

CONTENT STRATEGY PLANNING

WEEK THREE

CONTENT MARKETING VS. ADVERTISING VS. CONTENT ADVERTISING

They all work together in a comprehensive marketing strategy to support your traffic goals.

- Content marketing helps you build authority and stand out from competitors in organic channels. (free)
- Advertising helps drive qualified visitors to your site and convert them into leads. (paid)
- Content advertising promotes your content assets to target ideal buyers to increase engagement. (paid)

CONTENT STRATEGY PLAN

- Who are you creating content for?
- Why are you creating content?
- What type of content will you create?
- Where will you publish the content?
- How will you create the content?

CONTENT STRATEGY PLANNING

01

WHO ARE YOU CREATING CONTENT FOR?

Putting into words who you're trying to reach with your content is a crucial step. It will serve as a guideline for all of your content creation efforts and help keep you on track. (Customer persona or a general description)

02

WHY ARE YOU CREATING CONTENT?

Each piece of content should have a purpose.

- Increase Brand Awareness
- Create Interest and Desire
- Nurture Interest and Entice a Purchase
- Retain Customers and Build Brand Loyalty

03

WHERE WILL YOU PUBLISH CONTENT?

Where does your target audience consume their content?

This was defined in week 1 (Content Buckets)

- Social Networks - which ones?
- Blog/Website
- YouTube
- Email

04

WHAT TYPE OF CONTENT WILL YOU CREATE?

Using the Macro and Micro worksheet from last week create a list of the desired content.

05

HOW WILL YOU CREATE THE CONTENT?

What resources will you need?

People. Who do you need to hire and what skills do you need?

Products and Services. What tools or services do you need?

WHO ARE YOU CREATING CONTENT FOR?

WHY?	INCREASE AWARENESS	CREATE INTEREST AND DESIRE	NURTURE INTEREST & ENTICE A PURCHASE	RETAIN CUSTOMERS BUILD BRAND LOYALTY
WHERE?				
WHAT?				
HOW?				

MONTHLY THEMES

12-MONTH TIMELINE

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

Monthly Planner

JAN FEB MAR
APR MAY JUN
JUL AUG SEP
OCT NOV DES

DATE	CONTENT	PLATFORM

CONTENT MARKETING PLAN

WEEK OF: _____

DAY	WHAT?	WHERE?	OUTCOME
MON			
TUE			
WED			
THU			
FRI			