**content making**

Content is information that is useful or somehow meets the needs of the audience, content can be expressed in various forms. In general that's all you can read, see, hear.

Content can be expressed through any medium such as speech, writing, or any of the various arts for self-expression, distribution, marketing, and publication. Typical forms of content creation include maintaining and updating websites, blogs, writing articles, photography and videography, online commentary, maintaining social media accounts, and editing and distributing media.

Content within media focuses on the attention and how receptive this attention from the audience. Circulation brings the content to everyone and helps spread it to reach large audiences. It is a process in which anyone who encounters any type of content will go through a cycle where they encounter the content, interpret it, and will continue to share it with other people.

Considering the content differentiation we should start with **classifying by type**.

So far, content is divided into: text, graphic, video, audio content. By purpose, it is informational, commercial, selling, news, entertainment, educational, as well as user and author's, reputational and interactive content. It can be paid and free, in private or open access. In general, it is very multifaceted in content, method, type of presentation and placements, serves different purposes and is created for its own audience. Let's look at everything in detail.

*Graphic* - these are any images: photos, drawings, graphics, infographics. Graphic web designers, artists and photographers are professionally engaged in this.

*Audio content* is what we can listen to: audio books, podcasts, and other audio files.

*Video content* - information submitted in the form of video: films, videos, video reviews, amateur and professional video posted on the Internet.

*Text* is any information in text format: reviews, articles, comments, social media posts, etc.

*Single-format content* is becoming rarer, videos are supplemented with descriptive texts, and texts are inconceivable without pictures and graphics.

By **location**, content is distinguished for: blogs and video channels, online stores, aggregator sites, and satellites, news and information portals, large media channels, specialized sites, social networks, audio and video hosting, photo stocks. Depending on the format, placement, purpose and audience, the best ways of presenting content and editorial policy are selected.

After all, this is a powerful tool for promoting any business, whether it is a handmade business or a large high-tech corporation.

**Content types by purpose:**

Any content is designed for a specific purpose.

*Commercial or selling* - its purpose is to sell in any way, through direct advertising, presentations of goods and services, thematic collections, commercials, ads and banners.

News content is not only about politics and global world events, but also about the news of companies and individuals.

*Educational* is videos, articles, instructions, and narratives designed to teach something, whether it's changing a baby's diaper, building a home, or creating a harmonious relationship.

*Cognitive or informational* - helps to learn more about the world and its representatives. These are dictionaries and encyclopedias, fascinating documentaries and the like.

*Entertaining* - respectively, created for entertainment purposes. These are games, funny videos, pictures and memes, as well as entertaining texts, narratives and more.

Interactive or involving - aimed at active interaction with the target audience. These are discussions, auctions, polls, contests, sweepstakes, quests, battles and many other interesting things.

*Reputational or PR content* - helps to convey the purpose and mission of brands, companies or public figures, and create a certain image, causing the desired reaction or action.

*Storytelling* is about telling interesting and compelling stories.

*Situational* - congratulations on holidays, coverage of various events.

UGC content or user-generated content is created by active users of the Internet space. These can be amateur videos and photos, comments and reviews, as well as author's blogs and channels.

According to the **style of presentation**, content can be: expert, motivational or inspiring, communicative, provocative or author's.

It is not uncommon for the content to be mixed, for example, an educational video can be served in an entertaining format, and brand reputation is built using customer testimonial videos. Social media posts usually contain an image and text.

What is **a content plan**

Some companies and public figures create content spontaneously or ad hoc. However, the best results are achieved by those who use the content plan. What does he represent? This is not just a random list of planned publications, but a well-thought-out strategy for presenting information in the first place. Do you have a plan to capture the Internet space for your own purposes?

What does **the content plan include** to be a successful one?

First of all, this is a list of those useful things that you need to convey to the visitors of your resource. Then you need to decide on the submission format, placement and time of publication. To get the maximum profit from the invested work, every moment must be clearly thought out. All data is entered into a table with which it will be convenient to work. Google Sheets help with teamwork.

The table will have several columns: publication name, submission format (article for the website, post on social networks, video on YouTube), time and place of publication, short description for the artist, column for KPI, column for notes and comments. A content plan is developed for a week or a month, sometimes for a year, if there is a long work to be done on the material. If a post for Instagram can be created in a day, then an expert article is prepared in a month, and it takes even more time to create video materials. It’s good to have a newsbreak calendar for the content plan. It reflects significant events in the life of the company, as well as various social and cultural events, holidays, events, celebrations. So it will be visually visible by what date it is necessary to prepare the relevant material, whether it is a congratulation for partners or customers, or coverage of news from the life of the company. You definitely won't miss anything.

**What content is in request?**

**Algorithms, techniques and methods for *creating various types* of content that are in demand by the audience.**

Content is the building block of any media resource. The fundamental aspects of development and resource metrics depend on its quality: recognition, coverage, traffic, conversion and commercial profitability in general. Overall, content is the component that attracts the consumer, so it is so important to be able to work with it correctly in today's media and business realities.

If the information is useful, evokes emotions and encourages a targeted action (purchase, subscription, like, rating, engagement), then the content is of high quality. If the material is of interest to a huge number of users and has the potential for self-replication, then this content is viral. At the same time, users independently and voluntarily actively use sharing buttons (tell friends, share, send etc.). We can conclude, that it is the viral content that is the pinnacle of marketing skill, which means “sharing” in the professional slang of marketers.

No matter what type of content you want to create (types from the above), the materials used to create viral content should be as useful and engaging as possible for users. Futher, I will provide the author's technology for creating shareable content, which includes **8 practical tips**, namely:

1. Create content based on the interests of the target audience. To do this, you need to define:

-category of users (housewives, students, engineers, etc.);

-place of residence, work and leisure;

-consumer needs (entertainment, work, leisure);

-the format and content of the information that the target audience needs.

1. Headline should grabs attention. Remember that the modern pace of life requires bright and catchy names. Try to use:

 -curiosity, for example, “What have you long wanted to know about women's health, but were embarrassed to ask?”;

 -figures, numbers, for example, 36% of respondents noted that they pay attention exclusively to the numbers in the headline;

-questions, for example, "What color dresses do blondes prefer?";

-the answer to the question "How?". "How to secure your business: the causes of the financial and economic crisis."

1. Differentiation from competitors through uniqueness and/or originality. It is important to find your chips (humor, ability to predict, comparative reviews, characteristics, etc.).
2. Challenge the audience to emotions. In the process of creating a content plan, you need to pay attention to regular emotional posts. At the same time, remember that a positive outburst of emotions contributes to the viral dissemination of information.
3. The right combination of visual and textual material. If you are mixing different types of content, make sure it stays engaging and is not overloaded with convergence.
4. Competent presentation of information, which implies that it is convenient to use.
5. Track your market segment based on analytics. Follow trends, news and trends. Regularly monitor the activities of competitors.
6. Creating content that will solve the problems of consumers and potential customers. Publish materials that reflect the solution of everyday problems of people.

The process of creating content can be difficult and routine. However, the results of the demand for content in the media market lead to a direct demand for your business. Be careful and follow the tips listed above to be successful in your content making.