



HOW TO CREATE A ONE-PAGE CONTENT MARKETING STRATEGY FOR YOU AND YOUR CLIENTS

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Content Marketing Defined

Source: Content Marketing Institute



A **strategic** marketing **approach**



focused on



creating AND distributing



valuable, relevant, and consistent **content**

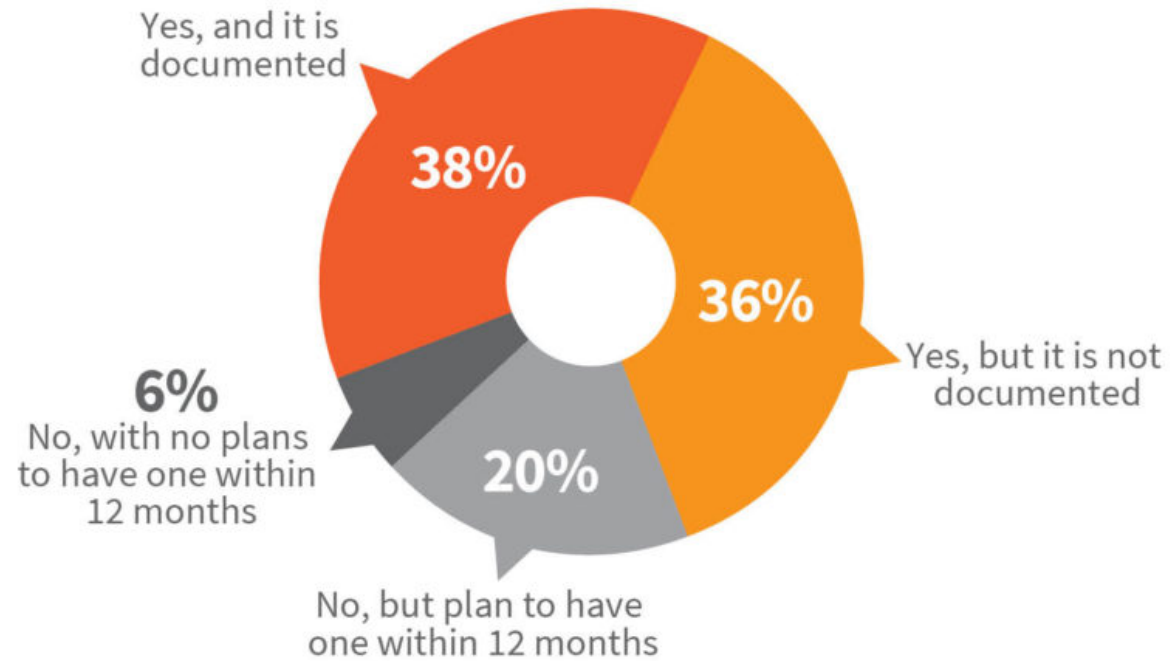


to attract and retain a clearly defined **audience**



— and, ultimately, to **drive** consumer **action**.

Percentage of B2C Marketers Who Have a Content Marketing Strategy



2018 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

IS YOUR STRATEGY WRITTEN?

Source: Content Marketing Institute

Factors Contributing to B2C Marketers' Increased Content Marketing Success Over the Last Year



Source: Content Marketing Institute

IT MAKES A DIFFERENCE

BENEFITS OF DOCUMENTED STRATEGY



Get team on same page (internal, external, adjacent)



Onboard new employees more quickly



Create and distribute content more deliberately



Have platform to secure leadership support



Ensure your content marketing strategy aligns to operational goals

WHY 1 PAGE?



PEOPLE WILL READ IT!



You (and team) can post and see daily reminder



Strategy has a better chance at implementation

Step 1: Think Like Leadership



What are the organization's objectives?



How will success be measured?

