



Episode 78

**Planning Your Content for
2023 for Design
Professionals**





Intro: [00:17]

Welcome to the designer discussions podcast with Jason, Maria, and Mirjam. Tune in each week where we talk about marketing, PR, and business advice for design professionals. Are you wondering where to start marketing your interior design business? We are opening the Designer Discussions Marketing Studio, a monthly series of indepth actionable content to guide your marketing, PR and business development. We want to help you transform your business and elevate it to work with your dream clients. You are going to want to hear this episode. Jason is going to tell you how to get your new website paid for and include all the bells and whistles that you're going to need for 2023. Let's get out there and let's update that interior design website.

Mirjam: (0:45)

Okay, let's talk about how to organize your content for the new year. And we know that this is always a big struggle for everybody, actually, for me included. But a little bit of planning goes a long way, and we're here to keep it simple and give you some really good tips and tools so you can get your content planned and organized for the entire year. And part of the idea is to be like, you don't have to recreate the wheel. The industry, the interior design industry, everything is cyclical. The same topics come back year after year after year exactly at the same time. So if you do a good job and get organized once, it'll get even easier the years after that, because all you have to do is go in and tweak what you already have that's existing. And with help and insight as an actual interior designer, we can give you tips that are specific to the industry, because I'm sure you guys have done this, too. It's like you see somebody who offers a free content calendar and you download it. All it has in it is like National Donut Day and National Pizza Day and Toilet Day and things of that nature that are not really all that helpful. So we're not going to do that to you. We're really going to make it we're going to make it actionable for you. We're also going to talk about how you use the content that you decide on for all of your platforms to make it really efficient. It's like you choose a topic that you're going to cover and you're going to use it on all your different platforms, on your blog, on your social, and your newsletter, pretty much in everything that you use for your marketing. I just want to emphasize, too, that it will be important that you have your assets organized and the things that you're going to need for posting or pushing it out there. And I'm especially talking about photography. And so it's important to think about a system of how you can do that. Actually, we did an entire episode on this a little while ago, so maybe as you're working on this, if you have a minute, go back and listen to it, because it will be really helpful to have things readily available when you get into creation mode.

**Maria: (0:45)**

So one of the great things that we learned about SEO is that our blog posts can be updated and they will be registered as new content and it will be registered as new and updated content. So you aren't having to post something new all the time. All you have to do is go back into your good performing or great performing content and update it and refresh it. And that will help your website get all of those SEO bonus points of new content without all of the work. When we look at creating content for your design business, I want to talk about one simple tip that can help make things more appealing to your audience. And it is to look at how often you use or start your content out with I and My. I did a social media post and it simply said, if you are using I and My to start every video that you're doing, they're going to pass you by. But if you start with you, how does this impact you? What two tips you could do for you to make your project better. They will follow through and they will listen to you through. So also look at the way that you are speaking to your audience and see if you're using a self focused model or if you are focusing on your clients when you are writing your content.

Mirjam: (04:45)

But Maria, I think that's an excellent point and it's something I always use when I create content. On the PR side, whether it be about a service, about a product, but it's always about the benefits. It's not about the features, right? It's not about what it is or what you care about, but your audience is always going to say, well, what's in it for me? How is this going to help me? How is this going to benefit me? So that's a really valuable perspective to have.



Maria: (05:15)

So Miriam and I have been putting together a quick and easy social media calendar and it's a PDF that you can download off of our website. But we're going to go over some of the topics quickly in this podcast and you might want to take some really good notes. If not, we'll have this as a downloadable that you can buy and have on hand rather quickly. So some simple things to remember are people are looking for expert tips. So you're going to want to start some of your content off with tips to how to mistakes you can avoid, the steps you need to take to feature stories about how you're solving problems, your testimonials behind the scenes examples, and the big one is always going to be trend forecasting. So all of these things may seem super simple, but this is how easy it is for us to pull back and look at someone's content and say, these are your points that you can step off from and create successful evergreen content. And then also seasonal content is going to be something that you're going to want to work into your content calendar with. What are new paint colors? Paint colors you love. How would you redo certain rooms that you could pick seasonally? Whenever it cools off, people are going to be in their bedrooms more often when it warms up, they're going to want to be outside. And then also talk to people about new builds if that's what you do or remodels based on the time of year and also what the economic climate will look like. We put together a quick and easy guide that will ask you a couple of questions that when you answer them, you will actually be creating the content that your clients are going to want to hear from you. And they're going to want to know, why do people think that you're special? What do your clients currently ask you? And you should be writing those things down and answering those to your social media audience. And those are your most valuable items that you could have on your blog, on your website, and in your social media. So what are some of those things? It's pretty simple when you look at it. They're going to want to know about what size sofa or rug would work in a room, what size light fixtures would work for them in a room, how many bar stools at a counter.

