September 25th, 2023 | *001*

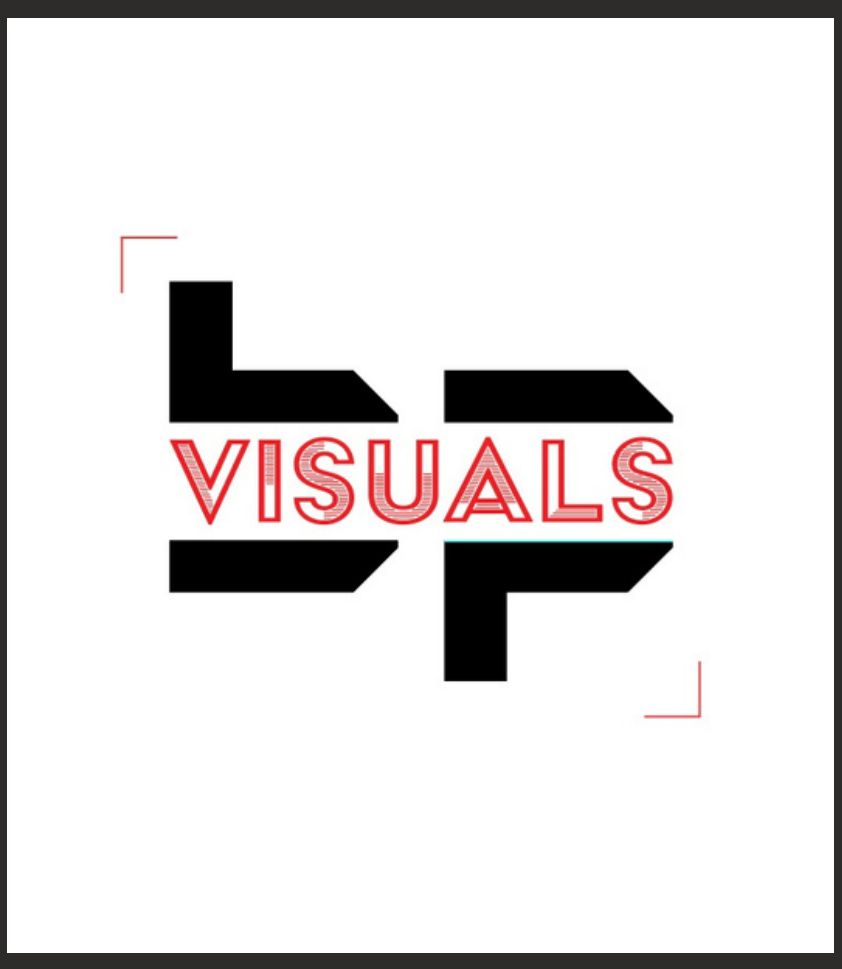
I GOT THAT BLOG IN ME

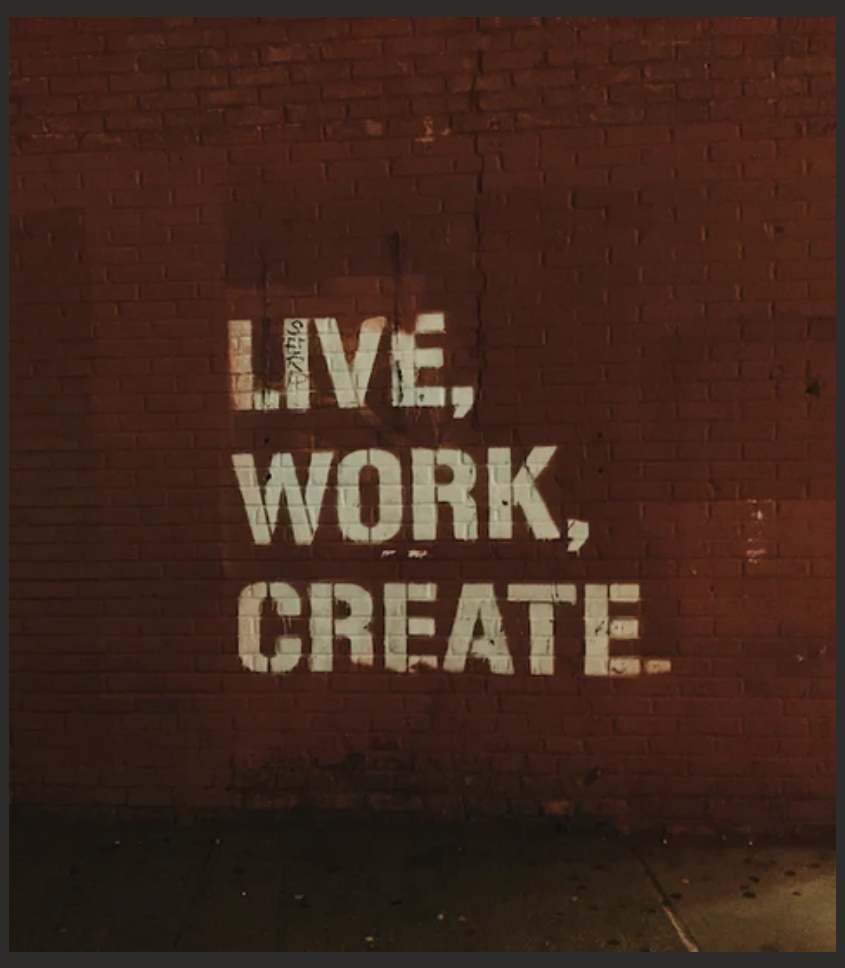
As someone who aspires to create content for brands for their future career, this past week was extremely helpful for me. I was able to learn the some of the basics of content strategy and content marketing as well as hear from some creative industry professionals like Dee Thompson who is a blogger, digital marketer, and content creator.

WHO CARES?

I take my education seriously, as I really want to set myself up for success in my future, and while listening to Dee Thompson, she said something that really resonated with me. She said that it is important to incorporate your personal values and what is important to you into your own brand. This stuck with me because there are so many brands and creators today that are not genuine and are solely focused on the revenue/profit aspect of their brand.

This also resonated with me because I recently created my own brand/business (BP Visuals) where I create visual art in the form of videos, photos, and graphic designs for people. I could've started doing this to make money fast, but instead I started it because it is something I'm genuinely passionate about and would like to do full-time in the future. I value creativity, collaboration, and respect and these are some of the values I want to incorporate into my brand. I want to create content for people that makes them proud and represents them and their brand properly.





PLAN FOR SUCCESS

I plan to use content I learn in this course and apply it to my brand as I try to grow across social media. After this week's reading which went into more in detail about content strategy versus content marketing, I realized that I need to improve my content strategy drastically in order to maximize my reach. This is extremely important because when people are sharing and saving my content it is resonating with them more than if they were just liking it, and it helps my content reach more people.

WHAT'S NEXT?

As far as my future is concerned I just want to keep learning and growing my business, while enjoying myself as mush as I can. There are still so many things I need to learn and improve on regarding my business, but by asking questions, building connections/relationships, and not giving up I will become successful.

This weeks reading also taught me the importance of content strategizing and how the use of a clear strategy can consistently bring people back to your content. This is especially important to me because I don't want to work with specific brands or people just one time, I want to be someone that people can come to whenever they need new content even if we have worked together before. I really value this because I want to build lasting relationship in the industry that will not only help me grow, but also make my work more enjoyable for me.