

INTRODUCTION. Content marketing is creating a system for identifying and sharing other people’s content as well as creating your own content, that is a) relevant on your SEO and/or social media themes, b) useful and interesting to your target audience, and c) has a high potential for generating eWOM and social sharing and also can be used to “capture” leads and emails.

- Use this worksheet to define a **Content Marketing** plan.

Themes. What are common themes (“keyword phrases”) that interests your target audience? A CPA might identify *tax themes*, a pizza restaurant *birthday themes*, a massage therapists *issues surrounding back pain and healthy lifestyles*. Identify the broad and timely topics about which your target customers talk on social media, and search on Google (Refer to your **KEYWORD WORKSHEET**).

Theme / Keyword Topic: _____

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Other People’s Content. Using the themes above, identify tools that will help you track these themes systematically, curate content to identify interesting and high value content for your audience, and make it easy to “share” this content on networks like Twitter or Facebook.

- Buzzfeed.** Set up a free / paid Buzzfeed account and begin to monitor what is trending, so you can be among the first to (re)share it.
- Topsy.** Monitor Topsy for your social themes, similarly to Buzzfeed.
- Feedly.** Create a Feedly account, research relevant blogs, organize into folders, and begin to use Feedly to identify useful content you can share.
- Hootsuite.** Create a free / paid Hootsuite account, and begin to use it to systematically share content across social networks.

Your Own Content. While other people’s content is easy, you don’t control the message, and it tends to promote them as much as you. Therefore, you need a systematic way to create your own content. What type of content will you create? On what topic? Who will create it?

Blog Posts on _____ topics, to be created by _____ on a regular basis: daily / weekly / monthly.

Photographs on _____ topics, to be created by _____ on a regular basis: daily / weekly / monthly.

Images on _____ topics, to be created by _____ on a regular basis: daily / weekly / monthly.

Memes on _____ topics, to be created by _____ on a regular basis: daily / weekly / monthly.

Info/instructographics on _____ topics, to be created by _____ on a regular basis: daily / weekly / monthly.

Videos on _____ topics, to be created by _____ on a regular basis: daily / weekly / monthly.

Other Content (_____) on _____ topics, to be created by _____ on a regular basis: daily / weekly / monthly.

Anchor or Evergreen Content. Brainstorm one or two “anchor” types of content. An example would be a massage therapist creating a landing page and “ebook” or “tutorial” on how to take care of your back at work, or exercises for back pain. A probate attorney might create a long, in-depth blog post on how to talk to your parents about death, trusts, wills and probate issues. These “evergreen” or “long form” content pieces are wonderful for SEO link-bait and to use to “capture” email addresses of sales prospects.
