what we can do. If you're a plumber, Like, why are we doing it? It could be like talking about, you know, the story or like, you know, the motivation or like, you know, the story of how plumbing even started. Like, I'm pretty sure many people would tune into that. But if it's sort of like, you know, how, you know, how do we do it? It's sort of like, you know, about tips and educational process. I think like one of the frameworks that I like to go by is like, you know, the how, the what and the who. And, you know, that sort of like gets my brain just flowing with ideas around what we can do.

*15:39 SPEAKER\_03* All right, thank you so much for listening. Really appreciate it. You know the drill. Make sure that you like, follow, subscribe, depending on wherever app you're on, whether you're listening to this as a podcast or you're watching it on YouTube, LinkedIn, wherever you get this. It really helps us get the word out. And if you're feeling this and you've gotten some value, please make sure you share this with someone that you know. And we'll see you on the next episode.