

YOUR 5 STEPS TO A SOLID CONTENT MARKETING STRATEGY

Once you fully understand your many audiences and have personas in place, it's time to put together your content strategy that takes into account your key business and customer needs. Your content strategy is not about writing the content. Rather, it's about getting everything organized so that when you write, or assign content to be written, it's done so in an efficient and purposeful manner.

STEP 1

DEFINE YOUR GOALS

Start with creating your goals. What do you want your content to achieve? Think in terms of business goals: create brand awareness, generate leads, educate buyers or cross-sell existing customers.

STEP 2

DECIDE HOW YOU WILL MEASURE SUCCESS

Once you know what you want your content to do for you, decide how you will measure achievement. You can create a measurement framework by thinking about what success would look like three, six and 12 months after you roll out your content marketing plan.

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Define the success of your content marketing with solid business objectives. Retweets, "likes" and comments don't align with business objectives; sales, revenue and profit do.

STEP 3

DETERMINE THE MESSAGE TO BE DELIVERED BY CONTENT TYPE

Because you already have developed your personas, you have a great start at outlining what the main messages of your content should be. But while thinking about messages, also consider the type of content (video, photo, blog post, newsletter article) that will most effectively reach your audience and achieve desired results.

STEP 4

FOCUS ON SPECIFIC CHANNELS FOR YOUR CONTENT

The final step in your plan should be to decide what channels in which you should publish your content. Channels are not the form that your content takes (i.e. a blog post, an infographic or a video). Rather, these are the places where you publish your content (Facebook page, direct mail, blog post, website, TV).

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Make your decision about channels by considering *where* your personas get their information, your *budget* and the *time* it will take you or others to develop your content.

STEP 5

SCHEDULE WHEN THE CONTENT SHOULD PUBLISH

Effective content marketing can position you or your brand as a reliable source. To make that happen, you must publish high-quality content on a consistent schedule. In addition, you must take into consideration how often the personas you are targeting want to hear from you. Decide who will write what and on what regular schedule that content will publish.



Do you need content developed to meet your content marketing strategy? We can help. Email a.biemiller@crucialcontent.net. We've got great ideas for you!

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