Course 13

Content Marketing Course

Knowledge is Power.

Stop Guessing. Start Knowing.

BizAdemy

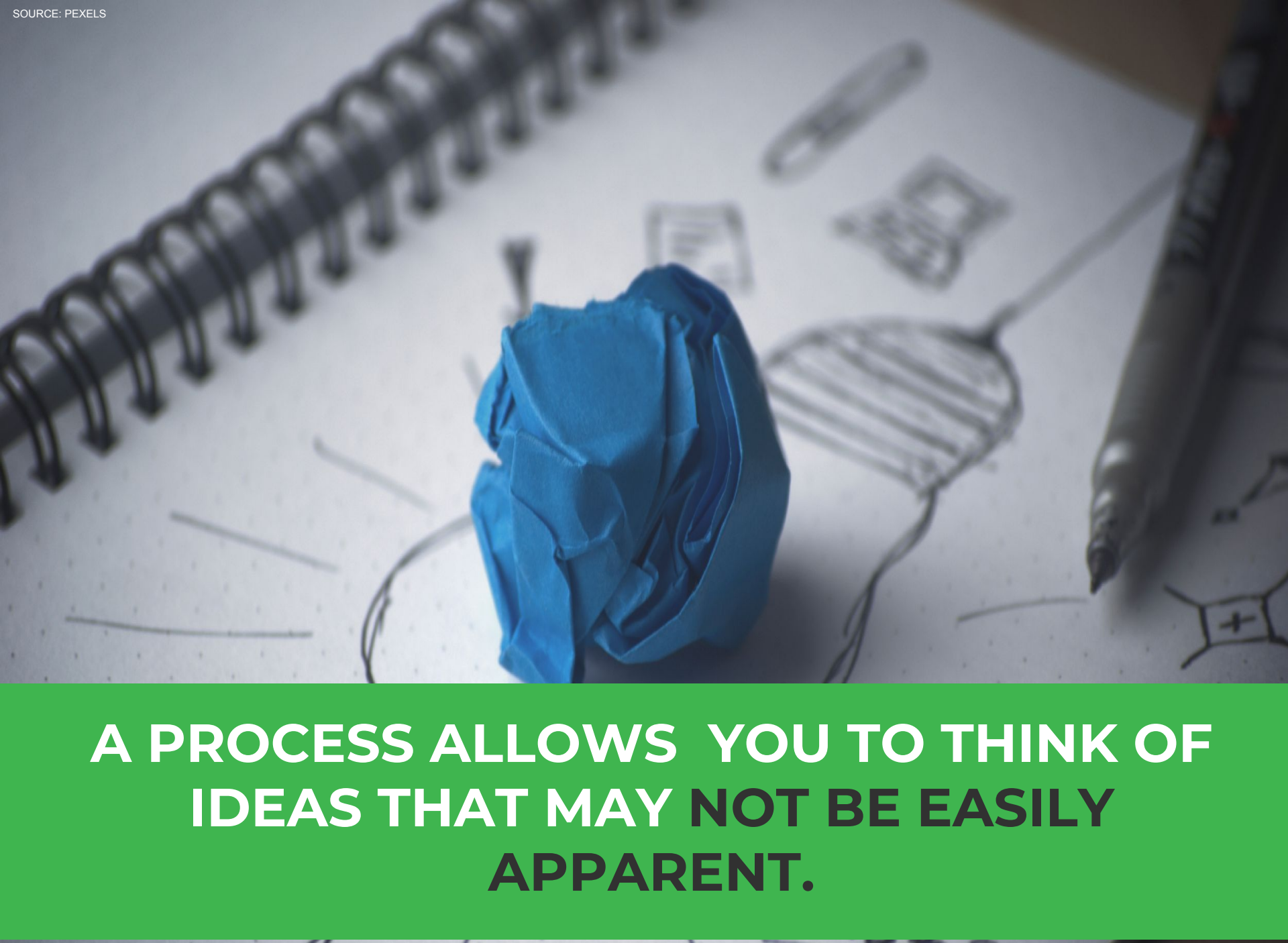
GoDaddy Pro PLus Partner ⭐⭐⭐⭐⭐ Rating.

This course will cover:

How to Generate Content Marketing Ideas

- Why do you need a process for generating content ideas?
- Where do ideas come from?
- How do you generate ideas for content creation?

? WHY DO YOU NEED A PROCESS TO GENERATE CONTENT IDEAS?



