

Course 13



Content Marketing Course

Knowledge is Power.

Stop Guessing. Start Knowing.

BizAdemy 

GoDaddy Pro PPlus 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.**

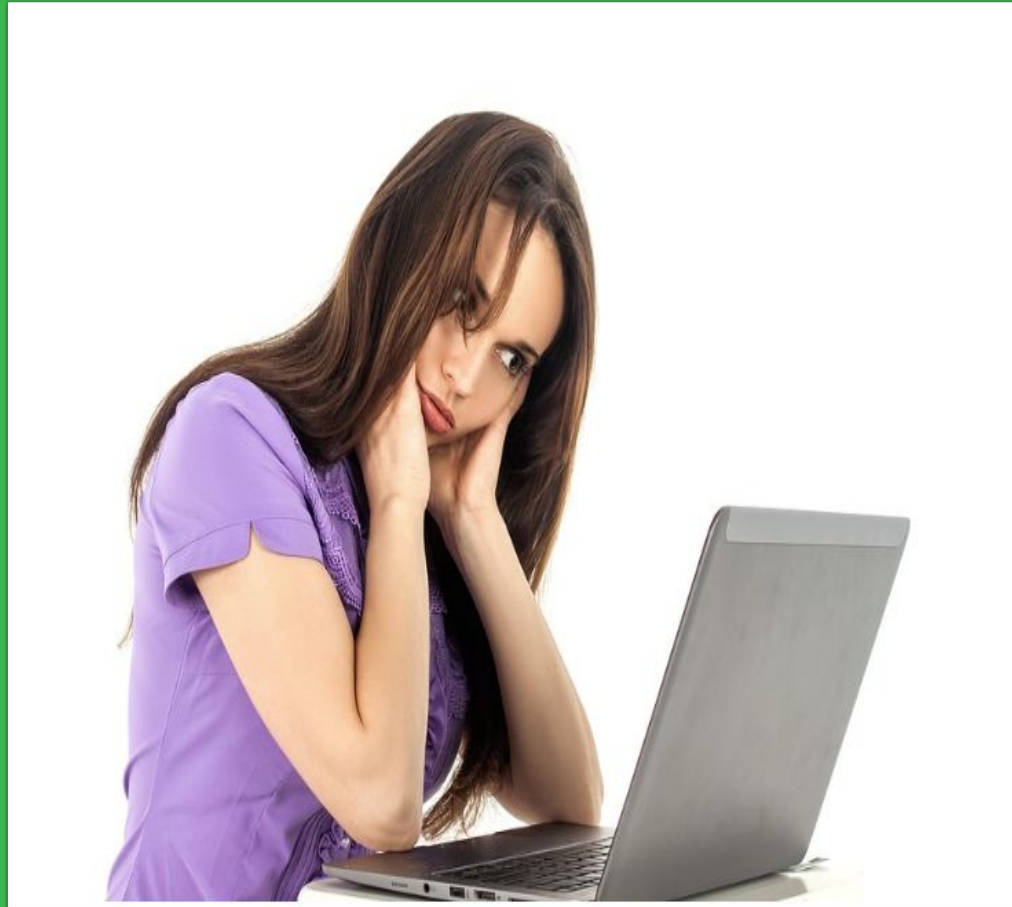
WHY YOU NEED A PROCESS TO GENERATE CONTENT IDEAS

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.

