

## Word Flex

The protein shake for your inbox

---



Hi ,

Would you rather lick a mouldy lemon than come up with content ideas for your socials?

You're not alone.

"I hate socials" is something I hear often from my clients and business buddies. Or "it's a necessary evil". Yeah, it kinda feels like playing on the dark side some days.

Despite how annoying social media may be, it does provide some pretty cool benefits for your brand.

**It's your space to get personal with your audience.** On socials, you don't have to maintain a business mask all the time. Being vulnerable and open makes you relatable.

**You've got fast access to a worldwide audience.** Sure, going viral isn't easy but it is possible. You won't get that from your website or brochure drop.

**Start people talking about your brand and join the conversation.** Socials allow you to hear what people think about your brand. That's marketing gold. Engage in these chats to make it a platinum level opportunity for brand loyalty.

So what's the best way to stay present on socials without going bonkers?

Repurposing.

No, it's not a fancy new dance move. (I still haven't mastered the floss.)

It's taking your old content, zhooshing it up and posting it again.

Easy peasy.

Here's how you do it:

1. Go through your posts from at least six months ago and find ones that are evergreen - this means always relevant, not outdated.
2. Group them into similar topics. Look for short ones that could be combined into a longer, more educational post or even fleshed out into a blog post.
3. Look for opportunities to turn them into infographics, posts with statistics are ideal for this.

4. Refresh them. Your knowledge and opinions will have grown and changed since you last wrote them. Give them a quick read through and see if you can add more useful or entertaining content to boost engagement.

5. Repost them.

Remember not to post and ghost. Spend a little time liking posts from your audience, following their accounts and sending DM's. Being active before and after posting on socials improves your reach.

Good job.

Go and have a cuppa.



## What's happening?

Activewear morphed into everyday wear a little while ago. (I spend most of my days in leggings.) But after 2020's numerous lockdowns the demand for clothes that double as exercise gear has had a dramatic increase.

Enter [Vuori](#), a men's activewear brand. No longer is comfortable, patterned workout attire just for women. This trending brand almost tripled its sales last year.

They've recently launched a women's wear line, plus they're gaining traction in eco-conscious circles with their goal of 80% sustainable materials by 2022.

With 110,000 searches for Vuori in the past month, it's a topic worth talking about.

When men aren't kitting out their wardrobe, they're busy planning their garage gym. The popularity of these home workout spaces is here to stay.

Hitting 27,100 searches in the last month, the garage gym is an ideal topic to write a blog about.

- Provide tips on how to make it safe or a guide on keeping weights clean.
- Suggest a floor plan to maximise a small space and get the best results from their home workouts.
- Or do a round-up of the sexiest [garage gyms](#) on Pinterest. (Okay, I'll confess. Home workout spaces make me frisky. Don't judge me.)

What are you waiting for? Join the conversation.

## Backlink Op

Between client projects, remote schooling my three kids and surviving lockdown, I've been developing some content planning sessions.

They'll be your chance to spend around an hour with little ol' me. Together we'll map out a whole year's worth of content using my trusty system.

I'm hoping to launch them later this year.

Hit reply and tell me what you struggle with most about content planning. I'll tailor the first session to answer questions from my Word Flexers - that's you!

Chat soon,

Kara

I love getting to know brands, so hit reply and tell me your brand's voice and personality.

You already know mine 😊

Chat soon,

Kara

*P.S. Want to see more from me? Head on over to my [Insta](#).*



### Kara Stokes Copywriter

PO Box 3464  
Mornington VIC 3931, Australia

Not loving the flavour of my emails? Totally fine, just click below if you've had enough.

[Goodbye Word Flex](#)