A PROCESS ALLOWS YOU TO THINK OF IDEAS THAT MAY NOT BE EASILY APPARENT.

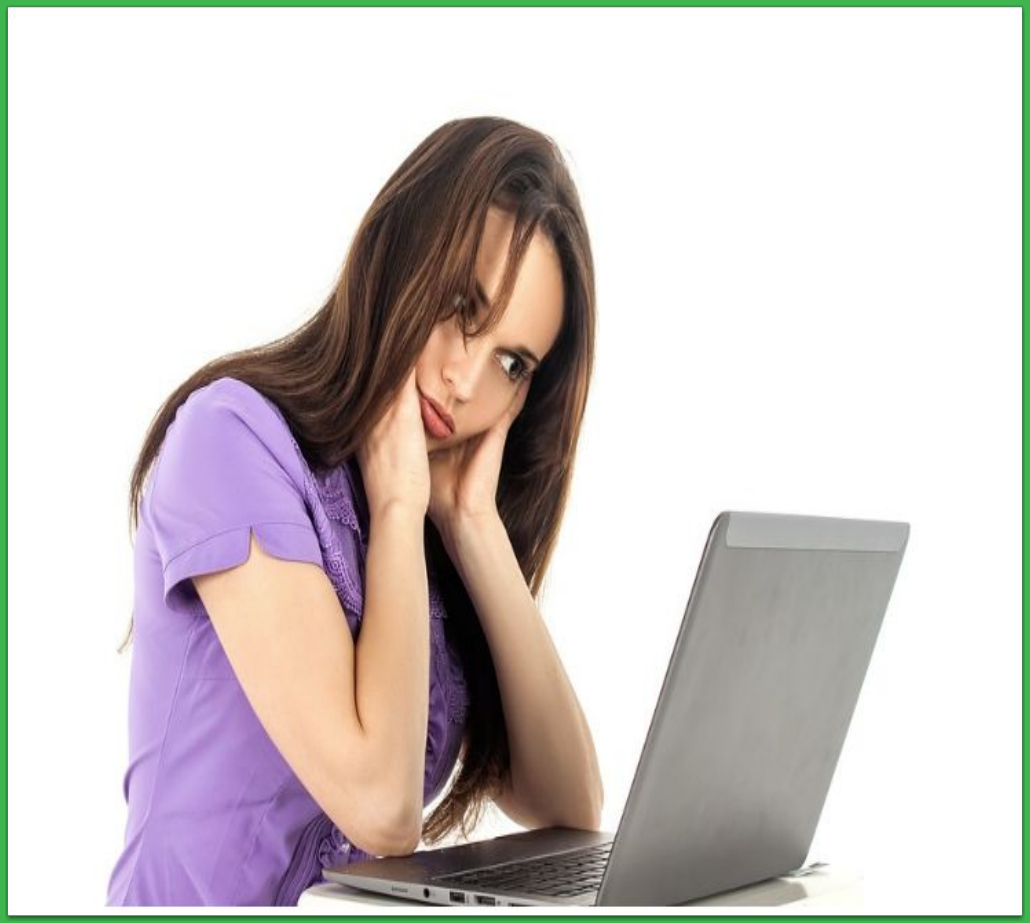
WHY YOU NEED A PROCESS TO GENERATE CONTENT IDEAS

1. Your days are busy
2. Uncover ideas that you may not have come up with on your own
3. You will run out of good ideas
4. Grow responsibly and keep up with increased demand

A process allows you to come up with a **predictable flow** of original content ideas.

