INTRODUCTION. Content marketing is creating a system for identifying and sharing other people's content as well as creating your own content, that is a) relevant on your SEO and/or social media themes, b) useful and interesting to your target audience, and c) has a high potential for generating eWOM and social sharing and also can be used to "capture" leads and emails.

- Use this worksheet to define a **Content Marketing** plan.

Buyer Personas. Who wants your product or service? Is it just one "type" of customer or are there definable buyer personas? A pizza restaurant, for example, will have the hungry office worker vs. the busy Mom looking for a great birthday party venue. Brainstorm and describe your buyer personas below:

Buyer Persona #1 Name:

This Buyer Is Interested in content on:

This Buyer has a
❑ **pain points of:**   _____
❑ **"how to" interest of:**   _____
❑ **other interests of:**   _____

Buyer Persona #2 Name:

This Buyer Is Interested in content on:

This Buyer has a
❑ **pain points of:**   _____
❑ **"how to" interest of:**   _____
❑ **other interests of:**   _____

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Buyer Persona #3 Name:

This Buyer Is Interested in content on:

This Buyer has a
❑ **pain points of:**   _____
❑ **"how to" interest of:**   _____
❑ **other interests of:**   _____

Buyer Persona #4 Name:

This Buyer Is Interested in content on:

This Buyer has a
❑ **pain points of:**   _____
❑ **"how to" interest of:**   _____
❑ **other interests of:**   _____

Keyword Themes. What are common themes ("keyword phrases") that interest your target audiences / buyer personas? A CPA might identify *tax themes*, a pizza restaurant *birthday themes*, a massage therapists *issues surrounding back pain and healthy lifestyles*. Identify the broad and timely topics about which your target customers talk on social media, and search on Google (Refer to your **KEYWORD WORKSHEET** if you completed one).

Theme / Keyword Topic: _____

Theme / Keyword Topic: _____

Theme / Keyword Topic: _____

List Any and All Keyword Themes that are "pain points," "how tos," or other "article ideas" that interest your customers. Keep in mind not just blog content but content for photos and videos:

_____
_____
_____
_____
_____
_____

Note: You may want to fill out the complete KEYWORD WORKSHEET that can be used for SEO, AdWords, and Social Media. Available in Excel format on the download page.

Your Own Content. While other people's content is easy, you don't control the message, and it tends to promote them as much as you. Therefore, you need a systematic way to create your own content. What type of content will you create? On what topic? Who will create it? (Note: if possible and relevant, indicate which content matches which buyer persona).

❑ **Blog Posts** on _____ topics, to be created by _____ on a regular basis: daily / weekly / monthly.

❑ **Photographs** on _____ topics, to be created by _____ on a regular basis: daily / weekly / monthly.

❑ **Images** on _____ topics, to be created by _____ on a regular basis: daily / weekly / monthly.

❑ **Memes** on _____ topics, to be created by _____ on a regular basis: daily / weekly / monthly.

❑ **Info/instructographics** on _____ topics, to be created by _____ on a regular basis: daily / weekly / monthly.

❑ **Videos** on _____ topics, to be created by _____ on a regular basis: daily / weekly / monthly.

❑ **Other Content** (_____) on _____ _____ topics, to be created by _____ on a regular basis: daily / weekly / monthly.

Other People's Content / Content Curation. Using the themes above, identify tools that will help you track these themes systematically, curate content to identify interesting and high value content for your audience, and make it easy to "share" this content on networks like Twitter or Facebook.

- ❑ **Buzzfeed**. Set up a free / paid Buzzfeed account and begin to monitor what is trending, so you can be among the first to (re)share it.

  Keywords to monitor:

  Websites / blogs to monitor:

- ❑ **Google Searches**. Monitor specific Google searches for your social themes; bookmark them and input to Start.me or other personalized dashboard.

  Keywords to monitor:

  Websites / blogs to monitor:

- ❑ **Industry Blogs**. Identify key industry blogs and bookmark them and/or add to Feedly so you can monitor new or trending articles.

  Key industry blog #1:

  Key industry blog #2:

  Key industry blog #3:

- ❑ **Feedly**. Create a Feedly account, research relevant blogs, organize into folders, and begin to use Feedly to identify useful content you can share.

  Keywords to monitor:

  Websites / blogs to monitor:

- ❑ **Hootsuite**. Create a free / paid Hootsuite account, and begin to use it to systematically share content across social networks.

Anchor or Evergreen Content. Brainstorm one or two "anchor" types of content. An example would be a massage therapist creating a landing page and "ebook" or "tutorial" on how to take care of your back at work, or exercises for back pain. A probate attorney might create a long, in-depth blog post on how to talk to your parents about death, trusts, wills and probate issues. A wedding planner might create a YouTube video on how to deal with difficult people at a wedding. These "evergreen" or "long form" content pieces are wonderful for SEO link-bait and to use to "capture" email addresses of sales prospects; on social media, they can be used as anchor content to update and share, again and again:

Anchor Content is:

_____

_____

_____

_____

_____

User Generated Content. Will your users be interested in creating content? If you're in a "fun" industry like destination weddings, or restaurants, yes, people will be interested in creating content. If you're in a not-so-fun industry like accounting, then probably not. But, if at all possible, you want to brainstorm ways to encourage and nurture your "super fans" tocreate content. Here are some common ideas:

❑ **Photos by users** on _____ incentivized by: _____
❑ **Videos by users** on _____ incentivized by: _____
❑ **Reviews by users** on _____ incentivized by: _____
    Note: this could be product reviews (as on their blogs) or company reviews (on a service like Yelp, Airbnb, or Google).
❑ **Contests for users** on _____ incentivized by: _____

Other ideas for User Generated Content:

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Production Schedule. Review all the content listed above, including not just the theme but the type of content. Who will produce it? When and where?

❑ **Team Member:** _____ **is responsible for producing content on** _____ **on this schedule** _____ **at this location / opportunity:** _____

❑ **Team Member:** _____ **is responsible for producing content on** _____ **on this schedule** _____ **at this location / opportunity:** _____

❑ **Team Member:** _____ **is responsible for producing content on** _____ **on this schedule** _____ **at this location / opportunity:** _____

Other Ideas Imagine you are a potential customer, think broadly about what type of blog post, photos, videos, infographic, how to article, etc., that that customer would like to read / view / watch. List any and all ideas for content here.

Idea: _____
❑ Easy for us to produce! ❑ Hard for us to produce! ❑ UGC / idea

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