

Course 12



Content Marketing Course

Knowledge is Power.

Stop Guessing. Start Knowing.


BizAdemy 

GoDaddy Pro PPlus Partner ★★★★★ Rating.

This course will cover:

How to Repurpose and Produce Marketing Content

- Why is repurposing important?
- What are the two repurposing strategies?
- What does repurposing look like?
- Why is content planning important?
- How do you build a content plan?
- What should a content plan look like?
- Why does your business need a framework for creating content?
- How do you build a framework for creating content?
- What resources will you need to build a content creation framework?



**WHY IS
REPURPOSING
CONTENT
IMPORTANT?**



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



The background is a teal color with a textured, slightly distressed appearance, featuring numerous fine white scratches and dust specks. Overlaid on this background are several white, thick-lined geometric shapes, including triangles and polygons, some of which are partially cut off by the edges of the frame.

Once you have a content offer, start thinking about how you can **reuse** this content.

BENEFITS AND ADVANTAGES OF REPURPOSING CONTENT

- Gives you another opportunity to rank within search engine's results
- Allows you to reach a new audience
- Supports the consistency of your message
- Helps your content marketing team create content on a more consistent basis

Content is just a **theme** that can be showcased in many different formats.



THE RULE OF SEVEN

A prospect needs to see or hear your marketing message at least seven times before they take action and buy from you.

 **WHAT ARE THE TWO
REPURPOSING
STRATEGIES?**

REPURPOSING CONTENT STRATEGIES

- Republish
- Recycle

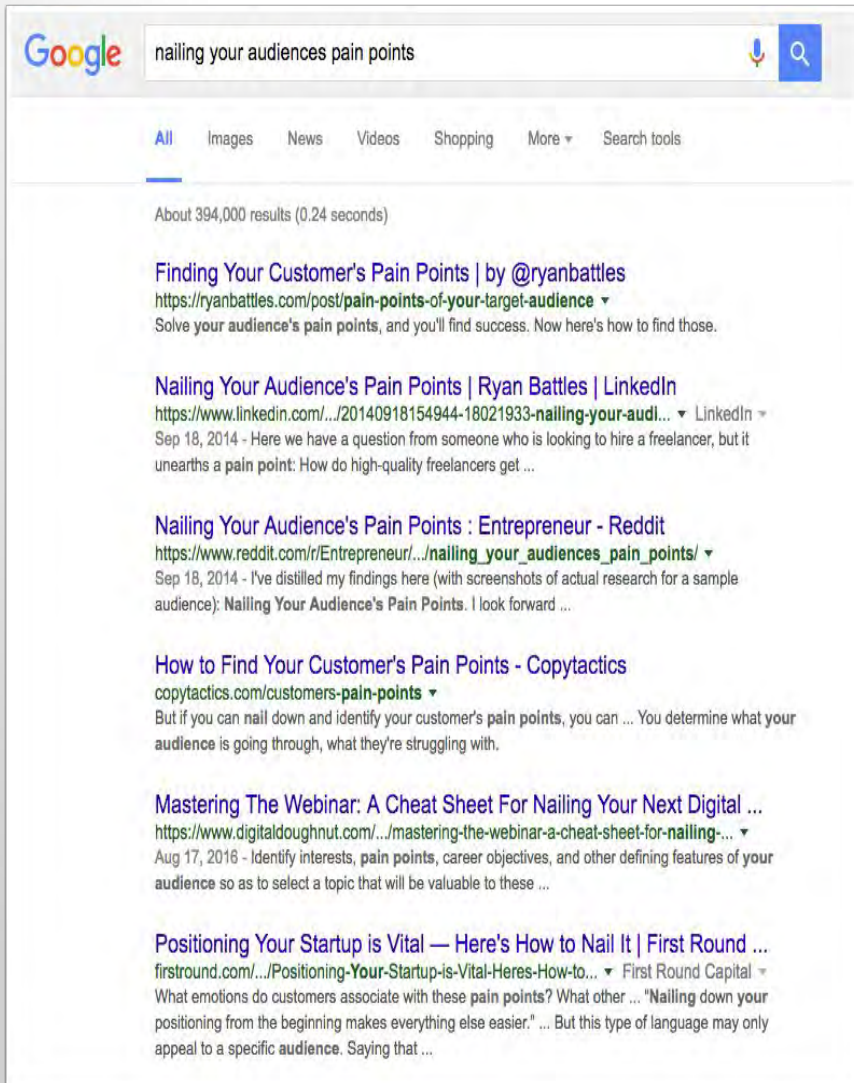
CONTENT REPUBLISHING

The act of reposting your content, mainly blogs, on other websites with proper credit given to the original author.

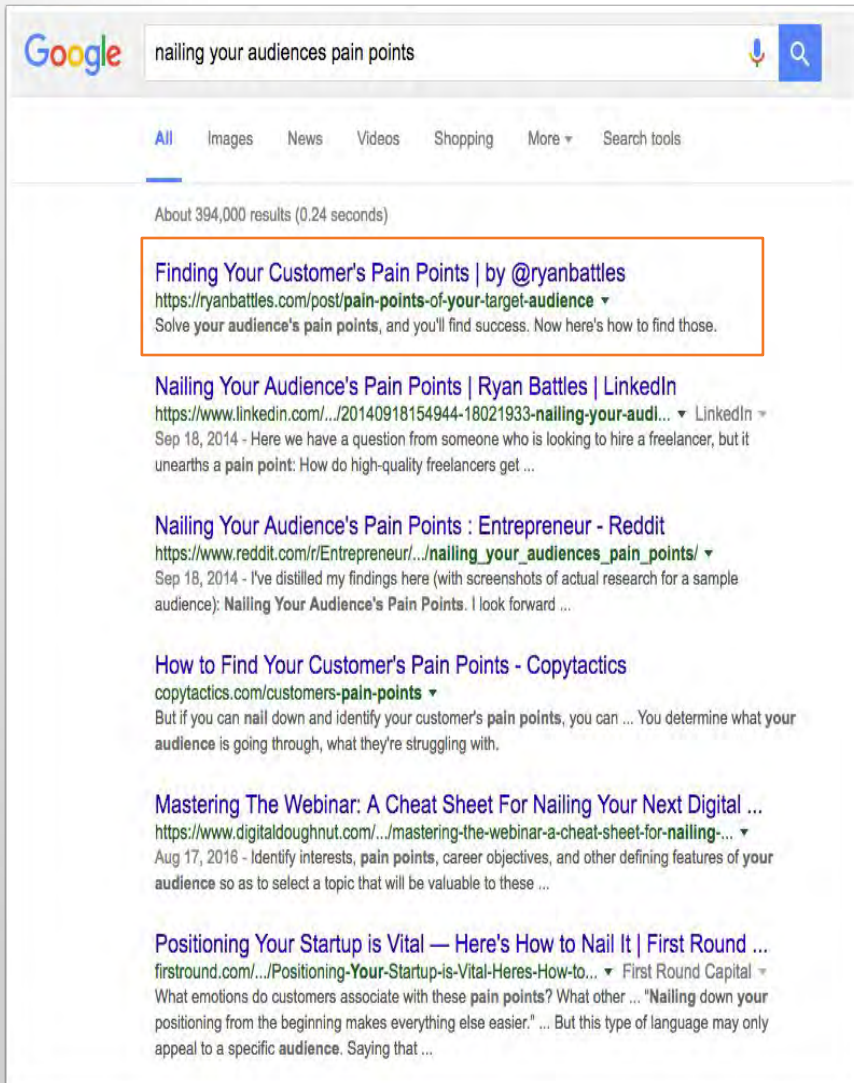
REPUBLISHING **BEST PRACTICES**

- Strive to choose reputable sites to partner with.
- Don't republish all of your content, just top performing content.
- Update the headline of each republished piece of content.
- Wait at least two weeks before you republish your content.
- Include internal links throughout your post.
- Make sure your content is a great fit for the site it's being published to.
- Include a call-to-action within your blog's post.

