

# Building a Content Marketing Strategy



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# Key Factors to Content Marketing Strategy:

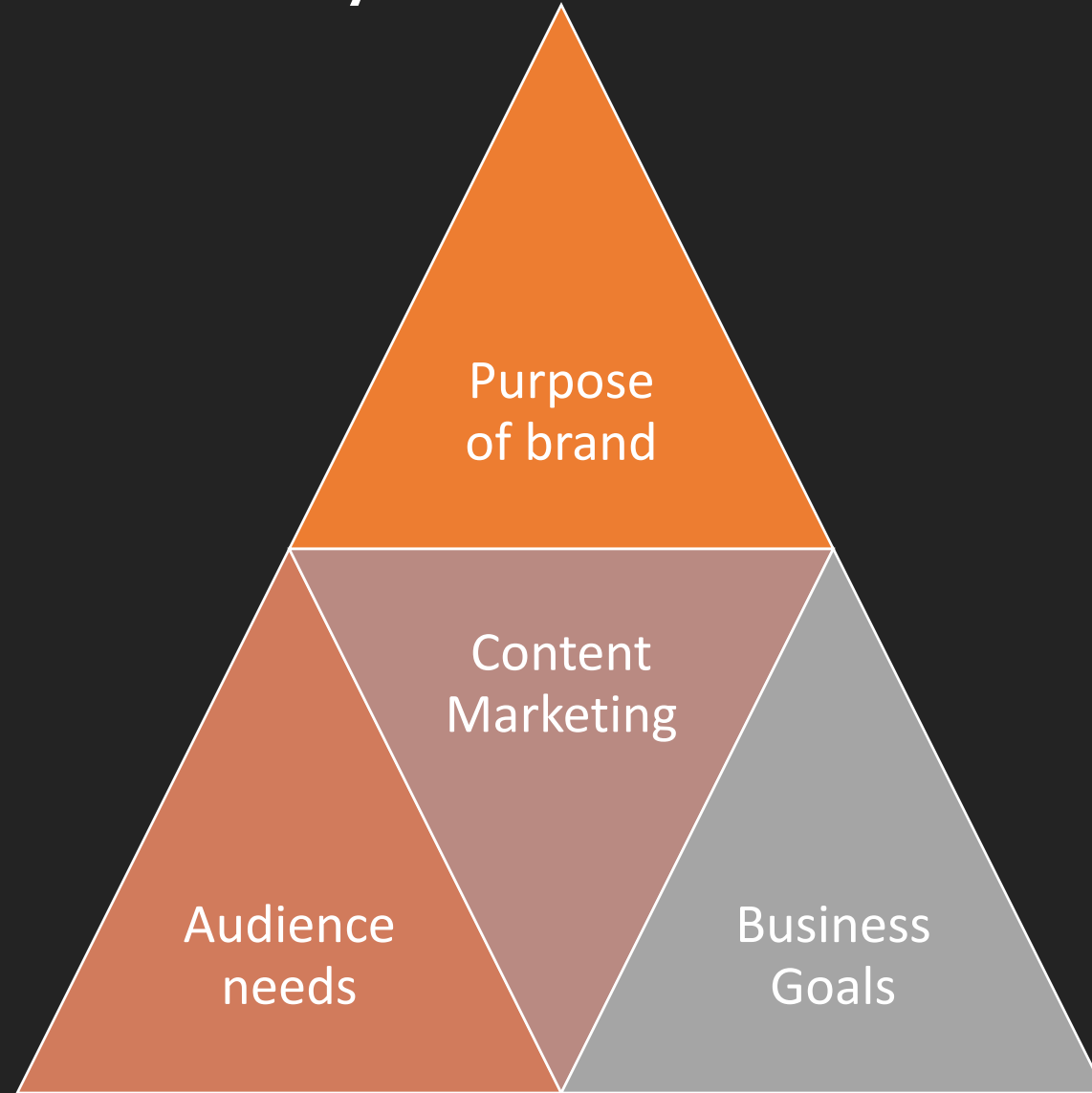
- 1 Why are you creating content?
- 2 Who is your audience?
- 3 What do you want to achieve with content?
- 4 What is the periodicity of your content?
- 5 Who will create the content?
- 6 How will you measure its success?

# What is Content Marketing?

Content Marketing  $\neq$  Campaigns + Advertisements

- Content is aligned to business goals and strategy with measurable RoI
- Content delivered to increase brand affinity
- Content created to address consumer needs
- Content published consistently

# Why Content?



# Why create content?

Building Brand	Lead Generation	Customer Conversion	Customer Engagement	Customer Advocacy	Upsell or Cross sell
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# What is your Content Aim (Through the Buyer Journey)

**Awareness**

**Assessment**

**Purchase**

**Advocacy**

# What do you want your content to do?

Building Brand	Lead Generation	Customer Conversion	Customer Engagement	Customer Advocacy	Upsell or Cross sell
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# Who are you targeting?

- Who are they?
- What do they care about?
- What are their challenges?
- Where do they get their information?
- What platforms do they consume information?
- Have they heard about your brand?
- What is their perception about your brand?
- What are their needs from you?



What is your competition doing?

# What content formats to create

Licensed Content	Original Content	User-generated content
Enhance your credibility	Build thought leadership and enhance brand value	Build communities

# Who will create your content?

Managing Editor	Content Experts	Designer & Creative Teams	Content Curators	Contributors	SEO/Influencers/ Experts
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Thank you!



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