



CONTENT MARKETING

TACTICAL PLAN





HOW TO USE THIS PLAN

There are a lot of moving parts involved in creating the perfect content marketing plan. You have to consider staffing, persona development, content themes, and more. So how do you put it all together?



This plan includes strategic objectives used to accomplish the following content marketing goals:

1. Increase inbound leads to your website at a low cost
2. Be seen as a thought leader in your industry through education and engagement
3. Build relationships and excite influencers
4. Move leads through your sales funnel with relevant content applicable to their buying stages
5. Enhance outbound campaign program effectiveness





LAYING THE GROUNDWORK

To create a content machine that works, you need to first lay the foundation for success. That means determining ownership, creating your personas, and choosing your content themes for the year.



Ownership and Staffing

You need to assign ownership for each step of your content creation, so that you can ensure project management and uphold quality standards. Your content team will be responsible for the following:

- » Content project management
- » Content quality control
- » Writing/copyediting
- » Design coordination and approval
- » Promotion coordination with other marketing teams



Managing Editor

Your managing editor owns the business of content creation. He or she is in charge of strategy, tone, storytelling, project management, and writing. This is by far the most critical role in your content team.

Typical responsibilities include:

- » Strategy development
- » Content creation
- » Content project management
- » Quality control
- » Vendor relationships and negotiation
- » Cross-functional coordination





LAYING THE GROUNDWORK



Content Creators/Assistant Editors

Your content creators are the individuals who write and edit your content. Depending on your goals and resources, they can be outsourced through a copywriting agency, or they can be in-house positions.

Typical responsibilities include:

- » Writing
- » Working with subject matter experts to create content
- » Quality control and heavy copyediting



Content Producers/Designers

Your content producers or designers make your content beautiful and bring your stories to life. They can be outsourced through a design agency, they can be in-house, or you can use a combination of the two.

Typical responsibilities include:

- » Content design and ideation
- » Creating templates for ebooks, infographics, or slide decks

Hiring Goals:

- ✓ X number of managing editors
- ✓ X number of content creators
- ✓ X number of content producers

Planned Hiring dates:

Hiring Notes:





LAYING THE GROUNDWORK

Buyer Persona and Buyer Journey Development

You want to know who your customers are and what their buyer journeys look like. Once you have that information, you can map content specifically to each customer's place in your sales cycle.

Buyer Personas

A buyer persona can be defined as a representation of your ideal customer. You need to create personas in order to determine who you are marketing to and the best way to speak to them in your content. Personas are often developed based on customer demographics and behavior, along with your own understanding of their motivations and challenges. To get all of the details you need, interview customers, prospects, and members of your sales and customer services teams. Also be sure to send out surveys and do your own research.

Buyer personas help you:

- » Determine what kind of content you need
- » Set the tone, style, and delivery strategies for your content
- » Target the topics you should be writing about
- » Understand where buyers get their information and how they want to consume it





LAYING THE GROUNDWORK

Buyer Persona Exercise

Persona name: _____

Persona title: _____

Job details and key responsibilities: _____

Where does your persona get his or her information?: _____

Persona's primary goals: _____

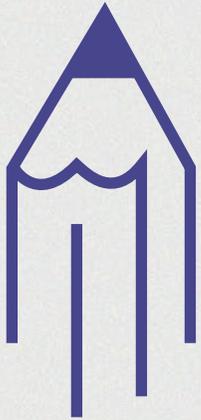
Persona's challenges and pain points: _____

