

CONTENT MARKETING

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Content marketing is a marketing program that centers on creating, publishing, and distributing content for your target audience -- usually online -- the goal of which is to attract new customers.

The most common components of a content marketing program are social media networks, blogs, visual content, and premium content assets -- like tools, ebooks, or webinars.

CREATING A CONTENT MARKETING STRATEGY

1) DEFINE YOUR GOAL

What's your aim for developing a content marketing plan?

Why do you want to produce content and create a content marketing plan?

Quantitative

REACH

Increase brand awareness and visits to the company websites, apps and social network sites

ACT

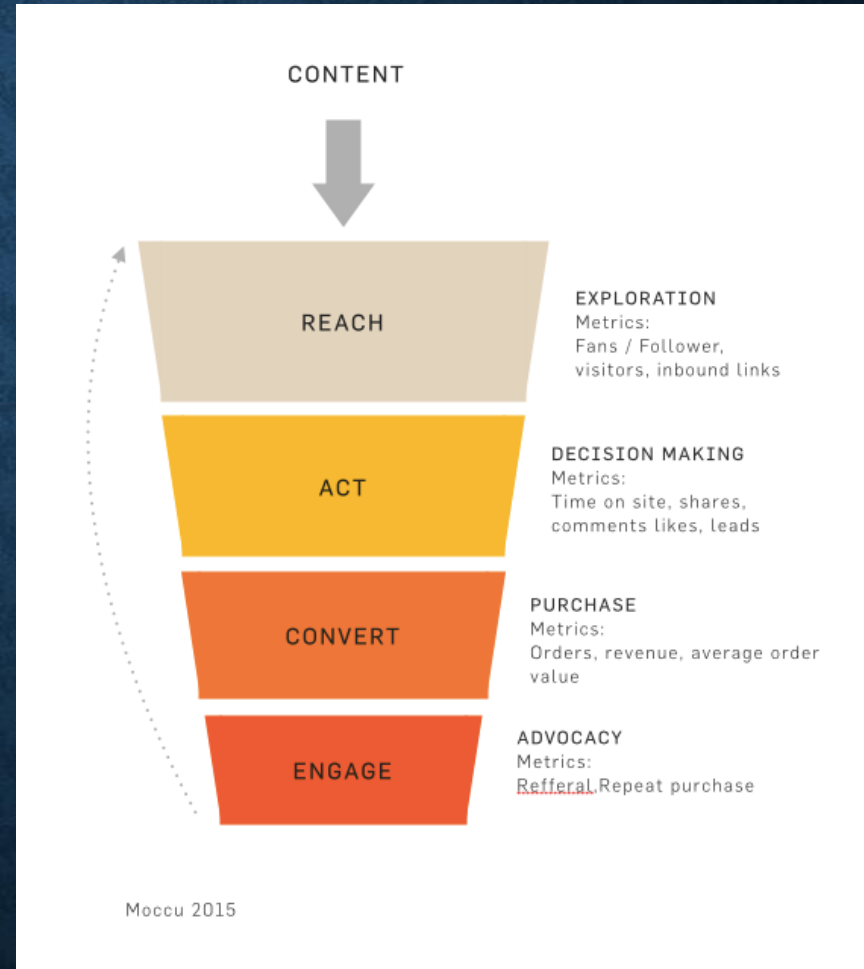
Increasing the number of visitors who interact with your content and who then convert into leads

CONVERT

Increase conversion rates from leads to sales volumes achieved online or offline.

ENGAGE

Increasing long-term customer engagement and loyalty leading to repeat sales and advocacy.



Qualitative:

