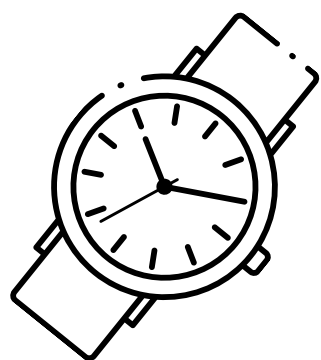


# WHERE TO FIND YOUR CONTENT FOR SOCIAL MEDIA

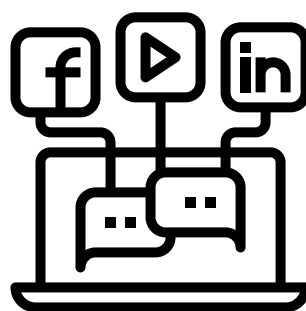
Reverse engineer content and uncover needs to connect with your target audience

## What does your target audience enjoy already?

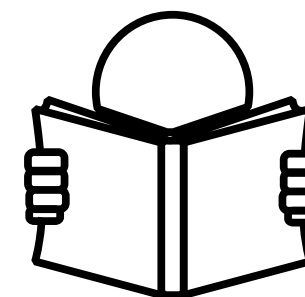


What else do they buy?  
What draws them to that?

Social media? Which platforms?  
What groups?



What websites, blogs & podcasts do they like? Do they read?



## What's trending in your category?

### On Facebook?

What are the most viewed videos on your topic?

What other pages or groups are people a part of?

### On Instagram?

Are there any trends in related hashtags?

What are the most followed accounts in your space doing right?

*Saving cool things you find can inspire you later on!  
Try making a folder.*

## What does your target audience want to know?



Google (your product category) and let autocomplete show what people search for.

[www.AnswerThePublic.com](http://www.AnswerThePublic.com)

shows common searches about a topic: answer the questions that people love asking!



Amazon reviews for similar products show common questions. Answer them!

*For a more in-depth look at finding content, check out Victoria's #minipresentation in the Full Steam Ahead group!  
You can find mini-presentations quickly in the Topics section.*