

The Content Cascade.



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What if the viewing potential of every piece of content you created could be multiplied by three? Or five? Or even more. That's the idea behind the **Content Cascade** concept.

By strategically thinking about where you will be posting, then creating MASTER content that can be transcribed, edited, screenshot, and cropped as necessary for your targeted social media channels, you get a far bigger bang for your social media time, bandwidth, and budget buck.

Ask yourself, "What one content element can I create that can be re-configured for my strategically selected social media channels."

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

What's your Strategic Social Set?

Here's a visual reminder of the social channels you should consider for your efforts. But remember: **fewer, done better** is key to a solid, and actually doable social media campaign.



Six? Do I have to do SIX?!

Of course not. Some top social media marketers have incredible success mastering just one channel. The key is to focus on **relevancy, quality, consistency, and personal brand alignment.**

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