



Researching digital content

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Project No. 2021-1-ES01-KA220-ADU-000033439

Introduction



The purpose of this module is to explore key concepts and practical strategies for researching and creating digital content that resonates with your target audience.

Learning objectives

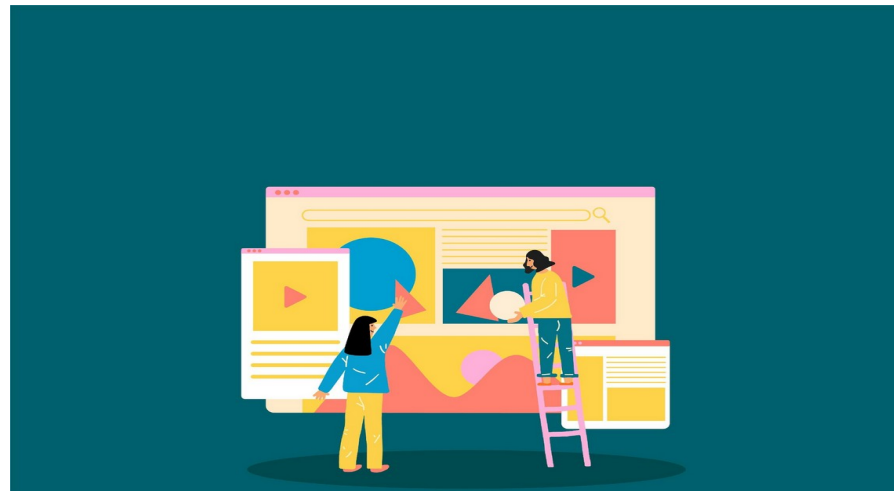
- Understand the importance of digital content in today's businesses.
- Learn to identify the needs and preferences of your target group.
- Learn to research the appropriate digital content for your target group.
- Develop strategies to augment the audience engagement levels with your content.

Let's get started!



Key concepts

Researching digital content



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Key concepts

- ❖ Digital content
- ❖ Research
- ❖ Target audience
- ❖ Engagement
- ❖ Content distribution

Digital content

- refers to any type of media that is created and shared online.
- includes text, images, videos, and other forms of multimedia content.
- is created for various purposes, such as providing information, promoting products or services.
- can be accessed through different platforms, including websites, social media, and mobile applications.



Research

- is the process of gathering and analyzing information to better understand your target audience and their needs and preferences.
- involves collecting data from different sources.
- helps organizations to make informed decisions about their marketing strategies, product development, and customer service.



Target audience

- refers to the specific group of people who are most likely to be interested in your product or service.
- may be defined by demographic factors, such as gender, and education level, as well as psychographic factors, such as values, and lifestyle.



Engagement

- refers to the degree to which your audience interacts with and responds to your digital content.
- includes actions such as liking, commenting, sharing, and retweeting.



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Content distribution

- refers to the process of sharing your digital content across various online channels, such as social media and email.
- help you to reach a wider audience and increase the visibility of your brand.
- requires different distribution strategies, depending on the platform, target audience, and goals of the content.



Thank you for your time!



More about researching digital content



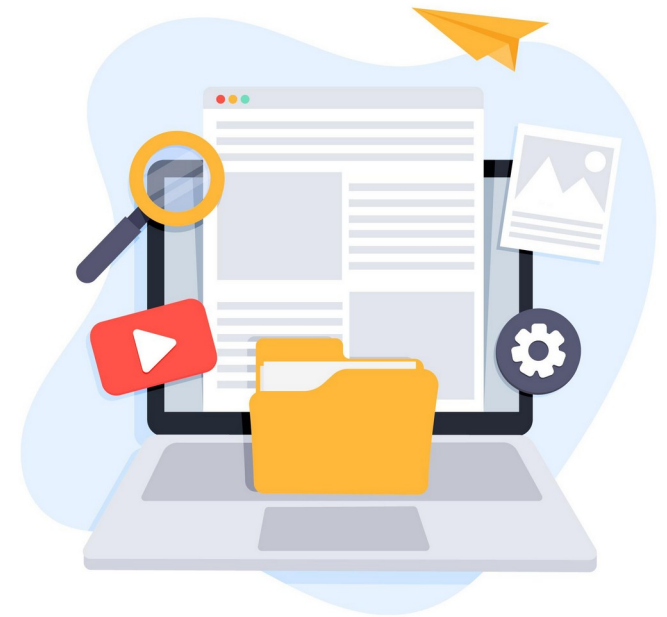
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The importance of digital content

Organizations are creating and distributing digital content to

- ✓ connect with their audiences,
- ✓ build brand awareness,
- ✓ drive customer engagement and sales.



Different types of digital content

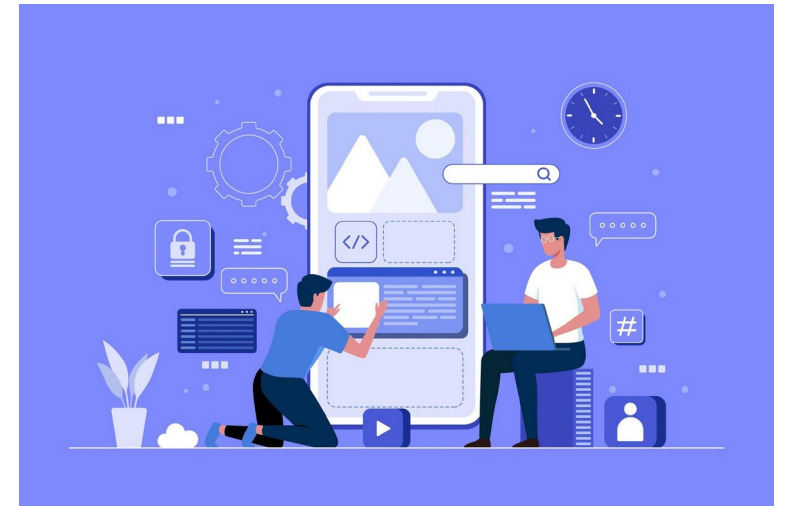
- articles,
- blog posts,
- social media updates,
- infographics,
- videos,
- podcasts,
- e-books,
- white papers



Access in the digital content

Digital content can be accessed through a variety of platforms, including:

- websites,
- social media,
- blogs,
- mobile applications.



