

Course 11



Content Marketing Course

Knowledge is Power.

Stop Guessing. Start Knowing.

BizAdemy 

GoDaddy Pro PPlus Partner ★★★★★ Rating.

This course will cover:

What Is and How to Use Content Marketing

- What is content marketing?
- Why is content important to marketing?
- What is a content audit?
- How do you create a successful marketing approach?
- How do you create remarkable content?

 **WHAT IS CONTENT
MARKETING?**

CONTENT MARKETING

Strategic marketing and business process 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.



Great content is the **foundation**
of your content marketing plan.



When done correctly, this helps create a relationship with your audience, which **leads to trust.**



**Content is
the message
your marketing
strategy delivers.**

Without content
you'd have nothing
to deliver.

Without **content**, the Internet
would be empty.





Content marketing is really just
the **art of communicating** with your
prospects, without having to sell to them.

CONTENT MARKETING FOCUSES ON

- Empowering potential customers.
- Building a lasting relationship with your audience.
- Creating valuable content that both entertains and educates.



**WHY IS CONTENT
IMPORTANT TO
MARKETING?**

44%

of B2B marketers now have a documented content strategy.

39%

of B2C marketers now have a documented content strategy.

WHAT IS A CONTENT AUDIT?

WHAT IS A CONTENT AUDIT?

A content audit is the process of evaluating your content – both in quantity and quality. By listing your content assets and current performance, you'll be able to identify any gaps in content, create a plan to improve performance, and uncover quick wins.

BENEFITS OF CONTENT AUDITS

- Identifies content gaps
- Immediate value by leveraging content your business already has.
- Helps you to identify the right personas for your business.

A **quick win** is taking content you already have, changing its format, and using it to convert unknown visitors into leads.

 **HOW DO YOU CREATE
A SUCCESSFUL
CONTENT MARKETING
APPROACH?**

EXTENDING THE VALUE OF CONTENT THROUGH REPURPOSING



GENERATING **CONTENT IDEAS**



BECOMING AN **EFFECTIVE WRITER**



THE POWER OF STORYTELLING



ANALYZING AND MEASURING CONTENT



HOW TO EFFECTIVELY PROMOTE CONTENT





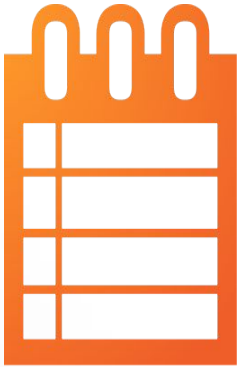
**HOW DO YOU CREATE
REMARKABLE
CONTENT?**

Think of the
process like a
savings account.



Building out
a plan for your
content creation
machine **does take
time.**

THE CONTENT **PROCESS**



1. Plan



2. Create

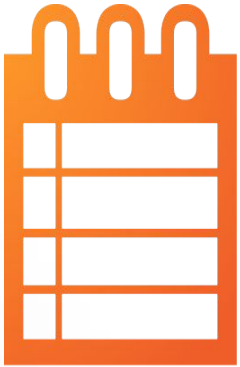


3. Distribute

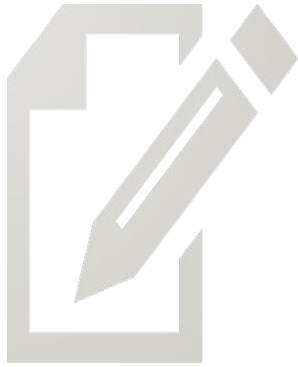


4. Analyze

THE CONTENT PROCESS



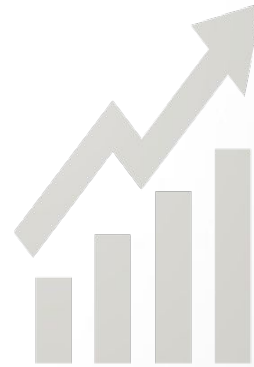
1. Plan



2. Create



3. Distribute



4. Analyze

CONTENT IS **DEFINED BY:**

- Purpose
- Format
- Topic

CONTENT PURPOSE



Offer?

Gated by a landing page or behind a form requiring an email.