Actual quotes: _____

Key objections: _____

Role in the purchase process: _____

Key marketing messages to speak to your persona: _____





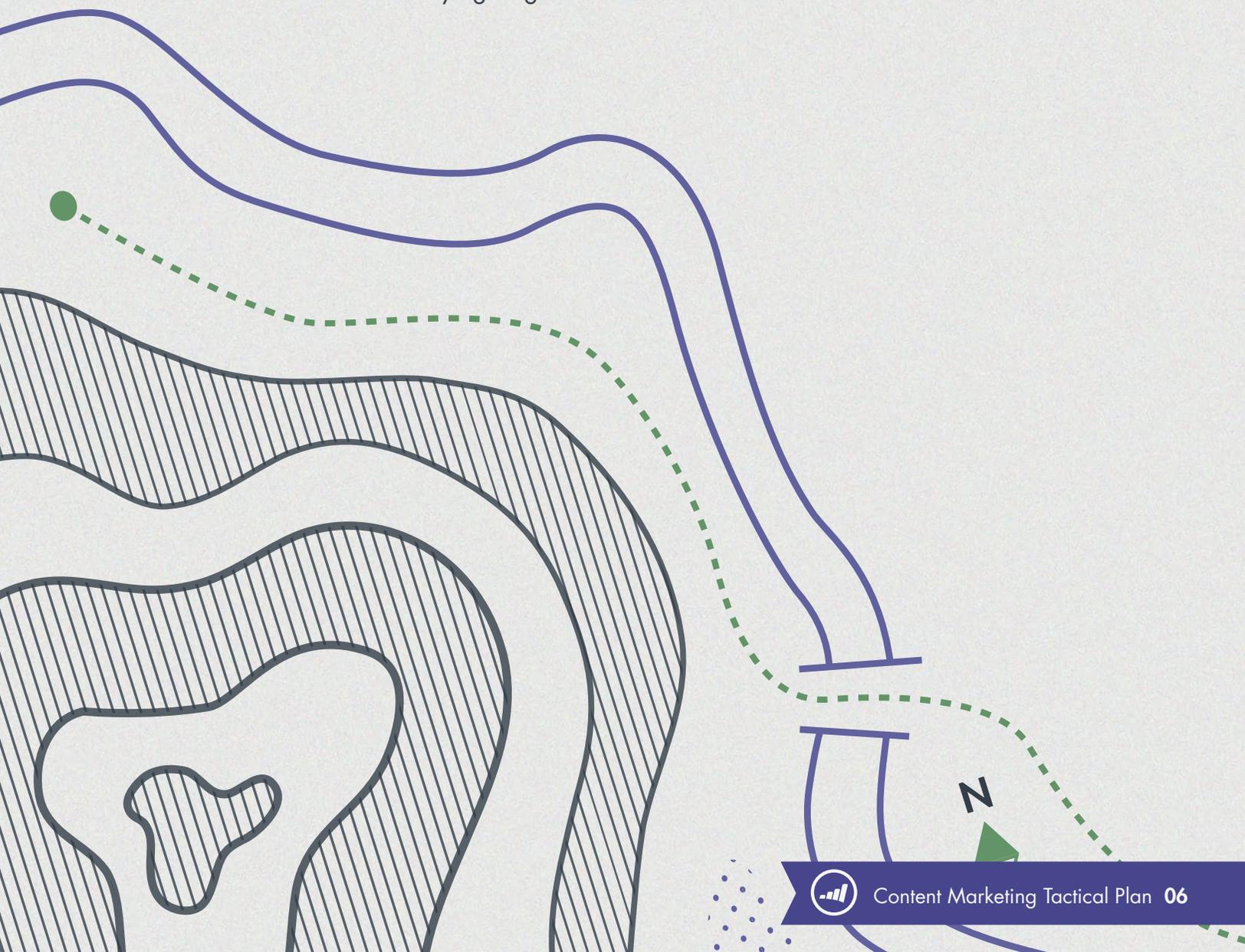
LAYING THE GROUNDWORK

Buyer Journeys

Now that you've defined your personas, you need to create a buying journey that will convert these personas into customers. A buying journey maps a buyer's decision making process during a purchase.

Mapping this allows you to:

- » Understand what process your buyers go through when considering your product or service
- » Develop a content strategy that speaks directly to buyers, regardless of the buying stage





LAYING THE GROUNDWORK

Buyer Journey Exercise

Fill in the following chart for each persona that you develop. The top row describes potential buying phases, and the subsequent rows should be filled in with key buyer actions, describing what your buyer is doing in each stage. We have filled out the first phase ("Not on the Market") as an example.

Buying Phase	Not on the Market	Interest	Problem Definition	Exploring Options	Evaluation	Final Approval	Implementation
Key buyer action #1	Observe market trends						
Key buyer action #2	Track Competition						
Key buyer action #3							
Key buyer action #4							
Key buyer action #5							
Key buyer action #6							



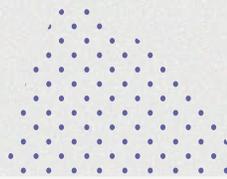
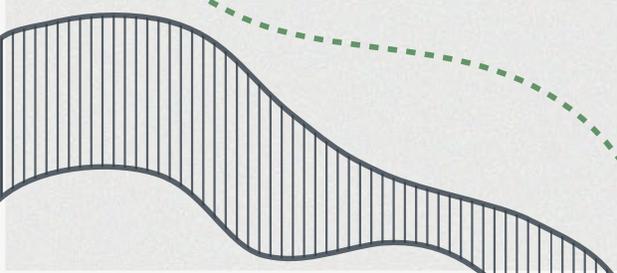


LAYING THE GROUNDWORK

Content Matrix

Once you have your personas and journeys, you can then create a content matrix—mapping your current content to each buying stage, and determining where you have holes.

