

HOW TO

CREATE, OPTIMIZE, AND AMPLIFY

CONTENT THAT CONVERTS



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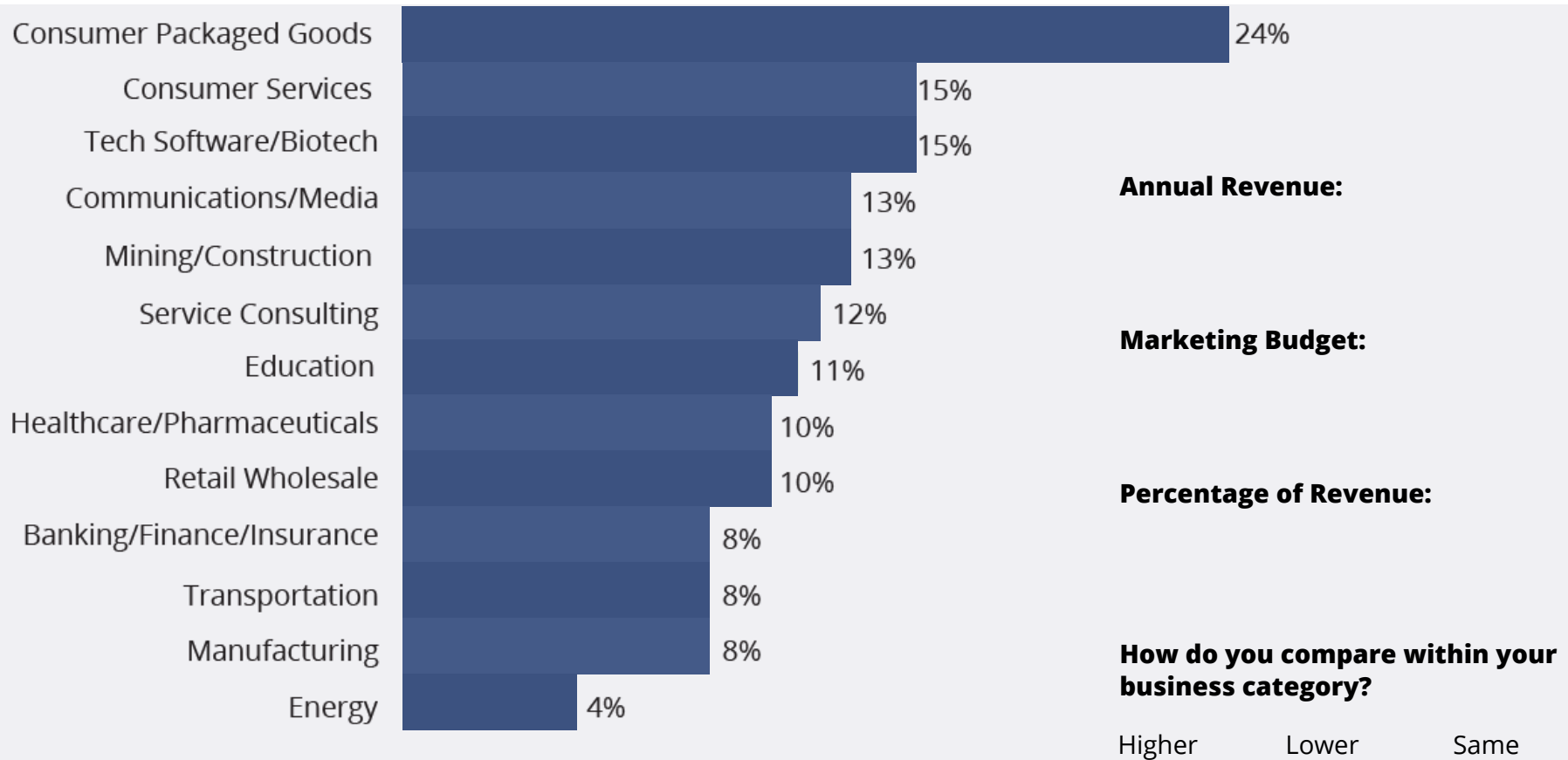
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MARKETING BUDGETS BY INDUSTRY

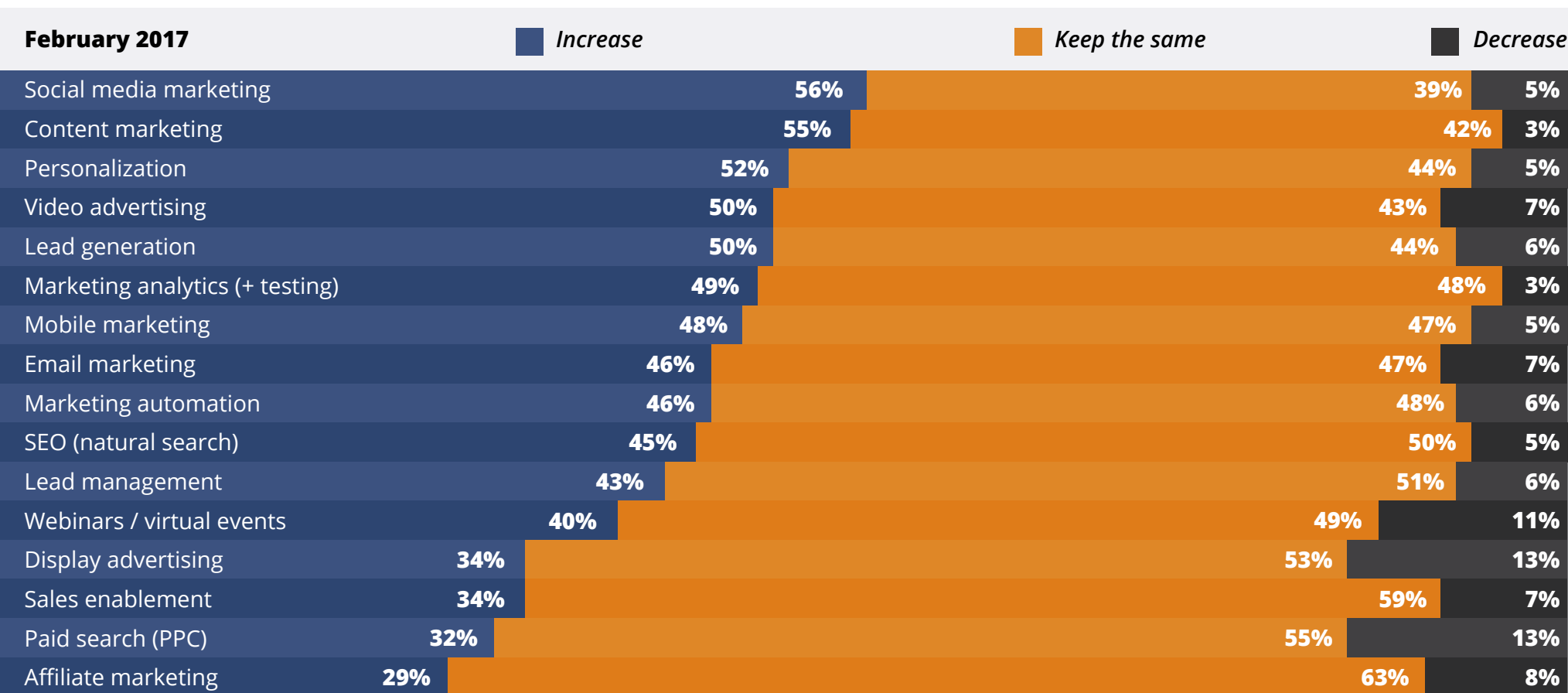
Marketing accounts for what percentage of your overall budget?



