



**Content  
marketing  
strategy in five  
simple steps.**



# Content marketing works.

By providing a clearly targeted audience with information that's useful and relevant, it helps establish long-term relationships and closer engagement with your brand.



**Content marketing's growing popularity and effectiveness is undoubtable. The Association for Data-driven Marketing and Advertising (ADMA) surveyed Australian marketers in 2013 and found 93% use content marketing. More importantly, 81% are producing more content than they were a year ago and 69% are planning to increase their annual content marketing budgets.**

But something is amiss: only 52% of ADMA's respondents have a content marketing strategy and just 33% rate their organisation's content marketing as 'effective' or 'very effective'.

If your organisation doesn't have a content marketing strategy or if you're not getting the results you'd like, you need to do something about it.

This paper proposes a simple approach to creating a content marketing strategy – by answering the 'five Ws' journalists have been asking for centuries: who, what, where, when and why. Your answers will help you create a content marketing program that directly addresses your business needs.



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**Content marketing can contribute to or even begin as part of a conventional marketing campaign. The difference is that once the campaign is over, the content marketing – the conversation – continues, allowing you to build a lasting relationship with your audience.**

You need to begin by finding out how to talk to your customers, what they want to hear about and how to reach them – all with your brand's overarching goals in mind.

So, how do you start the conversation? Remember that you'll be creating content and pushing it out through appropriate distribution channels; you'll be publishing, which means you have to start thinking like a publisher. One simple way to do this is by addressing the 'five Ws':

- **Who are you publishing for?** (audiences and personas)
- **What should you publish?** (types of content)
- **Where should you publish?** (channels and media)
- **When should you publish?** (content calendar)
- **Why are you publishing?** (outcomes and objectives).

If you take the time to answer these questions up front and establish documented, repeatable processes for creating content, you'll be well on your way to developing a successful content marketing operation.



### ***Thinking like a publisher***

**Content marketing is about engaging with your customers. It involves publishing a regular program of targeted, relevant, useful information in whatever form is most convenient to your target audience. A comprehensive content marketing strategy may include articles, blog posts, case studies, direct mail, eDMs and e-newsletters, LinkedIn posts, magazines, Twitter feeds and white papers.**



**“Why does  
most content  
marketing  
fail? Because  
it stops.”**

**– Joe Pulizzi,**  
Founder, Content Marketing Institute



### ***Who am I talking to?***

The more deeply you come to know your audience, the better the content you'll be able to create, so the time you spend identifying your target market will repay you handsomely.

### **Who are you publishing for?**

Content marketing begins and ends with the audience. The better you understand who you're trying to reach, the more successful your content will be.

Depending on your brand strategy and product mix, you may be broadcasting to a wide audience of prospective, new and long-term customers, or your message may be tightly focused on a particular demographic, social group or product user base.

Organisations often hold detailed information about their customers in marketing and communications plans, paths to purchase, brand and customer personas, audience segmentation and other research reports or documents that explore their needs, concerns and 'pain points'.

The more deeply you come to know your audience, the better the content you'll be able to create, so the time you spend identifying your target market will repay you handsomely. Product information sheets and marketing plans may well have useful information, as will market research reports, product positioning documents and sales collateral, not to mention customer surveys and other direct feedback.

**“Marketing is giving people something to talk about.”**

– **Bernadette Jiwa**,  
author, *Difference*



## What should you publish?

Humans are producing more information now than at any time in history. So how do you achieve cut-through and give your messages the best chance of being heard above the chatter?

It can be helpful to think in terms of **content pillars**. Each pillar identifies a question, idea or type of information that will be useful to the audience, and each piece of content you produce should align with a pillar.

The pillar concept can also help you clarify what content types will work best. For example, a healthcare company might select three pillars, each of which suggests a content type, such as:

- **Health is happiness** (case studies and customer stories)
- **Feed your mind** (white papers and information sheets)
- **Visit your doctor** (news items and announcements).

You should also conduct a **content audit**, especially if you already have a lot of collateral or are currently publishing information (for example, through a company blog, podcast or newsletter). A content audit involves determining whether your existing material is truly relevant and useful, and how it aligns to your content pillars. The audit can also help to identify your best content creators, and which content types and channels have been the most effective.