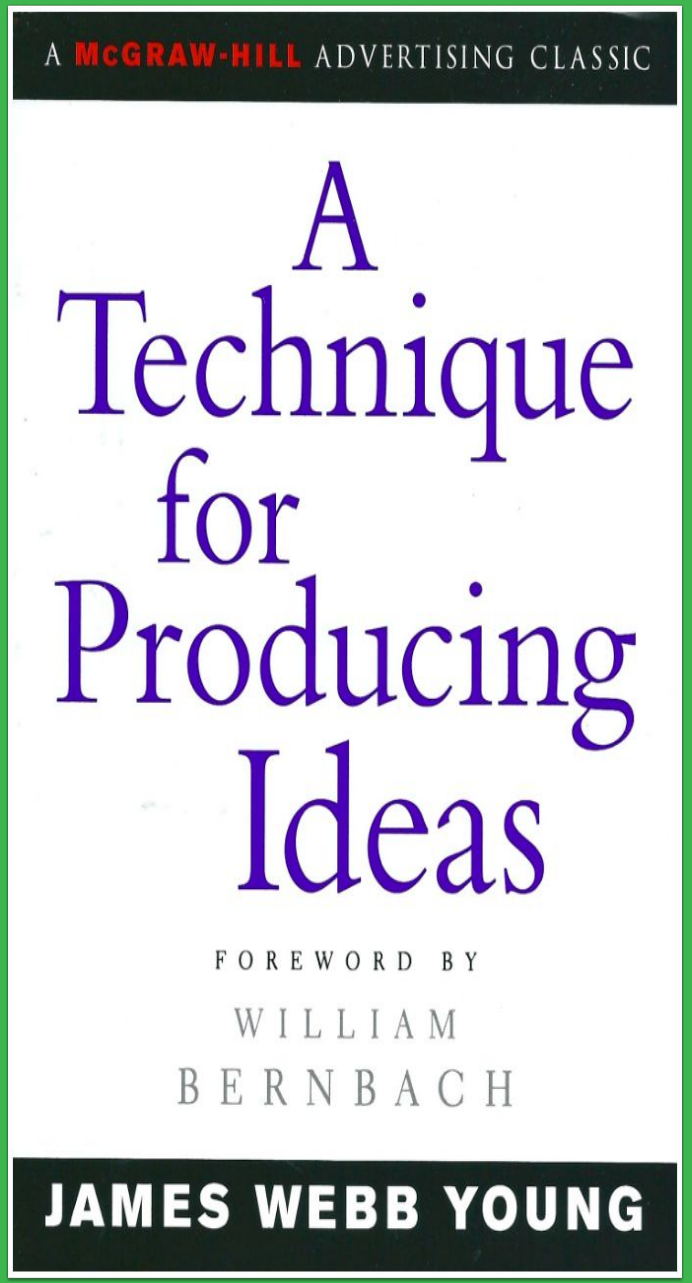
Eventually **“content fatigue”** will set in,

and you’ll find yourself looking at the word processor with nothing to write.



? WHERE DO IDEAS COME FROM?

Young's thesis is that idea creation **isn't just about waiting for inspiration** to strike, there's a process.