 **WHAT DOES
REPURPOSING LOOK
LIKE?**

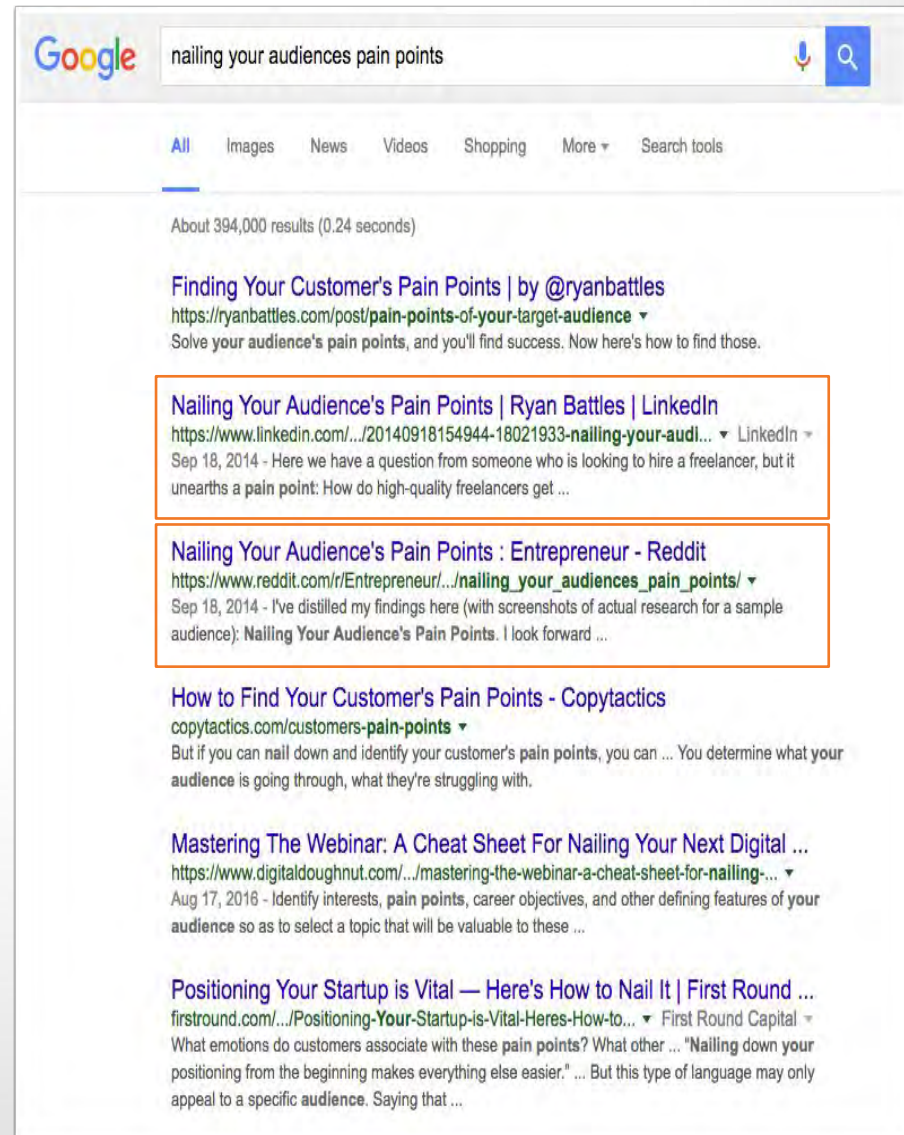


Alter the headline
of republished
articles to **differ**
from the original
blog post.



Notice the blog post **headline** on the website is, “Finding Your Customer’s Pain Points.”

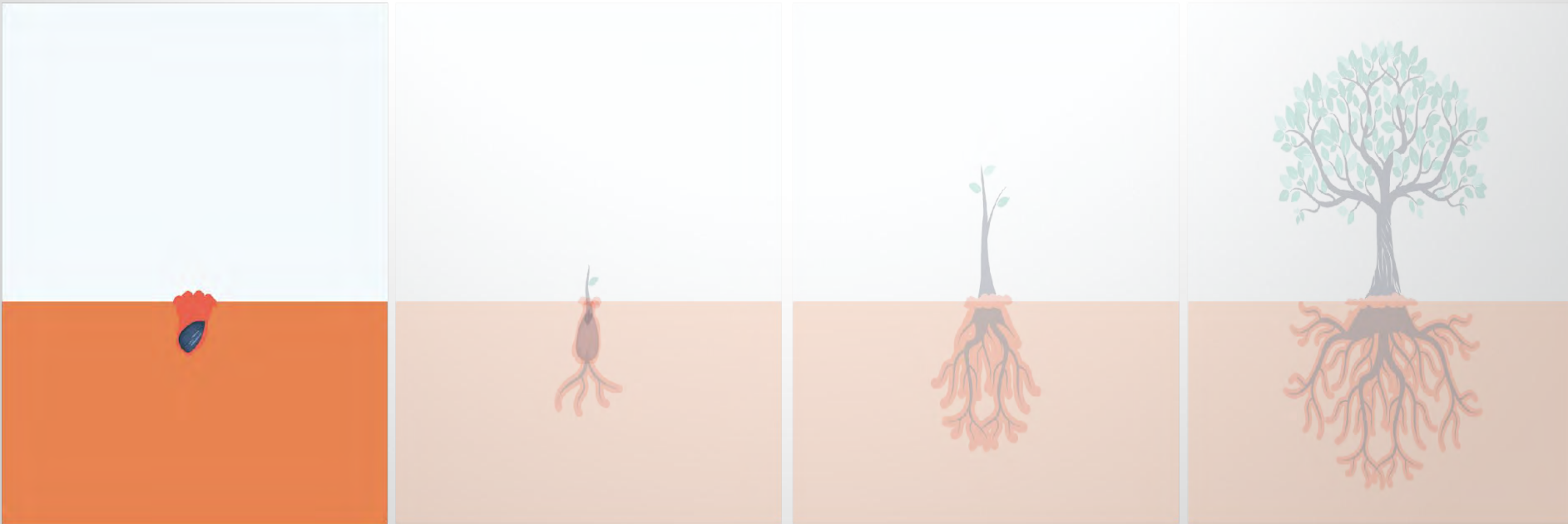
The content is
republished to
LinkedIn and
Reddit, with the
headline, “Nailing
Your Audience’s
Pain Points.”