Source: The CMO Survey and Deloitte Digital

ESTABLISHING BUDGETS FOR YOUR DIGITAL MARKETING CHANNELS

2017 Digital Marketing Budget Plans (based on responses from 3,347 marketing professionals around the world)



Source: [Marketing Charts](#)

**Percent of marketing
budget spent on digital:**

Planned increases/decreases



CONTENT MARKETING: WHAT IT IS

Content marketing is different than traditional marketing. At its core, it's all about *creating content that helps people*. You're helping your customers understand your business or your products. Rather than "renting" space via traditional advertising, you rely on the online real estate that you own to inform, educate, and entertain your audience.

DEFINITION OF CONTENT MARKETING

1. Content marketing is the art of providing relevant, useful content to your customers without selling or interrupting them.
2. Instead of pitching your products or services, you are delivering information that makes your customers more informed before they buy.
3. If you deliver consistent, ongoing valuable information to your customers, they ultimately reward you with their business and loyalty.

THE CUSTOMER JOURNEY

Content marketing is a dynamic, continuous process. Based on years of working with clients on their content marketing programs and driving our own business growth in the same way, we have developed a framework that holds the major elements needed for content marketing to be successful. Remember, content marketing is iterative, and by no means delivers a 30-day ROI. Use this framework to establish a structure around your program and align your people, priorities, and processes around common goals.

CONTENT MARKETING: WHAT IT IS CONT'D

CONTENT MARKETING AND THE CUSTOMER JOURNEY

Effective content marketing covers all stages of the customer journey. From answering questions, solving problems to providing detailed pricing information, you must publish content in each stage to keep the prospect from falling out of your journey.

THEY ASK. YOU ANSWER.

One of the biggest mistakes an organization can make is not creating content people are actually looking for. Start with asking your team a simple question:

WHAT QUESTIONS DO YOU GET ASKED ALL THE TIME?

This opens the door to understanding what people are looking for online and how you can be the best answer on the end of their search. Turn these questions into topics and then titles that get scheduled as content pieces on your calendar.

CONTENT MARKETING IS A CULTURE

Content marketing is not just a strategy or a tactic. It's ultimately a culture. The most successful organizations are able to tap into their internal subject matter expertise to create content their audience truly needs. Don't just relegate your content marketing to the marketing team. Create a culture of content throughout your organization for the best results.



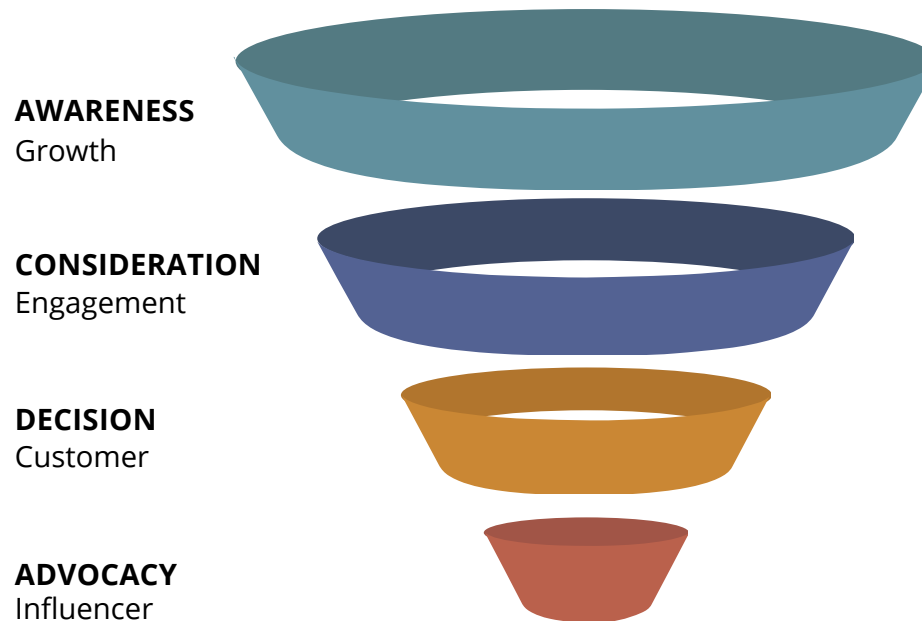
CONTENT MARKETING

IS THE ART OF PROVIDING RELEVANT, USEFUL CONTENT TO YOUR CUSTOMERS WITHOUT SELLING OR INTERRUPTING THEM. INSTEAD OF PITCHING YOUR PRODUCTS OR SERVICES, YOU ARE DELIVERING INFORMATION THAT MAKES YOUR CUSTOMERS MORE INFORMED BEFORE THEY BUY.



THE CUSTOMER JOURNEY

Your customers follow predictable patterns in the buying process. As a best practice, you should have their stages mapped out, from the earliest point of your relationship where they've never heard of you, all the way through where they decide to purchase from you. Each piece of content you publish might reach your prospects in a different stage of the customer journey, and each piece should help your customers advance to the next step (or even skip a step) as they move closer to a purchase decision.



LEARN MORE:

[Understanding the Buying Process](#) – E-Book

[Create Content for Every Stage of the Buyer's Journey](#) – Blog Post

TIP: These customer journey process examples are generic. Take the time to evaluate your customer's buying process to make sure you understand all the steps. Remember, each piece of content should focus on a stage of the customer journey and should meet their focused interest to move them further through the journey. Are you creating content that is useful, helpful and moves the prospect to the next stage of your customer journey?

THE CUSTOMER JOURNEY

GOAL OF AWARENESS STAGE

Grow your audience by sparking interest around your products and services.