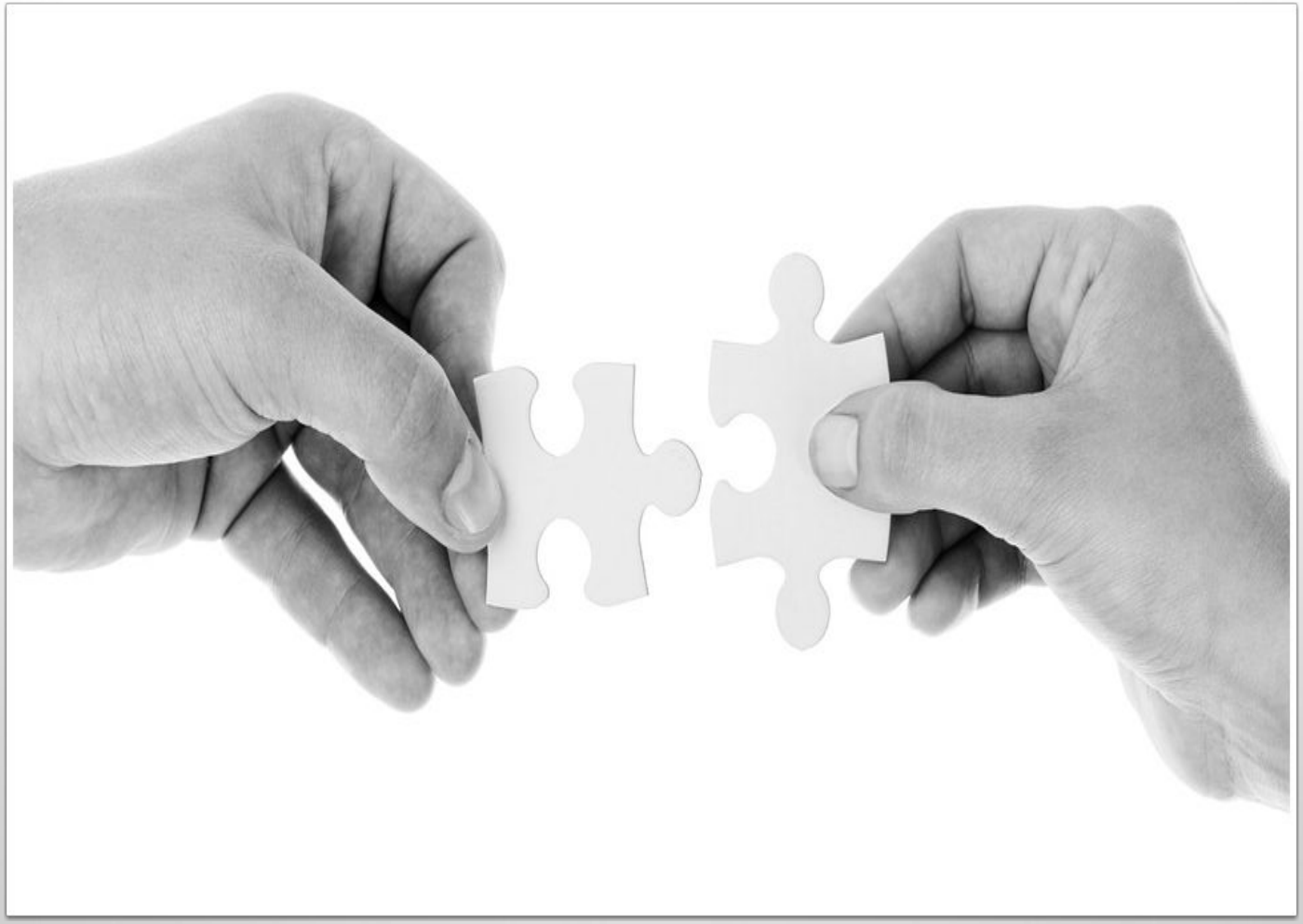


IDEA PROCESS

1. Gathering raw material
2. Digesting the material
3. Unconscious processing
4. Eureka moment

Read and consume content from a **wide variety** of places.

You're **looking** for relationships, connections, and combinations.



STOP TRYING TO BRING THOSE IDEAS TOGETHER AND DO SOMETHING ELSE ENTIRELY.

An **idea** will pop into your head.

"It will come to you when you are least expecting it."