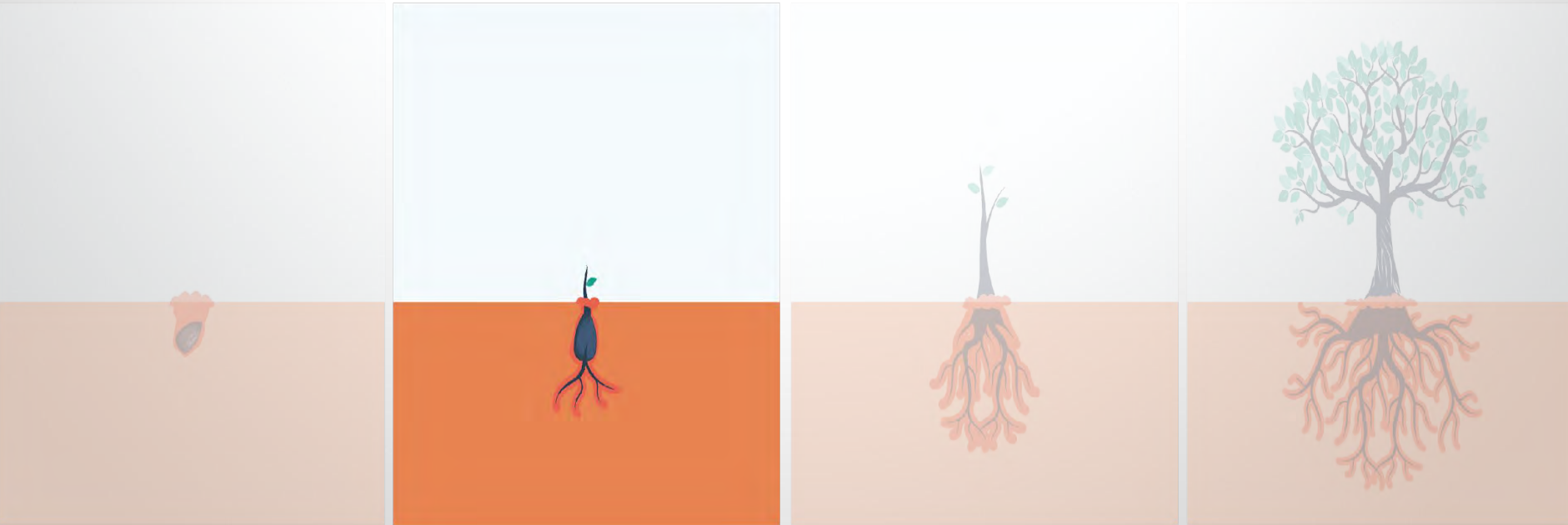
HOW A TREE RELATES TO CONTENT



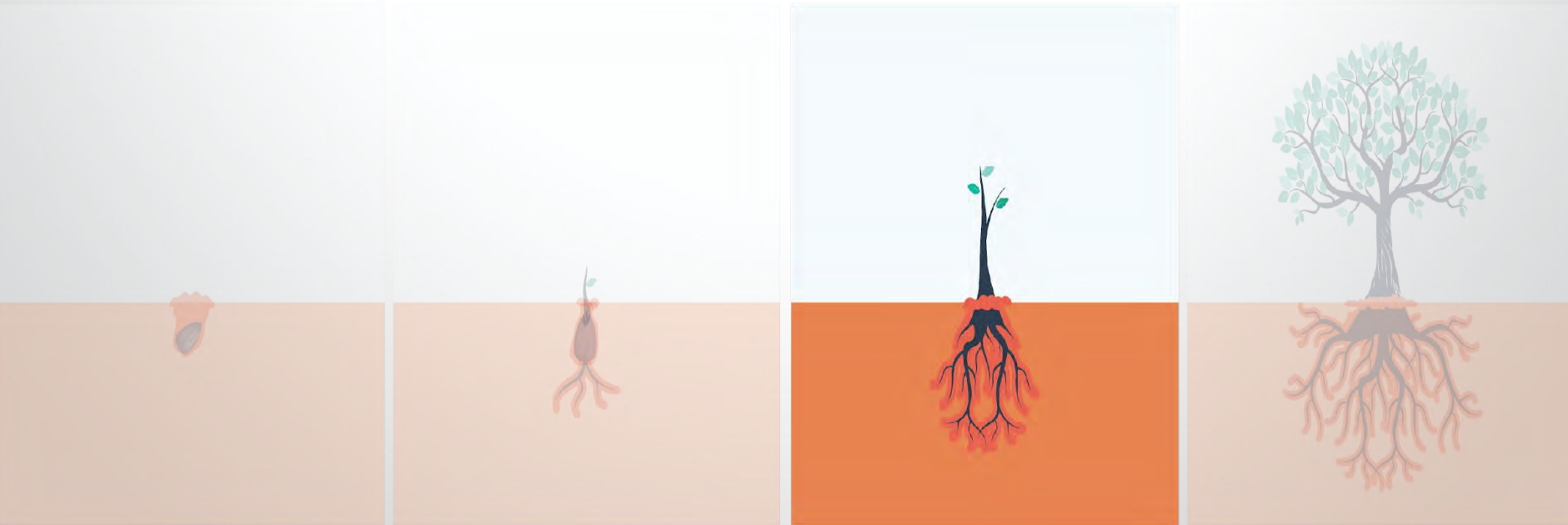
Think of each content idea that provides value to your buyer persona's journey as a **seed.**



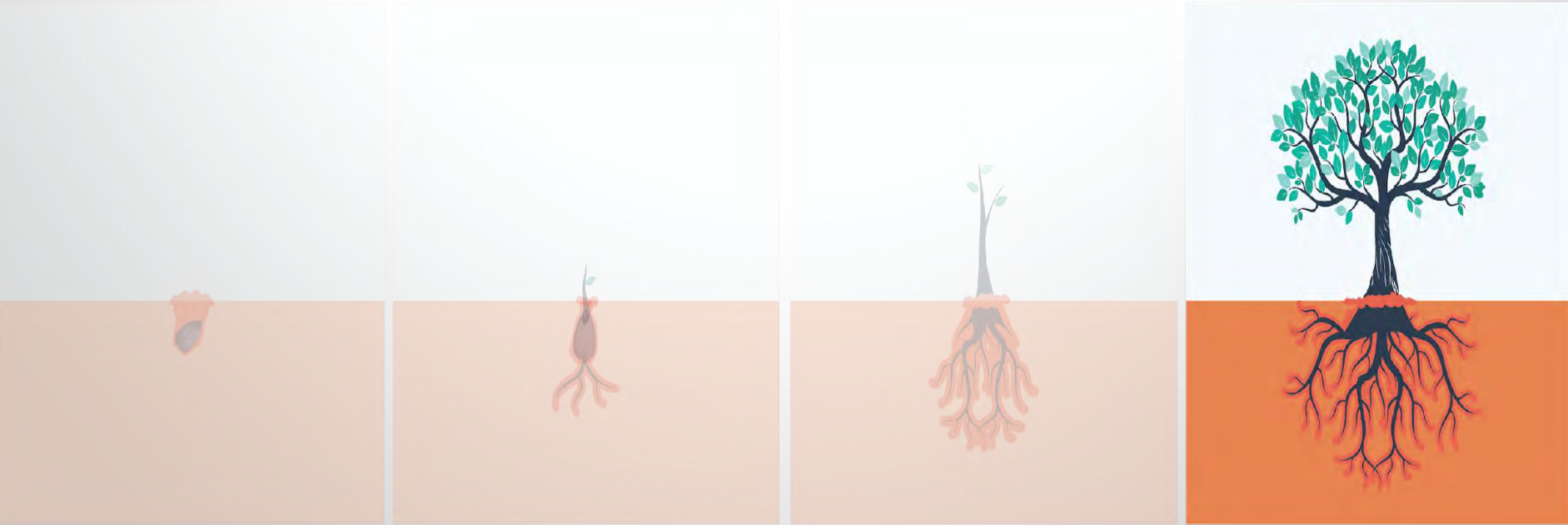
If you consistently
nurture that seed, then it
will **sprout**.



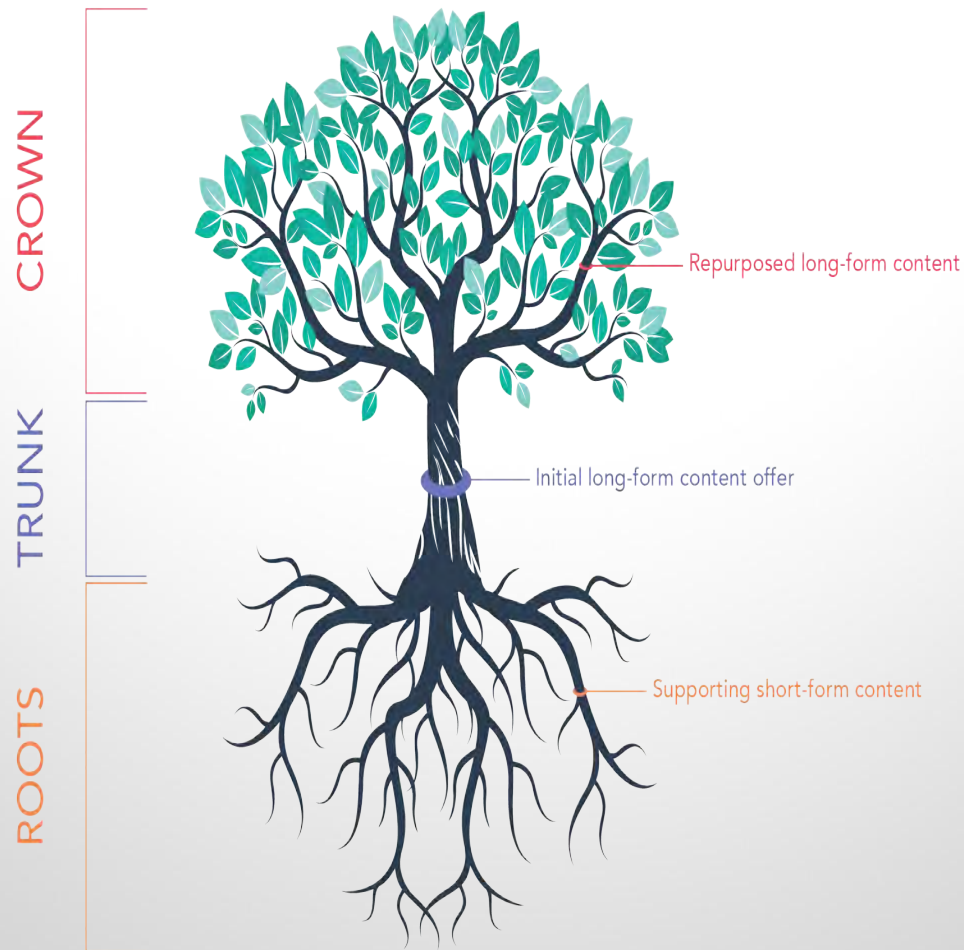
It will start to develop a foundation
of roots that **grow into a healthy
sapling.**