Blog post or website content?

Open access to anyone on the Internet.

CONTENT FORMATS

- Case study
- Videos Infographic
- Whitepaper
- Calculator/Worksheet
- eBook
- Template
- Research report
- Checklist Webinar
- SlideShare Deck

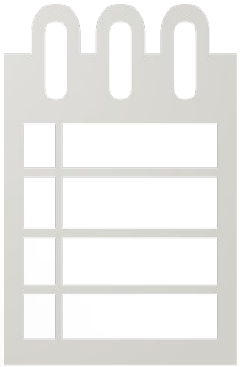
Picking the best format for your content is all about **your buyer personas.**



WAYS TO IDENTIFY TOPICS THAT MATTER

- Keyword research – what you want to rank for?
- Internet forums
- Popular industry news
- Sales/support FAQs
- Your buyer personas' goals
- Your buyer personas' challenges

THE CONTENT PROCESS



1. Plan



2. Create



3. Distribute



4. Analyze

BEST PRACTICES FOR CONTENT CREATION

- Always focus on mapping content to your buyer personas AND where they are in the buyer's journey.
- Less is more: your buyer personas are probably just as busy as you are - make it easy for them to consume your content.
- Keep it educational, not promotional. It's not until the decision stage of the buyer's journey when your product should be discussed in detail.
- Focus on the informational part of the content first, worry about design second. Prioritize writing great content over making that content look nice.

HOW TO CREATE **REMARKABLE CONTENT**



Buyer Personas



The Buyer's Journey

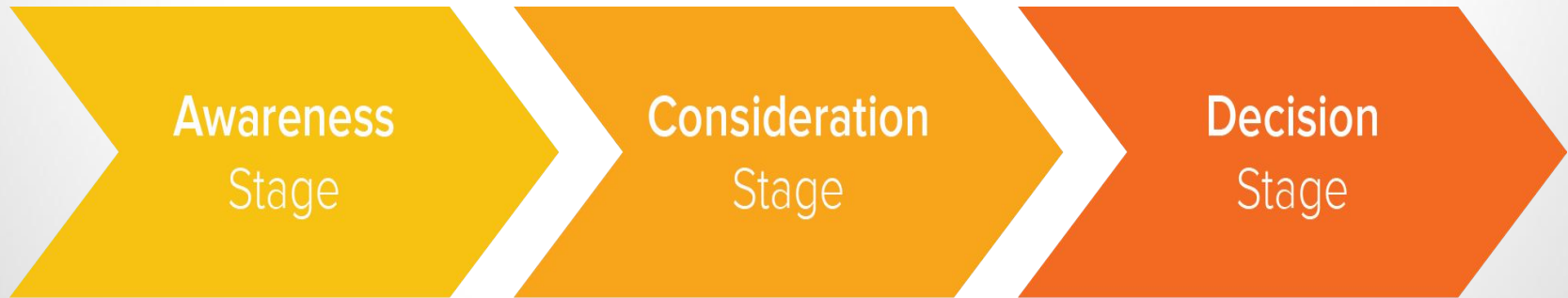
Buyer Personas are:

Semi-fictional representations of your ideal customer based on real data and some select educated speculation about customer demographics, behavior patterns, motivations, and goals.



THE BUYER'S JOURNEY

The active research process people go through leading up to making a purchase.



Prospect is experiencing and expressing symptoms of a problem or opportunity.



Prospect has now clearly defined and given a name to their problem or opportunity.



Prospect has now decided on potential solution strategies, methods, or approaches.