HOW DO YOU GENERATE IDEAS FOR CONTENT CREATION?

TWO WAYS TO GENERATE CONTENT IDEAS

- By yourself
- With a group

KEEP IN MIND WHEN GENERATING CONTENT IDEAS ON YOUR OWN

- What are your buyer personas' reading habits?
- What are your competitors doing?
- What can you learn from Google?
- What are people talking about on Quora?

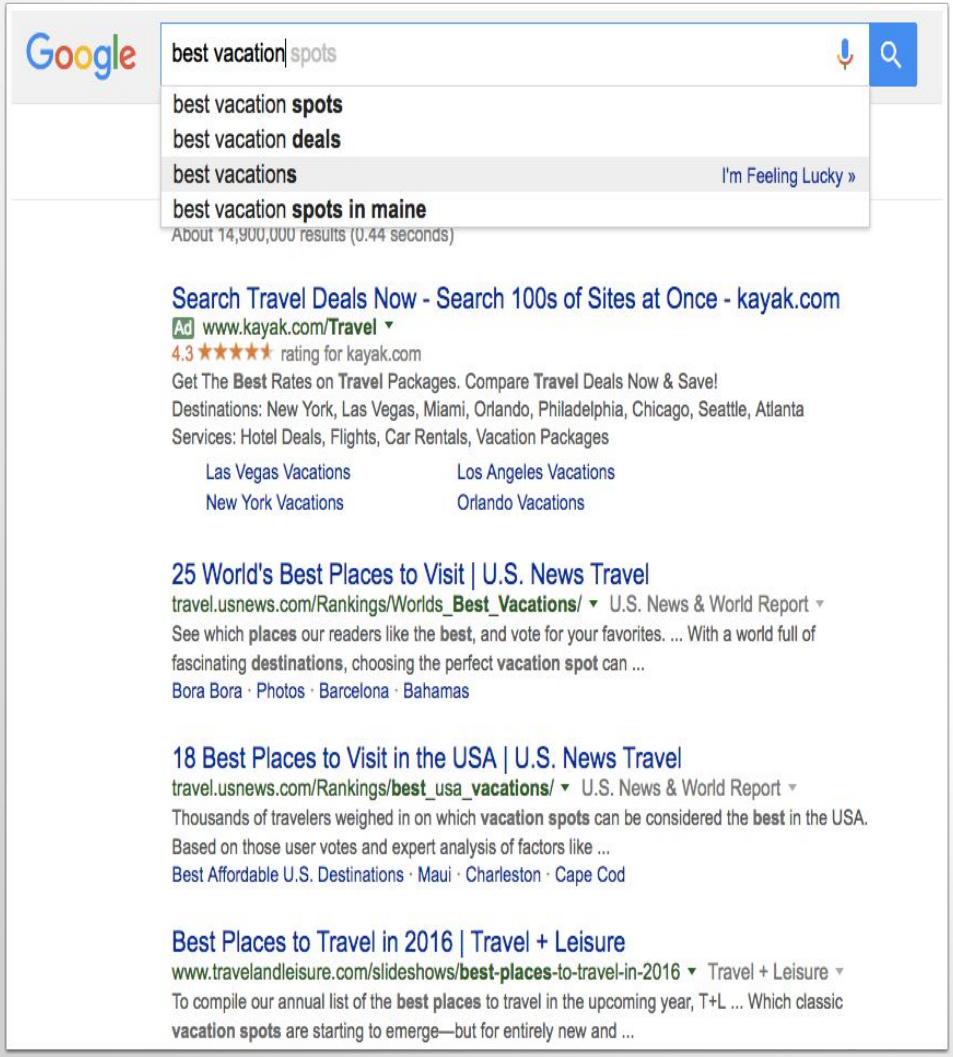
Put yourself in the shoes of your prospects. **Empathize** with them.

