



## Workshop | 工作坊

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

# SLASHERS! CONTENT MARKET YOUR HUSTLE LIKE A PRO 內容秘技！斜槓「疫」市求生術

Content Marketing is *NOT* Rocket Science!

機會只係留比有機會嘅人？錯！機會只係留俾有「內容」嘅人！



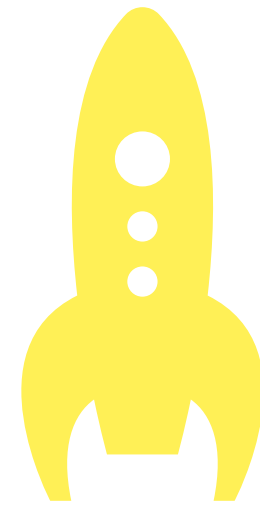
**Joyce Tsang**

Founder

Joyce Tsang Content Marketing

Venue Sponsor





## Content Marketing is NOT rocket science!

「機會只係留比有機會嘅人」？ 錯！ 機會只係留比有「內容」嘅人！

- What is content marketing;
- The importance of authenticity for a slasher/freelancer;
- How to establish your identity in the highly competitive digital landscape;
- How to highlight your products and services, attract leads, and land your first paying clients.
- 甚麼是內容行銷；
- 真實性對於自由工作者及斜槓族有多重要；
- 如何在競爭激烈的數碼世界中穩固形象；
- 如何突顯自己的獨特性、產品和服務，從而增加工作機會

**10+** year dancer

Started my first “business” in **2013**

Worked in the media industry for **5+ years**

Transitioned into Head of Social Media and Content Director roles when I was **30 years old**

Been a slasher myself for around **15 years**

All of my opportunities came from

**CONTENT.**

# Headhunters



**Joyce Tsang**  
Founder at Joyce Tsang Content Marketing  
Talks about #content, #contentstrategy, #contentmarketing, #digitalmarketing, and #socialmediamarketing  
Kowloon, Hong Kong SAR · [Contact info](#)  
963 followers · 500+ connections

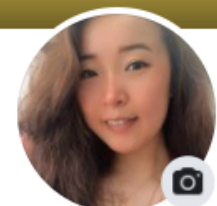
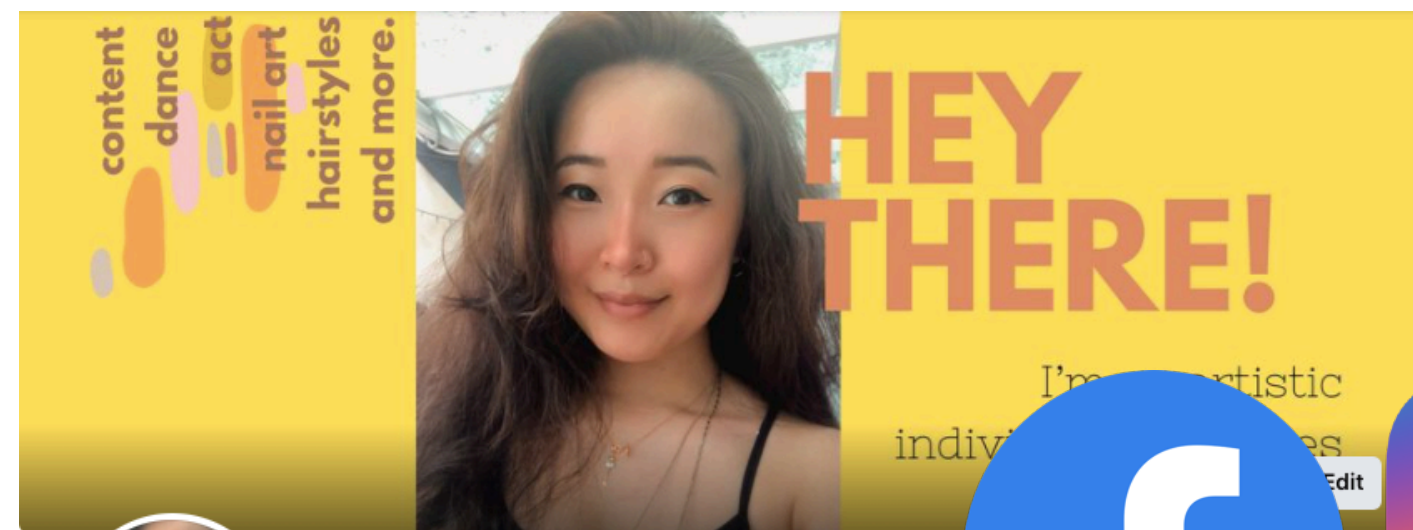
- Joyce Tsang Content Marketing
- The University of Columbia



# Businesses owners



# Clients



**Joyce Tsang**  
@tsanglokyi · Digital creator



# Referrals



**In essence, I was doing content marketing without knowing it.**

# 1

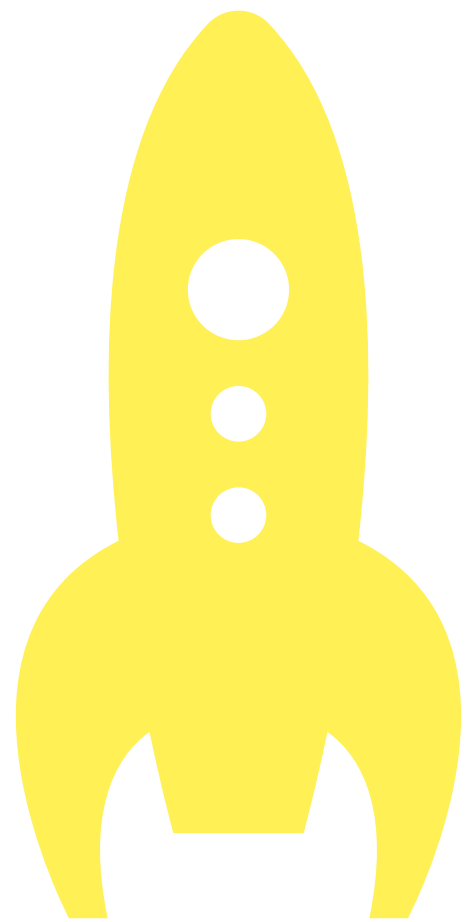
## What is Content Marketing?