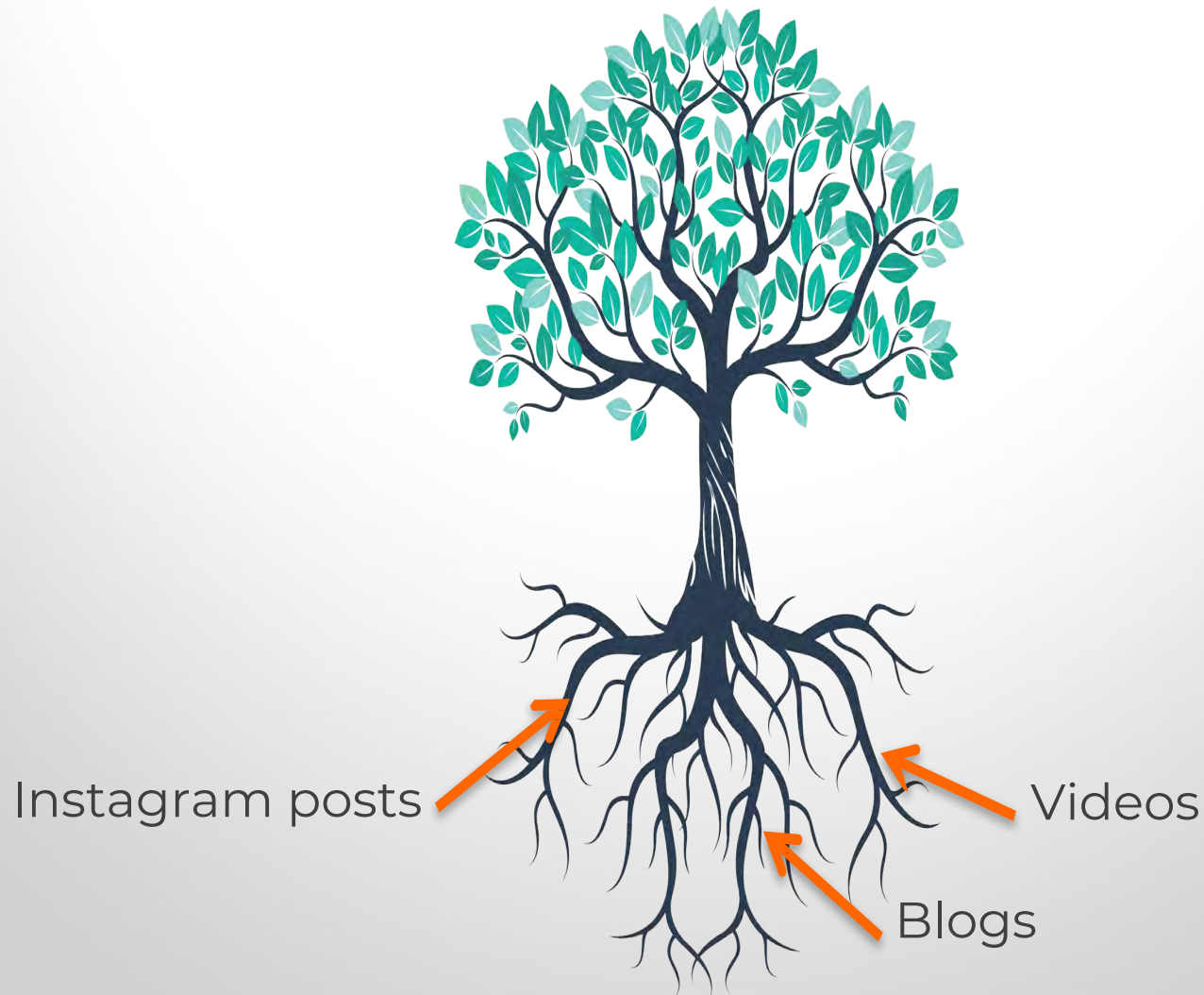
That sapling will go on to develop into a **mature tree with strong branches.**



