

Content Planning

Basics & Guide

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INTRODUCTION

It is all about a power of conversation and the conversations are perception shapers. The internet has turned what used to be a controlled, one - way message into a real time dialogue with millions of people. Today, buyers are interacting with your brand across channels and device, which increases their expectations with brands. They are looking for more personalize conversation and attention.

You will get the answer of the following questions -

- What is content marketing ?
- Why it is so important to have content planning?
- How to define content strategy?



WHAT IS CONTENT MARKETING?



“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.” – Content Marketing Institute

Content marketing is new buzz word among a marketers online. Today every marketer is up to focus on creating and publishing engaging content for a targeted audience.

Content marketing is all about reaching out to your target audience by creating free content and sharing on online platform such as social media, YouTube, blogs etc. to interact and engage with audience, which is like convince to convert.



“Today, companies are now focusing more on developing content like -blog, podcast, infographics, white papers etc. to capture audience attention.



Content marketing costs around 62% less than outbound marketing but generates 3x more leads



Brands who utilize content marketing have approximately **6x higher conversion rates** than those who don't

Improve brand reputation



At least 39% of the marketing budget is spent on content marketing by the most effective B2B marketers

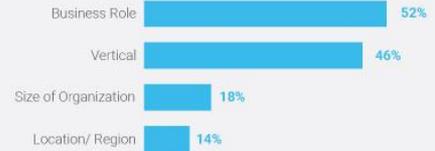


71% of B2B buyers

said they consumed blog content during their buyer's journey. That's up from 66% in 2017

64% of B2B buyers

report they would like to see content organized by industry on company websites, followed by business role (52%), vertical (46%), size of organization (18%), or location/region (14%).



78% of CMOs

believe that original content is going to be essential in marketing



66% of B2B buyers

strongly agree that companies should make it easier to access their content, by using fewer form fields, better mobile optimization, etc

WHY CONTENT MARKETING IS IMPORTANT?



Given Statistics clearly shows an impact of content marketing on marketers and customers as well. This why every marketer should give attention to produce quality content.

CRAFTING CONTENT STRATEGY/ PLANNING?

Before producing a content one should have a plan ready to avoid a ran. Without a roadmap it is more like shooting in a dark.

But the question is, how to craft a successfully content plan for my brand? What are the important aspects which need to take care of while crafting the plan? Being a first timers, it become little challenging to decide from where to start. Well, this guide have 6 steps, which can help you craft your content plan easily.



UNDERSTAND BRAND & DEFINE GOALS

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Once you understood the value of a brand next you need to know or think what is your ultimate aim for developing content marketing plan? What you are going to achieve out of it?

It is very important to know your goals or objective before you start planning, it will help you define better content strategy with clear idea. The content marketing objectives/goals can be like - **brand awareness, lead generation, engagement, lead nurturing, customer retention & loyalty, etc.**

First & foremost, the point is how well you understand the brand or business. One cannot directly start with defining content ideas or persons or goals unless you actually have your brand value, proposition down on paper. This is something which you shouldn't skip, as it will help you decide what content needs to be conveyed and what should be the voice of a brand.

“

Keynote - pendown brand value first and think what goal needs to be achieved for a brand.

Create / Promote / Convert



KNOW YOUR AUDIENCE

02

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The question is how to define target audience and understand their preference. You have 3 steps to follow to answer your question -

Survey & Interviews

You can do quantitative or qualitative survey asking general questions about your product & services.

Capture your Typical Reader Profile

Based on your research, build your ideal target persona (note there demographic, technical, behavioral preference on a paper)

Capture Various Reader Persona

Group your target and build persona as mentioning all points/preference of a user.

To develop successful content strategy with better result it is very essential to define your content target audience, don't plan in an air.

Ultimately, you will be producing content for your audience. So, instead of producing content what you like or you find interesting, try to understand your person or target what he wants to read, listen from & about your brand.

“

Keynote - Understand your reader, what they are more likely to read.



BRAINSTORM CONTENT IDEA

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Next, Brainstorm content idea with a team. Now, you know what your brand wants to speak, you know what your targets wants to listen or read. So, it is time to think about what content type is best fit to fulfil brand and target requirement.

Determine which type of content you wish to produce, which will meet brand and target expectation and at the same time should be able to achieve your goals sets.

It is time to dedicate yourself and your team in content marketing planning process, where you collect all the ideas and desires you and your team have to achieve, bring success by knowing how to execute it. The best practice to brainstorm is sticking cards on wall.

There are a various options of a content which you can create. Below are the list of some most popular content type marketers are creating -



COPY WRITING & EDITING PLAN

04



You now have content idea ready with you & you are clear on what content type you & your team needs to work on. If you have it, then just plan your execution. Collaborate with your team to work on copywriting & editing.

In order to optimize your content creation process, one should practice copywriting method. The following steps can be consider as effective copywriting & editing plan -

Step 1 - Research

The writing process should start with proper research. The key point to remember is, make sure information gathered by you should have clear purpose and provide value to your audience.