*“Content marketing is a conversation that leads to **credibility**. Through the exchange of information, your brand builds trust with your audience by enriching the conversation. You provide something of **value** in exchange for their attention. When you consistently create and share educational and meaningful content, over time you will attract, engage, and convert your intended audience.”*

- ClearVoice talent Britt Skrabanek

# 1

## What is Content Marketing?



- Content drives audience association to a human, then to a brand, then to a voice
- Providing answers, not just keywords



# 1

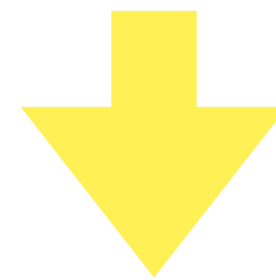
# What is Content Marketing?

- Establish a brand story
- Organically attract strong leads with engaging and educational content
- Provide readers with the information they need to make a purchase decision
- Help boost your reputation
- Provide content for social media channels
- Start the process of converting search engine queries into loyal customers
- Retain current customers by providing information that demonstrates your brand's value and the benefits of your products/services

# 1

## What is Content Marketing?

Content Marketing is even more effective for an individual than it is for a company



A simple single source of "truth"

# 1

## What is Content Marketing?

1. **Helpful** – provides a solution to the reader's problem.
2. **Educational** – informs the reader with valuable information.
3. **Entertaining** – evokes a feeling or emotion in the reader.
4. **Referenceable** – the reader might bookmark or refer to it.

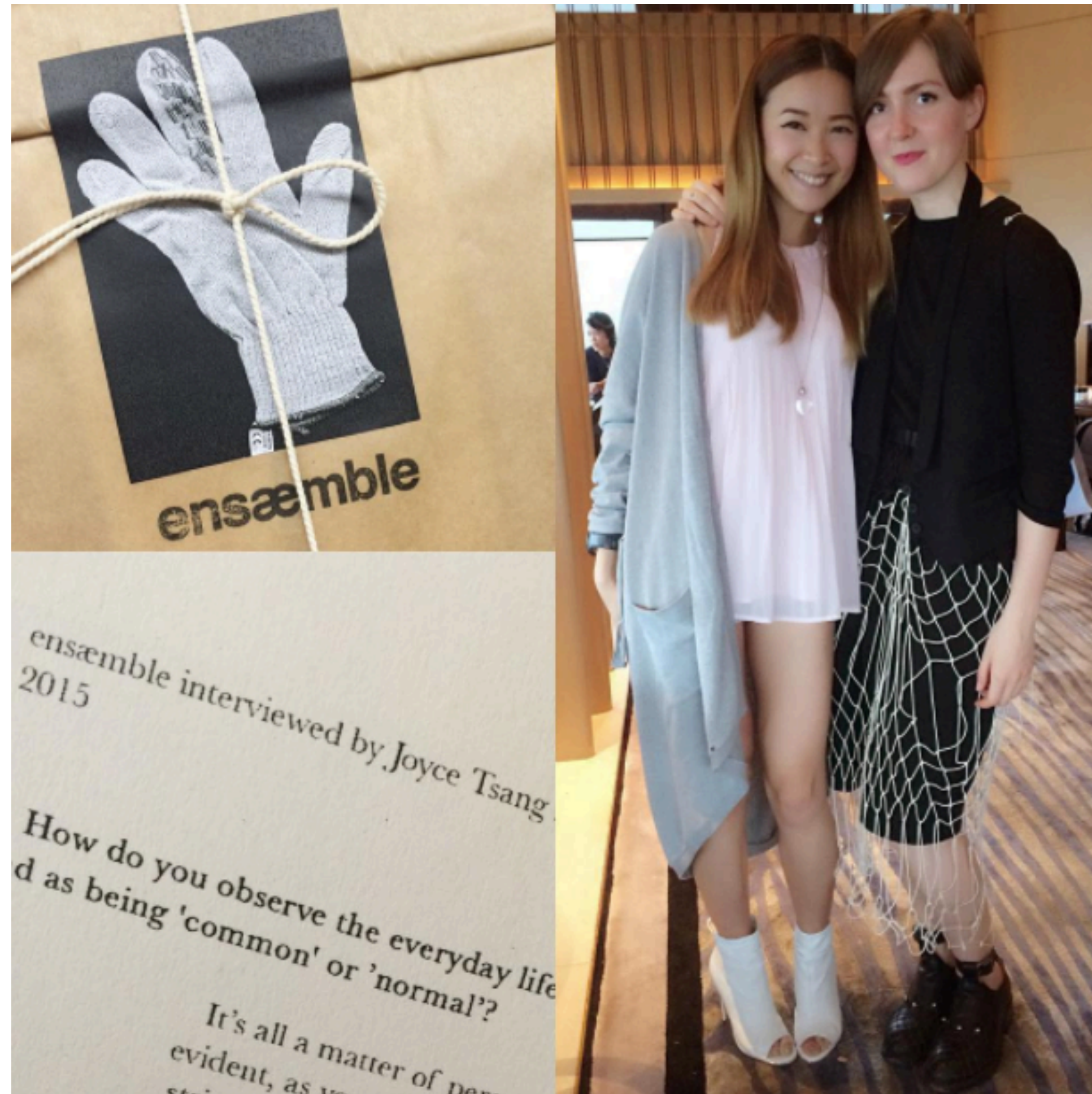


1. What do/ did you solve?
2. What did you learn?
3. What do you find entertaining?
4. What do you reference to?

# 1

# What is Content Marketing?

1. What do/ did you solve?



tsangly • Follow

tsangly So #happy about this!