AWARENESS

Growth

CONSIDERATION

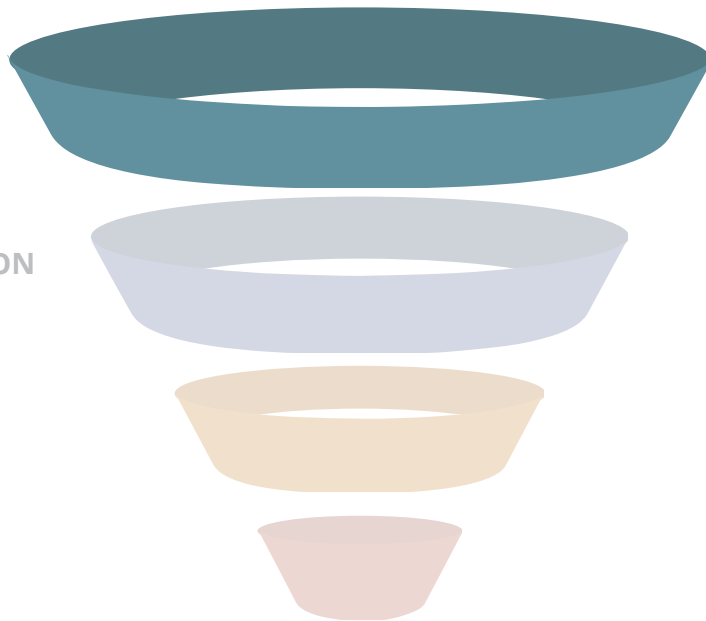
Engagement

DECISION

Customer

ADVOCACY

Influencer



CONTENT'S ROLE

- Build awareness around products or services
- Use top-of-funnel content to attract new visitors
- Provide info on what audiences are actively searching for
- Use paid for greater reach and awareness

RANK YOUR ORGANIZATION ON A 1-5 SCALE:

- 0 if you are not engaged in the tactic
- 1-2 if you are just beginning
- 3-4 if you're using this tactic with unclear results
- 5 if your company is successfully using this tactic

CONTENT IDEATION

CONTENT CREATION

PERSONA DEVELOPMENT

TRADITIONAL ADVERTISING

PROGRAMATIC ADVERTISING

ORGANIC SOCIAL

PAID SOCIAL

INFLUENCER MARKETING

ANALYTICS MEASUREMENT

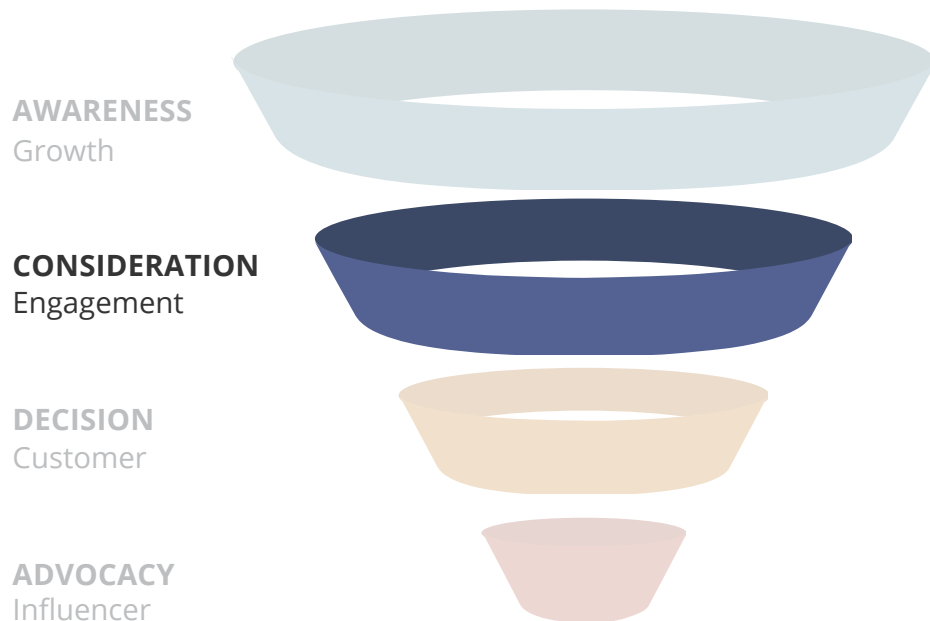
TOTAL AWARENESS SCORE



THE CUSTOMER JOURNEY

GOAL OF CONSIDERATION STAGE

Now that the prospect has found your website, you want them to engage with your content, ultimately filling out a form or contacting you directly.



CONTENT'S ROLE

- Answer common questions from your audience
- Solve the audience's problems
- Emphasize key benefits of your products or services
- Compare other products or services

RANK YOUR ORGANIZATION ON A 1-5 SCALE:

- 0 if you are not engaged in the tactic
- 1-2 if you are just beginning
- 3-4 if you're using this tactic with unclear results
- 5 if your company is successfully using this tactic

CONTENT IDEATION

CONTENT CREATION

PERSONA DEVELOPMENT

PAID RETARGETING

USER EXPERIENCE

SEARCH OPTIMIZATION

CRO

ORGANIC SOCIAL

PAID SOCIAL

INFLUENCER MARKETING

ANALYTICS MEASUREMENT

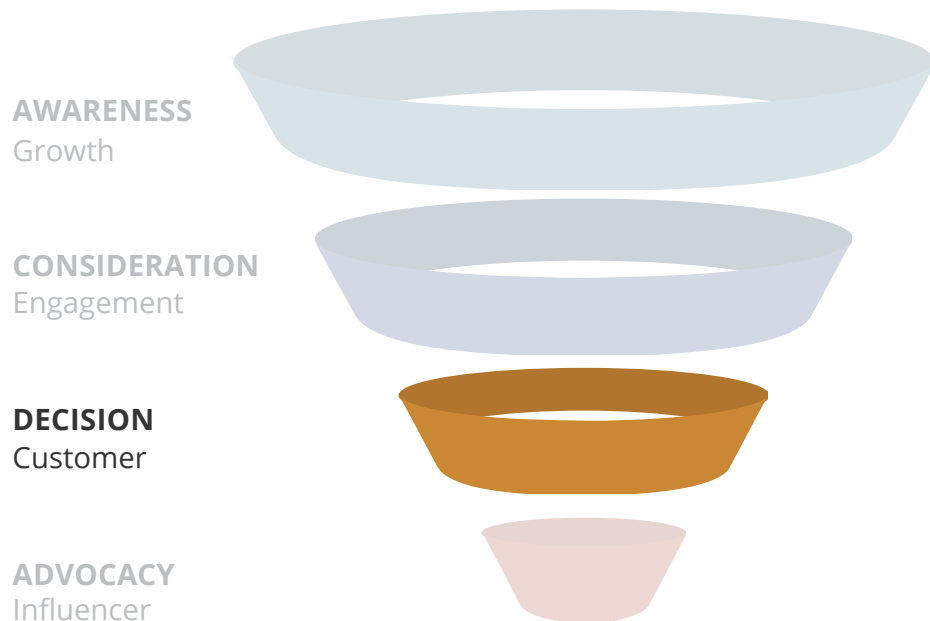
TOTAL CONSIDERATION SCORE



THE CUSTOMER JOURNEY

GOAL OF DECISION STAGE

Help your audience make a buying decision they're comfortable with.