Step 2: Think Like a Content Marketer

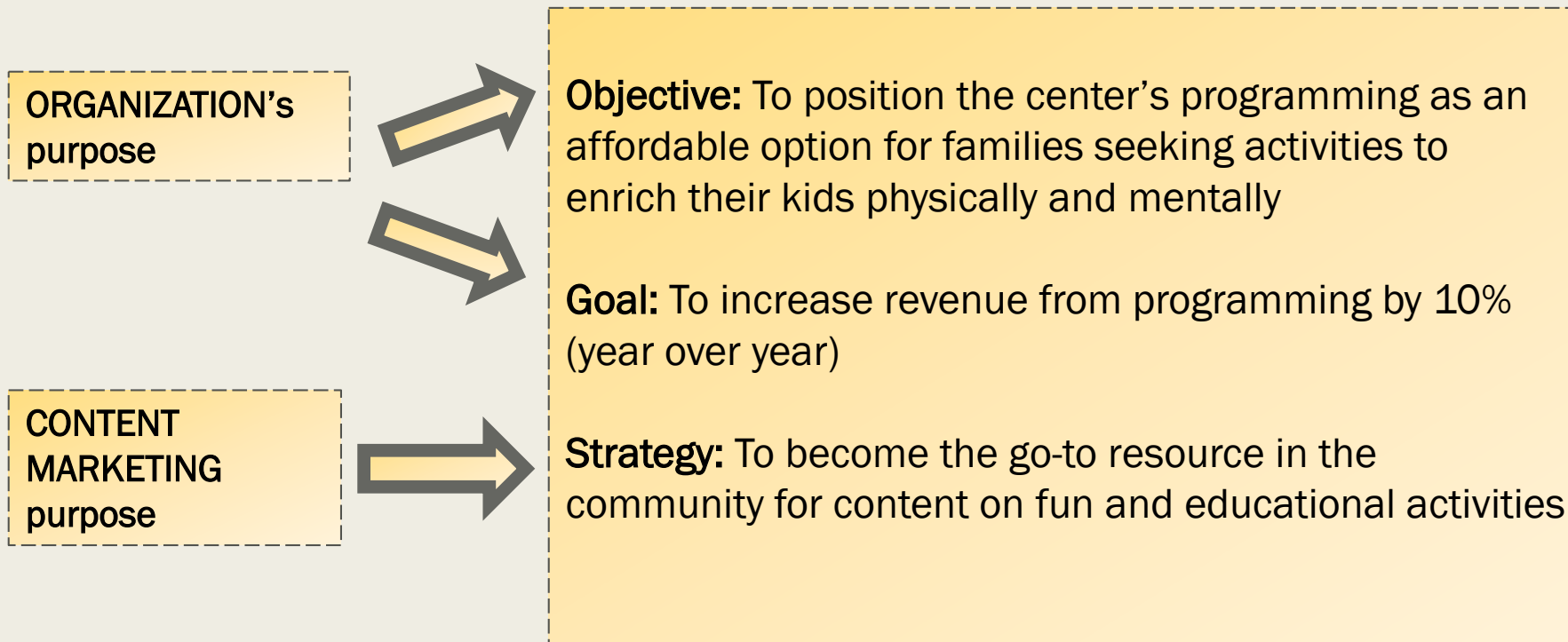


**HOW WILL CONTENT MARKETING HELP
THE ORGANIZATION ACHIEVE THOSE
OBJECTIVES?**



**HOW WILL THE ORGANIZATION MEASURE
ITS CONTENT MARKETING SUCCESS?**

Example: Grapes Center for Kids (Steps 1 and 2)



Step 3: Who?

- **Clearly define the audience**
 - *Demographics*
 - *Socio-graphics*
 - *What are their interests*
 - *What do they care about*
 - *How and where do they get information*

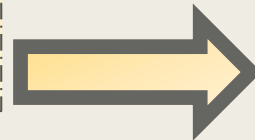


Example: Grapes Center for Kids (Step 3)

Who would be MOST interested in content about fun and learning activities?



Who would be MOST interested in affordable options?



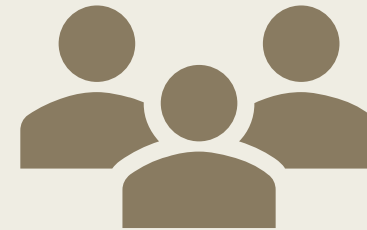
AUDIENCE

- Parents/Guardians w/ Elementary School-Age Children
 - Live within five miles of business
 - Overseer of their children's activities
 - Want children to grow their skills and have fun outside of traditional school environment
 - Challenged balancing everyone's schedules
 - Limited budget for extra-curricular activities

Step 4: What?



Detail categories and topics



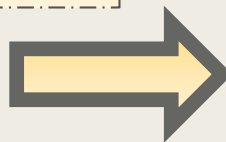
Connect to audience & business
(relevancy)

Example: Grapes Center for Kids (Step 4)

What would target audience want to read that's relevant to these particular needs and interests?



What content would attract this audience to view Grapes Center as a valuable resource and subscribe to receive the content?



CATEGORIES (w/ sample topics):

- At-home activities
 - How to make slime with items in your kitchen
 - The best board games for families
 - Play outdoors (even in the winter)

- Organized activities
 - How to find the right sport for your child
 - Practice time vs. playing time: Finding the balance
 - Value of extra-curricular activities in student's elementary years

- Free or low-cost fun
 - 10 ways to explore the city
 - How to get your exercise on the jungle gym (no matter your age)
 - Tips to help your child enjoy an outdoor concert

Step 5: How?

