Develop a Content Marketing Strategy

☐ Determine your content marketing goals
☐ Develop a consistent publishing strategy
☐ Develop a comprehensive ecosystem
☐ Recurring content Ecosystem
  ☐ Create high-quality front-end content
  ☐ Create an opt-in offer
  ☐ Create an email onboarding sequence
  ☐ Create an initial conversion opportunity
  ☐ Create a follow-up sequence
  ☐ Create another conversion opportunity

☐ Content Asset Ecosystem
  ☐ Create high-quality long-form content
  ☐ Create an initial engagement opportunity
  ☐ Create an initial conversion opportunity
  ☐ Create a follow-up email sequence

Finding Your Target Audience

☐ Understand who your audience is
  ☐ Create a customer avatar
☐ Assess perspective to ensure your customer’s attitudes are in alignment
☐ Assess capabilities that position your company with the right customer
☐ Assess profit potential in your chosen market
Make the Right Offers

☐ Tailor offers based on target audience
☐ Develop your offer
  o Get the facts
  o Simplify the offer
  o Review the offer

Creating Your Content

☐ Develop a channel plan
  o Determine which social media platforms to utilize
☐ Understanding the Five Pillars of Content Creation
  o Simplicity of the content
  o Specify your audience
  o Embrace serendipity
  o Master discipline
  o Be willing to delegate when needed
☐ Creating Recurring Content
☐ Choose the right front-end content themes
  o Determine common questions your customers ask
  o Think of topics you have to continually explain
  o Determine what you want to be known for
  o Figure out what your customers want from you
  o Determine a unique sales proposition
☐ Build your opt-in offer
  o Obtain customer email in return for an incentive
  o Encourage them to create an account

☐ Build the onboarding sequence
  o Create four to eight emails
  o They should educate
  o They should engage
  o They are indoctrinated with your company values
  o Create content that drives prospects toward interaction with you

☐ Make a Sales Offer
  o Explicitly offer to give your customer your product in return for money

☐ Follow-Up with Prospects
  o Follow-up within a couple of weeks
  o Restate their exact motivations for speaking with you
  o Highlight how you can help them
  o Answer any questions they might have
  o Speak to the issues they’ve shared with you
  o Reinforce why you’re a great fit
  o Creating Content Assets

☐ Create long-form pieces of content
  o Share your expertise

☐ Should be used to upgrade your recurring content

☐ Make sure to have a clear concept in mind

☐ Create a detailed outline of your topic

☐ Build out the content
  o Record yourself speaking about each point in the outline
  o Transcribe the recordings
  o Add extra content as needed
  o Edit the material
  o Look for spelling mistakes
- Look for typos
- Look for structural issues

- Leverage the Asset
  - Market the asset
  - Promote the asset

- SEO
  - Determine primary keyword phrases
    - Monthly search volume should be less than 10,000 searches
    - Should have low competition

**Distributing Your Content**

- Email marketing
  - Create a welcome campaign
  - Create a lead nurture campaign
  - Create an offers campaign

- Utilize social media
  - Facebook
  - Twitter
  - YouTube
  - Instagram
  - Pinterest
  - LinkedIn
  - Google +