 Buying Stage	Content for Persona 1	Content for Persona 2
 Interest		
 Problem Definition		
 Exploring Options		
 Evaluation		
 Final Approval		
 Implementation		





LAYING THE GROUNDWORK

Content Arcs

Once you have a good sense of your personas, buying stages, and what content you have, it's time to decide what you want to write about. Consider breaking up your content planning into quarterly or bi-yearly themes or arcs, and then make sure your content is executing against them. Note that you will also probably have yearly initiatives to focus on, so make sure you include those in your planning.

Fill out the following chart to map out your year:

	Theme 1	Theme 2	Theme 3	Theme 4
 <input type="checkbox"/> Ebook	<input type="checkbox"/> Ebook	<input type="checkbox"/> Ebook	<input type="checkbox"/> Ebook	<input type="checkbox"/> Ebook
 <input type="checkbox"/> Infographic	<input type="checkbox"/> Infographic	<input type="checkbox"/> Infographic	<input type="checkbox"/> Infographic	<input type="checkbox"/> Infographic
 <input type="checkbox"/> Slide Deck	<input type="checkbox"/> Slide Deck			
 <input type="checkbox"/> Blog Posts	<input type="checkbox"/> Blog Posts			
ONGOING INITIATIVE _____				
ONGOING INITIATIVE _____				
ONGOING INITIATIVE _____				
	Q1	Q2	Q3	Q4





LAYING THE GROUNDWORK

Next, drill down even further into each quarter. You might have a messaging arc, product launches, trend related asset production, partner and thought leader content, and SEO related content.

Messaging Arc	Product Launches	Trend Related	Partner/Thought Leader	SEO
Asset 1 _____ _____				
Asset 2 _____ _____				
Asset 3 _____ _____				
Asset 4 _____ _____				





LAYING THE GROUNDWORK

Editorial Calendar

Your editorial calendar should outline what is going to be produced and when it is going to be produced. If you are using Google Docs or another calendaring tool, you can color code and freely move dates as needed. Your editorial calendar should look something like the example below. An up-to-date version of this calendar should always be available to stakeholders.

Mon	Tue	Wed	Thu	Fri
31	Apr 1	2	3	4
Marketo Blog Post	Marketing Nation Podcast	Hump Day HAHA	Dayna's LG 4 Dummies Ebook	Marketing Trend Watch: 2014 Pla
Marketo Monday	Marketo Blog Post	Marketo Blog Post	Marketo Blog Post	Marketo Blog Post
SiriusDecisions 2014 Marketing A	Sky-Based Marketing ebook	Optimizing Your B2B Advertising \	The State of Marketing Automatio	Photobomb
Summit Countdown 1	Tuesday Trends			
7	8	9	10	11
How to Define a Lead Fhook	Arcxiom Press Release	Marketo Blog Post 1	Marketo Blog Post	Insightera and Marketo for Conter
Marketo Blog Post 1	Marketing Nation Podcast	Marketo Blog Post 2	Website and SEO for Lead Gene	Marketo Blog Post
Marketo Blog Post 2	Marketo Blog Post			Photobomb
Marketo Monday	New Products Press Release			
14	15	16	17	18
How to Qualify More Leads with a	Fun Run Image from Liz	ENT WEBINAR: Driving Marketing	CXOTalk Sanjay Webinar Promo	CEP Webinar Promo w/ Jon
Marketo Blog Post	Marketing Nation Podcast	Hump Day HAHA	Marketo Blog Post	Marketo Blog Post
Marketo Monday	Marketo Blog Post	Marketo Blog Post	SEO Perks Post: How to Use Soci	Photobomb
ROAD TO SUCCESS VE LAUNCH	Tuesday Trends			RTP Webinar Promo 1
21	22	23	24	25
ENT WEBINAR: Driving Marketing	Marketing Nation Podcast	Hump Day HAHA	Marketo Blog Post	Marketo Blog Post
Marketo Blog Post	Marketo Blog Post	Marketo Blog Post		Photobomb
Marketo Monday	RTP Webinar Promo 2	Road to Success VE Promo 2		
	Tuesday Trends			
28	29	30	May 1	2
Marketo Blog Post	Marketing Nation Podcast	Hump Day HAHA	Marketo Blog Post	Marketo Blog Post
Marketo Monday	Marketo Blog Post	Marketo Blog Post		Photobomb
	Tuesday Trends	Road to Success VE Promo 3		





CONTENT TYPES

Now that you have a plan, what are you going to create, and in what form? How many assets will you create each month for each stage of your sales funnel? Which of your team members will take ownership of each type? We encourage you to try different types of content to learn what your audience likes best.