Formats & Distribution Channels

(common options)

- Social media – Facebook, Twitter, Instagram, Snapchat
- Blog – your website; third-party website
- Magazine (print) – your physical locations; partner locations
- E-newsletter – email using your database (subscribers)
- Infographic – social media platforms, your blog, magazine
- Video – your YouTube channel, embedded on your website

VIEWER'S TIME	WORDS	MEDIA
7 seconds	23	Headline, tweet, sound bite, cartoon
2 minutes	400	Web page, blog, news release, video, infographic
5 minutes	1,000	Long-form articles (magazine/blog), long video
20+ minutes	4,000+	White paper, e-book, speech, webinar

Example: Grapes Center for Kids (Step 5)

How would the target audience most want to consume the content?



Which of those formats fit within available resources and capabilities?



FORMAT and PRIMARY DISTRIBUTION CHANNELS

- Blog; Grapes Center website
- E-Newsletter; email database
- Tweets; Twitter (Grapes Center handle)
- Facebook posts; Grapes Center Facebook Page (including paid boosts)
- Print magazine (or newsletter); physical locations within community
- Video; YouTube channel

Step 6: When?

- Frequency

Example: Grapes Center for Kids

Based on available resources, how regularly can we commit to content creation and publication?



FREQUENCY

- Blog Posts: 3x weekly
- E-Newsletter: 1x monthly
- Tweets: 1x daily
- Facebook: 3x weekly
- Print Magazine or Newsletter: 2x a year
- Video: 2x a year

Example: Grapes Center for Kids (Steps 4, 5, 6)

FORMAT	PLATFORM (Distribution)	FREQUENCY	TOPIC
Blog posts	Website	3x a week total; 1x a week on each topic	At-Home Activities; Organized Activities; Free or Low Cost Fun
E-newsletter	Database	1x a month	All three
Social posts	Facebook, Twitter	2x a week on Facebook; 1x a day Twitter	Rotate among all three
Magazine	Print version at community outlets	2x a year	All three
Video	YouTube	2x a year	Organized activities

Step 7: Why?

- *Connect content to organization's purpose*
- *Calls to action*
- *Measurable goals*



Example: Grapes Center for Kids (Step 7)

What are the specific content marketing objectives?

How do they connect with operational goals?

CONTENT MARKETING
measurable results

CONTENT MARKETING
measurable impact on ORGANIZATION

Grapes Center for Kids' Purpose

- To increase awareness of Grapes Center for Kids as go-to resource to help their children learn and have fun
 - ❑ Increase visits to programming page on site by 10% each month
- To grow database of subscribers who want more content from the center
 - ❑ Increase database contacts with email addresses by 20% each quarter
- To convert subscribers into customers of paid programming at Grapes Center
 - ❑ Grow number of subscribers who also register to participate in paid activities offered by 5% over a year

Grapes Center for Kids

1-Page Content Marketing Strategy

AUDIENCE (clearly defined)

- Parents/guardians with children ages 6-10 who want children to learn and have fun outside traditional school environment; challenged by time and avail. budget

CATEGORIES/TOPICS (content angles relevant and valuable to audience)

- At-Home Activities • Organized Activities • Free or Low-Cost Fun Opportunities

FORMATS – DISTRIBUTION CHANNELS – FREQUENCY (deliver in relevant channels consistently)

- Blog – Grapes Center website – 3x a week
- E-newsletter – Database – 1x a month
- Magazine (print) – Community locations – 2x a year
- Video – YouTube – 2x a year
- Social Posts – Twitter 1x a day; Facebook 2x a week

CALLS to ACTIONS w/ MEASURABLE GOALS (customer action)

- *To increase awareness of Grapes Center as go-to-resource for children to learn and have fun*
 - Increase unique visitors to programming page on site by 10% each month
- *To grow database of subscribers who opt in for more content from Grapes Center*
 - Increase contacts with email addresses by 20% each quarter
- *To convert subscribers into customers of paid programming offered by Grapes Center*
 - Grow number of subscribers who also register for paid activities by 5% over a year

Fly in Formation (Share the Strategy)

- Content team
- Agency partners
- Leadership
- All employees
- Other stakeholders



Resources

- Template for One-Page Content Marketing Strategy:
 - <http://bit.ly/ContentStrategyOnePage>
- Content Marketing Institute
 - www.ContentMarketingInstitute.com (free weekday newsletter)
 - The Essentials of a Documented Content Marketing Strategy: 36 Questions to Answer
 - <http://bit.ly/CMI36Qs>
- Ann Gynn, G Force Communication:
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