Different types of research methods

There are many different types of research methods that organizations can use to gather data on their audience, including:

- online surveys,
- interviews,
- focus groups,
- website analytics.



Analyzing of research data

The data of the research must be analyzed to identify:

- ✓ patterns,
- ✓ trends,
- ✓ insights.



"Who in the world is this for?"

By looking at this question, you can get a couple of clues into what content your audience is interested in, thus, filling in one of the parts needed to find a target audience.



Examples for the target audience

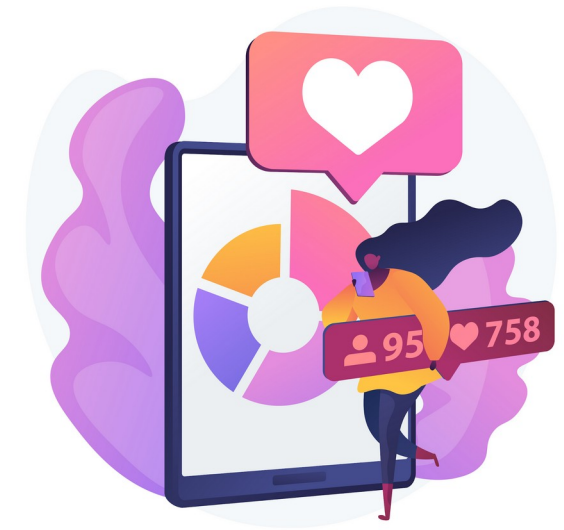
- Twitter
- Facebook
- LightLine
- Instagram



Measuring engagement

Engagement can also be measured and analyzed using a variety of tools and metrics, such as:

- ✓ social media analytics,
- ✓ website traffic,
- ✓ email open rates.



Increase the engagement

- create content that is relevant, valuable, and tailored to the needs and preferences of your target audience.
- promote active and ongoing engagement with your audience.



Thank you for your time!

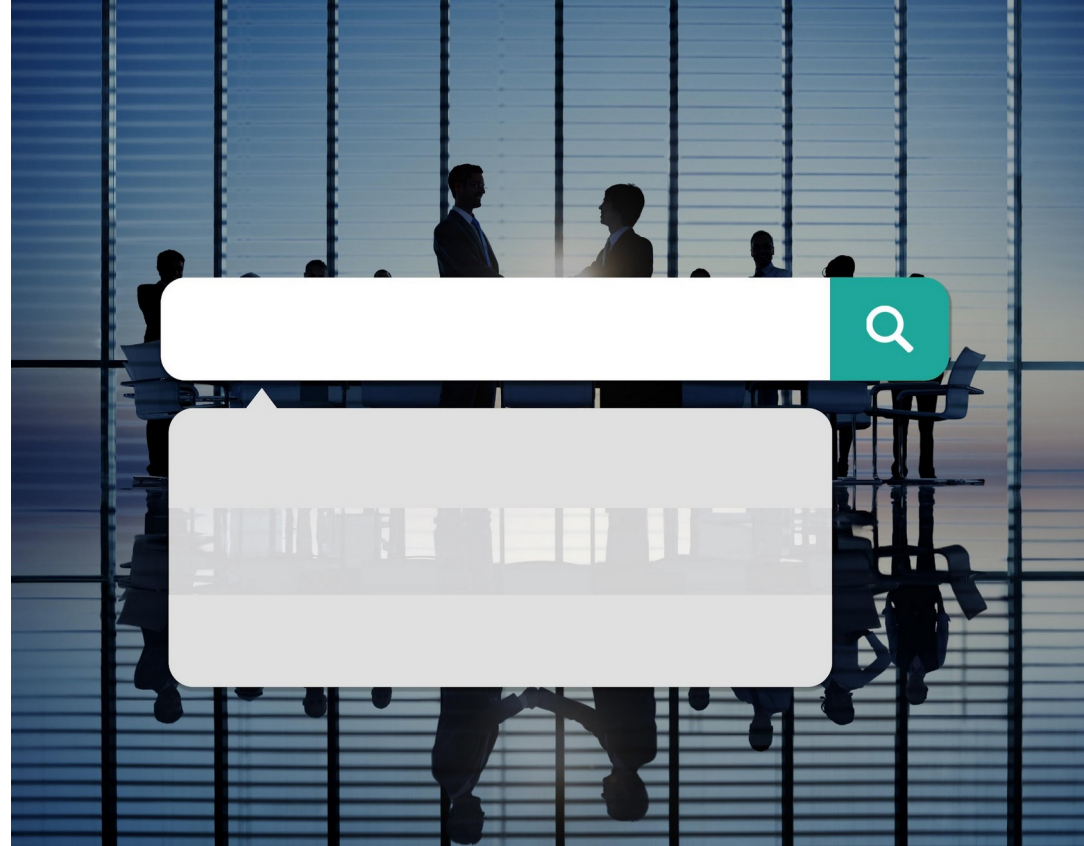


Searching trustworthy digital content

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1 practice



Start With a Google Search

3 Practice



Read Your Competition's Content

4 Practice



Use Google Scholar

5 Practice



“Steal” Competitor Keywords With Screaming Frog

Thank you for your attention!