**Maria: (07:15)**

And typically when they're searching for that or looking for it in Pinterest, they're called designer guides or interior design guides. But that information can also be built out as a blog and also used in your social media. We want you all to be comfortable talking about what your clients need to be doing for you. We want them to be performing their tasks to be good clients for you in the future, and that they are actively planning, that they're aware of what budgets they're going to be working with, and that they need to be giving you a testimonial somewhere in the middle of the project so that you can be reusing it in the future. So when you are interacting with your clientele base and social media, it's great to provide them opportunities to respond to you, to give you feedback. They do know you're the expert, but they may have a couple of questions here or there. And those questions are what you can start to build some of that content. So then we fall into those are going to be your overall buckets of information that you can always dig into. You can always use those things to help you find more content to provide. But importantly, you should start looking at the year on a monthly basis. And so Mirjam and I sort of pulled back and looked at an interior designer's year and kind of got into it by month and said, these are some of the things you're going to need in each one of these months. And I think this is really helpful if you want to download it so that you can kind of see that we are talking about specific content a certain time of the year and that this is going to be reoccurring every year. Miriam, do you want to talk to us about the monthly content?

Mirjam: (09:32)

Yes, and I think what differentiates our calendar, again, from other calendars is that I look at things more from like a media perspective and what's current and what's trendy and what's being talked about in the media, and then we combine it with Maria, your knowledge of how that works out during the year for the interior designer. Right, I think it will be really helpful and it's not complicated. Right. We didn't create 30 ideas for every month because nobody is expected to post that many times. But we're really trying to keep it simple. And there's some general ideas of post topics that you can use just to sort of like, spur your creativity and get an idea of what you want to do. And then we supplemented with topics for every month, like Maria said. And January is the first month of the year. And obviously the big thing there is design trends, and trends are always big. But at the beginning of the year, you'll see pretty much every media outlet and everybody who considers themselves a content creator in the space are going to talk about what they predict to be the trend, the trends for the year.



Mirjam: (10:32)

It's also a great month to talk about your vision, like for your business or personally for the next year. So those are the two big topics that you definitely need to touch on in January. February gets to be obviously it's the month of love. So there's some color red that is really interesting, and you can be a little flexible with that and maybe talk about clients. You love winter in most parts of the country, you always have to look at it through the lens of where you are. And it's like Maria is in Texas, I'm in Wisconsin. The climate is very different. So the content that we might post during the year definitely would not necessarily be exactly the same. But February is battle the winter blues, especially where I live. And it's also when a lot of people start thinking about interior design and a new start for home decor. March, we're heading into spring. There's definitely a lot of travel content that's happening. People are in the mood to freshen things up a little bit. So that is definitely one of the big topics for March. In April, there's a lot of focus on green products and green design. Spring home improvement is still big, everything is flowering. So there's a lot of content about plants and flowers, outdoor spaces. You can already start thinking about dorm room ideas. And for me and my fellow, that would be a little early. But when Maria explained, it makes a lot of sense because if you're interested in offering that service to your clients, that's the time that they need to start thinking about that. For May, it's Mother's Day, so everybody definitely there's a lot of opportunity to create content around that. It's also the month when you start thinking about graduations or when they're happening already. Entertainment is big. Travel starts to pick up. Heading into June, you're getting into vacation mode. So vacation homes, vacation home design is big. Summer home refresh, any kind of refresh always is a hot topic. Father's Day is also in June, so there's already three different ideas for that month. In July, we're definitely talking a lot about travel. It's the 4 July, everybody is at the beach, so beachy content. And because it is the 4 July American made products, American made materials, American made design is a big topic in that month, then August is very hot in many parts of the country, so Beat the Heat would be a fun idea for that one.

**Mirjam: (14:32)**

There's a lot of road trips happening. People are still traveling, so travel destinations would be a good topic. And Maria brought this up. It's like how to shop for fine art while on vacation, which is fun. Like you could shop for art or you could shop for whatever else that you are interested in. In September, we're back to school. Definitely one of the top, top topics. Definitely in the media. Fall decor is already starting to pick up and Halloween decorations are kicking in because as we all know, the holiday decor starts coming out earlier and earlier. In October. We have Halloween decorations. Thanksgiving is already showing up. Orange is a fun color idea for October. We actually talked about how fun it would be to create a seasonally inspired mood board for October. Being something with orange, with one of the holidays, or even for any other month, or every month for that matter. In November, we're really getting deep into the holidays. So we're talking a lot about entertainment. Christmas decor is already out there. Hostess gifts, tablescapes, shopping guides, because it's time to shop for Christmas presents right then. The year is already almost over.