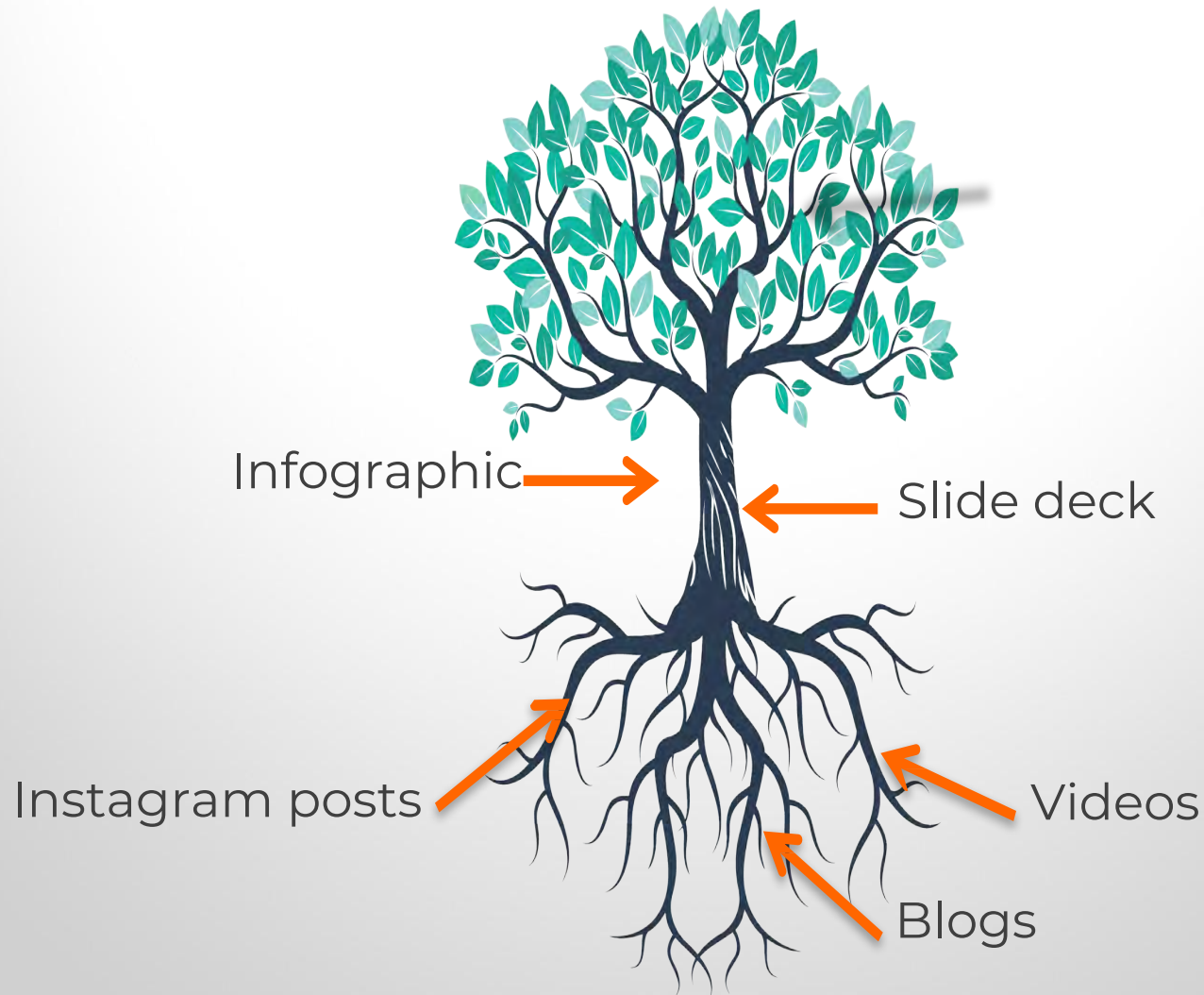
HOW A TREE RELATES TO CONTENT



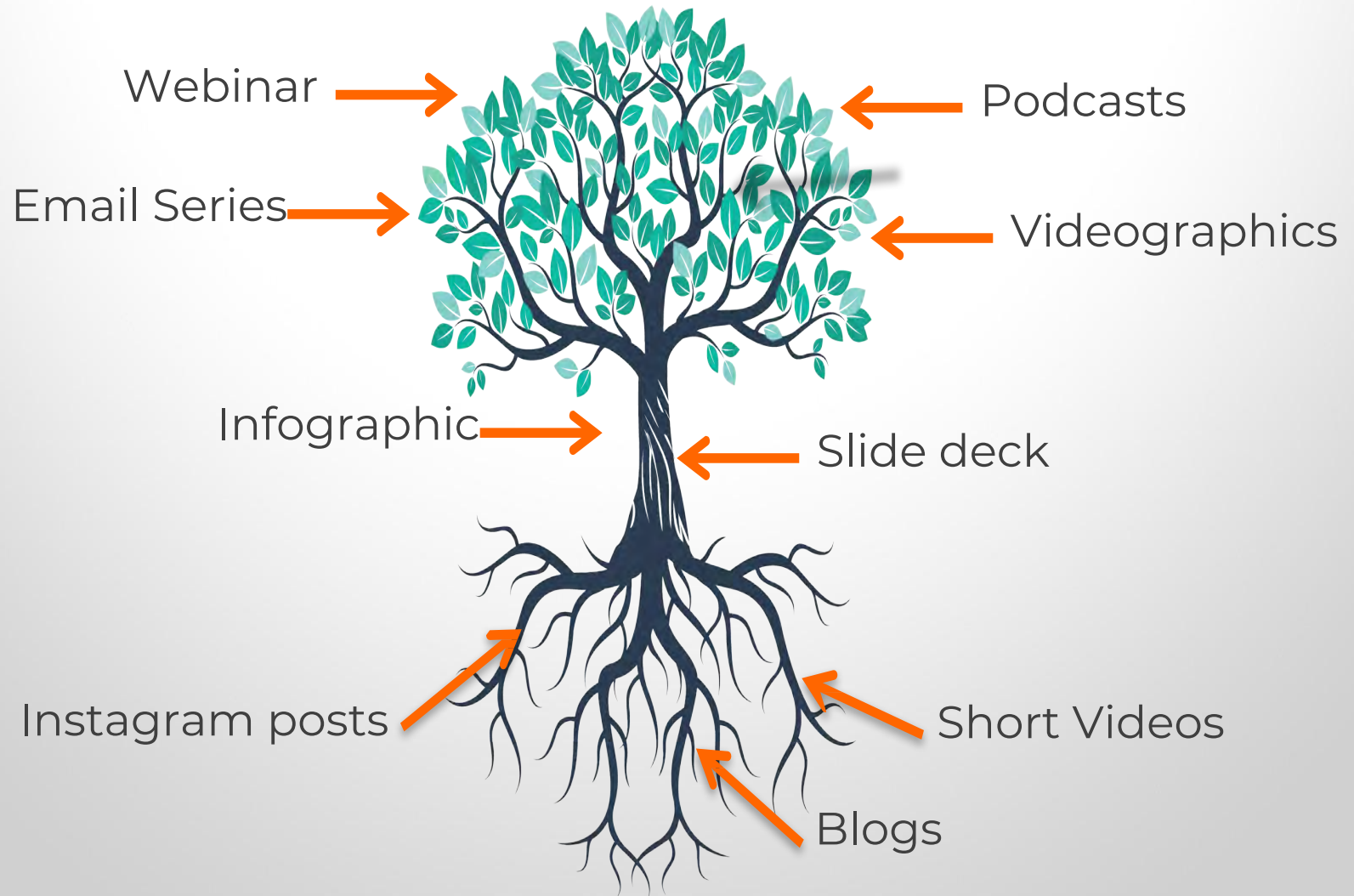
REPURPOSING GUIDE OPPORTUNITIES



REPURPOSING GUIDE OPPORTUNITIES



REPURPOSING GUIDE OPPORTUNITIES



EFFECTIVE RECYCLED CONTENT



adjust. What needs to be added, removed, or reworded?



combine. You may be able to combine related or unrelated content to provide new value and meaning.



xpand. Is there an opportunity to expand on something you've already done in order to dig deeper into that topic?

 **WHY IS CONTENT
PLANNING IMPORTANT?**



Planning provides a **roadmap** for your content.

86%

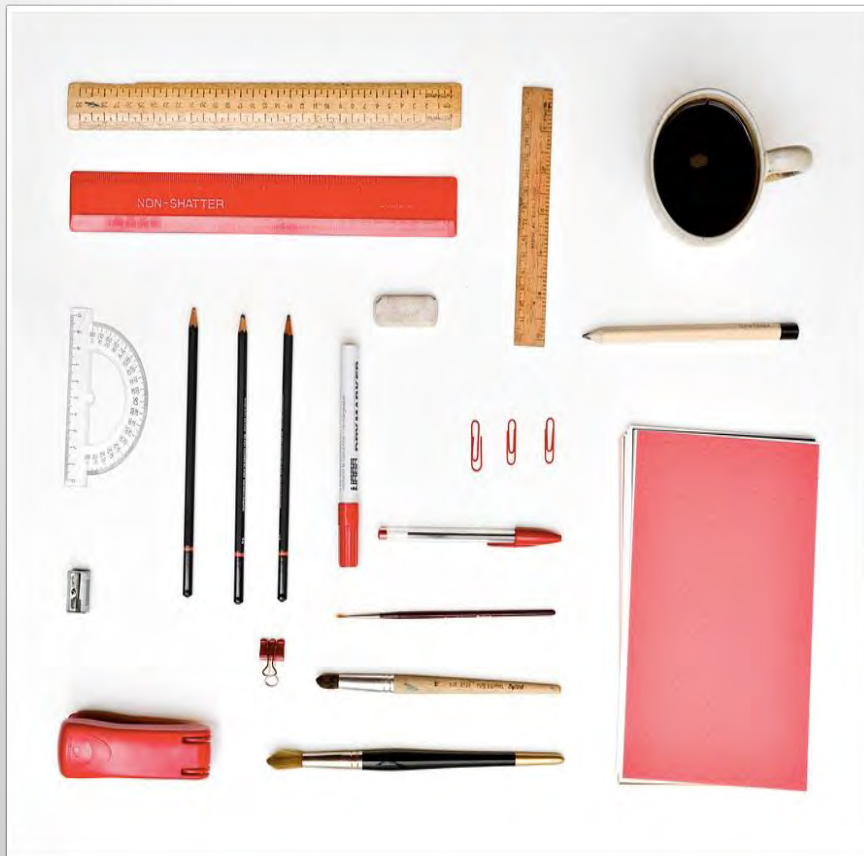
of highly effective organizations have someone steering the direction of their content strategy.



If you make a plan and are **consistent** in your approach, then you're giving yourself the best chance at achieving ROI from your content efforts.