CONTENT'S ROLE

- Build confidence
- Create a sense of urgency
- Inform on pricing
- Deliver promotional benefits
- Guide through the purchase process

RANK YOUR ORGANIZATION ON A 1-5 SCALE:

- 0 if you are not engaged in the tactic
- 1-2 if you are just beginning
- 3-4 if you're using this tactic with unclear results
- 5 if your company is successfully using this tactic

CONTENT IDEATION

CONTENT CREATION

PERSONA DEVELOPMENT

PAID RETARGETING

USER EXPERIENCE

SEARCH OPTIMIZATION

CRO

ORGANIC SOCIAL

PAID SOCIAL

INFLUENCER MARKETING

ANALYTICS MEASUREMENT

LEAD NURTURE

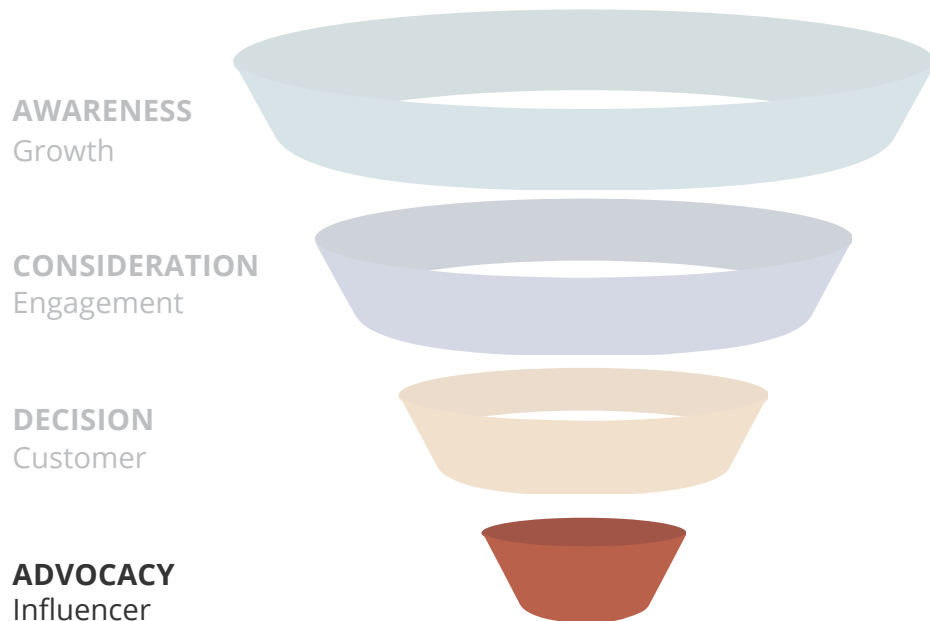
TOTAL DECISION SCORE



THE CUSTOMER JOURNEY

GOAL OF ADVOCACY STAGE

Grow your audience by providing a stimulus to spark interest around your products and services.



CONTENT'S ROLE

- Thank them
- Confirm they made the right decision
- Ask for testimonials and referrals
- Build the relationship to promote word of mouth referrals
- Create user guides, tips and tricks, and special deals

RANK YOUR ORGANIZATION ON A 1-5 SCALE:

- 0 if you are not engaged in the tactic
- 1-2 if you are just beginning
- 3-4 if you're using this tactic with unclear results
- 5 if your company is successfully using this tactic

CONTENT IDEATION

CONTENT CREATION

ANALYTICS MEASUREMENT

CUSTOMER OUTREACH

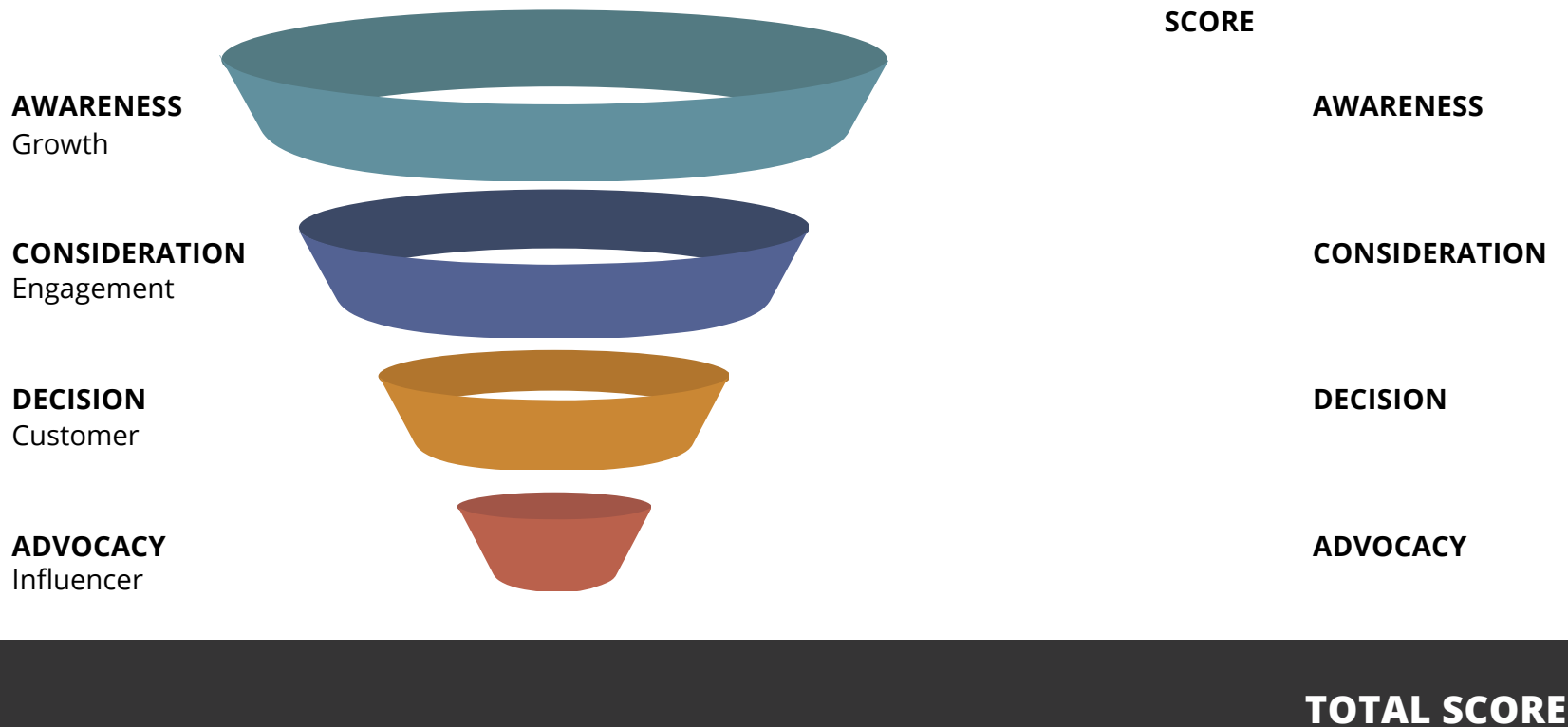
TOTAL ADVOCACY SCORE



THE CUSTOMER JOURNEY: YOUR SCORE

RANK YOUR ORGANIZATION ON A 1-5 SCALE:

- 0 - 40 I need help!
- 41 - 80 Just beginning and lots of gaps
- 81 - 130 We're pretty good with room for improvement
- 131 - 180 We're experts at the whole journey



PERSONAS

DEFINE YOUR AUDIENCE - Why create buyer personas? These are examples of buyers who make or influence decisions about our businesses.