Step 2 - Drafting

Before going to actual writing, prepare a rough draft of your research. A kind of skeleton of your actual content. In order to avoid future ambiguity.

Step 3 - Writing

Most of the time people skip above steps, but it important to follow above steps to think how your audience will digest what you are writing and how you can present it.

Step 4 - Editing

Editing is all about paying attention on details. You need to take care of content flow & quality.

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It is lengthy but effective process to follow to come out with effective content.

EDITORIAL CONTENT CALENDAR 05

Once you are ready with content idea & content type you wish to produce. Next come in scheduling your content and prepare a centralized calendar view of your content plan.

The main objective to create a content calendar to get flow right, and this will help you get a complete content plan of a month. Everyone in a team knows what will be publishing on what date and time? It will keep everyone align on what is to be done. You can create an editorial content calendar as well as social media content calendar to keep everything on track.

This practice will help you avoid future ambiguity and confusion of what is to be done every week.

With [marketerboard content marketing planner tool](#), you can organize all your content at one place and collaborate with team. Also get a centralized calendar view of your content plan.

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*Sit one day and schedule for a month.
Don't forget to fill the holiday spots.*

The screenshot displays the MarketerBoard web application interface. At the top, there's a navigation bar with the MarketerBoard logo and an 'Upgrade' button. Below that, the main content area shows a 'Content Plan' view for 'December 2018'. The interface includes a sidebar with navigation icons, a top navigation bar with 'Content Marketing / Campaigns List / Campaign Details', and a main calendar grid. The calendar grid shows days from Monday to Sunday, with content items scheduled on specific dates. A modal window is open over Thursday, Dec 06, listing several content items with social media icons and titles. The items include: '#International Civil Aviation Day', '#Human Rights Day', '#Top 8 practices for Email Template Design', 'Definition and full form of all buying method', 'Content Formats and their definitions', '#MerryChristmas', '#1Quote', '#2Quote', '#3Quote', '#EmailProductpromo1', '#ProductCollateralPPT', and '#EmailGuideonSS'. The interface also features a 'Create New Content' button, status and content type filters, and view toggles for 'Monthly', 'Weekly', and 'Day'.

DECIDE CHANNELS

06

Based on different content type you have created, you'll also have select different channels where you can publish content.

Channel Objective

Based on your content strategy objective to decide the channel, which can help you tell your story in a best way.

KPI's

Your Kpi's are one factors which have great impact on selecting right channel. You need to select a channel which will support you to achieve your goal.

Persona

Think of your persona you have developed or audience and then decide the channel where you wish to address your person. Think on which channel your persona is more likely to spend time.



Identify best channel to reach out the right audience. Promote on channel decided.

You can host the content on your own properties like company websites, blogs & companies social pages. While deciding on channels for your content, you need to consider these 4 factors as part of content marketing channel plan -

Analysis situation

The idea is to know what company have to publish their content. Ask these questions to yourself -

- What channels we already have (website, blog, social business pages etc.)?
- What changes are required (add new page, new blog etc)?
- What to stop (invest energy at right place)?

| Channel | Name | Structure | Tone | Desired Action |
|---------|-------------------------------|---|--|--|
| | Main Corporate Site | News Section - 250-words blurbs announcing new items | Professional | Click to blog (all phrases) |
| | Product Micro Site (New Blog) | Blog with 1000-1200 word posts | Casual/ Conversational | Subscribe phase 1- Add "Whitepaper download phase 2" |
| Blog | Main Corporate Blog | Cross linking- making sure existing posts are linking into new Micro site | N/A | Link to blog posts |
| | Linked in | New Linked in group | Asking question to generate conversation | Follow and join group on LinkedIn- Click through to blog |

CONTENT KPI'S & ANALYSIS

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There are various goals which can be achieved through content strategy. Here are five most popular goals with their metrics -

Goal 1 - Brand Awareness

You can choose the following metrics if your objective is brand awareness -

Reach - how many people saw your content?

New Visits - how many new visitor you have.

Inbound Links - sites/pages linked to your content.

Goal 2 - Engagement

When we talk about engagement, the metrics you should be checking are **social sharing**, likes, comments, views.

Goal 3 - Customer Retention

The best way to calculate ROI of this goal is to **percentage of repeat customers**.

Goal 4 - Lead Generation

Without a doubt, **leads** (filling up a form) if you are collecting customers information from your content, then you are on right track.

Goal 5 - Sales

The metric for this goal is **conversion rate** (what % of site complete the goal (purchase, download, etc.)



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For the starter, it is recommended to start small. Don't jump on heavy metrics initially, first analysis all metrics.

THE CONCLUSION

Today, content marketing is ruling the market, any type of content which give value or informational, engaging for your audience, it is most welcome.

But, the question is what kind of content you should produce to grab an attention of your audience and how process one should follow to craft successful content strategy.

Every marketer have their own style of working but when we talk about crafting content marketing strategy - given six steps can really help you with successful strategy.





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