**Obstacles and
roadblocks**
will come up
along the way.



A content plan
helps you
stay **organized.**

Content is **not**
just about
supporting the
marketing team.





Content is the fuel
that keeps the
marketing funnel
running.

Tell a **story**.

 **HOW DO YOU
BUILD A CONTENT
PLAN?**

BUYER - MARKETING

Buyer's Journey



Marketing Funnel



THREE STEPS TO CREATING A CONTENT PLAN

- Setting marketing goals.
- Auditing or assessing your organization's initiatives and assets.
- Identifying the buyer's journey for your buyer personas.

SETTING MARKETING
GOALS PROVIDES YOU
LONG-TERM VISION AND
SHORT-TERM MOTIVATION.

1,000 - Web visits
50 - Leads
15 - New customers

LONG-TERM CONTENT PLANNING **AUDIT TYPES**



Content audit



Event-based audit

Identify all of
the **marketing
assets** that you
have at your
disposal.



ORGANIZE YOUR CONTENT AUDIT BASED ON THESE CATEGORIES

- Content title
- Buyer's journey stage
- Marketing funnel stage
- Format or type of content
- Which buyer persona it's targeting
- Any additional notes that provide value or context

WHERE TO FIND CONTENT THAT **MIGHT BE HIDING**

- File manager or marketing folder
- Ask your sales team what type of collateral they use
- Check in with the more tenured employees
- Customer relationship management system (CRM)
- Content management system (CMS)

CONTENT COMPASS EXAMPLE

Content Audit Worksheet						
Content Title	Buyer's Journey Stage	Marketing Funnel Stage (Lifecycle Stage)	Format/Type	Buyer Persona	Topic	Notes
Type The Title of the Content Offer Here	Map the piece of content to the relevant Buyer's Journey stage (Awareness, Consideration, or Decision)	Map the content to your specific stage of the marketing funnel (Subscriber, Lead, Marketing Qualified Lead, Opportunity, Customer)	Identify the content type/format	Select the Buyer Persona(s)	Identify the topic covered in this piece of content	If needed, provide context for content
7 Parenting Problems you can avoid	Awareness	Lead	ebook	Montessori Mom Meena	Parenting Problems	7 Tips parents can use to help avoid common bad habits children develop
Understanding Montessori: A Guide For Parents	Consideration	Lead	Study guide	Montessori Mom Meena	Understanding montessori and it's benefits	
Steps to Reading Success	Decision	MQL	Webinar	Montessori Mom Meena Montessori Teacher Tammy Head of School Heidi	A preview of our workshop on reading success	
Understanding Montessori Newsletter Series	Lead	Lead	Newsletter Series	Montessori Mom Meena Montessori Teacher Tammy Head of School Heidi	For parents and teachers who are interested in an emphasis on teaching and learning the Montessori way.	
Finding Motivation the Montessori Way	Decision	MQL	Workshop Video Introduction	Montessori Teacher Tammy Head of School Heidi	Ever wish you could explain how and why Montessori students develop internal motivation and self-discipline?	
Montessori Professional Development Workshop Preview	Decision	MQL	Workshop Video Introduction	Montessori Teacher Tammy Head of School Heidi	School leaders looking for fresh ways to help your staff get the professional development they need and deserve	

ORGANIZE YOUR **EVENT-BASED** AUDIT BY:

- Upcoming priorities by month
- Initiative overview
- Theme
- Prospective blog post topics, based on your buyer personas
- Marketing campaign that ties your efforts together

CONTENT COMPASS EXAMPLE

Montessori For Parents, Teachers, and Principals				
	A	B	C	D
1	Event-Based Audit Worksheet			
2	Month	Webinar / Event / Seasonal Change / Company Priority / Holiday	Themes	Keywords/ Blog Post Topics
3	January	Paid Workshops: Seeing Your Child the Montessori Way Webinar: Preparing your home the montessori way	Montessori For Parents, Teachers, and Principals	Montessori Professional Development
4	February	Paid Workshops: Reading Fundamentals Event: Montessori Professional Development Workshop		How to talk to teachers about Montessori ebook: Preparing Your Home the Montessori Way
5	March	Live Q&A		Helping Parents "Get Montessori"
6	April			

Tie everything together with a series of social media and blog posts that lead to the relevant content offer.





You're creating content that's meant to **attract and pull** your buyer personas through every stage of the buyer's journey.

 **WHAT SHOULD A
CONTENT PLAN LOOK
LIKE?**



It's time to organize everything
with your **content compass.**

YOUR CONTENT COMPASS NEEDS THE **FOLLOWING ATTRIBUTES**

- Needs to be in real-time
- Needs to allow for multiple contributors to access and collaborate

CONTENT COMPASS and AUDIT EXAMPLE

Content Compass								
Month	SMART Goals	Theme(s)	Keywords/Blog Post Topic(s)	Inbound Marketing Campaign(s)	Workshop(s)	External Event(s)	Webinar(s)	
January	Complete 75% of enrolment for workshops; increase site visits by 20% (5,000 visits to 7,000); successfully complete inbound marketing campaign with promotion plan	Montessori For Parents, Teachers, and Principals	Montessori Professional Development		Paid Workshops: Seeing Your Child the Montessori Way		Preparing your home the Montessori Way Webinar	
February			Montessori Professional Development	ebook: Preparing Your Home the Montessori Way	Paid Workshops: Reading Fundamentals	Montessori Professional Development Conference		

Content Compass							
Month	Webinar(s)	Email(s)	Facebook	Twitter	LinkedIn	Sales Campaign(s)	Other
January	Preparing your home the Montessori Way Webinar	Kids Talk Newsletter; weekly expert advice email; email for blogs; email series promoting workshop; email series promoting webinar; email promoting ebook	Posts supporting blogs; posts supporting workshops; posts supporting webinar; posts supporting ebook	Tweets supporting blogs; tweets supporting workshops; tweets supporting webinar; tweets supporting ebook	Posts supporting blogs; posts supporting workshops; posts supporting webinar; posts supporting ebook	Head of Montessori Schools Call Campaign	
February		Education Professional Newsletter; weekly expert advice email; email for blogs; email series promoting workshop; email series promoting external event; email promoting ebook	Posts supporting blogs; posts supporting workshops; posts supporting external event; posts supporting ebook	Tweet supporting blogs; tweets supporting workshops; tweets supporting external event; tweets supporting ebook	Posts supporting blogs; posts supporting workshops; posts supporting external event; posts supporting ebook		

**Wash, rinse,
and repeat** this
process for the
entire year.




LESSON

HOW TO BUILD A CONTENT MARKETING CREATION FRAMEWORK

This lesson will cover:

- Why does your business need a framework for creating content?
- How do you build a framework for creating content?
- What resources will you need to build a content creation framework?

 **WHY DOES YOUR
BUSINESS NEED A
FRAMEWORK FOR
CREATING CONTENT?**

A CONTENT CREATION FRAMEWORK SHOULD BE


- Repeatable
- Organized
- Agile

Most
content marketers
wear a lot of hats,
leaving them
strapped for time.





The trick is to
break those larger
goals into
digestible chunks.



Keep in mind, your
business needs and
context will **likely
change** over time.



**HOW DO YOU BUILD
A FRAMEWORK FOR
CREATING
CONTENT?**

HOW TO BUILD A CONTENT CREATION FRAMEWORK

- Conceptualizing your content
- Planning and setting timelines
- Creating a workflow
- Reviewing content
- Publishing and promotion
- Organizing it internally
- Analyzing the results

Check out **online resources**,
like Blog Topic Generators.

BLOG TOPIC GENERATOR

DON'T KNOW WHAT TO BLOG ABOUT? LET US THINK OF IDEAS FOR YOU.

CHAT WITH SALES

Fill in the fields with terms (preferably nouns) that you'd like to write about, and we'll come up with a week's worth of relevant blog post titles in a matter of seconds!

Disclaimer: Our algorithm isn't perfect. After you

Noun 1

Noun 2

Noun 3



Start planning
out a timeline,
which
shouldn't be
more than three
months out.