Ebooks

- » X ebooks created monthly
 - » X early-stage ebooks created monthly
 - » X mid-stage ebooks created monthly
 - » X late-stage ebooks created monthly
- » Ebook creation role assignments:
 - » Project management: _____
 - » Ideation: _____
 - » Writing: _____
 - » Design: _____
 - » Copyediting: _____



Content Marketing for Lead Generation

Content is the foundation of your lead generation efforts. To engage prospects and customers in today's buyer landscape, your content must educate, inspire, and beg to be shared. Here's how to optimize your content marketing for lead generation.

Ebook | 242 VIEWS | 0 SHARES

Marketo ebook example





CONTENT TYPES

Infographics



- » X infographics created monthly
 - » X trend-related infographics created monthly
 - » X product-related infographics created monthly
- » Infographic creation role assignments:
 - » Ideation: _____
 - » Writing: _____
 - » Design: _____
 - » Copyediting: _____



Marketo infographic example: trend



Marketo infographic example: product-related





CONTENT TYPES

Slide Decks



- » X slide decks created monthly
 - » X trend-related slide decks created monthly
 - » X product-related slide decks created monthly
- » Slide decks creation role assignments:
 - » Ideation: _____
 - » Writing: _____
 - » Design: _____
 - » Copyediting: _____



Marketo slide show example: product-related



Marketo slide deck example: trend





CONTENT TYPES

Third Party Reports

- » X number of third party reports posted per month
 - » X number of vertical-specific third party reports posted per month
- » Report acquisition role assignments:
 - » Working with analyst firms: _____
 - » Determining report types needed: _____
 - » Licensing report: _____



Gartner Magic Quadrant for CRM Lead Management (premium)

[UPDATED FOR 2013] According to Gartner's Magic Quadrant on CRM Lead Management, "CRM lead management's contribution to revenue growth fuels investment and overall satisfaction levels."

Lead Management Success Center | 67k VIEWS | 192 SHARES



2013 SiriusView: Marketing Automation Platforms (premium)

This comprehensive research study is designed to help organizations evaluate marketing automation vendors' offerings and capabilities, and streamline the vendor selection process.

Marketing Automation Success Center | 1k VIEWS | 7 SHARES

Marketo 3rd party analyst report examples





CONTENT TYPES

Cheat Sheets

- » X number of cheat sheets created per month
 - » X number of early-stage cheat sheets created per month
 - » X number of mid-stage cheat sheets created per month
 - » X number of late-stage cheat sheets created per month
- » Cheat sheet creation role assignments:
 - » Project management: _____
 - » Ideation: _____
 - » Writing: _____
 - » Design: _____
 - » Copyediting: _____



CHEAT SHEET
5 LEAD GENERATION METRICS EVERY MARKETER SHOULD TRACK

Marketo
www.marketo.com

David Cain
VP of Marketing, Marketo

Access to quality metrics is the key to any marketer's success. You're investing a lot of time and money into building awareness and demand for your company's products or services, so it's incredibly important to understand whether things are performing as expected. Are they paying off? Are they trending in the right direction?

Every marketer will need a different set of metrics—all depends on the types of lead generation programs that make sense for your company. But regardless of what your primary lead gen activities are, there are some important high-level metrics that you'll probably want to monitor.

At Marketo, we like to look at these on a monthly basis:

- 1. Number of MQLs (marketing qualified leads)**
Remember the famous quote in *Gangster Squad*? ("These are the Gangster leads! And to you, they're GOLD!") The fact is, marketers must acknowledge that not all leads are created equal. It's important to put quality measures in place (e.g. a lead score) and only count leads that pass a certain quality threshold as MQLs. By eliminating the "bad" leads from your calculations, you'll get a more accurate picture, and you'll gain the trust of the sales team that depends on you for a living.
- 2. Cost per MQL**
All marketers have limited resources. If you're running lead generation, make sure you are maximizing the results you generate. To achieve the greatest results with the resources you have, you want to minimize the cost per MQL.
- 3. Cost per Sales Accepted Opportunity**
Cost per MQL can be a good early indicator of the health of your lead generation initiatives, but sometimes you have to look further down the funnel. If you have a sales team and they run lengthy sales cycles (anything longer than one week) you'll find that the Cost per Opportunity is an important metric and might not correlate exactly with the Cost per MQL trend. Take a longer term perspective, measuring all spend and the resulting opportunities over a period of time. If this metric is trending the wrong way, you'll want to dive deeper into your programs.
- 4. First-Touch ROI (by program)**
As a lead gen marketer, your job is to determine what programs to run. MQLs and opportunities are helpful, but at the end of the day, it's all about the financial ROI of your marketing investments. Which programs are bringing in quality leads that eventually convert to dollars for your team? How much revenue resulted from those programs? And how much did you spend to generate that revenue?
- 5. Multi-Touch ROI (by program)**
Many programs will look great from a first-touch ROI perspective. You probably want to invest more in those over time. Other programs will look terrible from a first-touch perspective, but don't be so quick to stop running those programs. Some programs tend to be extremely influential after a lead has been created. If you take a multi-touch ROI view of your programs, you'll find that some of your best performing programs look like losers from a first-touch perspective.

Marketing Software. Easy. Powerful. Complete.
Marketo (NASDAQ: MKTX) provides the leading cloud-based marketing software platform for companies of all sizes to build and sustain engaging customer relationships. Ignoring today's digital, social, mobile and offline channels, the Marketo solution includes a complete suite of applications that help organizations acquire new customers more efficiently, maximize customer loyalty and lifetime value, improve sales effectiveness, and provide analytical insight into marketing's contribution to revenue growth. Marketo's applications are known for their breakthrough ease-of-use, and are complemented by the Marketing Hub™, a thriving network of more than 100,000+ shared user™ ecosystem partners and over 45,000 marketers who share and learn from each other to grow their collective marketing expertise. The result for modern marketers is unprecedented agility and superior results.

Marketo
www.marketo.com
blog.marketo.com
Contact Marketo: 415.770.5500
sales@marketo.com

© Copyright 2014. Training content for the marketplace. All rights reserved. MKTX-14-000001 DEAR DAVE

CHEAT SHEET
30 THINGS TO A/B TEST FOR LEAD GENERATION

Marketo
www.marketo.com

Dan Sinker
Co-founder and CEO, Optimizely

Paul Koonen
Co-founder and President, Optimizely

Visual Media

1. Test different types of imagery on your landing page (people vs. products vs. businesses in a good place to visit).
2. Test different images in social ads. Test which ones get the best results.
3. Test the color of your meta tags in your site navigation.
4. Test the display of your navigation (do visitors prefer a horizontal or vertical sidebar?)

Forms

1. Test the length of sign-up forms.
2. Test a special offer, discount, or promotion to promote sign-ups.
3. Test the placement of your form fields.
4. Test the length of sign-up forms.
5. Test a special offer, discount, or promotion to promote sign-ups.
6. Test the placement of your form fields.

Content

1. Test gated content against non-gated content. Test not what gets more downloads and whether users are willing to fill out forms.
2. Test how your content is displayed. Does users prefer to read from the page, or click through to another page to learn more?

Copy

1. Test different headline tests. Try headlines that are more straightforward, quirky, or creative.
2. Test paragraphs vs. bulleted lists.
3. Test shorter vs. longer copy on your website, emails, and landing pages.
4. Test the freebies in your paid campaigns to see what gets more clicks.
5. Test changing the length of CTA on your ads.
6. Test different landing page variations (copy, images, CTA, and form).

Marketing Software. Easy. Powerful. Complete.
Marketo (NASDAQ: MKTX) provides the leading cloud-based marketing software platform for companies of all sizes to build and sustain engaging customer relationships. Ignoring today's digital, social, mobile and offline channels, the Marketo solution includes a complete suite of applications that help organizations acquire new customers more efficiently, maximize customer loyalty and lifetime value, improve sales effectiveness, and provide analytical insight into marketing's contribution to revenue growth. Marketo's applications are known for their breakthrough ease-of-use, and are complemented by the Marketing Hub™, a thriving network of more than 100,000+ shared user™ ecosystem partners and over 45,000 marketers who share and learn from each other to grow their collective marketing expertise. The result for modern marketers is unprecedented agility and superior results.