話說上兩個月前經老闆介紹下認識了芬蘭注香港領事館黎緊搞 fashion event 的搞手，溝通後決定跟品牌 #ensaemble 做個訪問。問題大概圍繞住佢地兩位設計師的創作意念、模式、主題等等。我沒有話點樣去特別構思一d好難嘅問題，只是覺得有趣的就提問了。

點知，設計師們收到後不但好鍾意d問題，仲決定用我嘅訪問印成佢地今次到訪香港及上海的媒體資料稿，將本來一份正常訪問變成了佢地新 #zine 的文字部分，我真係非常之勁開心！:) 今天在 #upperhouse 親身見到設計師，佢好直接地說雖然自己創立的是新品牌，但已經好耐冇做過一份咁用心的訪問了。我聽到真是受寵若驚 :) 好開心自己的寫作得到芬蘭設計師的肯定，要做更多訪問先得啦！ :D

#finnishdesigner #prehelsinki

326 w

felita\_lo Beautiful 💕💕💕

322 w Reply

64 likes

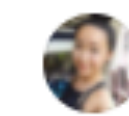
NOVEMBER 10, 2015

Add a comment... Post

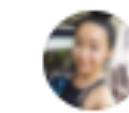
# 1

# What is Content Marketing?

2. What did you learn?



tsangly • Follow



tsangly 媽! 我(又)畢業了!!

♪——○ (≧▽≡) ○——♪

疫情開頭，各大學院都施展渾身解數，嘅社交平台猛谷自己的線上課程。好鍾意搵野黎搞的我咁岩見到哈佛大學的招生廣告，心諗呢世都唔會入呢間世界第一的大學，不如揀科黎讀下啦。

呢科 #tangiblethings 睇落好似好有趣，同我本身視覺藝術嘅學位又好似有d關，但個名仲好搞鬼咁有個 stuff 字 (同我網站 stuvvz 本意一樣)，所以就決定報讀，交了幾百蚊學費，嘅五月開始上堂了。

雖然上課時間完全由你自己定，d老師學生教學同分享短片都幾好睇，但其實一d都唔算易讀，一定要非常自律。同讀真嘅大學一樣，你係可以選擇 skip堂同求其交份功課，但以我真係想學習黎講，其實後半段真係好多野寫同讀。

Final project 有幾個option，我自己就揀了創作同寫 artist statement。條鯨魚係根據加拿大原住民藝術家 #billreid 的作品製成，佢嘅作品對我黎講有一定嘅影響，有去過溫哥華機場同溫哥華水族館嘅你都必定有見過佢嘅雕塑。



34 likes

SEPTEMBER 3, 2020



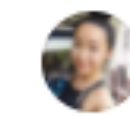
Add a comment...

Post

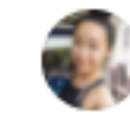
# 1

# What is Content Marketing?

3. What do you find entertaining?



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tsangly 車真係好難畫。

.  
. .

#我好鍾意嘅屋企 #timelapsedrawing #fairlady  
#watercolordrawing #stayingin

104 w



57 likes

FEBRUARY 15, 2020



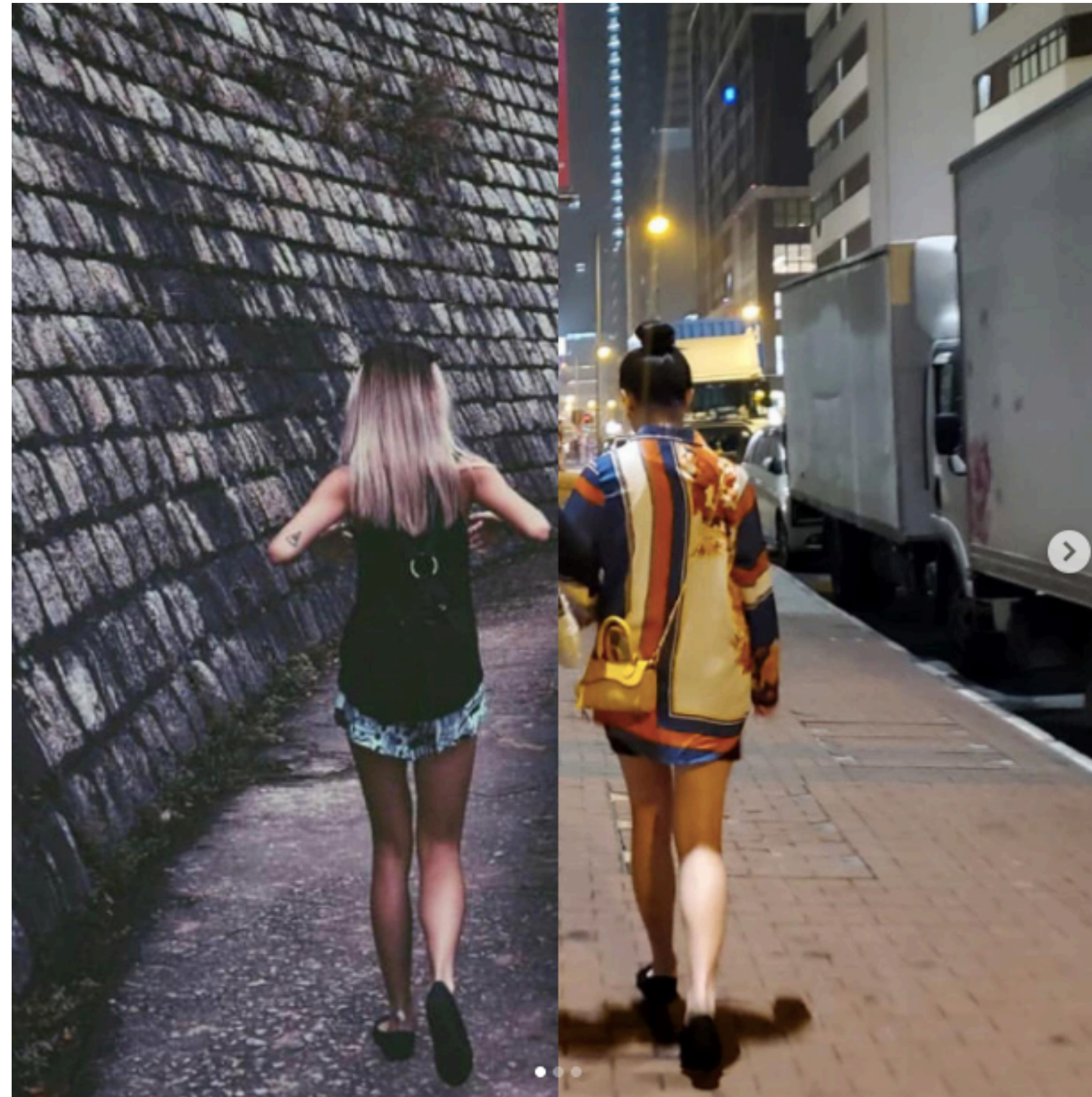
Add a comment...