THE BUYER'S JOURNEY AND CONTENT

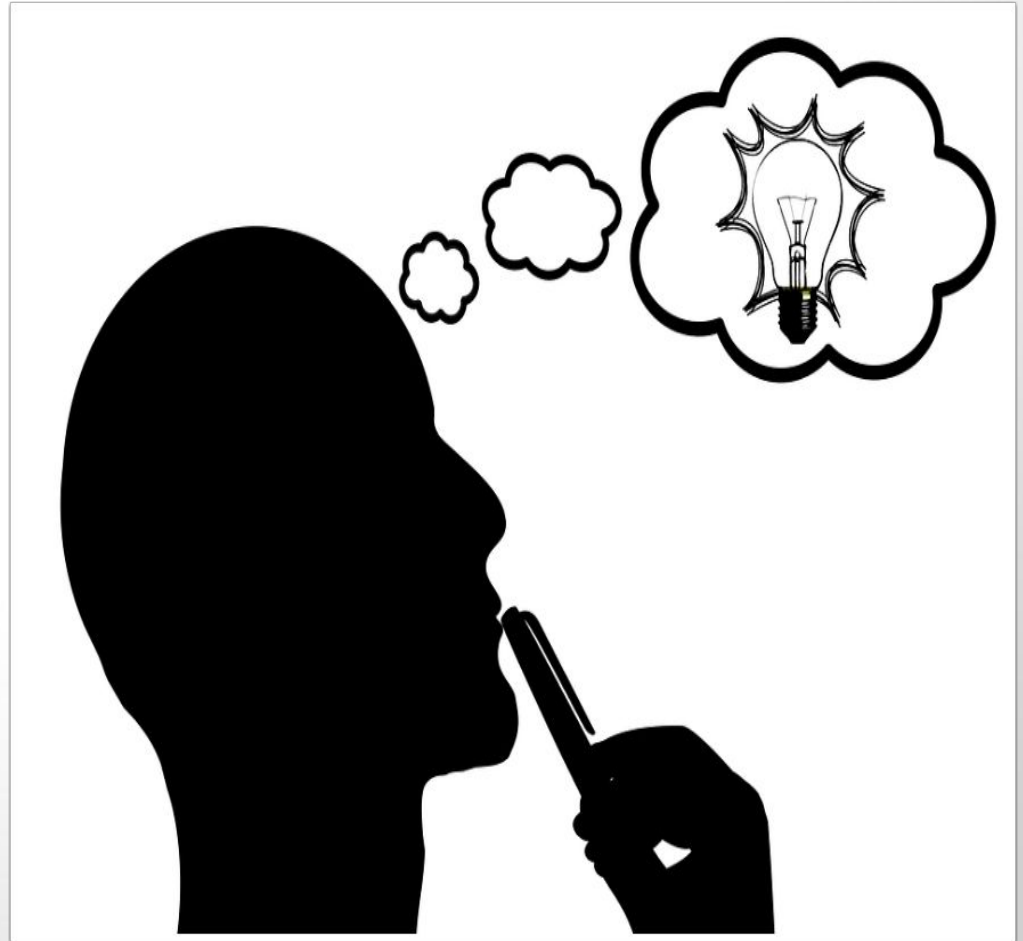


- Analyst reports
- Research reports
- eBooks
- Editorial content
- Expert content
- Whitepapers
- Educational content

- Expert guidelines
- Live interactions
- Webcasts
- Podcasts
- Videos
- Comparison whitepapers

- Vendor comparison
- Product comparison
- Case studies
- Trial download
- Product literature
- Live demos & presentations

Understanding
what you're
going to write
about before
you put pen to
paper will help
you **stay
consistent.**



CONTENT WORKSHEET

Persona

Your Topic/Keyword

**Buyer's
Journey stage**

Awareness

Consideration

Decision

☐☐☐

**How will this help
your buyer persona?**

Format/Type

eBook/
White Paper

Template

Checklist

Comparison
Chart

Case
Study

Worksheet/
Calculator

Podcast

Video/
Webinar

Purchasing
Guide*

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Content Structure

List

How-to

FAQ

Best of

News/
Trends

Q&A

Opinion

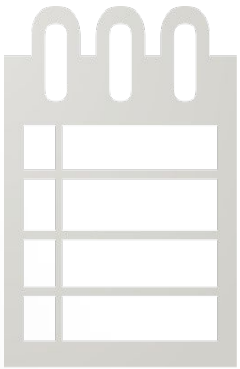
Curated

Product-
focused*

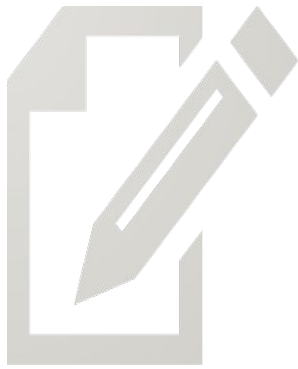
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Content title

THE CONTENT PROCESS



1. Plan



2. Create



3. Distribute



4. Analyze



While a piece of
content is finite,
the **promotion** of
that content is
infinite.