Marketo
www.marketo.com
blog.marketo.com
Contact Marketo: 415.770.5500
sales@marketo.com

© Copyright 2014. Training content for the marketplace. All rights reserved. MKTX-14-000001 DEAR DAVE

Marketo cheatsheet examples





CONTENT TYPES

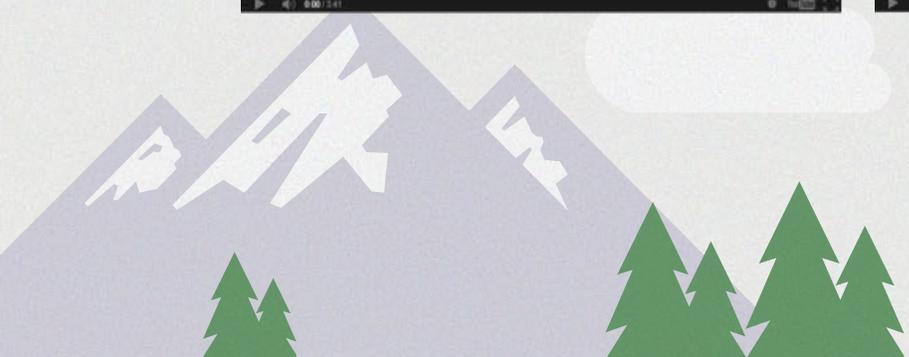


Videos

- » X number of videos created per month
 - » X number of highly produced videos per month
 - » X number of simple, employee produced videos per month
 - » X number of animated videos per month
- » Video creation role assignments:
 - » Project management: _____
 - » Ideation: _____
 - » Script writing: _____
 - » Production: _____
 - » Filming: _____
 - » Editing: _____
 - » Artwork (if needed): _____



Marketo video examples





CONTENT PROMOTION

Your content should be the fuel for all of your marketing programs. Whether the program is an email sent out to your database, a Pay-Per-Click ad, or a social campaign, your content can be the associated offer that drives conversions.



Email Marketing

Content Promotion Objectives:

- ✓ Move leads in your database through your sales funnel faster
- ✓ Further engage and maintain relationships with database leads
- ✓ Generate brand awareness and build thought leadership reputation
- ✓ Increase content downloads
- ✓ Generate more leads through paid email channels



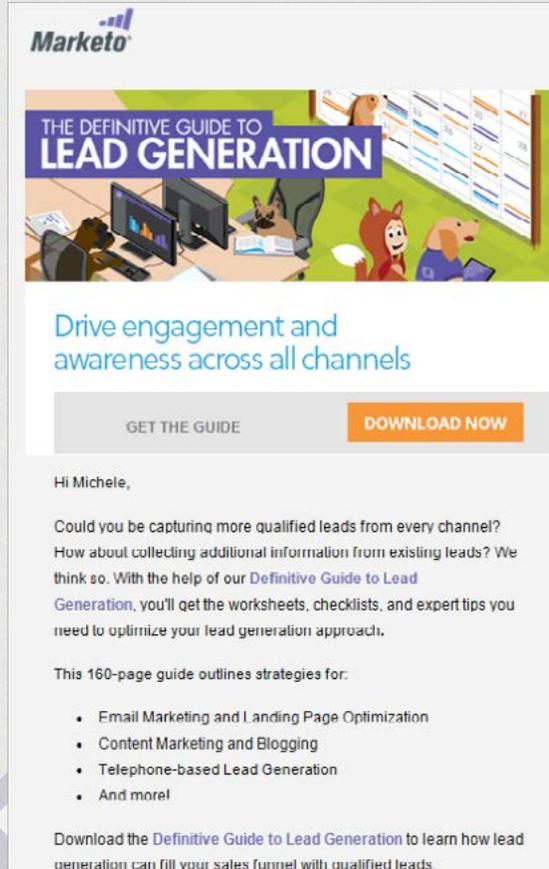


CONTENT PROMOTION

Email Marketing

Content Promotion Tactics:

- » X emails sent out after content publishes
 - » X emails sent out to the database
 - » X emails sent out through paid email channels
 - » X new emails added into your lead nurture programs
- » Email timeline:
 - » Email 1: _____
 - » Email 2: _____
 - » Email 3: _____



Marketo email example to promote a content asset





CONTENT PROMOTION



Social Media

Content Promotion Objectives:

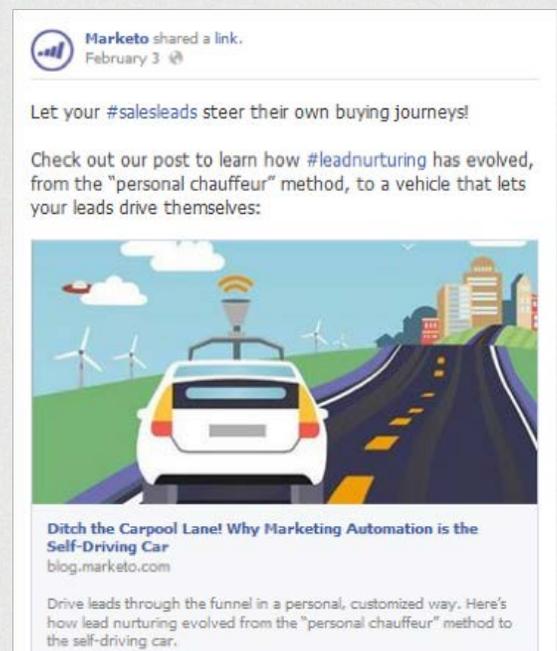
- ✓ Increase reach of content asset through social channels
- ✓ Increase engagement and relationship building on social channels
- ✓ Increase number of likes, comments, and follows
- ✓ Engage with industry influencers
- ✓ Generate new leads and followers on social channels

Content Promotion Tactics:

- » X number of Facebook posts per week
- » X number of tweets per week
- » X number of LinkedIn posts per week
- » X number of Google+ posts per week



Twitter lead generation card example



Facebook paid ad example

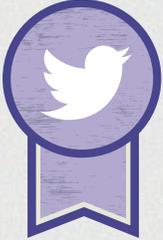




CONTENT PROMOTION

Social Media

Sample social messaging:



» For Twitter: _____



» For Facebook: _____



» For LinkedIn: _____



» For Google+: _____





CONTENT PROMOTION

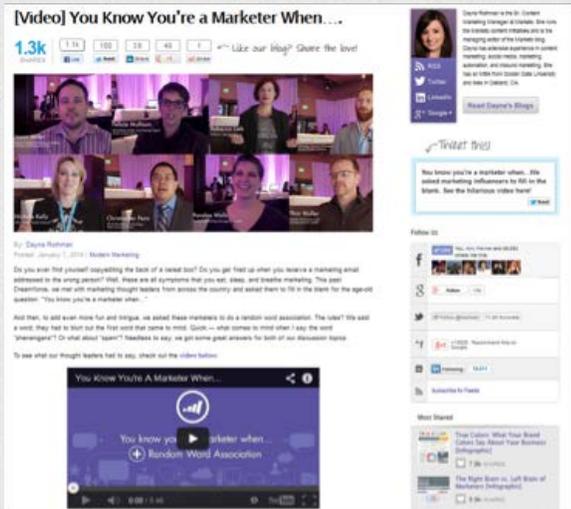
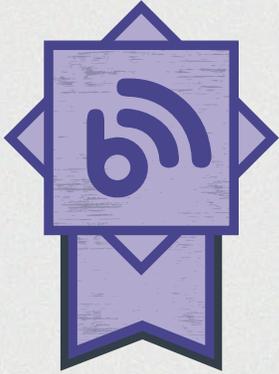
Blog

Content Promotion Objectives:

- ✓ Increase blog subscriber numbers
- ✓ Increase engagement and recognition
- ✓ Increase visibility of content assets
- ✓ Encourage comments
- ✓ Social sharing
- ✓ Lead generation through form fill-outs

Content Promotion Tactics:

- » X number of blogs posted to promote content asset
- » X number of calls-to-action to download content asset



Marketo blog post examples promoting content assets





CONTENT PROMOTION

Webinars:

Content Promotion Objectives:

- ✓ Generate new leads through webinar signups
- ✓ Move leads through your sales funnel
- ✓ Promote new content asset and present thought leadership from that asset
- ✓ Showcase internal thought leaders

Content Promotion Tactics:

- » X number of webinars to promote new asset
- » Ensure that the content asset appears as a call-to-action on the webinar
- » Record the webinar so you can post additional content
- » Slice and dice up webinar recording into smaller, more digestible parts



A Guide to Content Curation: How Social Media Changed the Game

Watch this New Rules of Marketing Virtual Event session with Ashley Brookes on how to tap into the power of social to drive the success of content campaigns.

Webinar | 2k VIEWS | 5 SHARES



Lead Generation: The Art of Cold Calling and the Science of Email Prospecting

Check out this cutting edge webinar with Kraig Kleeman and Jon Miller to master the art of cold calling, get best practices for email marketing, and generate higher quality leads!