Post


# 1

# What is Content Marketing?

4. What do you reference to?



 **tsangly** • Follow ...

 **tsangly** First lesson learned in 2020 — "you really can't please everyone, so why bother?"





—  
I have always been skinny. As far as I can remember, people always told me to "eat more", to "tan less" (because I looked even skinnier when I was dark), and asked me what I ate.


I was so used to it I usually just answered whatever, and deliberately ate a lot in hopes they'd stop asking.

It wasn't until I started seeing myself the way the first left-hand picture showed. I thought I looked disgusting, more like a skeleton really.


So I decided to actively gain weight. I also met the love of my life [@nelsonkcl](#) so the pounds started to put themselves on naturally.

I started seeing curves I've never seen on my body, I look

 Liked by [janeosity](#) and 103 others

JANUARY 6, 2020

 Add a comment... Post

1

# What is Content Marketing?

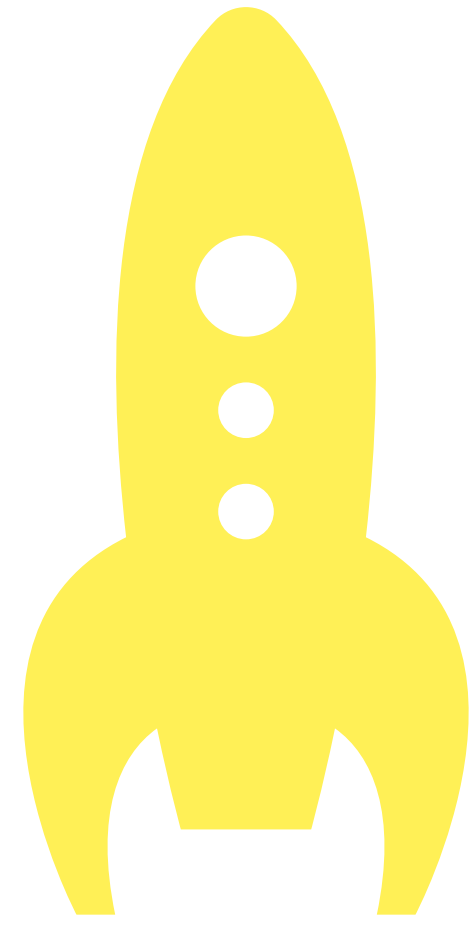


\_\_\_\_\_ creates \_\_\_\_\_.

Business Name

Unique Value to Customers



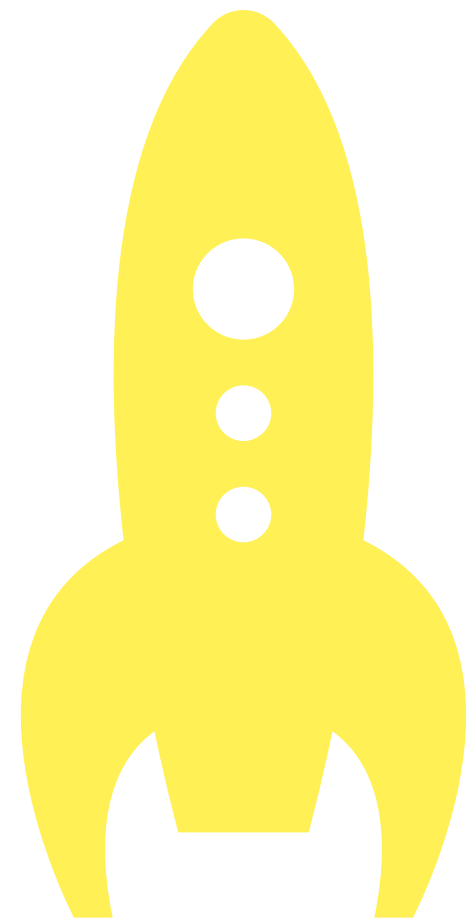


**It's not rocket science.  
But it takes you to do it.**

# 2 The importance of authenticity for a slasher/ freelancer

*“As a freelancer, you are ultimately responsible in understanding **your own value** and, more importantly, **conveying it to a potential client**. Yet one of the biggest challenges is in identifying your value.”*

# 2 The importance of authenticity for a slasher/ freelancer



- Seek first to understand, then to be understood
- The goal is to be remembered, not to sell

# 2 The importance of authenticity for a slasher/ freelancer



## Confidence

You need to use content to make people believe what you say.



## Competence

You need to use content to show people you have the skills to do what you say.



## Benevolence

You need to use content to reassure people that you are acting on their behalf.

# Confidence

## Personal experience



**Maya Grossman** • Following

I Help Professionals Take Control of Their Career and Create Lasting Su...

1yr • 🌐



See the VP title next to my name?

The first time I interviewed for that role I was told “no”.

I was the 1st candidate to go through the interview process and they weren't sure about me.

I was gutted. I knew I was perfect for the role, but there wasn't much I could do.

I moved on, but I stayed in touch with the VP of Product. I sent him articles that highlighted industry opportunities, I shared feedback on his keynote, and I offered help on numerous occasions without expectations.