In December, we're talking about more gift ideas for the holidays. Winter, getaways, last minute shopping if you're anything like me, that's a big one. And just about best online shopping options in general. And obviously anything holiday related. That's just a quickie. Our guide is going to have some more details and some more tips on it. But those are the big topics for each of the months that we were talking about.

Maria: (16:25)

And once you get a full year of content up, you can look back at it, see which ones perform the best, and then you can modify the titles, change out some of the sections to those topics, and then really start building a greater asset library for your SEO, for your business.

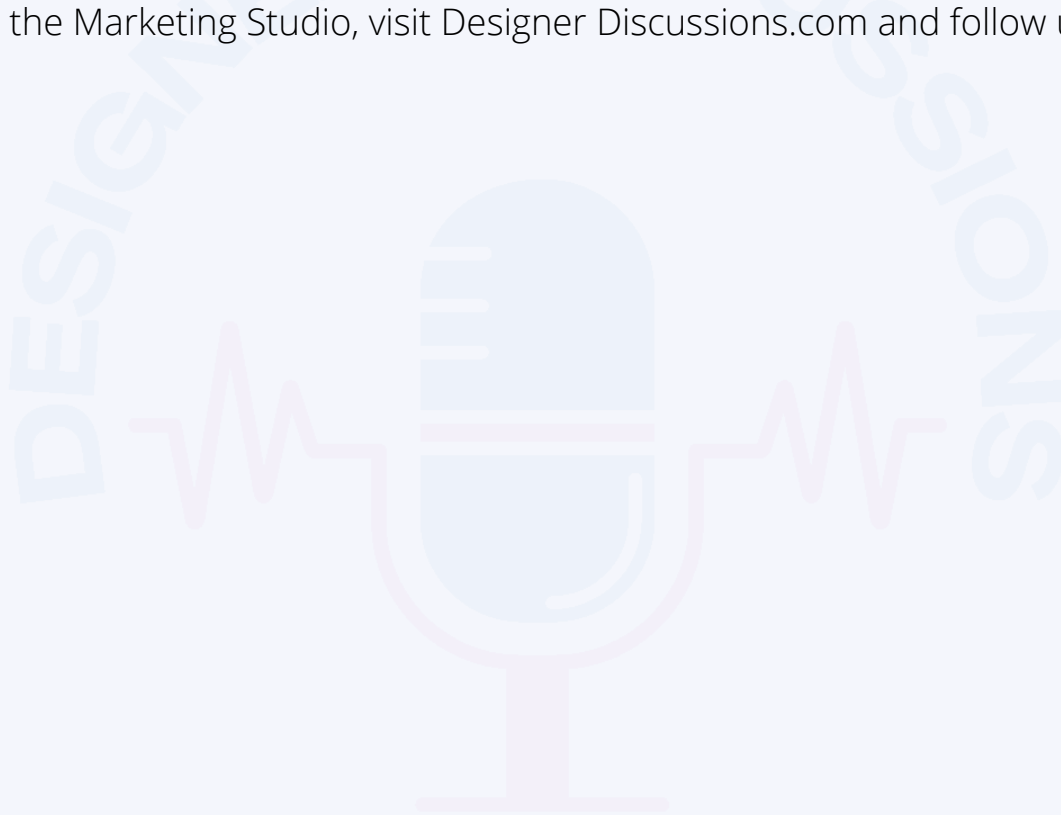
Mirjam: (16:46)

Okay? So like we had said, we created this really fun and super helpful practical guide for you guys that you can download from our Designer Discussions Marketing Studio that's open now, so we're going to put a link to that into show notes. Check it out. We hope you love it.



Outro: (17:46)

Are you ready to get serious about marketing your interior design business? Our Designer Discussions Marketing Studio offers a series of indepth actionable and done for you content to guide your marketing, PR and business development. We want to help you transform your business and elevate it to work with your dream clients. Go to designer discussions.com. Marketingstudio to get started. We hope you've enjoyed this episode of Designer Discussions and all of the helpful information. Subscribe to our podcast, leave us a review and share it with your friends. We look forward to having you back next week. For more information on the podcast and the Marketing Studio, visit Designer Discussions.com and follow us on social media.





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