



# 8 Step Content Marketing Plan

to attract customers like **bees** to **honey**

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## Set your Goals



Your goals need to be SMART: Specific, Measurable, Attainable, Realistic & Timely. Check out these [10 Content Marketing Goals](#) to get you started! Don't forget to address your budget for each goal and reassess offline expenditure for the best ROI.

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## Persona Analysis



Identify the top 2 buyer persona's for your business. This is a detailed analysis of the PEOPLE who buy from you. It is all about people – pains, motivations, process, trusted sources and how you will tell your Brand's story to them and make it relevant. Download an easy to use [Buyer Persona Profile template](#) from HubSpot.

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## Keyword Research



Identify the most profitable keywords for your business, being used by your buyer personas. This is a great time to also review your competition and see what they are doing online! Check out some [free keyword research tools](#) if you're keen, otherwise it may be a good time for the professionals!

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## Content Calendar Creation

One of the MOST important steps, creating your content calendar. Also known as an editorial calendar, this planning tool will ensure your content stays fresh, relevant and is published in the right place at the right time!

What to keep in mind while creating your content calendar:

- What questions are you asked?
- Capturing Ideas - [Using Google Alerts](#) , [Social Mention](#) and [Feedly](#)
- How do people want to digest it? This could be written text, images, infographics, videos, podcasts etc.
- When is the best time to publish? Day, Date, Time
- How to make it relevant? Which platform is best?
- Seasonality and School Holidays

Month	Week	Topic/Title	Status	Due Date	Publish Date
January		For The Foodies: Top 10 Restaurants To Match Your Romantic Accommodation	To Do	20-Sep-2013	27-Sep-2013
	Week 1		Assigned		
	Week 2		Assigned		
	Week 3		Assigned		
	Week 4		Assigned		
			Assigned		
			Assigned		
			Assigned		

**\*Tip, people use social media for white noise, entertain or educate them, don't sell to them.**

To create your own content calendar, please refer to the **SATC Content Calendar Template** and **Training Document**. This content calendar has been created **in conjunction with [Content First](#)** and is designed to bring out the best content for building your audience!

Don't stop now, you're **on a roll...**

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## Write & Optimise Your Content



Making your content attractive to both people and search engines can be tricky. To make it easy we have brought together the best [copywriting tips](#), [design elements to consider](#) and a [blog post checklist](#) to make sure you have crossed your T's and dotted the I's.

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## Publish Your Content



Make sure you publish your content on all available platforms, this is your own blog, forums, LinkedIn and other 3rd party site's you have access to. Here is a quick list of [12 things to do when you publish](#).

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## Promote Your Content



Writing the content is the first step but telling your audience about it is where the real power lies! Share teasers of your content on your social media, Google +, paid campaigns, local destination sites and wherever else you have access to! Check out Heidi Cohen's [25 Tactics to promoting your blog via Facebook and Twitter](#).

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## Measure, Refine & Repeat



There are [4 types of metrics](#) to measure, which one's match your goals?

1. Consumption Metrics
2. Sharing Metrics
3. Lead Generation Metrics
4. Sales Metrics

## Self Assessment

Fill out the table below to find your untapped value! *(Example of an effective content marketing campaign.)*

Resource	Active (Y/N)	Audience (#)	Publishing (Y/N)	Per Month (#)
Blog		1100+		4-8
Email (Newsletter)		2000+		1-4
Facebook		350+		10-15+
Twitter		120+		20-30+
YouTube		50+		1-3+
Google +		50+		4-10+