Whether it's B2B or B2C, small business or enterprise, each of us has an audience. For some it is clearly defined and narrowly focused. For others, your business covers a broad range of demographics. The key is to define that audience so you know who they are, their habits and activities and how you can reach them throughout the customer journey.

These insights will inform your content marketing strategies, content formats, and promotional and distribution efforts. They will also help you align your efforts with current company marketing efforts.

Put as much detail as you can into the persona — age, gender, where they work, leisure habits — anything that will shape and define your audience segments.

EXAMPLE PERSONA

MARY SMITH

43, MARRIED

- 3 Children 2 boys, 1 girl
- Soccer mom to the max
- CEO of her own company
- Follows and read many lifestyle blogs, loves videos and visual content
- Often on the go, consuming information on mobile
- Likes to travel
- Decision maker in her family
- Active on Facebook & Pinterest
- Influenced by fellow moms and entrepreneurs
- Pain points come down to cost and ease-of-use



PERSONA EXAMPLE

Here is an example of a basic persona for a non-profit organization with the goal of gaining new supporters and donations for their cause.



Persona Name

Boomer Bob

3 adjectives to describe them:

Generous

Hands-on

Conservative

Demographics

(Age, gender, marital status, location, education, socioeconomic status)

51-69, retired, married with grown children (empty nester), lives in rural South, conservative politics, Christian, fixed retirement income

Pain Points

(Barriers to purchase or conversion)

Lack of awareness, worries about trustworthiness of charities, has difficulty prioritizing donations

Trust Factors

(Those things that create trust and loyalty with brands)

Wants personalized experiences that don't feel like advertisements, responds best to powerful messaging that shows donations results

Trust Factors

(Who or what are they influenced by? Include media sources where they already consume content.)

Conservative news channels and individual influencers, influenced by adult children

Preferred Content Formats

Long-form content

Email

Infographics

Video

Case Studies

Podcasts

Webinars

Blogs

Reviews

Interactive

Sample Content Topics

How to Prioritize your Charitable Giving in 2018

Preferred Devices

(Check where they consume content the most.)

Mobile

Tablet

Desktop

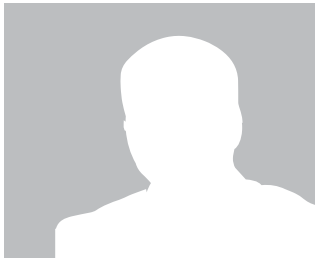
Are they active on social media? Where?

For the most part, no, although some are relatively active on Facebook. They prefer email for staying in touch digitally.



YOUR PERSONAS

Now it's time to create the personas specific to your business. We've given you some blank faces to work from, so start to think about the type of people you already reach or want to reach and flesh out their persona here.



Persona Name

3 adjectives to describe them:

Demographics

(Age, gender, marital status, location, education, socioeconomic status)

Pain Points

(Barriers to purchase or conversion)

Trust Factors

(Those things that create trust and loyalty with brands)

Trust Factors

(Who or what are they influenced by? Include media sources where they already consume content.)



Preferred Content Formats

Long-form content	Email
Infographics	Video
Case Studies	Podcasts
Webinars	Blogs
Reviews	Interactive

Sample Content Topics

Preferred Devices

(Check where they consume content the most.)

Mobile Tablet Desktop

Are they active on social media? Where?



YOUR PERSONAS CONT'D

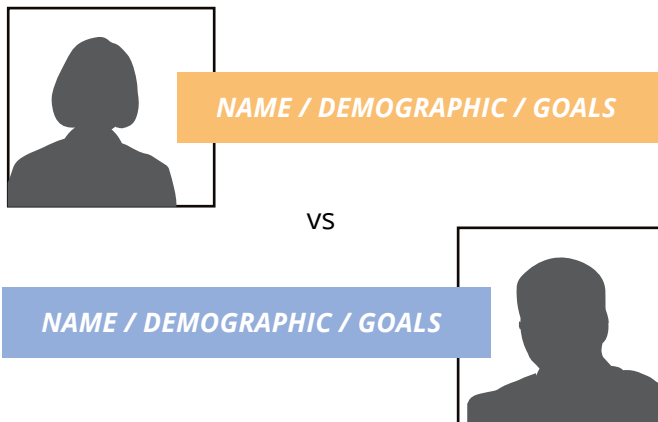
TIP: Spend some time with this exercise. It will help you identify your target audience. Each persona should be specific enough that your messaging will change accordingly. Imagine the difference between each of these personas you've created. How will you approach each of them with your content?

LEARN MORE

[Everything Marketers Need to Research & Create Detailed Buyer Personas](#) – Blog Post

[Creating Marketing Personas to Improve PPC Experience](#) – Blog Post

NOTES



IDEATION: KEYWORD PHRASES

Most businesses have a few keyword phrases (common terms) that drive most of their online traffic and most of their revenue. It's important to know those phrases as well as other semantic phrases that users are typing into search engines to find your products or services. This will help you understand how to craft content that people will land on.

LONG TAIL TERMS

This concept was introduced by Chris Anderson in a *Wired* magazine article in 2004. It refers to the fact that **in the aggregate, longer, more detailed searches can account for more traffic and business than the shorter 'head' terms**. This is still true today. Below, list the phrases that, based on industry knowledge or analytics insights, drive your online traffic:

KEYWORD PHRASE

e.g. juicer combo machine content

VARIATION 1

all-in-one juicer & blender machine

VARIATION 2

blender combo model

VARIATION 3

dual-purpose smoothie maker

COMMON QUESTIONS AND YOUR EXPERTISE

YOUR CUSTOMERS HAVE QUESTIONS. ANSWER THEM.

What questions are your potential customers asking? There are common questions almost everyone asks before buying during their “Zero Moment of Truth.” Use the questions to create topics and headlines. By answering their questions on your website, you are moving visitors through the customer journey. They will be more informed and ready to buy when it comes time.

QUESTION

Ex: How much does content marketing cost?

HEADLINE

What You Should Know About the True Costs of Content Marketing

COMMON QUESTIONS AND YOUR EXPERTISE CONT'D

YOU'RE AN EXPERT, ACT LIKE IT!