RATIONAL

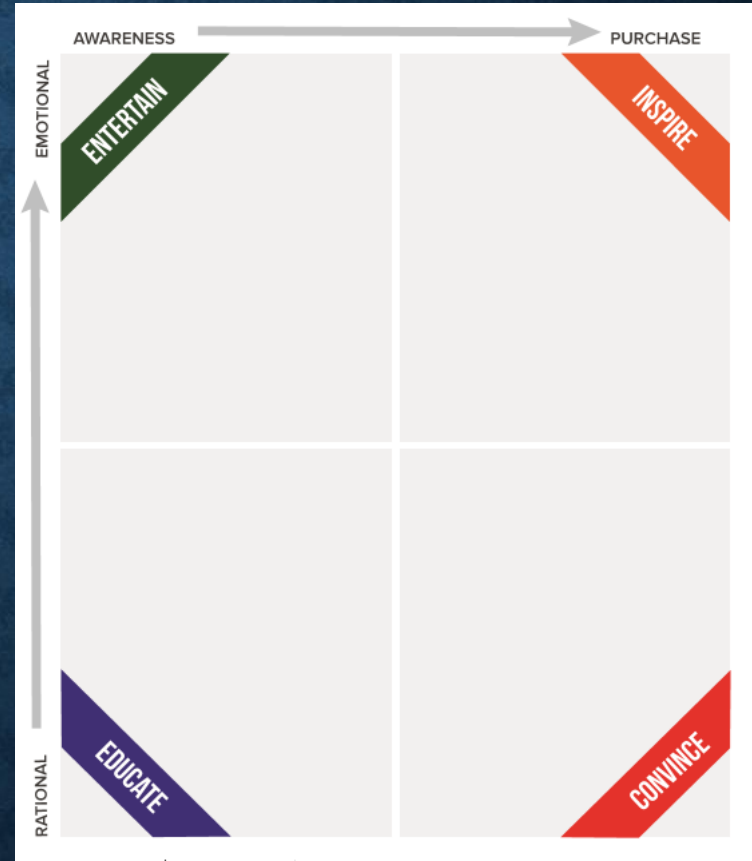
Educate

Convince

EMOTIONAL

Entertain

Inspire



2) CONDUCT PERSONA RESEARCH

To develop a successful plan, you need to clearly define your content's target audience. By knowing your target audience, you can produce more relevant and valuable content that they'll want to read and convert on.



3) DETERMINE A CONTENT MANAGEMENT SYSTEM.

Have a system in place where you can manage your content. A few vital parts of content management include content creation, content publication, and content analytics.



4) DETERMINE WHICH TYPES OF CONTENT YOU WANT TO CREATE.

Blog posts live on a website and should be published regularly in order to attract new visitors. Posts should provide valuable content for your audience that makes them inclined to share posts on social media and across other websites

Ebooks are lead generation tools that potential customers can download after submitting a lead form with their contact information. They're typically longer, more in-depth, and published less frequently than blog posts, which are written to attract visitors to a website.

Infographics can organize and visualize data in a more compelling way than words alone. These are great content formats to use if you're trying to share a lot of data in a way that is clear and easy to understand.

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Videos are a highly engaging content medium that are shareable across social media platforms and websites alike. Videos require a bigger investment of time and resources than written content, but as visual marketing increases in popularity, it's a medium worth experimenting with.

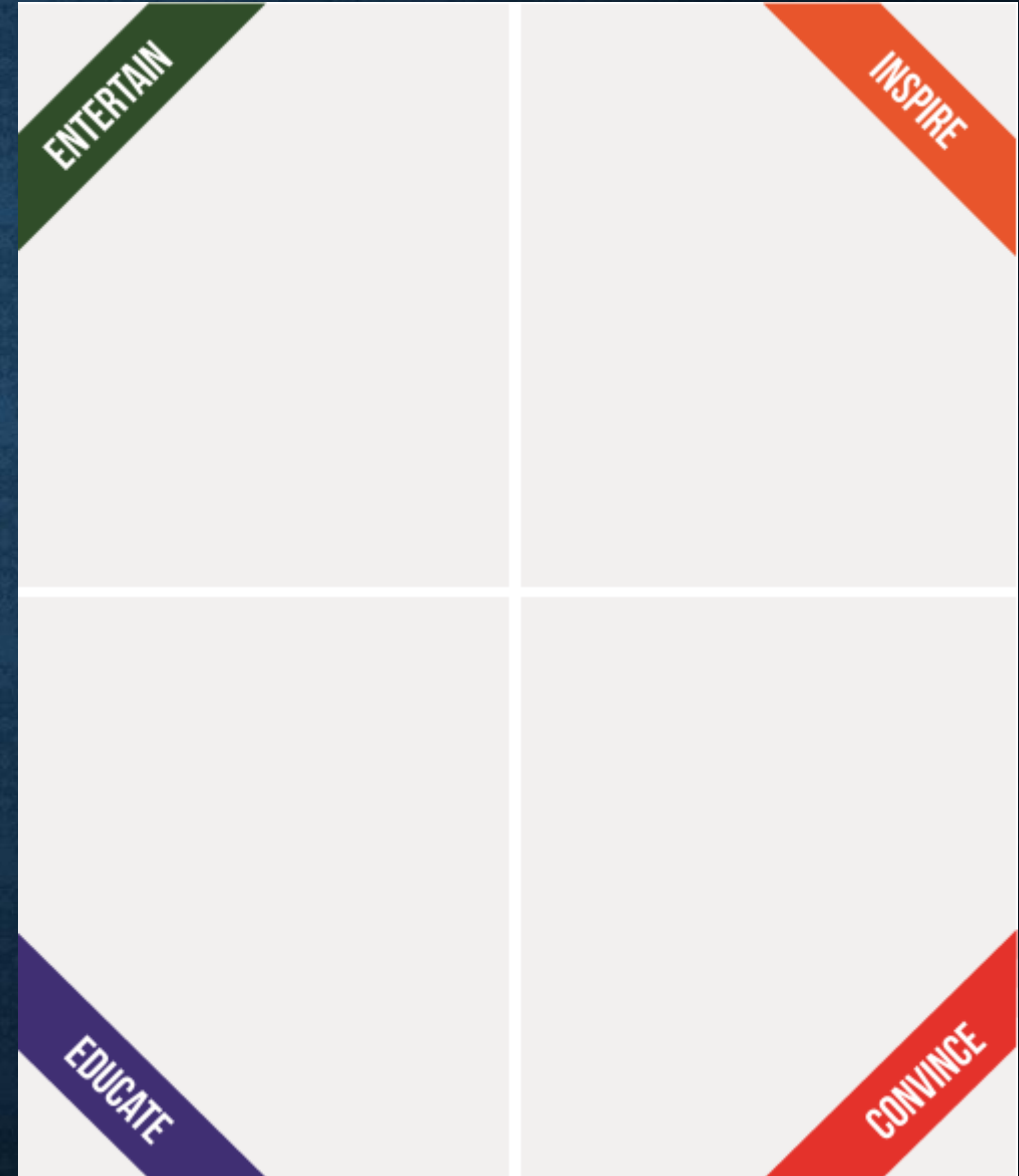
Starting a podcast will help audiences find your brand if they don't have time or interest in reading content every day. The number of podcast listeners is growing -- in 2016, an estimated 57 million people listened to podcasts each month. If you have interesting people to interview or conversations to host, consider podcasting as another content format to experiment with.

