

Developing a Content Marketing Strategy

A Checklist

Developing a Content Marketing Strategy

Developing the Strategy

- Determine your content marketing goals
- Develop a consistent publishing strategy
- Develop a comprehensive ecosystem
- Recurring content Ecosystem
 - Create high-quality front-end content
 - Create an opt-in offer
 - Create an email onboarding sequence
 - Create an initial conversion opportunity
 - Create a follow-up sequence
 - Create another conversion opportunity
- Content Asset Ecosystem
 - Create high-quality long-form content
 - Create an initial engagement opportunity
 - Create an initial conversion opportunity
 - Create a follow-up email sequence

Finding Your Target Audience

- Understand who your audience is
 - Create a customer avatar
- Assess perspective to ensure your customer's attitudes are in alignment
- Assess capabilities that position your company with the right customer
- Assess profit potential in your chosen market

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Make the Right Offers

- Tailor offers based on target audience
- Develop your offer
 - Get the facts
 - Simplify the offer
 - Review the offer

Creating Your Content

- Develop a channel plan
 - Determine which social media platforms to utilize
- Understanding the Five Pillars of Content Creation
 - Simplicity of the content
 - Specify your audience
 - Embrace serendipity
 - Master discipline
 - Be willing to delegate when needed
- Creating Recurring Content
- Choose the right front-end content themes
 - Determine common questions your customers ask
 - Think of topics you have to continually explain
 - Determine what you want to be known for
 - Figure out what your customers want from you
 - Determine a unique sales proposition

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Creating Your Content

- Build your opt-in offer
 - Obtain customer email in return for an incentive
 - Encourage them to create an account
- Build the onboarding sequence
 - Create four to eight emails
 - They should educate
 - They should engage
 - They are indoctrinated with your company values
 - Create content that drives prospects toward interaction with you
- Make a Sales Offer
 - Explicitly offer to give your customer your product in return for money
- Follow-Up with Prospects
 - Follow-up within a couple of weeks
 - Restate their exact motivations for speaking with you
 - Highlight how you can help them
 - Answer any questions they might have
 - Speak to the issues they've shared with you
 - Reinforce why you're a great fit
 - Creating Content Assets
- Create long-form pieces of content
 - Share your expertise
- Should be used to upgrade your recurring content
- Make sure to have a clear concept in mind
- Create a detailed outline of your topic

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Creating Your Content

- Build out the content
 - Record yourself speaking about each point in the outline
 - Transcribe the recordings
 - Add extra content as needed
 - Edit the material
 - Look for spelling mistakes
 - Look for typos
 - Look for structural issues
- Leverage the Asset
 - Market the asset
 - Promote the asset
- SEO
 - Determine primary keyword phrases
 - Monthly search volume should be less than 10,000 searches
 - Should have low competition

Distributing Your Content

- Email marketing
 - Create a welcome campaign
 - Create a lead nurture campaign
 - Create an offers campaign
- Utilize social media
 - Facebook
 - Twitter
 - YouTube
 - Instagram
 - LinkedIn