Webinar | 2k VIEWS | 9 SHARES

Example of webinars that promote content





CONTENT PROMOTION



Pay-Per-Click (PPC) Ads

Content Promotion Objectives:

- ✓ Generate leads by offering a content asset through a form
- ✓ Increase brand awareness and build thought leadership reputation
- ✓ Understand customer search habits through keyword actions

Content Promotion Tactics:

- » X number of PPC ads for content asset
- » X number of created headlines for content asset
- » X number of created ad copy for content asset
- » Sample PPC ads:

» Ad #1: Headline: _____

Copy: _____

Call-to-action: _____

» Ad #2: Headline: _____

Copy: _____

Call-to-action: _____

Example of Pay-Per-Click ads to promote content

[Marketing Automation 101 - Marketo.com](http://www.marketo.com/)

www.marketo.com/ ▾

Learn About **Marketing Automation**. Download Our Definitive Guide Now!

[Guide to Lead Nurturing - Generate Customers. Not Leads](http://www.marketo.com/)

www.marketo.com/ ▾

Step-by-Step Guide to **Nurture Leads**



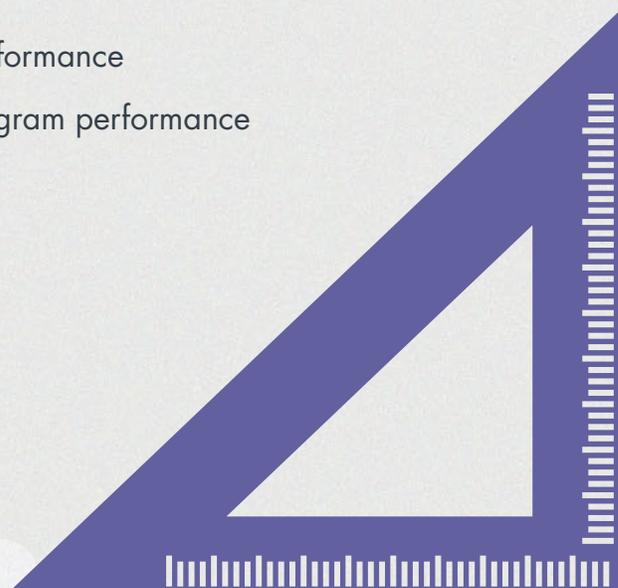
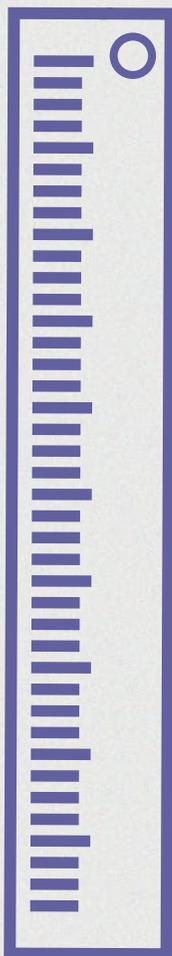


KEY CONTENT METRICS

Now it's time to measure our results. There are many things that marketers can measure when it comes to content marketing.



- ✓ Content asset downloads
- ✓ Content asset shares via Facebook, Twitter, LinkedIn, and Google+
- ✓ Reputation building
- ✓ Conversions based on form fills
- ✓ First and last touch attribution
- ✓ Multi-touch attribution
- ✓ Performance of email programs containing content asset
- ✓ Performance of paid programs containing content asset
 - » PPC ad performance
 - » Paid email program performance
 - » Content syndication program performance
- ✓ Improved SEO performance





ADDITIONAL NOTES

Now that you have your plan in place, here are some ongoing initiatives to keep in mind:



- » Train your sales teams on why and how to use your content assets to close deals
- » Create content that maps to your SEO goals
- » Meet monthly or quarterly with internal stakeholders to go over content initiatives
- » Keep iterating based on engagement and metrics
- » Never be afraid to try out new content types!



Marketing Software. Easy, Powerful, Complete.

Marketo (NASDAQ: MKTO) provides the leading cloud-based marketing software platform for companies of all sizes to build and sustain engaging customer relationships. Spanning today's digital, social, mobile and offline channels, the Marketo® solution includes a complete suite of applications that help organizations acquire new customers more efficiently, maximize customer loyalty and lifetime value, improve sales effectiveness, and provide analytical insight into marketing's contribution to revenue growth. Marketo's applications are known for their breakthrough ease-of-use, and are complemented by the Marketing Nation™, a thriving network of more than 190 LaunchPoint™ ecosystem partners and over 40,000 marketers who share and learn from each other to grow their collective marketing expertise. The result for modern marketers is unprecedented agility and superior results.

DG2LG-01142014

© 2014 Marketo, Inc. All Rights Reserved.

Designed by **SCORCH®**



info@marketo.com
www.marketo.com