Let's come up with a few more headlines. Ask yourself: what am I an expert at? Then, convert these expertise areas into possible headlines.

AREA OF EXPERTISE

Ex: Corporate cyber fraud protection

HEADLINE

10 Expert Strategies to Block Corporate Cyber Fraud Attempts

TIP: Interview your sales and customer service staff. They are the closest to your customers, and they're the people that hear the questions and concerns day in and day out. They also already know how to answer questions and address objections. You'll learn a lot from them, and you'll be able to generate topics and headlines from the interview.

Send out a quarterly email soliciting this information and you'll be amazed at the number of new content ideas.



KEYWORD RESEARCH AND TOPIC IDEATION TOOLS

Need more ideas? There are a number of online tools you can use to help you develop more topics and headlines.

GOOGLE SUGGEST

Go to Google.com, start typing in your search and look at the autocomplete for more ideas.

new england youth so|
 new england youth soccer
 new england youth soccer tournaments
 new england youth softball association
 new england revolution youth soccer camp

ANSWERTHEPUBLIC.COM

Add your search term and Answer The Public provides tons of ideas in easy-to-share visualizations.

RESULTS FOR CUSTOMER SATISFACTION SURVEY (US)

Questions (43)

Prepositions (25)

Alphabetical (133)



MOZ.COM

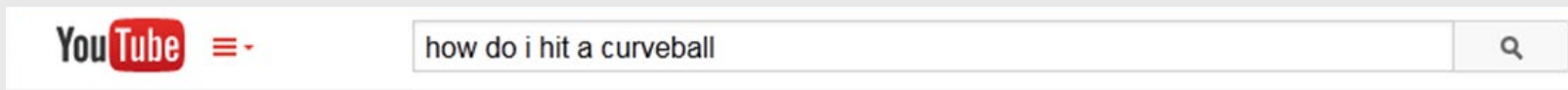
See related terms and topics based on your entered query.



KEYWORD RESEARCH AND TOPIC IDEATION TOOLS CONT'D

YOUTUBE.COM

The second largest search engine is owned by Google. Searchers have a different intent when they search here. Most often it's a 'how to' search.



KEYWORDTOOL.IO

This tool pulls from the Google API, allowing you to see popular searches in alphabetical order along with questions.



KEYWORD RESEARCH AND TOPIC IDEATION TOOLS

Now that you've gone through the first part of this workbook and you have a better understanding of content marketing and the customer journey, it's time to put everything you've learned into an actionable plan. The hub and spoke model of content marketing gives you a tight focus for a designated amount of time, with a main goal of driving traffic, leads, and nurturing relationships into business opportunities.

HUB - Hubs are comprehensive pieces of content that are often gated behind a form in order to drive leads. They can take many different formats, PDFs, kits, tools, e-books, an exclusive video series, or more. They should provide additional value that your normal day-to-day content may not.

SPOKES - Spokes are ancillary pieces of content created with the goal in mind of driving people to the hub. Topics are brainstormed in conjunction with the hub and planned out over a designated period of time (e.g. a quarter) in order to focus your content marketing efforts. Content from the hub can be repurposed for the spokes in different formats and for different content channels.



CONTENT AUDIT – WHAT TO PROMOTE?

It's important to understand what content is on your site to see the depth and breadth of our current content footprint – time for a content audit.

This audit will help you evaluate where you are strong and where content gaps exist. You'll find great pages and you'll find pages that need refreshing. List out some pages of content on your site using the form below...we're sure you'll see areas for opportunity.

CALENDAR

<i>TITLE</i>	<i>STAGE</i>	<i>FORMAT</i>	<i>PUBLICATION</i>	<i>NOTES</i>
Ex: How to...	Consideration	Article	6/10/2014	Out of date, could use video.

CONTENT AUDIT



TIP: Download Screaming Frog to crawl your site. This software will give you a report of all your pages and posts in a spreadsheet format. This will save you time and give you a complete list without any manual action. Add columns to the spreadsheet to help organize what content you will keep, what content needs refreshing and what content is outdated and needs to be deleted. Even use the ROT format to mark things quickly: – “R” for redundant, “O” for outdated, and “T” for trivial. Create a column to mark your letters quickly and then go back in depth later.

Review your content in Google Search Console to determine the most popular content, highest converting pages, pages with the longest user engagement, and the content where users tend to leave your site the most. This review will help you identify what content is resonating with your audience.

File Configuration Mode Bulk Export Reports Sitemaps Licence Help

Internal External Protocol Response Codes URI Page Titles Meta Descriptions

Filter: Blocked by Robots.txt Export

	Address	Status	
1	https://www.screamingfrog.co.uk/archive/not-a-real-url/	Blocked by Robots.txt	Li
2	https://www.screamingfrog.co.uk/archive/this-is-blocked/	Blocked by Robots.txt	Li
3	https://www.screamingfrog.co.uk/archive/	Blocked by Robots.txt	Li

NOTES

FROM CONTENT AUDIT TO CREATION

Following your assessment if you found content lacking you may need to build before you can promote – try these questions on for size.

TIPS:

1. Stay Organized! Sample: [Content Editorial Calendar Template](#) – EXCEL spreadsheet content calendar.
2. 105 Ideas to fill up your content calendar. Jay Baer - [Convince and Convert](#)

NAME 5 EXPERTS IN YOUR INDUSTRY OR COMMUNITY THAT YOU COULD INTERVIEW FOR EITHER A BLOG POST OR VIDEO INTERVIEW OR OTHER CONTENT PIECE.

WHAT FREE GUIDES, CASE STUDIES OR E-BOOKS COULD YOU DEVELOP IN THE NEXT 90 DAYS?

WHAT PRESENTATIONS HAVE YOU GIVEN RECENTLY THAT YOU COULD RE-PURPOSE?

WHAT CUSTOMERS CAN YOU INTERVIEW FOR EITHER A BLOG POST OR VIDEO INTERVIEW?

WHAT WEBINARS OR PODCASTS COULD YOU CREATE IN THE NEXT 6 MONTHS?

NAME MAJOR EVENTS, CONFERENCE OR HOLIDAYS YOU COULD CREATE CONTENT AROUND.



CONTENT CREATION

There are so many different ways to develop content. From visual formats like videos and infographics, to written content like case studies and articles, the possibilities are endless.

But every business is different in terms of what their audience gravitates towards and what they have the resources to create.

Use the checklist below to identify what content formats you can or want to produce that are aligned with your strategy, and how you would go about getting them created with internal or external resources.

CONTENT FORMATS	AVAILABLE RESOURCES:		NOTES
	INTERNAL?	EXTERNAL?	
Blog articles			
Videos			
Webinars			
Newsletters			
Case studies			
Podcasts			
Infographics / Datagraphics			
Quizzes			
Interactive tools			
Downloadable guides			
eBooks			
Curation			
Interviews			

CONTENT CREATION

Publishing content on a frequent basis will deliver more traffic and more leads. But many organizations go about creating content without a plan or calendar. This ad hoc approach is not effective or efficient, and often stalls out.