6 months later, when I was about to sign an offer from another company, I got an email from the CEO. They wanted to pick up the conversation.

If it happened a decade earlier I would have been upset about the rejection, I wouldn't have stayed in touch with the VP, and I wouldn't have given “free” value.

But here's the thing, **how you show up when things do not go your way is important.** It's a testament to your character and your mindset.

# Competence

Unique knowledge

## CREATE CONTENT WITH PURPOSE

www.cyndizaweski.com

01. Who are our customers, and how are they consuming our content?

02. What struggles are they facing, and why are they turning to our content for help?

03. What motivates them to take action, and how can we meet them where they're at to solve their problems?



**ascent\_storycraft** • Following

Port Jefferson, New York



**ascent\_storycraft** It's time to end this content creation misconception once and for all.

Educational content isn't the only way to provide value to your ideal client.

Valuable content is any type of post that enriches or improves your ideal audience's experience with your brand.

Essentially it adds value to their life.

If you ever laughed at a relatable meme in the middle of a stressful day, then you know how valuable that funny post actually is.

The bottom line is that the year's most memorable content will improve the overall customer content experience — and there are a host of actionable steps to make this content strategy your reality in the new year.



214 likes

1 DAY AGO

# Benevolence

Your community



**campaign\_del\_mar** • Following

Darwin, Northern Territory



**campaign\_del\_mar** These days, I meet most of my friends online. Right here on Instagram, to be specific.

We start by sending a bunch of DMs and voice memos back and forth and end up having play dates at the park with our kids while chatting about our businesses the entire time.

My business is not just my job; it's also part of my identity. Like being a mum, being a business owner is a defining part of my life, and I'm more than ok with that. I could work (and care) less; I don't want to 😞

Running a business is much like having a child, really. They are equally needy, expensive and we feel almost the same amount of pride with each achievement. We need people around us who get that.

Friends without children do not want to hear about your kid's bowel 🤢 movements, and friends with employers can't understand why we talk about our jobs so much.



113 likes

JANUARY 16

# 2 The importance of authenticity for a slasher/ freelancer

*“Your goal with any engagement copy for your online community is to draw people into a conversation. But, don’t forget that the goal of engagement is to create value for your members and your business. **Don’t try to to garner engagement for engagement’s sake.** Many community builders accidentally fall into the trap of “stirring the pot” in their communities. Or they create controversial, “click-bait-y” prompts that may be designed to get lots of interaction, but don’t deliver actual value. ”*

- Teachable writer Noele Flowers



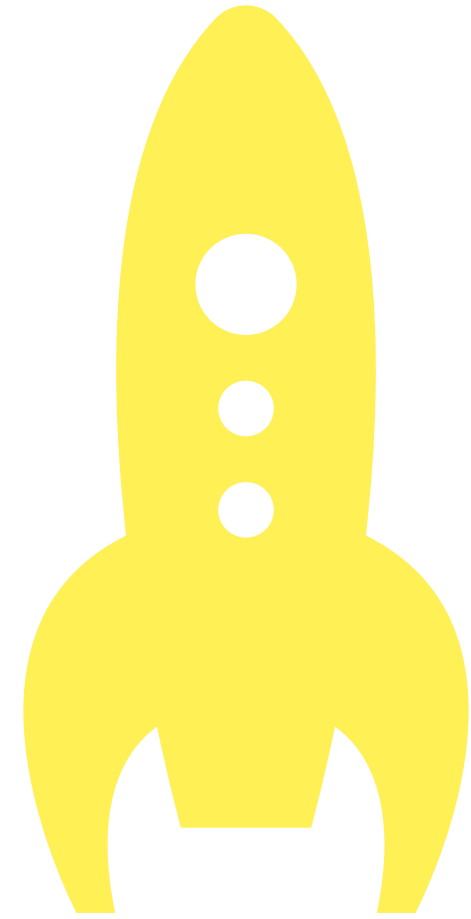
# 2 The importance of authenticity for a slasher/ freelancer

- Who might be reading the content?
- Which type of content will you create?
- What are you hoping to achieve with your content?
- Where is the best place for the content to live?
- When will your content be published and shared?
- Why should people care about your content?
- How will you measure the success of content?

# 2 The importance of authenticity for a slasher/ freelancer



I want my business to become the  
***go-to, affordable*** choice for \_\_\_\_\_.  
Industry



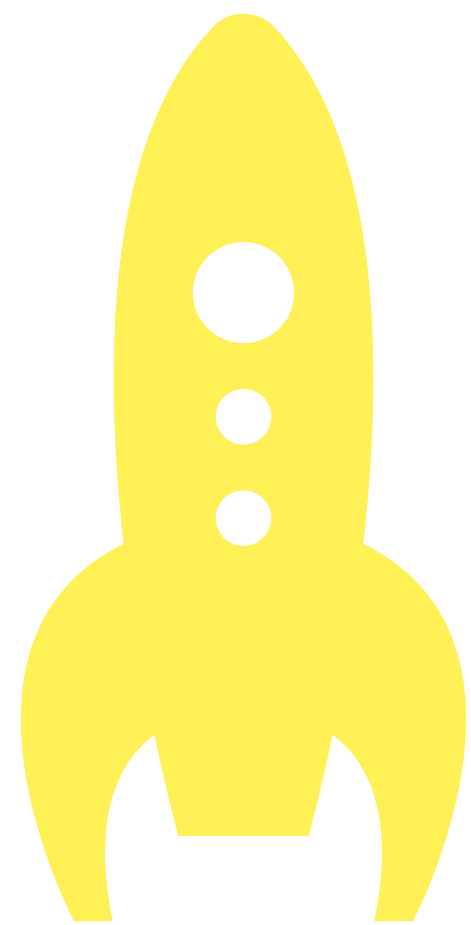
**It's not rocket science.  
But you need to be very  
clear on what you can offer.**

# 3 Establishing your identity in the highly competitive digital landscape

*“But to achieve autonomy as a company of one, you have to be a master at your **core skill set**... you have to have a skill set, or a combination of skills, that’s **in demand**.”*

- Paul Jarvis, Company of One

# 3 Establishing your identity in the highly competitive digital landscape



- Learn to say no
- How can you help them succeed?