### *Inside the matrix*

Once you've audited your content you can begin filling in a **content matrix** (see Figure 1). At each stage of the customer journey you should note down:

- **your goal: the action you want the content to inspire, like visiting a website, downloading information or calling a consultant**
- **the channel(s) you'll use to reach your audience: such as email, video or printed collateral**
- **the document types you'll supply: for example, case studies, customer stories, white papers or thought leadership pieces**
- **the topics you'll address: that is, the specific ideas, products and opinions that will be covered.**

Figure 1: Content matrix

unaware	aware	discovery	evaluation	purchase
goal	goal	goal	goal	goal
channel	channel	channel	channel	channel
document type(s)	document type(s)	document type(s)	document type(s)	document type(s)
topics/messages	topics/messages	topics/messages	topics/messages	topics/messages

Adapted from Kevin Cain, *The Content Matrix*, Content Marketing World Sydney 2014.



### ***Taking the multi-channel approach***

**The multi-channel approach is a way to 'COPE' – create once, publish everywhere (see Figure 3). With some smart editing, you can create several pieces of content from a single source such as a white paper or interview. Publishing this content across multiple channels will maximise its reach, provide a better return on your initial investment of time and effort, and help move audience members from one platform to another. For example, an audience member may watch a six-second video grab in an email newsletter then click through to your website to see the full interview or to read the white paper being discussed.**

## **Where should you publish?**

Once you understand who your audience members are and what types of information you want to share with them, you can determine where to find and make contact with them. For example, you want to ensure that you're tweeting to the Twitter-obsessed, sending magazines to magazine-lovers and posting to your LinkedIn or Facebook page for a social media-savvy audience.

A critical early decision is whether to use existing channels (like social media platforms) or to invest in a platform of your own – by creating a new website, newsletter or podcast, for example. Existing platforms offer a wider reach at a lower cost, but they place you at the mercy of policy and platform changes you can't control. Creating your own platform will be more expensive at the outset, but will give you full ownership of the information you publish.

Creating an effective channel plan comes down to knowing your audience and understanding which platforms will most easily allow you to create 'content that moves' – content that is circulated, shared and promoted by other people. It's often best to take a multi-channel approach where each piece of content points or links to others. In this way, your print readers can visit a website, your email readers can subscribe to a LinkedIn group, your podcast listeners can follow a Twitter feed and so on.

## **When should you publish?**

Too much content can be just as bad as too little. Publish too frequently and your messages will be ignored at best, and regarded as annoying distractions at worst.

Building on information gained from answering 'who', 'what' and 'where', you can create a content calendar (see Figure 2) that clearly sets out what you will publish and when.