SOURCE: PEXELS

LOOK AT YOUR
COMPETITOR'S CONTENT
MARKETING EFFORTS.

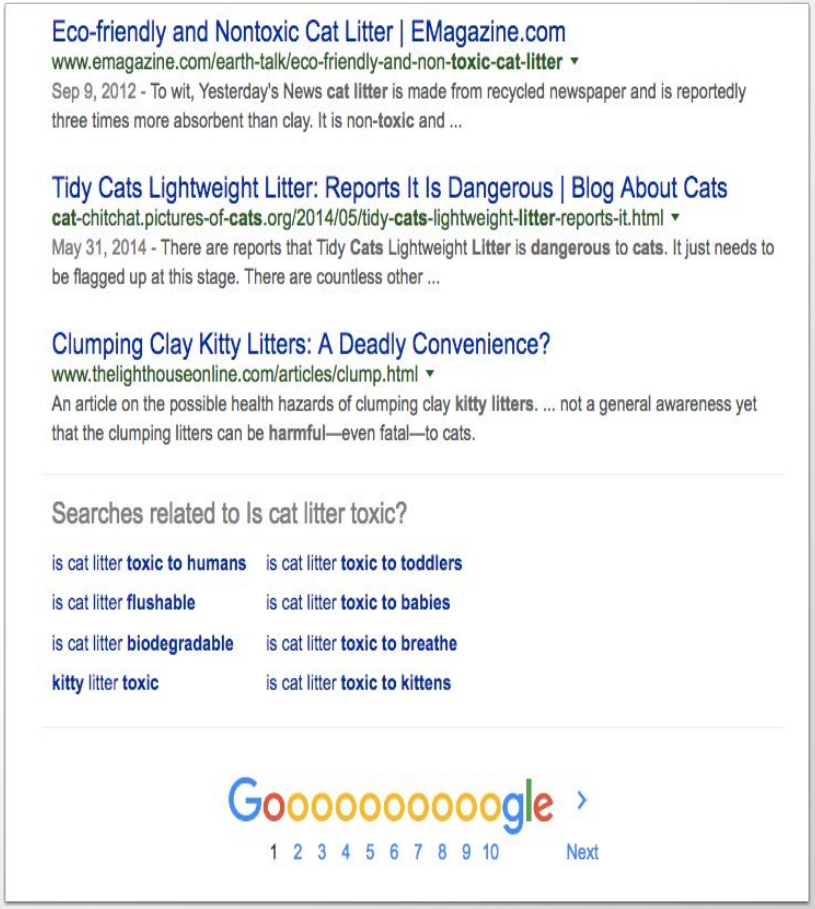
THREE WAYS TO LEVERAGE GOOGLE

- Autocomplete
- Related searches
- Google Search Console



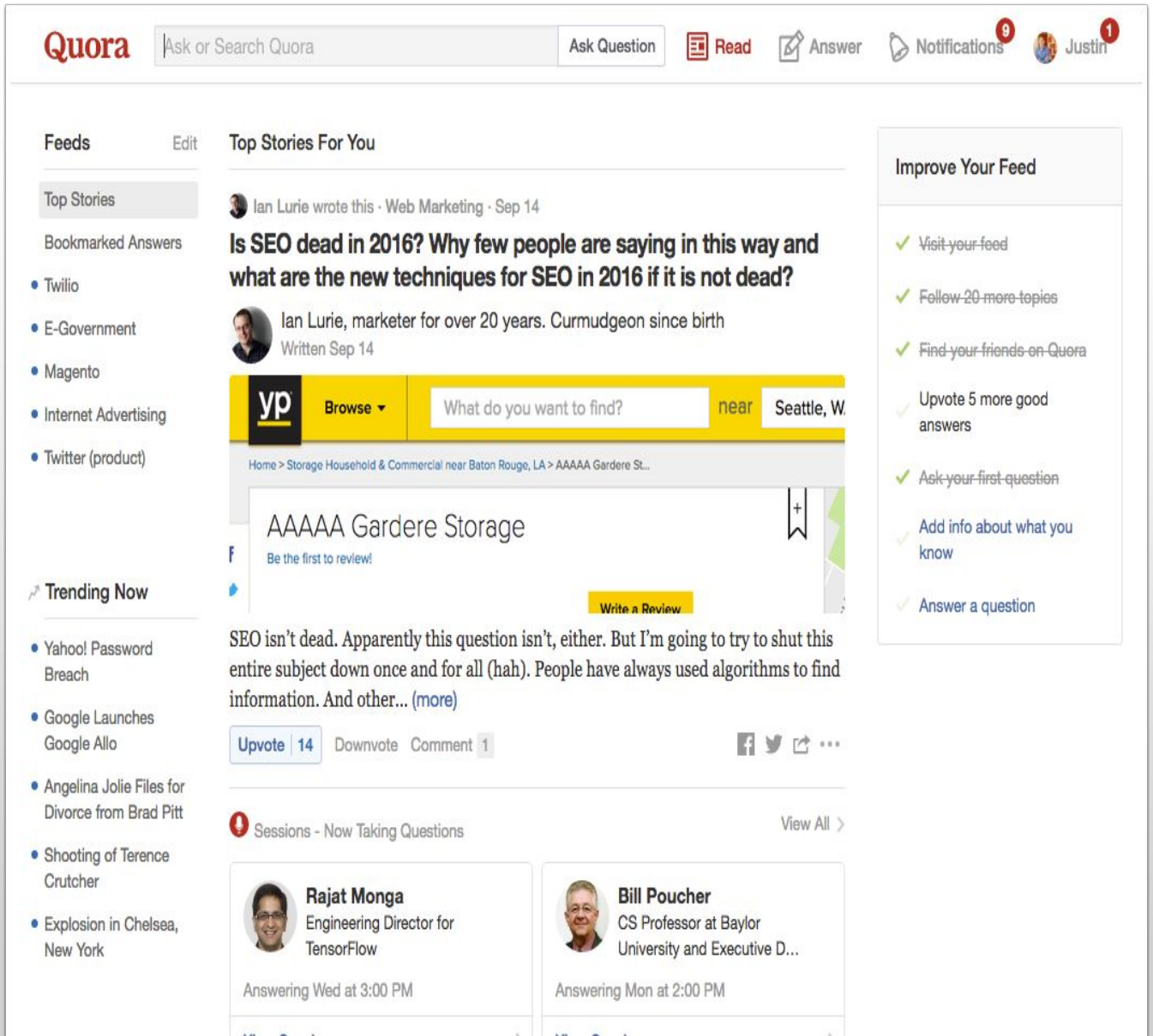
Autocomplete is when Google **suggests a query** as you type it in the search bar.

Related searches appear at the **bottom** of the search results page.