LEVERAGING CONTENT THROUGH DISTRIBUTION

The right distribution technique gets the right content in front of the right person at the right time.



Website
pages



Business
blog



Landing
pages



Social
media

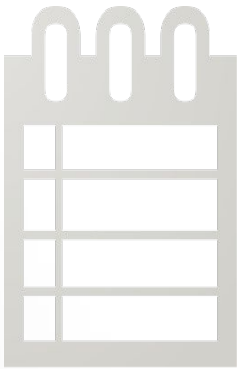


Calls-to-
action

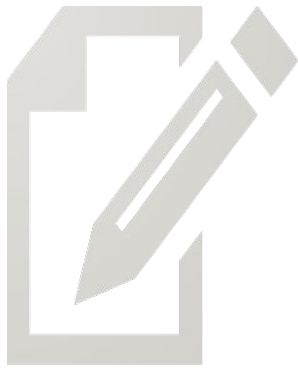


Marketing
emails

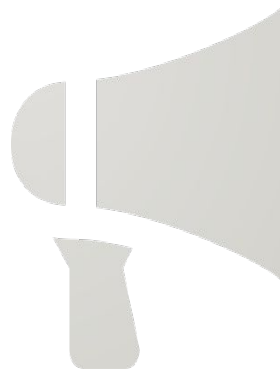
THE CONTENT PROCESS



1. Plan



2. Create



3. Distribute



4. Analyze

METRICS TO CONSIDER WHEN ANALYZING CONTENT

- Number of visits
- Leads generated
- Social proof, share-ability
- Inbound links
- Content performance by author
- Content performance by topic
- Content performance by format

RECAP: BEST PRACTICES FOR CONTENT CREATION

- Always focus on mapping content to your buyer personas AND where they are in the buyer's journey.
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- Focus on the informational part of the content first, worry about design second. Prioritize writing great content over making that content look nice.



**Course 11
Completed.**
**Now take the
next course.**

Getting Started Courses

1. Why You Need to Update Your Online Marketing Strategies
2. What is Modern Online Marketing and How it Works
3. How to Create a Marketing Positioning Statement
4. How to Create Marketing Buying Personas
5. How to Perform a Content Audit by Buying Stage
6. How To Research and Find the Right Keywords

Website Courses

7. How to Improve and Update your Current Website
8. How to Search Engine Optimize (SEO) your Web Pages Using Keywords
9. How to Deliver a Successful Website User Experience
10. How to Use A Call-to-Action, Landing Pages and Forms

Content Marketing Courses

11. What Is and How to Use Content Marketing
12. How to Repurpose and Produce Marketing Content
13. How to Generate Content Marketing Ideas
14. How to Engage Buyers with Effective Writing Techniques
15. How to Use Storytelling to Resonate with Buyers
16. How to Measure and Analyze your Content Marketing

Content Promotion Courses

17. How to Effectively Promote Your Content Marketing
18. How to Create and Use a Blog to Drive Website Traffic
19. How to Use Social Media to Drive Website Traffic

Email Marketing Courses

20. What is and How to Use Email Marketing Strategies
21. How to Use Email to Nurture and Grow Your Customers
22. How to Create the Right Lists for Email Marketing
23. How to Design Email Templates that Capture Interest
24. How to Create High Performing Emails that Convert Buyers
25. How to Optimize, Measure, and Track Email Marketing Success

Get Going Courses

26. How to Start Implementing Modern Marketing Strategies
27. How to Set Marketing Metrics and Milestones
28. How to Use a CRM for Modern Marketing
29. What Software Tools are Needed for Modern Marketing

The End.

**If you liked it, please
share it.**



- GoDaddy Pro PLus Partner ★★★★★ rating.

THANK YOU.