

Tip #1 – Gather Content You Already Have & Plan



JACK'S BACKYARD BAR-B-QUE

Baby Back Ribs
This week only! Check out our new Baby Back Ribs for **\$12.99**.

[Check Out Our New Menu](#)

Jack's Backyard BBQ | jacksbackyardbbq.com | Boston, MA 02257

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- ✓ Set a Goal**
What do you want to accomplish?
How will you measure success?
- ✓ Select Your Images**
1-3 images is recommended
- ✓ Write a Paragraph**
20 lines of text or less
- ✓ Call to Action**
Keep it above the scroll line
Use buttons to stand out

Tip #2 – Build a Content Pipeline



Find Content

- News Sites
- Blog Posts
- Social Media
- Google Alerts
- Subscribe to Other Mailing Lists

Tip#3 – Images Are Content Too



Remember that 90% of information processed by the brain is visual.