

HOW TO PRODUCE GREAT CONTENT

We all want our content to be great. But what is great content for NOVA, and how do we go about creating it?

Simply put, great content does three things:

- It appeals to a specific audience (or multiple audiences).
- It helps the audience take action.
- It reinforces our brand.

If content does just one or two of those things, it falls a bit flat. Think about it:

If we...

**...The result
is**

Talk only
about our
brand, but in
ways our
audiences
don't find
interesting...

...we come
across as
narcissistic or
self-centered.

Only tell
audiences
what they
want to hear
but we
aren't
authentic to
our brand...

...we'll water
down what
makes us
unique.

Write
interesting,
brand-driven
content but
audiences
aren't sure
what to do
once
they've
finished
reading...

...we've
missed an
opportunity
to deepen
their
connection to
NOVA.

To be truly effective, every piece of content needs to achieve each one of those goals. Keep these strategies in mind whenever you create content for NOVA:

- Strategy 1 - Make it authentically NOVA: Point to the pillars.
- Strategy 2 - Know your audience: Be relevant and interesting!
- Strategy 3 - Know the purpose for every piece of content: Include clear messages and calls to action.