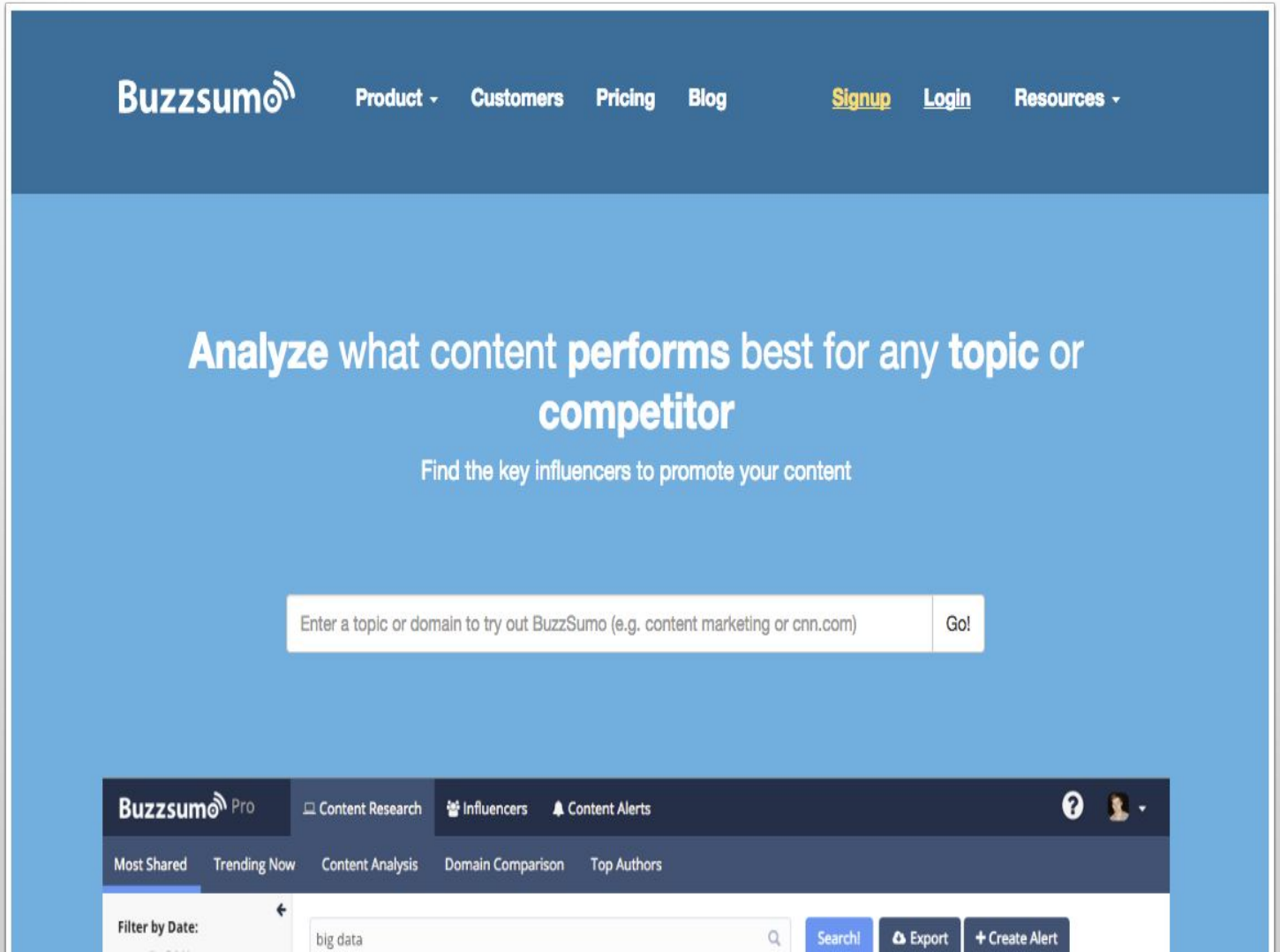


Google search console provides actual **keywords** people are typing in.