A **McGRAW-HILL** ADVERTISING CLASSIC

A Technique for Producing Ideas

FOREWORD BY

WILLIAM
BERNBACH

JAMES WEBB YOUNG

IDEA PROCESS

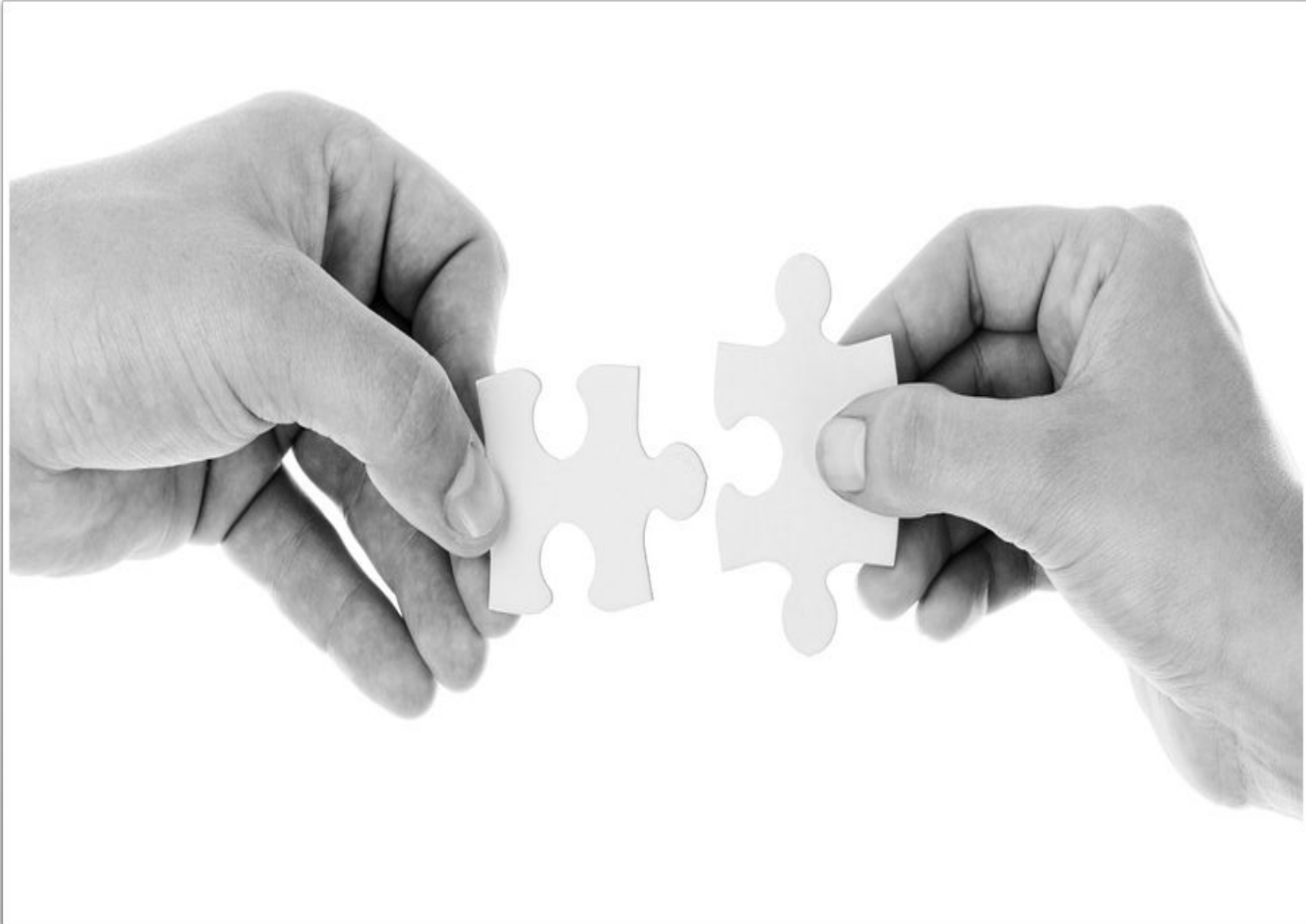
1. Gathering raw material
2. Digesting the material
3. Unconscious processing
4. Eureka moment



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.



**LOOK AT YOUR
COMPETITOR'S CONTENT
MARKETING EFFORTS.**

THREE WAYS TO **LEVERAGE** GOOGLE

- Autocomplete
- Related searches
- Google Search Console

Google

best vacation|spots

best vacation spots
best vacation deals
best vacations I'm Feeling Lucky »
best vacation spots in maine

About 14,900,000 results (0.44 seconds)