# 3 Establishing your identity in the highly competitive digital landscape

There are four main pieces of content:

1. Creation
2. Distribution
3. Measurement
4. Scalability



1. It's showcasing what **they** can do through you
2. It's reaching **them** through you as a person
3. It's following up with **these people** as you
4. It's associating yourself with **them**

Introducing

# JTCM'S SLASHER CONTENT FUNNEL.



You can build your identity with posts



You can build your identity with posts *that fills different stages in the funnel to achieve specific goals*



# Creation

It's showcasing what **they** can do through you

# Distribution

It's reaching **them** through you as a person

# Measurement

It's following up with **these people** as you

# Scalability

It's associating yourself with **them**

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**Benevolence**  
You need to use content to reassure people that you are acting on their behalf.

2 x social media platforms

1 x online landing

Incoming comments and inquiries

Organic outreach

Propose!



# DO NOT

**Do free work.**

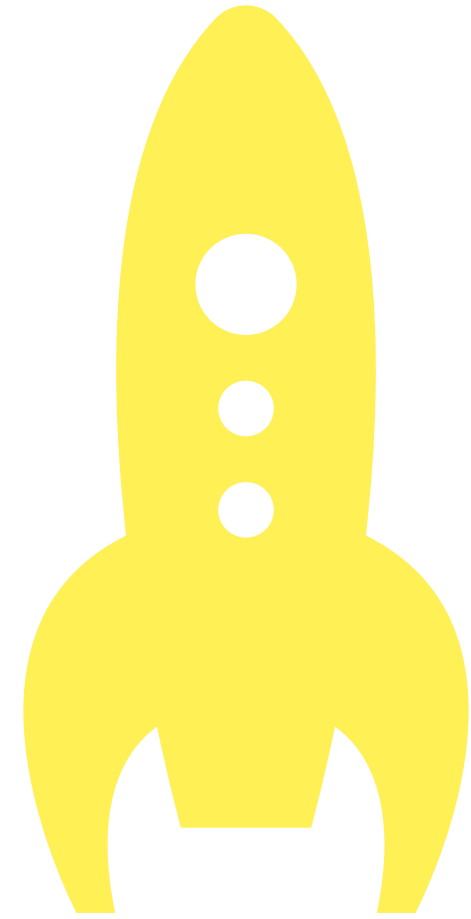
(Unless it's a trade)

**Get caught up in likes.**

(Likes  $\neq$  Leads)

**Invest in paid.**

(Until you have paying clients)



**It's not rocket science.**

**If you can't get them to like you, at least get them to remember you.**

**4** Highlight your products and services,  
attract leads, and land your first  
paying clients

# Creation

It's showcasing what **they** can do through you

# Distribution

It's reaching **them** through you as a person

# Measurement

It's following up with **these people** as you

# Scalability

It's associating yourself with **them**

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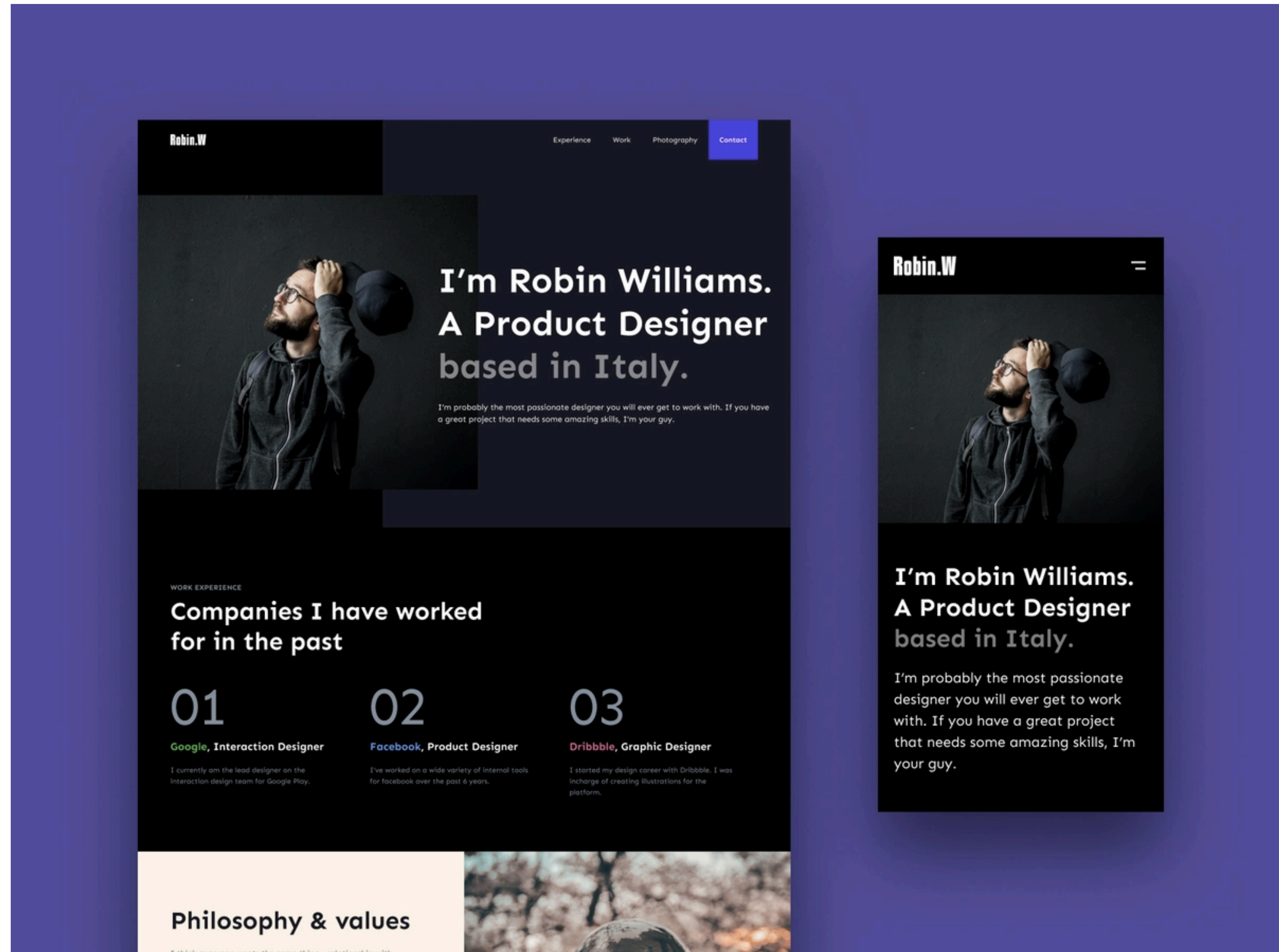
Propose!