Creating a content calendar allows you to look months ahead to ensure that you are:

- Publishing content consistently
- Focusing on business priorities
- Following your established strategy

The calendar format below includes the basics. The more detail you add to the calendar, the more effective it becomes. Consider adding: primary and semantic keyword phrases, promotion and social media channels, meta descriptions, calls-to-action, hub and spoke correlation, and a search volume and competition metrics field.

Content formats could include: blog post, social media, video, infographic, eBook, case study, etc. Are there hubs/spokes you can identify here?

CALENDAR

<i>DATE</i>	<i>TITLE</i>	<i>GOAL</i>	<i>PERSONA</i>	<i>PHASE</i>	<i>FORMAT</i>
Q3 2018	Can I Get a Government Credit for Installing Solar Panels on My Home	Organic Search	Homeowner Harry	Consideration	Blog post

CONTENT CREATION

Optimization is a crucial element of content marketing. You should never publish a new piece of content without ensuring best optimization practices have been followed. If you're going to spend 10 hours creating a piece of content, at least spend 10 minutes optimizing it so it can be easily discovered. Optimization is also important for a good user experience that engages the visitor and encourages them to take the next step in their journey.

Below are the major elements that each web page or content should have. Check the box of the ones you already consistently do so you know where to improve.

WHAT DO YOU

Page title (shows in search results) **1**

Meta description (shows in search results) **2**

H1 Tag (only one per page!) **3**

Section headings (H2, H3, H4) **4**

Internal links **5**

External links **6**

Bulleted and numbered lists

Font formatting

Calls-to-action **7**

Image ALT text

Mobile friendliness

Page load times

Schema markup or rich snippets

Open Graph, Twitter Cards, Pinterest Rich Pins



The screenshot shows the website www.verticalmeasures.com/services/search-social-and-content-strategy/. The page title is "Search, Social and Content Strategy" (marked 1). The meta description is "At Vertical Measures we understand that your business and your website are unique, and you require different approaches and internet marketing services to be the most successful. That is why we offer a broad range of services to provide you with everything that you need, from SEO and link building, to social media consultation and content creation services" (marked 2). The H1 tag is "Search, Social and Content Strategy" (marked 3). The section headings are "Begin with a Search, Social & Content Strategy" (marked 4) and "What Our Strategy Packages Include" (marked 5). The content includes bulleted and numbered lists (marked 6) and calls-to-action (marked 7).

1 Search, Social and Content Strategy

2 At Vertical Measures we understand that your business and your website are unique, and you require different approaches and internet marketing services to be the most successful. That is why we offer a broad range of services to provide you with everything that you need, from SEO and link building, to social media consultation and content creation services

3 Search, Social and Content Strategy

4 Begin with a Search, Social & Content Strategy

5 What Our Strategy Packages Include

6 Some clients come to us knowing exactly what website marketing services they need. But others aren't as readily able to pinpoint how to improve their online presence or web conversions, or even how their competitors are doing a better job. If you are a little lost and wondering where to start in the internet marketing world, we can help you find a clear path. We'll identify what is needed to increase your bottom line and improve your return on investment. We look at your site holistically, making sure we understand your team, your long term objectives, and what processes you already have in place.

7 WE CAN HELP YOU DRIVE:
More Traffic.
More Leads.
More Business.

LEARN MORE

HUB AND SPOKE CAMPAIGN ABSTRACT SAMPLE

BUSINESS GOAL / BACKGROUND

Many people feel like they are failing with their content marketing, so this guide will address the major elements they need to revamp in the next 90 days to see improvements. Goal is to generate leads who are struggling, and nurture the relationship, introducing them to our Coaching program.

INITIAL HUB TOPIC AND TITLE IDEAS

- Your 60-Day Content Marketing Plan Template
- 90-Day Content Marketing Course-Correction Plan
- Guide to Revamping your Content Marketing Program in 90 Days

CONTENT FORMAT

Long-form downloadable PDF

SPOKE IDEAS (CREATE AS MANY AS YOU CAN)

- Insourcing vs. Outsourcing your Content Development
- [Infographic] How to Revive Your Content Marketing Plan in 2 Months [Blog]
- 10 Industry Experts Share How to Course-Correct Failing Content Marketing Programs [Influencer Round-up]

LAUNCH TIMELINE

Q2 2018

AUDIENCE / PERSONA

Marketing Mary - Marketing Director or Manager at B2B or B2C businesses, both small and large scale, who wears many hats. She is not the final decision maker, but regularly consumes content (mostly written articles and case studies), and attends industry events in order to bring back insights to her team.

LEAD NURTURE SKETCH

A series of 4 emails spaced out over a few weeks after download. First few emails will be informational, with CTAs pointing people to published spokes that are relevant. Information on Coaching program to be included in later emails, with CTA to contact us to talk further.

LEAD CONTENT CREATOR

Freelance

OTHER ROLES AND RESPONSIBILITIES

- Susan - Content outline and editing, general management
- Bob - Guide design
- Tim - Social media plan and promotion Jess - Lead nurture implementation



HUB AND SPOKE CAMPAIGN ABSTRACT

BUISNESS GOAL / BACKGROUND

AUDIENCE / PERSONA

INITIAL HUB TOPIC AND TITLE IDEAS

LEAD NURTURE SKETCH

CONTENT FORMAT

SPOKE IDEAS (CREATE AS MANY AS YOU CAN)

LEAD CONTENT CREATOR

OTHER ROLES AND RESPONSIBILITIES

LAUNCH TIMELINE



CONTENT PROMOTION - AKA AMPLIFICATION

Think about where you will promote your content. Many of us have a blog on our site so that makes a natural publishing channel. There are also many other places you can distribute your content.

AMPLIFY – PROMOTING YOUR CONTENT TO YOUR AUDIENCE

Check off the channels where you can distribute your content. Then circle the channels you have the budget to promote on. Pick the channel most aligned with your audience to increase the value of your promotion.

CURRENT DISTRIBUTION CHANNELS

My blog
Corporate website
Industry related site
Association site
Guest post
E-mail

SOCIAL MEDIA CHANNELS

Facebook
Google+
LinkedIn
Pinterest
Twitter
Instagram

PAID MEDIA

Paid Search
Programmatic
Influencer
Facebook

Twitter
LinkedIn
Pinterest
Instagram

NOTES



LEAD NURTURE

Lead nurture is the relationship-building element of content marketing. It's just as important to keep the relationship alive as it is to create it in the first place. This is where trust and loyalty are built; by providing consistent value to someone who has shown interest in your products or services and delivering information that is helpful.

Lead nurture mainly takes the form of email. From newsletters to updates to promotions, email is a potent tool to stay top-of-mind (and inbox) to nurture an existing relationship, encouraging prospects to move down the sales funnel.