Search Travel Deals Now - Search 100s of Sites at Once - kayak.com
Ad www.kayak.com/Travel ▾
4.3 ★★★★★ rating for kayak.com
Get The **Best** Rates on **Travel** Packages. Compare **Travel** Deals Now & Save!
Destinations: New York, Las Vegas, Miami, Orlando, Philadelphia, Chicago, Seattle, Atlanta
Services: Hotel Deals, Flights, Car Rentals, Vacation Packages
Las Vegas Vacations Los Angeles Vacations
New York Vacations Orlando Vacations

25 World's Best Places to Visit | U.S. News Travel
travel.usnews.com/Rankings/Worlds_Best_Vacations/ ▾ U.S. News & World Report ▾
See which **places** our readers like the **best**, and vote for your favorites. ... With a world full of fascinating **destinations**, choosing the perfect **vacation spot** can ...
[Bora Bora](#) · [Photos](#) · [Barcelona](#) · [Bahamas](#)

18 Best Places to Visit in the USA | U.S. News Travel
travel.usnews.com/Rankings/best_usa_vacations/ ▾ U.S. News & World Report ▾
Thousands of travelers weighed in on which **vacation spots** can be considered the **best** in the USA.
Based on those user votes and expert analysis of factors like ...
[Best Affordable U.S. Destinations](#) · [Maui](#) · [Charleston](#) · [Cape Cod](#)

Best Places to Travel in 2016 | Travel + Leisure
www.travelandleisure.com/slideshows/best-places-to-travel-in-2016 ▾ Travel + Leisure ▾
To compile our annual list of the **best places** to travel in the upcoming year, T+L ... Which classic **vacation spots** are starting to emerge—but for entirely new and ...

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.

Eco-friendly and Nontoxic Cat Litter | EMagazine.com

www.emagazine.com/earth-talk/eco-friendly-and-non-toxic-cat-litter ▾

Sep 9, 2012 - To wit, Yesterday's News **cat litter** is made from recycled newspaper and is reportedly three times more absorbent than clay. It is non-toxic and ...

[Tidy Cats Lightweight Litter: Reports It Is Dangerous](#) | [Blog About Cats](#)

cat-chitchat.pictures-of-cats.org/2014/05/tidy-cats-lightweight-litter-reports-it.html ▾

May 31, 2014 - There are reports that Tidy Cats Lightweight Litter is dangerous to cats. It just needs to be flagged up at this stage. There are countless other ...

Clumping Clay Kitty Litters: A Deadly Convenience?

www.thelighthouseonline.com/articles/clump.html ▼

An article on the possible health hazards of clumping clay kitty litters. ... not a general awareness yet that the clumping litters can be harmful—even fatal—to cats.

Searches related to Is cat litter toxic?

is cat litter **toxic to humans** is cat litter **toxic to toddlers**

is cat litter **flushable** is cat litter **toxic to babies**

is cat litter **biodegradable** is cat litter **toxic to breathe**

kitty litter toxic is cat litter toxic to kittens



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



Quora is a popular question-and-answer site.