**DETERMINE WHICH TYPES
OF CONTENT YOU WANT TO
CREATE.**

List of Content Formats

-  How-to's
-  Content Curation
-  Case Studies
-  Charts/Graphs
-  Ebooks
-  Email Newsletters / Autoresponders
-  Cartoons / Illustrations
-  Book Summaries
-  Tool Reviews
-  Giveaways
-  FAQs
-  Q&A Session
-  Webinar
-  Guides
-  Dictionary
-  "Day in the Life of" Post
-  Infographics
-  Interview
-  Lists
-  Mind Maps
-  Meme
-  Online Game
-  Helpful Application / Tool
-  Opinion Post
-  White Papers
-  Vlog
-  Videos
-  Templates
-  Surveys
-  Slideshares
-  Resources
-  Quotes
-  Quizzes
-  Polls
-  Podcasts
-  Pinboards
-  Photo Collage
-  Original Research
-  Press releases
-  Photos
-  Predictions
-  User Generated Content
-  Company News
-  Timelines

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5) PUBLISH AND MANAGE YOUR CONTENT.

Your content plan should go beyond the types of content you'll create -- it should also cover you'll organize your content.

With the help of an editorial calendar, you'll be on the right track for publishing a well-balanced and diverse content library on your website. Then, create a social media content calendar so you can promote and manage your content on other sites.

5) PUBLISH AND MANAGE YOUR CONTENT.

Time	Type	Topic	Post	Link
Day 1 - Monday				
BLOG POST				
8:00 AM	NEW BLOG		Top 5 Vegan Paleo Dishes You Have To Try (You Too, Carnivores)	
TWITTER				
6:15	Club Info	Daily Class Schedule	Monday is for #MuscleMass. Get your kettlebell swing game on point.	PHOTO
11:15	Blog Promo - Paleo	Top 5 Vegan Paleo Dishes You Have To Try (You Too, Carnivores)	Vegan Paleo? It's Possible. Get the recipes here:	ow.ly/sample1
11:45	Promo	#HolidayHealth	Winter is coming... share a photo of your favourite exercise for a chance to win a 10 class pass! Add #HolidayHealth to enter.	PHOTO
17:45	Blog Snippet - Paleo	Proteins	"By combining incomplete proteins, you can get complete proteins"	PHOTO
18:35	Food Tips		Dinner time! Harvest Salad with Chicken:	PHOTO
20:00	Exercise Tips	Strength Training	Moderation is key with leg extensions + Picture	PHOTO
FACEBOOK				
6:00	Club Info	Daily Class Schedule	Monday is for Muscle Mass.	PHOTO
11:15	Blog Promo - Paleo	Top 5 Vegan Paleo Dishes You Have To Try (You Too, Carnivores)	Vegan Paleo? It's Possible. Get the recipes here:	ow.ly/sample1
INSTAGRAM				
6:00	Club Info	Daily Class Schedule	Monday is for Muscle Mass.	PHOTO
14:00	Community	Member of the Month	Extra gold stars for @Casey, our member of the month. She hasn't missed a spin class since she joined!	PHOTO
Day 2 - Tuesday				
TWITTER				
6:15	Club Info	Daily Class Schedule	The Tuesday fitness menu	PHOTO
8:15	Food Tips	Coffee	Grassfed butter, coconut oil, coffee, blend. Have you tried bulletproof coffee yet? Thoughts?	PHOTO
11:15	Exercise Tips	Strength Training	Have you visited the squat rack lately? + Picture	PHOTO
16:15	Community	#TransformationTues	"Half the battle is just showing up when you said you will." Dave is a huge inspiration to us all! #TransformationTuesday	PHOTO

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