When **planning** short-term content creation over the span of a quarter, try to at least have **two or three** content pieces that you want to create.

KNOWING WHICH
CONTENT TO FOCUS ON
EACH MONTH WILL HELP
ORGANIZE YOUR **WEEKLY**
CONTENT ACTIVITIES.

CONTENT CREATION WORKFLOW SHOULD

- Identify who is going to be doing what tasks.
- Identify outside influencers, who will be contributing.
- Have an intuitive breakdown of the work.

Ensure that everyone is **on the same page.**

Instead of

1. Written
2. Edited
3. Published

More like

1. Outline completed
2. First draft completed
3. Editing completed
4. Design and formatting completed
5. Final draft completed
6. Published

THE **REVIEW PROCESS** COULD INVOLVE

- Getting authorization to publicly release your content.
- Getting an SEO Specialist to format and update the content.
- Working with your technical team to make website updates.

REVIEWING AND EDITING CONTENT **BEST PRACTICES**

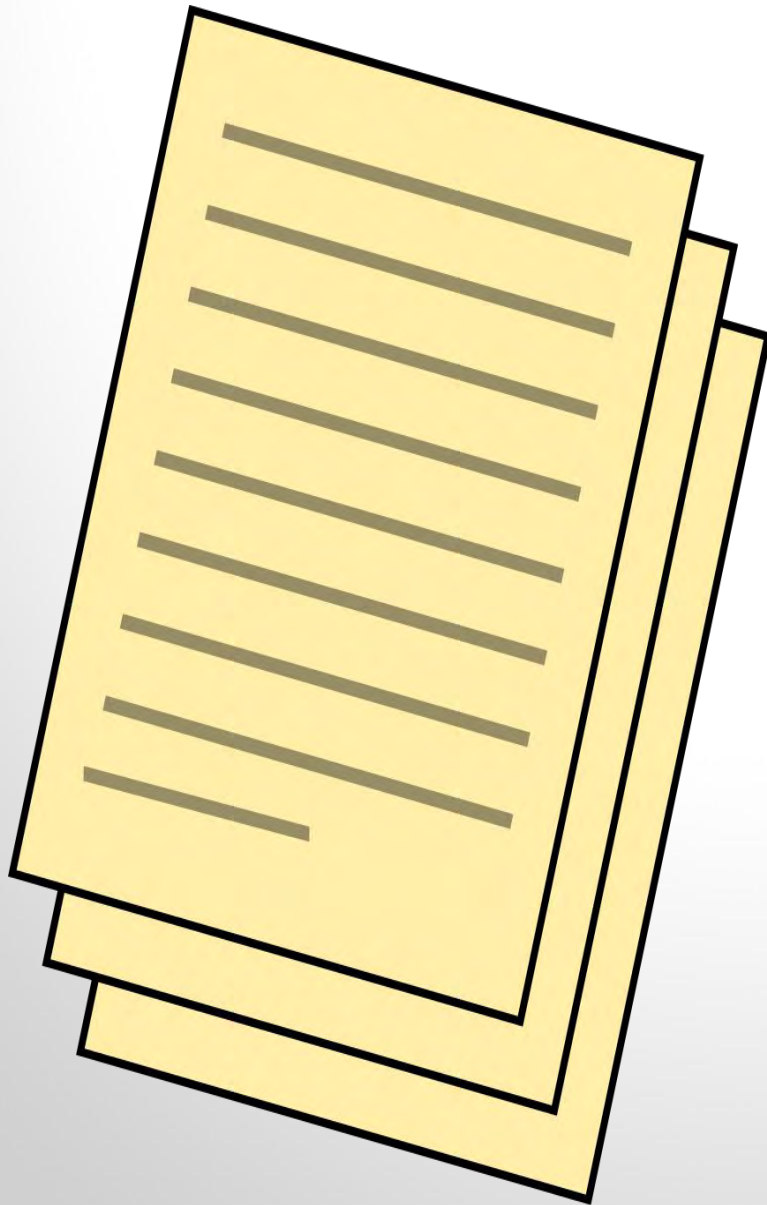
- Set clear expectations.
- Allow for multiple rounds of edits.
- Make suggestions by tracking progress.
- Determine editing timeline.
- Use a document to track changes, and clearly identify roles in the reviewal process.



You need a
quarterback.

Clearly identify roles so that everyone knows **who's doing what and when.**





You'll want to have between **two to four** rounds of edits before publishing.




The goal of a **timeline** is to keep everything on schedule and pace, so your content production is **consistent**.

Track changes, as opposed to making edits directly.




This way, the content writer knows where to make changes.

This way, the content writer knows where to make changes as opposed to figuring out what was alteredchanged.



Justin Champion

12:23 PM Today



Replace: "changed" with "altered"

Develop a clear **nomenclature system**.

A sample system could include:

Content Format — Buyer's Journey Stage — Campaign — Year

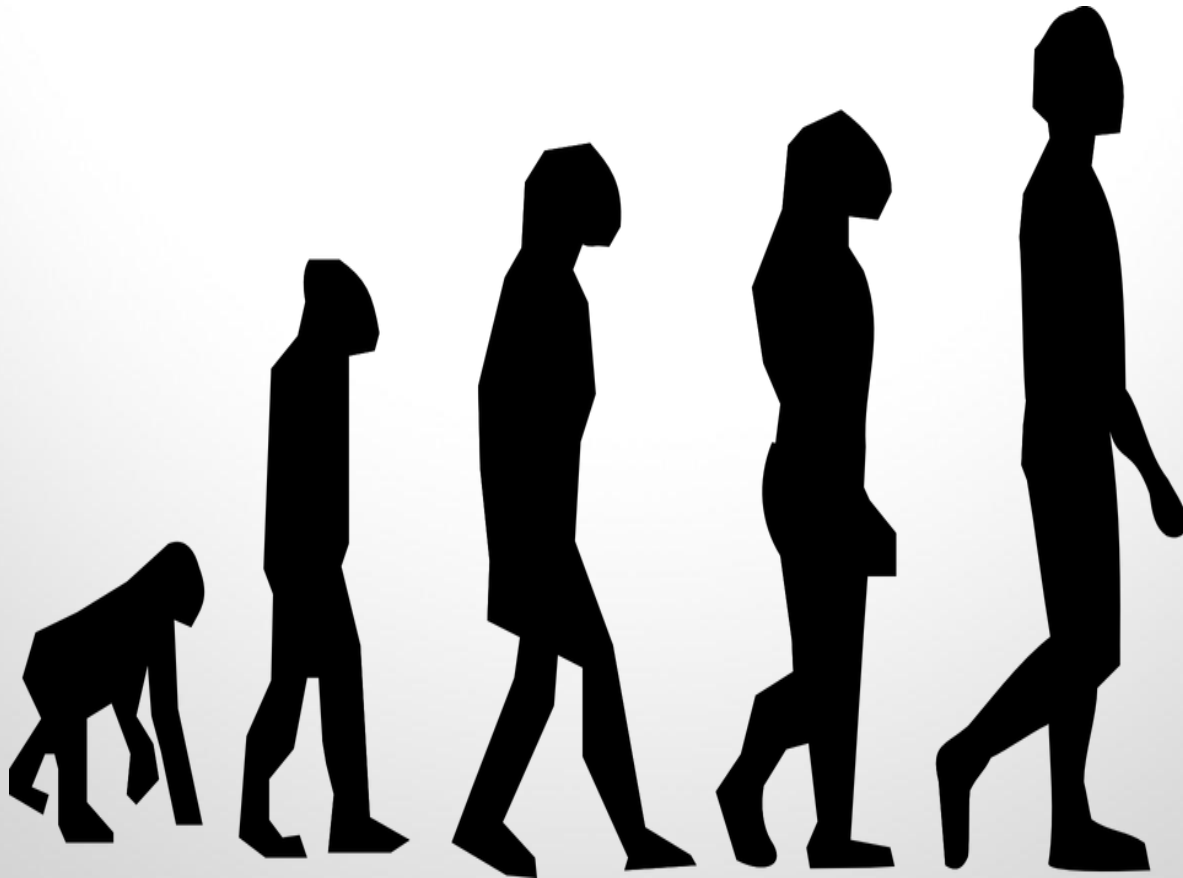
Let's say you developed an awareness stage eBook in 2016 to support a campaign for a new product launch on rock climbing gear.

ebook-awareness-rockclimbing gear-2016

You need to **measure**
the results to see what
insights you can learn.