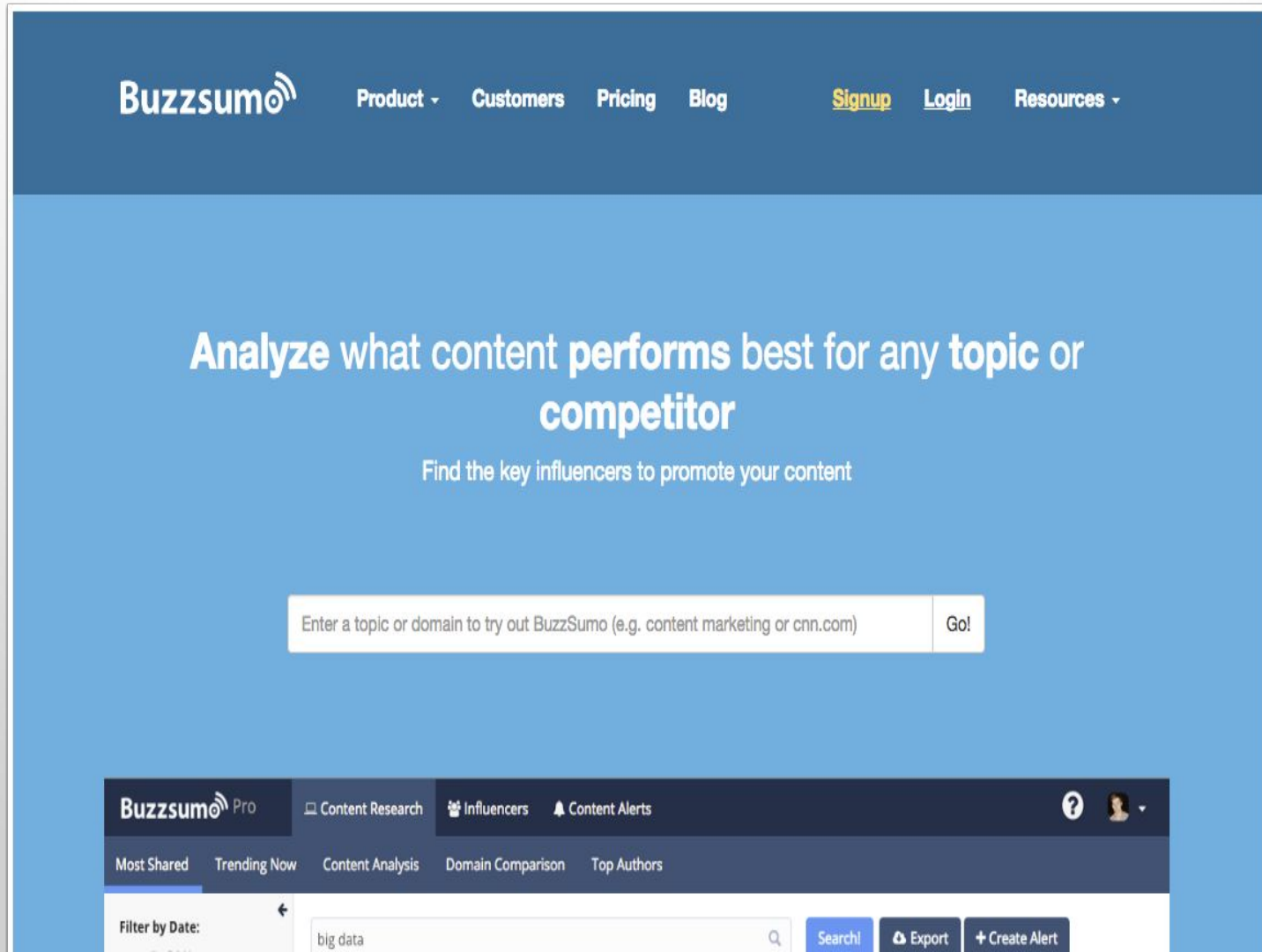
The screenshot displays the Quora homepage. At the top, the Quora logo is on the left, followed by a search bar labeled "Ask or Search Quora". To the right of the search bar are buttons for "Ask Question", "Read", "Answer", "Notifications" (with a red badge showing 8), and a user profile for "Justin" (with a red badge showing 1).

Below the top bar, the main content area is divided into three sections:

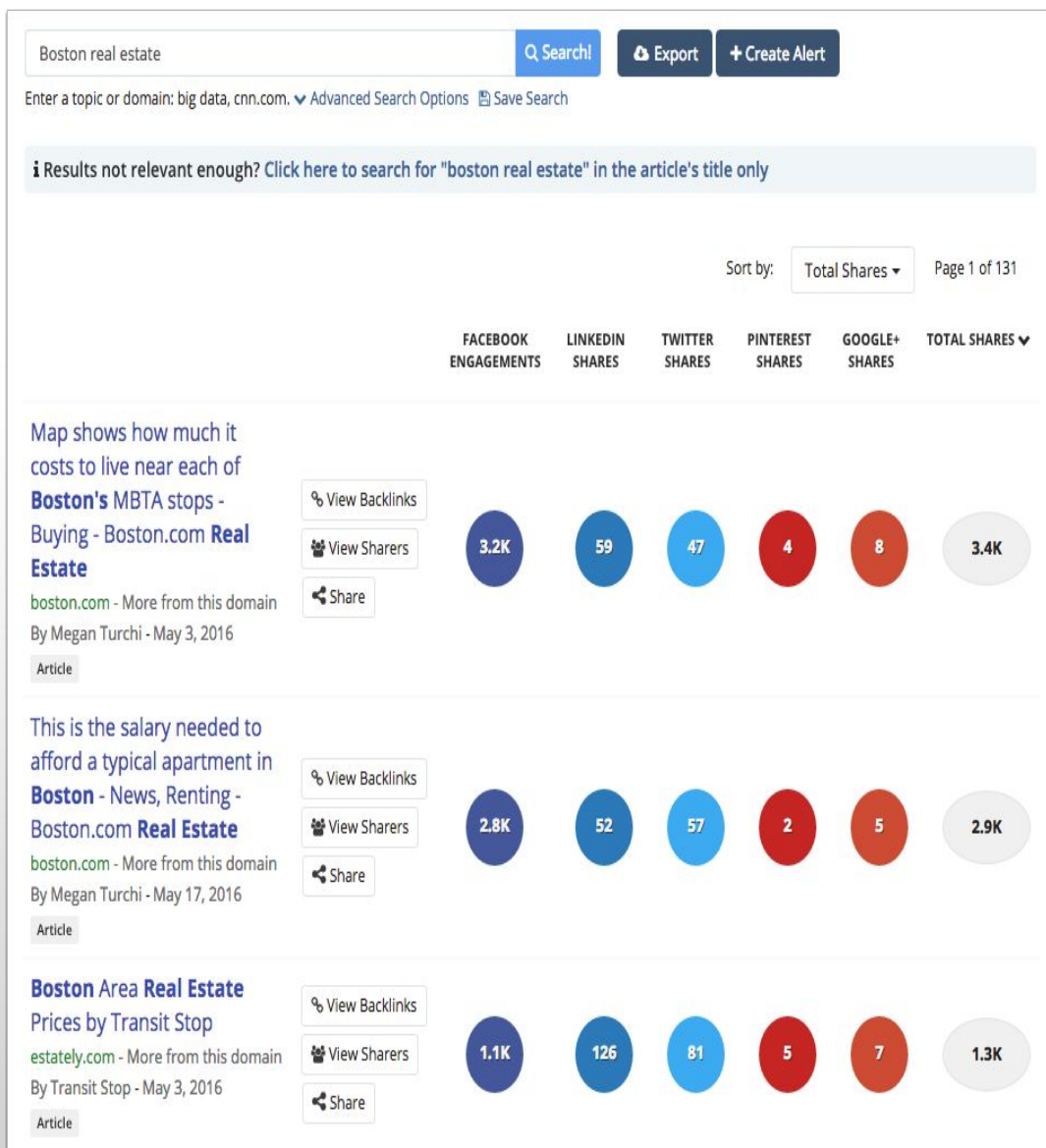
- Feeds**: A sidebar on the left with a list of topics: "Top Stories", "Bookmarked Answers", "Twilio", "E-Government", "Magento", "Internet Advertising", and "Twitter (product)". Below this is a "Trending Now" section with topics like "Yahoo! Password Breach", "Google Launches Google Allo", "Angelina Jolie Files for Divorce from Brad Pitt", "Shooting of Terence Crutcher", and "Explosion in Chelsea, New York".
- Top Stories For You**: The central section featuring a question by Ian Lurie: "Is SEO dead in 2016? Why few people are saying in this way and what are the new techniques for SEO in 2016 if it is not dead?". Below the question is a snippet from a Yelp review for "AAAAA Gardere Storage".
- Improve Your Feed**: A sidebar on the right with a list of suggestions: "Visit your feed", "Follow 20 more topics", "Find your friends on Quora", "Upvote 5 more good answers", "Ask your first question", "Add info about what you know", and "Answer a question".

At the bottom of the page, there is a section titled "Sessions - Now Taking Questions" with a "View All" link. It features two user profiles: Rajat Monga (Engineering Director for TensorFlow) and Bill Poucher (CS Professor at Baylor University and Executive Director).

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



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.





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.**



- *GoDaddy Pro PPlus Partner ★★★★★ rating.*

THANK YOU.