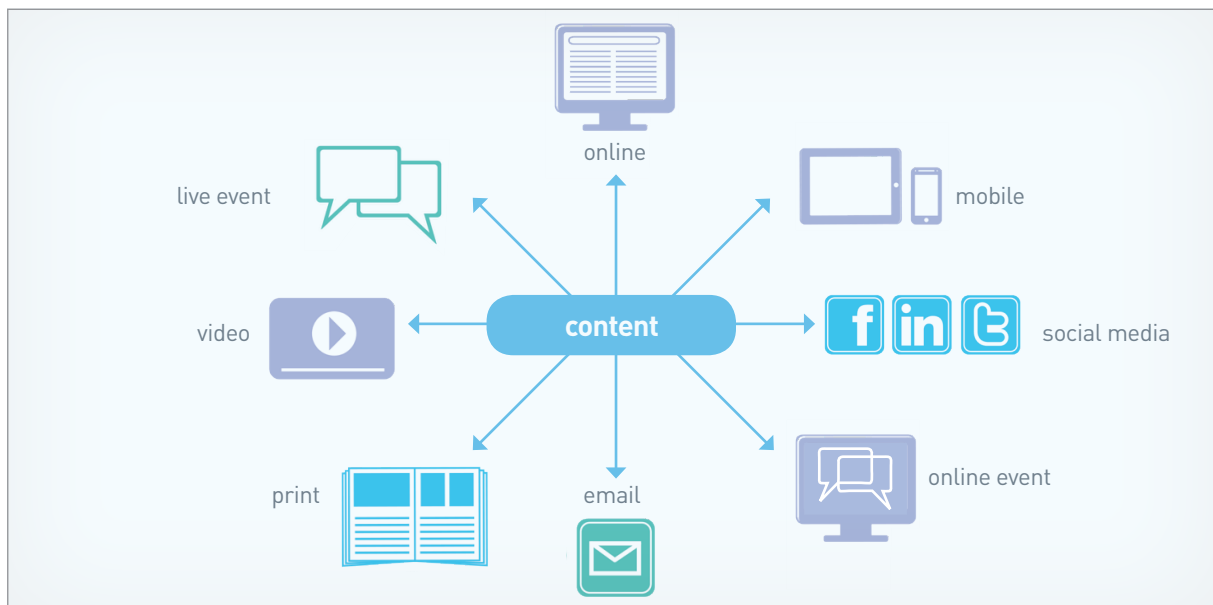
Figure 2: Content calendar

WEEK 1	Events	Email	Online	Social	Print
Monday		Showcase reminder	Blog	Blog update tweet	
Tuesday	Company showcase			Showcase live tweet	
Wednesday			Blog	Blog update tweet	
Thursday			Showcase video 1	LinkedIn update	
Friday		Weekly newsletter	Blog: magazine coming	Blog update tweet	
WEEK 2	Events	Email	Online	Social	Print
Monday		Webinar reminder	Blog	Blog update tweet	
Tuesday	Showcase webinar		Showcase video 2	Webinar	
Wednesday			Blog	Blog update tweet	
Thursday				LinkedIn update	Magazine issue
Friday		Weekly newsletter	Blog: magazine out	Blog update tweet	
WEEK 3	Events	Email	Online	Social	Print
Monday			Blog	Blog update tweet	
Tuesday			Showcase video 3	Webinar	
Wednesday			Blog	Blog update tweet	
Thursday				LinkedIn update	
Friday		Weekly newsletter	Blog	Blog update tweet	



A content calendar (above) allows you to schedule work in advance, which simplifies planning and budgeting. It helps ensure you have content relevant to the time of year; for example, factoring in seasonal promotions, holidays and public events. And it allows you to build in flexibility by leaving certain slots unfilled until close to the publishing date. That way you can proactively respond to current events without throwing your other plans into disarray.

Figure 3: Create once, publish everywhere (COPE)





**“If you entertain someone, they’ll share your story.”**

**– Tim Washer,**  
Senior Marketing  
Manager, Social  
Media, Cisco

## **Why are you publishing?**

For your content marketing to be successful it’s vital to set goals and learn how to measure them. For example:

- Have you identified specific outcomes you want to achieve from each content type, such as a certain number of newsletter subscriptions, document downloads, website hits or Facebook likes?
- Do you have the right mix of key performance indicators to help you gather and monitor data?
- Are you measuring the right things?

That last point may seem trivial, but failing to capture the right metrics can waste time and effort. For example, ADMA’s research tells us that 62% of organisations measure website traffic but only 48% have ‘increased website traffic’ as a goal. This means 14% of organisations are gathering data that, while interesting, is not directly relevant to their content marketing efforts.

It’s also important to get regular internal feedback as your content marketing strategy plays out. Not only will you gain useful insights by canvassing people across your organisation, you’ll also create deeper engagement and may even help other departments understand how your content marketing efforts are helping them reach their business goals.

Your feedback and review process should then clearly indicate where your content marketing plan is succeeding – and where it can be improved – while delivering strategic insights to the business.



**“Creativity  
is not a talent,  
it’s a way  
of operating.”**

**– John Cleese**



## How Editor Group can help

Since 1998, Editor Group has provided high-quality writing, editing and proofreading services to corporate, government and not-for-profit organisations across the Asia-Pacific region. We can deliver content marketing and communications strategy advice to ensure your stories are well told and widely seen.

Our team draws on deep experience across a range of sectors and channels. We pride ourselves on finding interesting story angles, conducting in-depth interviews and delivering engaging, highly readable content that connects with readers and holds their interest.

We can assist with every step in creating your content marketing strategy, including:

- Persona development
- Audience segmentation
- Paths to purchase
- Content pillars
- Content audit
- Content matrices
- Channel plans
- Content calendars
- KPI development.

Of course, we can also offer our expert editorial services when it comes to executing your strategy, including:

- Document planning and structuring
- Devising house style and tone of voice guides
- Writing and editing
- Sub-editing and proofreading.



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