Your content creation framework should **always be evolving.**





You'll need to identify how you want to
drive people to your new content.



**WHAT RESOURCES
WILL YOU NEED TO
BUILD A CONTENT
CREATION
FRAMEWORK?**

RESOURCES NEEDED TO BUILD OUT AND EXECUTE FRAMEWORK

- Team / Individual
- Tools

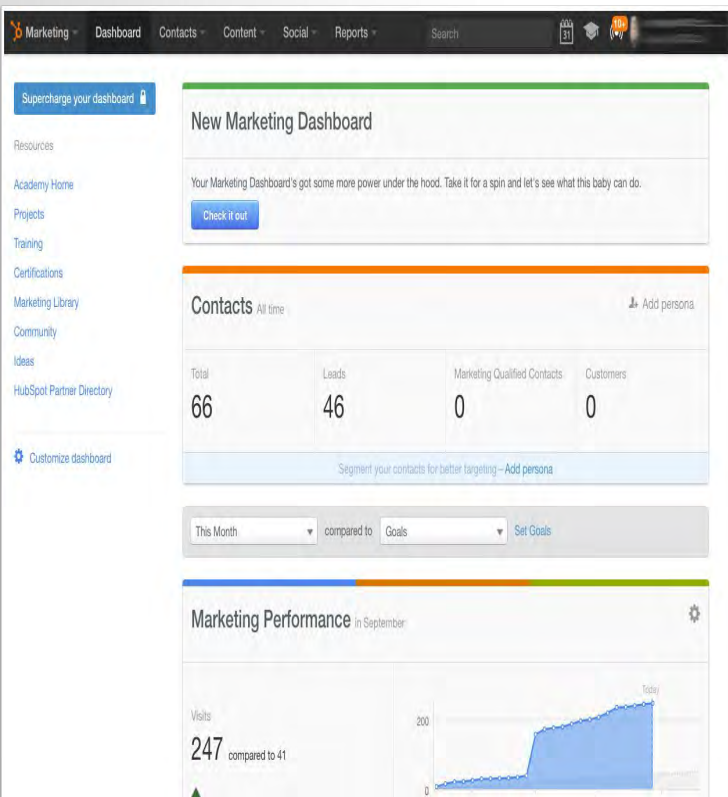
PRIMARY TYPES OF RESPONSIBILITIES

- Content Management and Strategy
- Writing
- Editing
- Designing
- Coordinating

TOOLS NEEDED TO MANAGE YOUR CONTENT

- Content Management System
- Analytics
- Planning and internal communication

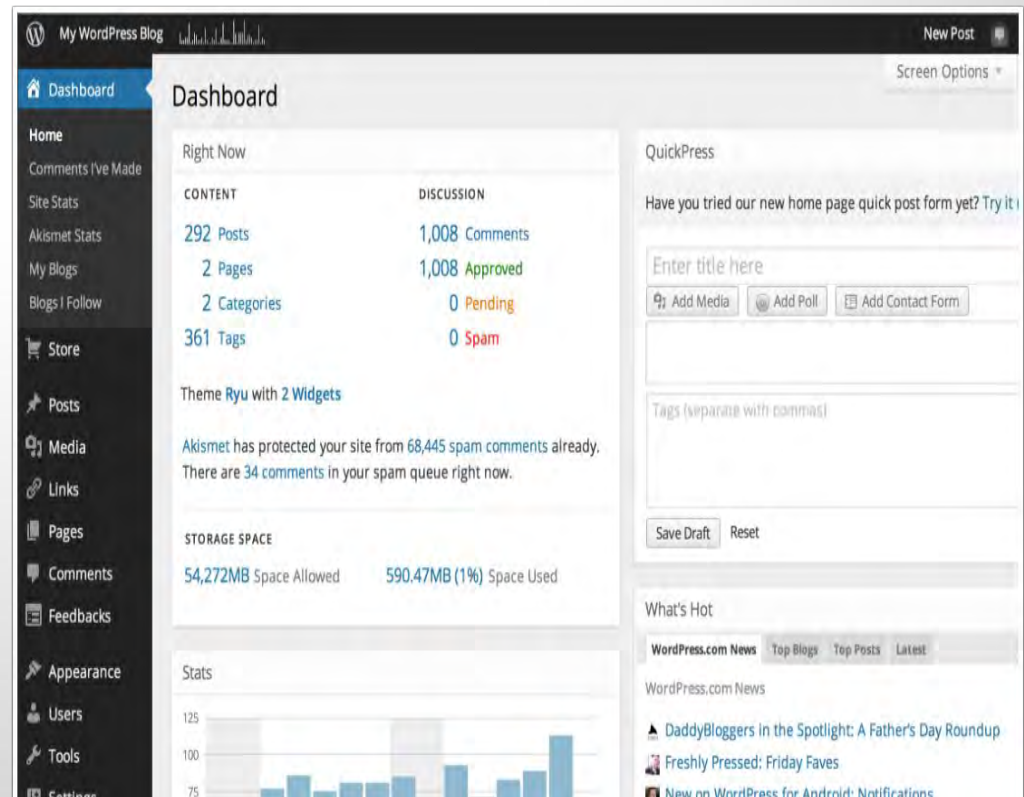
You'll **need a CMS** to create, edit, and publish your content.



The HubSpot Marketing Dashboard provides a comprehensive overview of marketing performance. The top navigation bar includes links for Marketing, Dashboard, Contacts, Content, Social, and Reports. A sidebar on the left offers options to supercharge the dashboard, view resources, academy home, projects, training, certifications, marketing library, community, ideas, and a HubSpot Partner Directory. The main content area features a 'New Marketing Dashboard' section with a 'Check it out' button. Below this is a 'Contacts' section showing a table of metrics: Total (66), Leads (46), Marketing Qualified Contacts (0), and Customers (0). A 'Marketing Performance' section for September shows 247 visits compared to 41, accompanied by a line graph showing a steady increase in visits over time.

Total	Leads	Marketing Qualified Contacts	Customers
66	46	0	0

Marketing Performance in September: 247 visits compared to 41.



The WordPress Dashboard provides a central hub for managing the website. The top navigation bar includes links for My WordPress Blog, Dashboard, and New Post. A sidebar on the left offers options to view the dashboard, home, comments I've made, site stats, Akismet stats, my blogs, blogs I follow, store, posts, media, links, pages, comments, feedbacks, appearance, users, tools, and settings. The main content area features a 'Dashboard' section with a 'Right Now' overview. This includes a 'CONTENT' section showing 292 posts, 2 pages, 2 categories, and 361 tags. A 'DISCUSSION' section shows 1,008 comments, with 1,008 approved, 0 pending, and 0 spam. A 'STORAGE SPACE' section shows 54,272MB space allowed and 590.47MB (1%) space used. A 'Stats' section shows a bar chart of daily visits. The right sidebar includes a 'QuickPress' section with a 'Have you tried our new home page quick post form yet?' message, a 'What's Hot' section with links to 'WordPress.com News', 'Top Blogs', 'Top Posts', and 'Latest', and a 'DaddyBloggers in the Spotlight: A Father's Day Roundup' article.

CONTENT	DISCUSSION
292 Posts	1,008 Comments
2 Pages	1,008 Approved
2 Categories	0 Pending
361 Tags	0 Spam

STORAGE SPACE: 54,272MB Space Allowed, 590.47MB (1%) Space Used.



Google Analytics

is a great option
for understanding:

- Where leads are coming from.
- What kind of device they are using.
- How long they're staying on pages.
- Pull custom, granular reports on your site's traffic.



Google Drive is a great tool that can provide:

- Ability to comment.
- See previous drafts and edits.
- Know who is working on what.



Course 12
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.