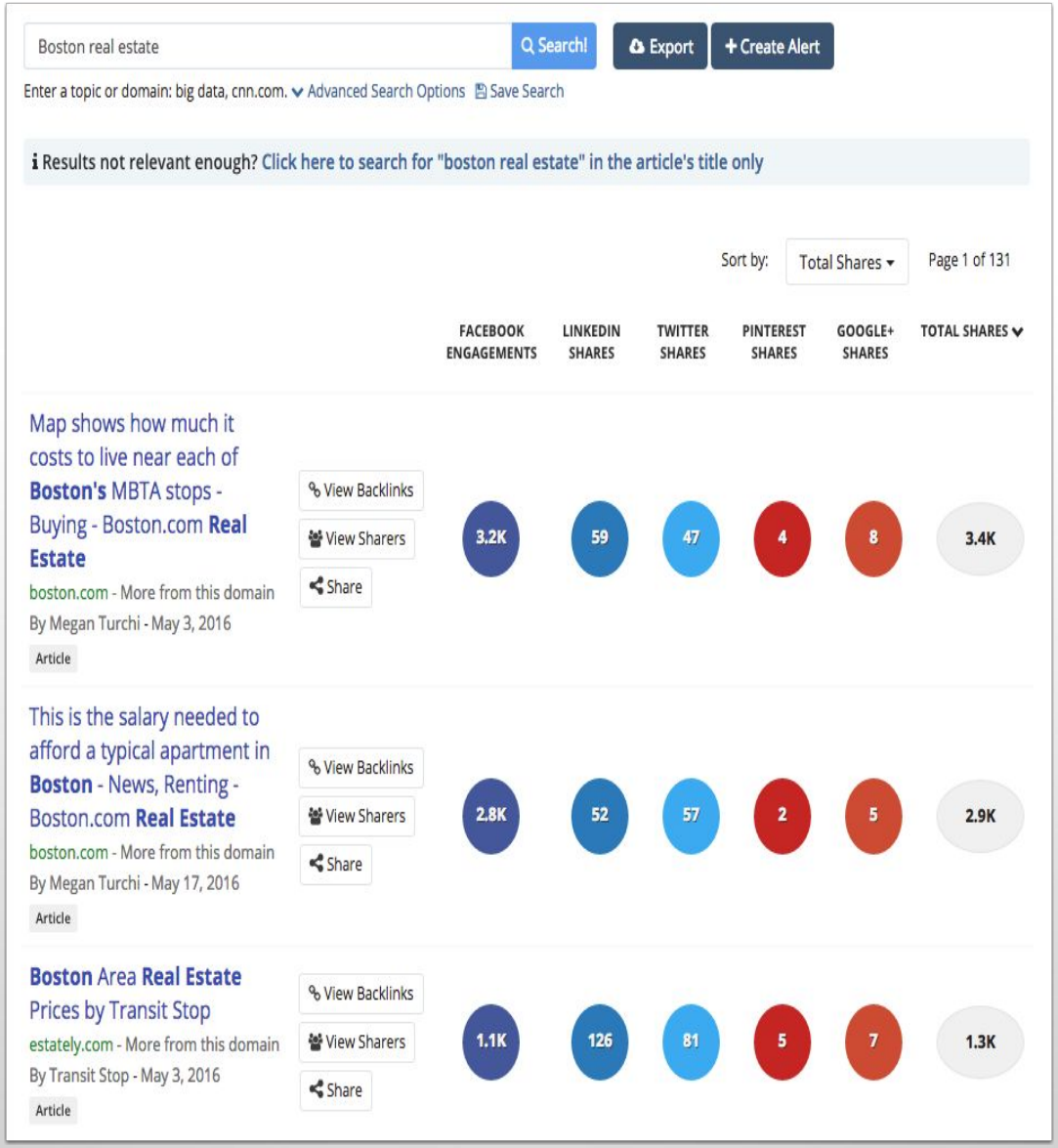
Quora is a popular question-and-answer site.



Use a tool like **Buzzsumo** to see which content has the best social social media performance.



Type **“Boston real estate”** in Buzzsumo.



A brainstorm can be an incredibly productive way to generate **fresh and creative** content ideas.

HOSTING A BRAINSTORM
BEST PRACTICES

- Pick someone to moderate and set a clear agenda.
- Create an atmosphere where people feel comfortable.
- Leverage “braindumps.”
- Use sticky notes, whiteboards, and other visual aids.
- Remember that the main goal is to generate new, unexpected ideas.

Brainstorms can quickly dissolve into an **unproductive group hangout** if there's no direction.

SOURCE: PUBLICDOMAINPICTURES.NET

SOURCE: PEXELS

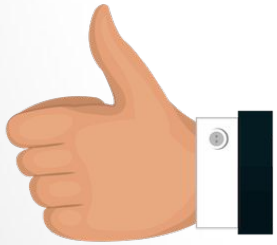
Run through a basic **word association** game.

A braindump is an uninterrupted period of time when you **jot down ideas** that come to your mind.

Sticky notes are especially effective.

It’s easy to group them together by topics and identify trends.

SOURCE: WIKIMEDIA



Course 13 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.

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THANK YOU.

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