

CONTENT MARKETING BLUEPRINT

What Is Content Marketing?

- ✓ Content marketing is a way of creating and marketing different types of content to help you build your business
- ✓ You may create your own content, or let your happy clients and customers make marketable content in the form of testimonials and interviews
- ✓ The many benefits of content marketing are as diverse as the different types of content you can use to receive those benefits

9 Ways Content Marketing Can Help Your Company

- o Improved Sales and Profits
- o You are Perceived as an Authority in Your Field
- o You Solve Big Problems for Your Prospects
- o Improved Search Engine Rankings and More Traffic
- o Effective Data Collection
- o You Make a Good Connection
- o Build your Email List
- o Generate Leads
- o Client Retention and Satisfaction

Building Your Content Marketing Blueprint

- ✓ The first step to developing a successful content marketing blueprint is to answer the following 5 groups of questions
 - o Niche down to discover exactly who your prospects are. Who is my laser targeted audience? What does my "perfect prospect" look like?
 - o Identify the story of your brand, your content marketing mission statement. Are my products or services unique? What do I offer that is different from everything else that is already out there?
 - o Before you start writing blog posts and making videos, ask yourself why you are creating content and how it will help your audience. Why are you writing blog posts, creating videos and spending time on social media?
 - o How are you going to create and distribute your content? What specific schedule are you going to use so you are consistently developing and sharing valuable, high-quality content?
 - o Measure and evaluate, make any necessary changes. Is your landing page converting at a high rate? Are your email open rates where they need to be? Are your blog posts generating the amount of generic traffic you had hoped for?

Who are the Individuals That Make up Your Ideal Audience?

- ✓ What is your target market? Who does your business cater to?
- ✓ The idea behind targeting smaller niche markets is that you identify the unique value or benefit your company offers that is not being delivered by others

- ✓ Then you target those specific individuals who will be most interested in your unique appeal, approach or products
- ✓ The following are questions you need to answer to identify the target of your content marketing strategy:
 - o Identify what you have to offer.
 - o List the benefits your products and services deliver.
 - o Use this information to deliver a unique approach, strategy or product offering. What area of your market is not being served properly?
 - o Take what you have compiled to this point and ask yourself the question, "Who is the exact person my products are perfect for?" Don't think broad, think narrow.
 - o Put yourself in that person's mind and try to understand the big problems you can solve for that individual and the big questions you can answer.

What Is Your Content Marketing Mission Statement?

- ✓ The mission statement you create should be the foundation for all content development
- ✓ There are lots of intelligent ways to create this mission statement. You can brainstorm with everyone in your company, or work on this step of your content marketing blueprint yourself
- ✓ The first step is to identify the unique story of your brand, products, and services
- ✓ Your mission statement should answer the question, "Why should your audience care?"

- ✓ make sure your content marketing mission statement includes the following points:
 - o Who you are
 - o Who your audience is
 - o What you offer
 - o What's in it for your prospects, what benefits they receive

What Specific Goals Are You Trying to Accomplish with Your Content?

- ✓ Different types of content naturally align themselves with different business goals
- ✓ A goal to "make more money this calendar year by writing, publishing, and marketing 5 Amazon Kindle e-books" is a very definable and actionable business goal
- ✓ A smart content marketing blueprint will solve all your business problems, or at least attempt to do so
- ✓ Concentrate on clearly defining a single business goal and then think about what type of content will be most effective for obtaining the set of results you're looking for

What Content Are You Going to Use, and How Will You Create and Publish It?

- ✓ You have a clearly defined content marketing mission statement. Now you need to develop a schedule for content creation, as well as how you are going to deliver that content to your audience
- ✓ Write down the types of content you are going to use, and where you are going to publish this content

- ✓ Your content marketing efforts can benefit from the use of an editorial calendar

What Are Your Results and What Changes Do You Need to Make to Your Blueprint?

- ✓ You are going to have to test different types of content, different delivery schedules, and tweak your efforts along the way to achieve the best results
- ✓ You need to understand click-through rates, bounce rates, conversions, sales and profit numbers
- ✓ Depending on the goal you have in mind, the analytics you are going to be studying will be different
- ✓ Understanding analytics is made possible with the following tools
 - o Crazy Egg
 - o Google Analytics
 - o WordPress Analytics
 - o WordPress JetPack
 - o KISSmetrics
 - o Woopra
 - o Piwik
 - o MixPanel
 - o MonsterInsights
 - o Sumo
 - o Clicky
 - o Analitify (WP)