

Neil Dyer

‘Slice and dice’:

The key to making the most of your website content on social media



Content marketing has become a fundamental marketing no-brainer for all businesses, big or small, looking to succeed.

Content pieces such as blog posts, case studies and press releases are a great way of highlighting your company's expertise and credentials (it's also important for [SEO!](#)). But how do you get your web content noticed?

One obvious way is through social media. Sharing content through this medium can help increase engagement and get your product or service seen by your target audience. However, social media updates don't always get the interaction and click-throughs expected. Why is this?

There can be a number of reasons for updates not receiving engagement and clicks, from the time of day to people scrolling past it in their home/news feed (very common on Twitter).

Therefore, it is vital that you produce **multiple** and **unique** social media updates to go along with a single piece of web content. Or, as we like to call it: 'slice and dice.' An unwritten rule is that you should produce five to six social media updates for every single piece of web content. However, this can be more or

less depending on the type of content and longer-term relevance of the piece in question i.e. is it evergreen?

Slicing and dicing content is even more important for SMEs, as they don't have the following or engagement levels of big, worldwide brands. That said, even the largest companies 'slice and dice'. It's also a very good way of getting the most bang for your buck from your web content. One piece of web content should never equal one social media update!

So how can you successfully 'slice and dice'?

Here are 4 ways you can 'slice and dice' a single piece of content:

1. **Identify themes** – are there slightly different themes within your web content? Perhaps one part/paragraph of your web content talks about a certain element within your subject matter, and another part talks about a different element.
2. **Style of update** – try posting your social media update in different styles, e.g. post your update as a question, or as a 'Top 10' piece.
3. **Images** – try images on social media with some of your updates. Some people react differently to updates that

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have a picture to those that don't.

4. **Tailor your updates** - It might be worth tailoring your updates to certain industries you're looking to attract. This could be through the use of industry specific hashtags or the content in your social media updates.

It's important to note that not all social media platforms act in the same way, and you will need to tailor the information above to the particular social media platform you're posting on.

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About the Author

Neil has a degree in Retail Management from the School of Services Marketing at Bournemouth University. He has been involved in a number of projects including designing an innovative in-store solution for B&Q to help make it easier for shoppers undertaking DIY projects. His role at The Marketing Eye is a Marketing Executive where he is responsible for undertaking a number of social media campaigns, email marketing newsletters and driving website traffic for clients.

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