Sketch out a two-email lead nurturing process in the boxes below based on an action someone takes on your website. For example, if someone fills out a contact form, what happens next? How about a download? Also, write down one thing you can do to improve your email and lead nurturing program right away.

ACTION	NOTES
<i>What action triggers your email?</i>	
↓ ↓ ↓	
EMAIL #1 <i>What is the content and goal of your email?</i>	
↓ ↓ ↓	
EMAIL #2 <i>What is the content and goal of your email?</i>	



CONTENT MARKETING: BASELINE SCORECARD

You most likely have been doing content marketing in some form or another for a while now if you chose to attend this workshop. Let's examine your current efforts to get a baseline of where you are now. This will inform where you should go next. What does your organization do well? Where can you improve? How would you grade yourself or your team on a scale of 1-10 on the following?

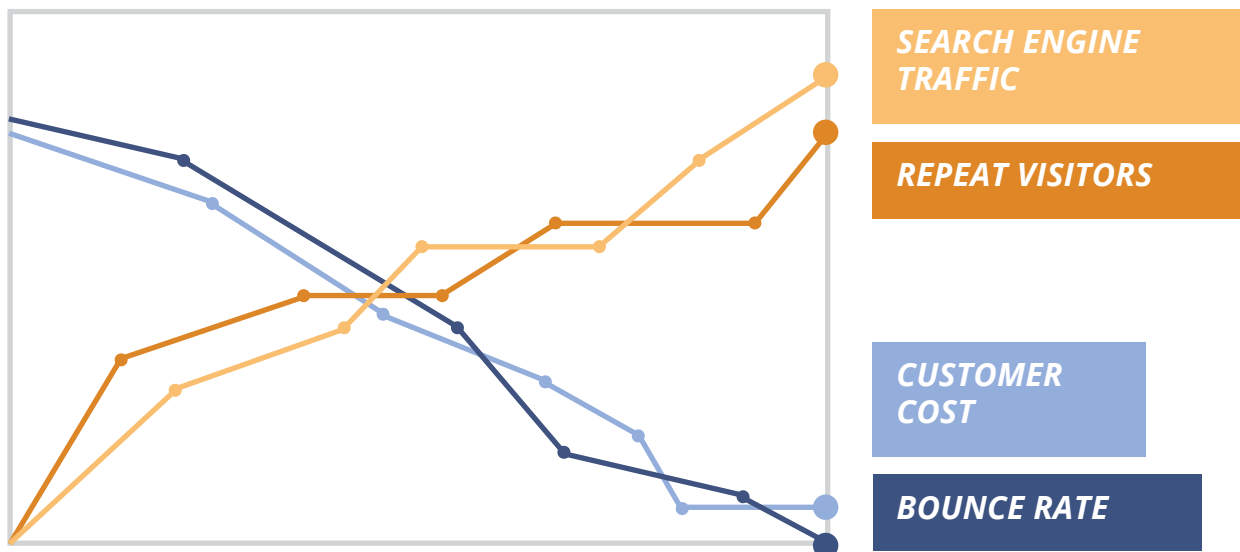
GOAL	1-10	QUESTIONS	COMMENTS
Strategy		What are the overall business goals? Is everyone on the same page?	
Ideas		If you or someone has a marketing idea, what is the process for that?	
Content		Do you currently contribute content ideas, outlines, photos, articles?	
Optimization		Do you make your online content user-friendly and Google-friendly?	
Promotion		How do you try to drive people to your website through other channels?	
Distribution		What channels do you use to market and distribute content?	
Lead Nurture		In what ways do you communicate with prospects?	
Measurement		How do you measure success in your role?	

CONTENT MARKETING GOALS AND METRICS

COMPANY-WIDE GOALS: Start with the **BIG** company goals and work your way down to your department or sphere of influence. Set goals high enough to move out of the status quo.

EXAMPLES

- Increase organic search engine traffic by X%
- Improve repeat visits/registrations by X% year over year
- Drive down customer cost/acquisition by X%
- Decrease bounce rate for top pages to X% below site average
- Increase new business sales by x%
- Decrease customer service costs by x%
- Shorten the sales cycle by X amount of time
- Reduce pay per click costs by 30%



CONTENT MARKETING GOALS AND METRICS CONT'D

MARKETING GOALS: Record the most important marketing goals for your company. Goals should have corresponding metrics. What will you measure? How will you know you're successful? How will you know if you are not? See previous page for even more examples than below.

SOME IDEAS	SAMPLE METRICS
------------	----------------

- | | |
|---|---|
| • Brand awareness | • Return website visitors, phone calls, appointments scheduled |
| • Moving leads through the sales funnel | • Request Information forms, content downloads, subscribers |
| • Client retention | • Website traffic, social shares, content on other sites, inbound links |

GOAL	HOW WILL YOU MEASURE?
------	-----------------------



CONTENT MARKETING QUICK START CONT'D

TIP: Validate your goals. Collaborate with your team to tweak these and get buy-in. Set up the systems to measure and track results. Measuring is very important as it validates your strategy and tactics and proves your ROI.

LEARN MORE: Check out these resources to learn more about goal setting and determining what metrics you should be tracking for your website.

NOTES

- [Google Analytics Set-up Checklist](#) – The complete checklist of resources for setting up your website tracking correctly.
- [5 KPIs All Content Marketers Should Know](#) - Understand the five major metrics you should be looking at regularly.
- [Content Marketing Works](#) - 290-page content marketing book by Arnie Kuenn that goes into an 8 Step Process to frame your efforts
- [Youtility - Smart Marketing is about Help not Hype](#) – Jay Baer
- [Killing Marketing - Turn Your Audience Into a Revenue Generating Department](#) - Robert Rose and Joe Pulizzi



[DOWNLOAD: Your Content Marketing Strategy Template and Checklist](#)

This 12-page template is the perfect tool to use when sitting down with your team to brainstorm a new or revised strategy. Download to get prompts, questions, and insights that will help you refine your content marketing strategy.

CONTACT US

VERTICAL MEASURES, LLC

Vertical Measures is a full-service search, social, and content marketing company dedicated to helping clients gain more traffic, more leads, and more business. VM produces integrated digital strategies, dynamic content pieces, and targeted SEO campaigns for a wide range of industries nationwide that are based on the principles outlined in Vertical Measures' proven 8 Step Process. With an emphasis on content marketing, Vertical Measures puts on educational workshops and seminars, and can bring customized onsite training directly to any team. VM is a leader within the content marketing industry, publishing on outlets like CMI, Phoenix Business Journal, Marketing Land, Search Engine Journal, and more.

www.VerticalMeasures.com

ADDRESS & PHONE

11201 North Tatum Boulevard, Suite 350,
Phoenix, AZ 85028

PHONE (602) 314.3460

SALES (602) 314.3467

SOCIAL MEDIA



facebook.com/verticalmeasures



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