

# 7 Steps to Create Your Content Marketing 'Boss'

## aka The One-Page Content Marketing Strategy

### Definition of Content Marketing

*A strategic marketing approach focused on creating AND distributing **valuable, relevant and consistent** content to attract and retain a clearly defined audience — and, ultimately, to drive consumer action.*

### Elements of a Content Marketing Strategy

**Step 1:** What is our organization working to achieve? What are the operational goals?

**Step 2:** How can content marketing help the organization achieve those goals? (And start thinking about how content marketing success will be measured.)

**Step 3:** Who is a target audience? (Hint: Could work for single goal or multiple goals) Make sure to clearly define and detail the audience.

**Step 4:** What does the audience want to know, learn or do as it relates to what our organization does, our purpose, etc.?

**Step 5:** How should the content be created? What formats and distribution channels should we use?

**Step 6:** How frequently can we commit to providing this content?

**Step 7:** Why are we creating this content? (Be more specific than you were in Step 2.) What do we want the audience to do (calls to action)? What are our measurable goals?