# One-pager online portfolio

Professional

1 x online  
landing

<https://portfolio-course-rw.webflow.io/>



Reply with  
value,  
connect with  
content

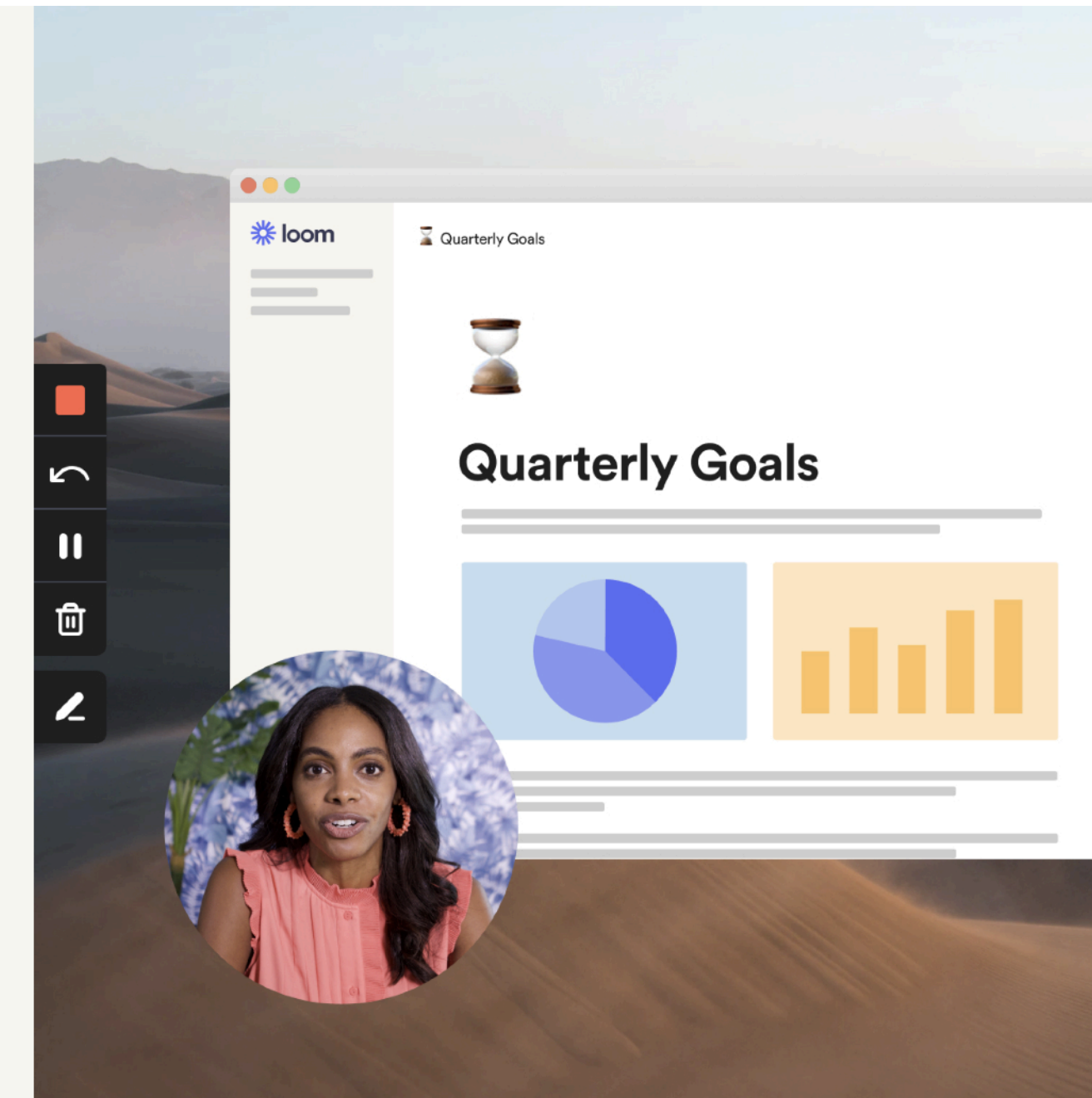
Helpful

Incoming comments  
and inquiries

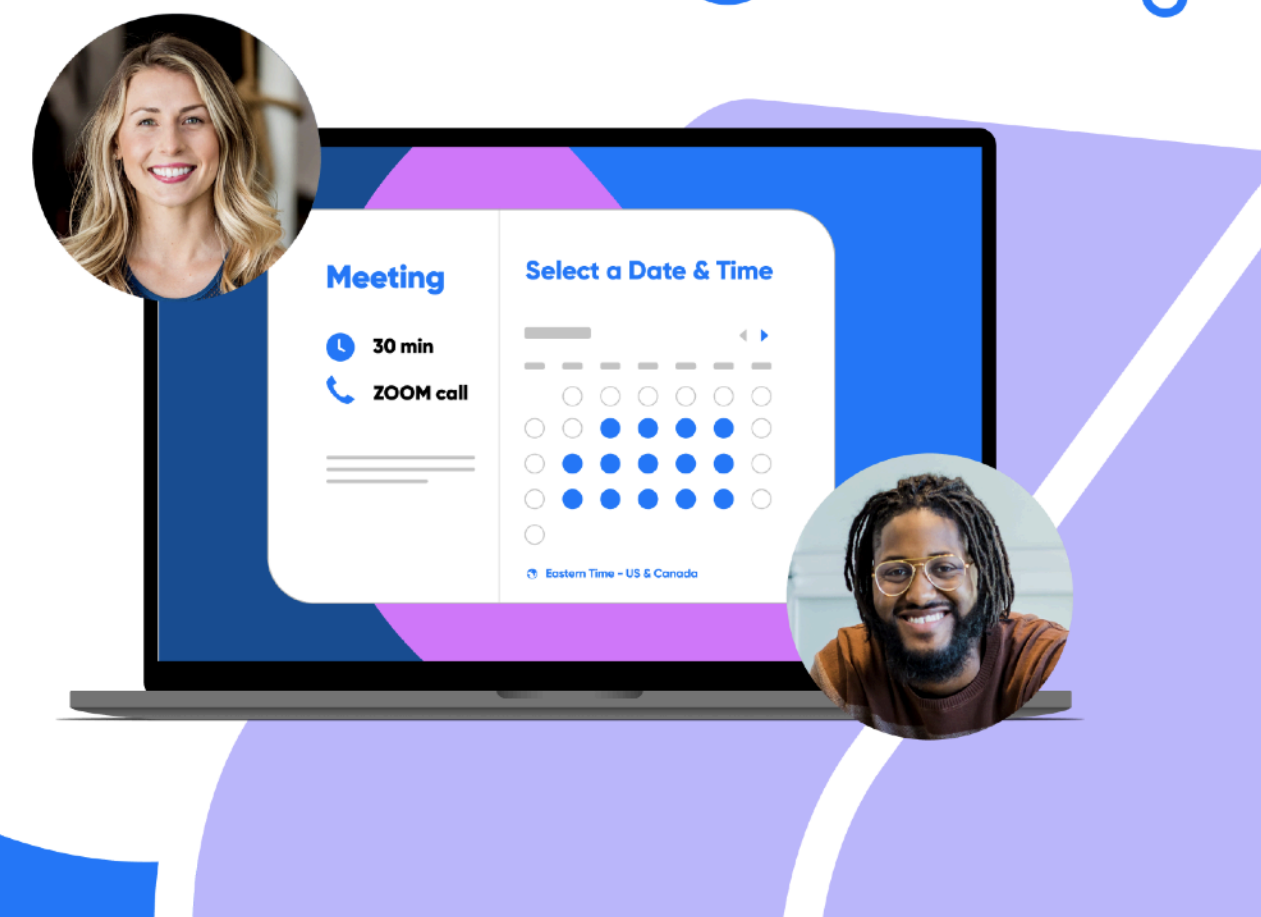


# Show it, say it, send it.

Record video messages of your screen,  
cam, or both. Faster than typing an email  
or meeting live.



# Easy ahead



calendly.com

Understand,  
then seek to  
be  
understood

Appeal

Organic outreach



About them

Your authentic suggestion

Offer help

HubSpot



Don't just reply with a quotation, always build a branded deck

Tailored (but reuseable!)

Propose!

## THE PROBLEM

Identify with clear bullet points so the lead knows you're on the same page as they are, and you're providing them with help according to their specific needs.



## THE SOLUTION

Whether you're providing a service/ a product, explain in easy language the qualitative solution you can offer.



## THE PRODUCT

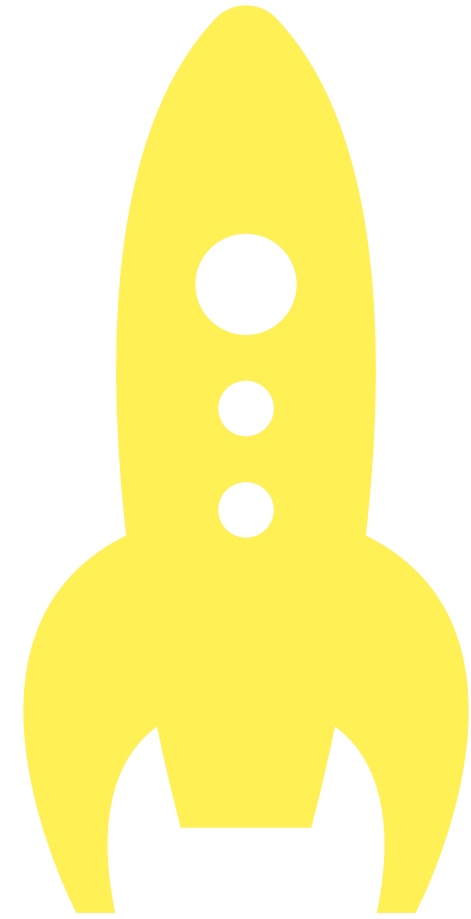
What is the deliverable you can offer that drives the solution? Go into detail and give rationale if you can.



## YOUR REQUIREMENT

Don't be afraid to over explain. Make sure you list prices, required items from the lead, and other terms and conditions clear here to prevent lead disappointment, which can lead to more problems in the future.





**It's not rocket science.**

**Your time is your money and you should  
only do things that justifies the effort.**

# Key takeaways

- **Authenticity** - You need to be the one to decide and create the content that truly represents you
- **Identity** - You need to be very clear on what you will and will not offer
- **Attract leads** - You are trying to get people to remember you, not to “like” you
- **Land clients** - You should spend time and only be creating content that serves a purpose

# 「機會只係留比有機會嘅人」？ 錯！ 機會只係留比有「內容」嘅人！



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Venue Sponsor



Joyce Tsang

Founder

Joyce Tsang Content Marketing

## Thank you!