Content strategies for cleantech startups.

Emma Murphy, Co-founder and Head of Films
What is content?

Films
Reports or white papers
Blog posts
News stories
Infographics

Email newsletters
Case studies
Photos
Q&A articles
etc.
Do I need to worry about it?
Where do I start?
Don’t.
Don’t. Think it is ok to produce really, really awful content
Don’t.

Be cheap
Don’t.

Get ahead of yourself
Do.
Do.

Think about your message
Do.

Think about your audience
Do.

Maximise the value of your content
Do.

Have a wider strategy
Do.

Update content as you grow
To sum up:

What is content?
Stuff that you produce to get your message out there

Do I need it?
Yes!

Where do I start?
Build a strategy around your business needs, bearing in mind the DOs and DON’Ts

Don’t
- Think it’s ok to produce bad content
- Be cheap
- Get ahead of yourself

Do
- Think about what you want to say
- And who you want to say it to
- Maximise the value of your content
- Have a wider strategy
- Update content as you grow
Thank you.