

How to generate Sales and Action with Content

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Operational objectives

Operational objectives are short-term goals whose achievement brings an organization closer to its long-term goals.

Operational objectives should be SMART:

- measurable
- achievable
- realistic
- time constrained.

Content Marketing Mission

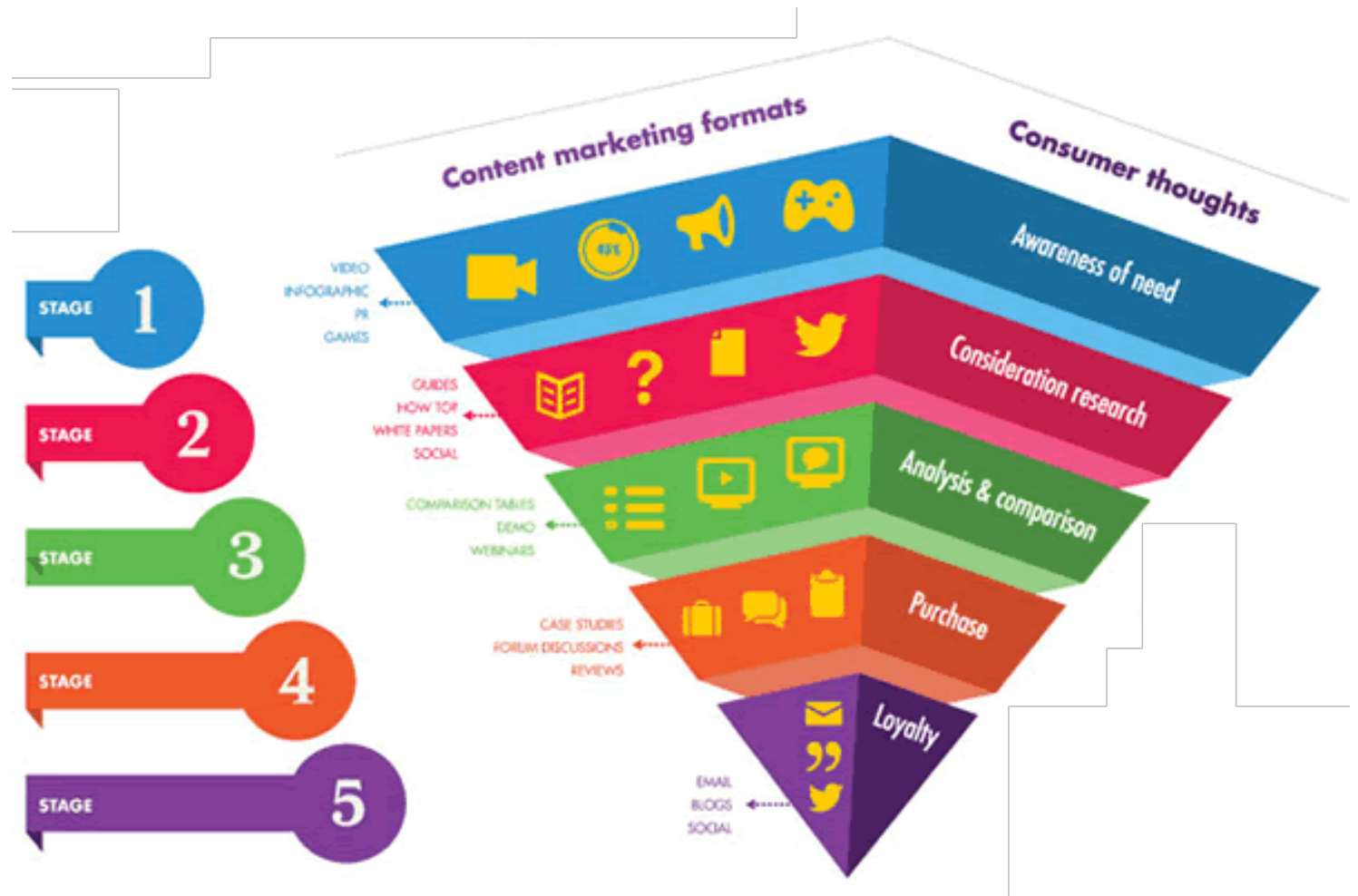
The core audience target (Persona)

What will be delivered to the audience

The outcome for the audience

1. Develop a Strategy

- Funnel: the customer has different phases before purchasing.
- Each phase of the funnel requires different types of content.



Persona

A marketing persona is a composite sketch of a key segment of your audience. For content marketing purposes, you need personas to help you deliver content that will be most relevant and useful to your audience.

— Ardath Albee

Michael Cohen

Marketing Manager at Starbucks



Behaviours

- Has a housecleaner
- Buys take-away 3 times a week
- Frequently feels overwhelmed when she “forgets” something
- Add a new item...

Facts & Demographics

- Working mum
- 34 years old
- Lives in Reading, works in London
- Married, 2 kids
- Household 125k a year
- Add a new item...

Needs & Goals

- Spend more time with her friends
- Feel like she “has it sorted”
- Live a healthier lifestyle
- “Clone herself”
- Add a new item...

Content Calendar

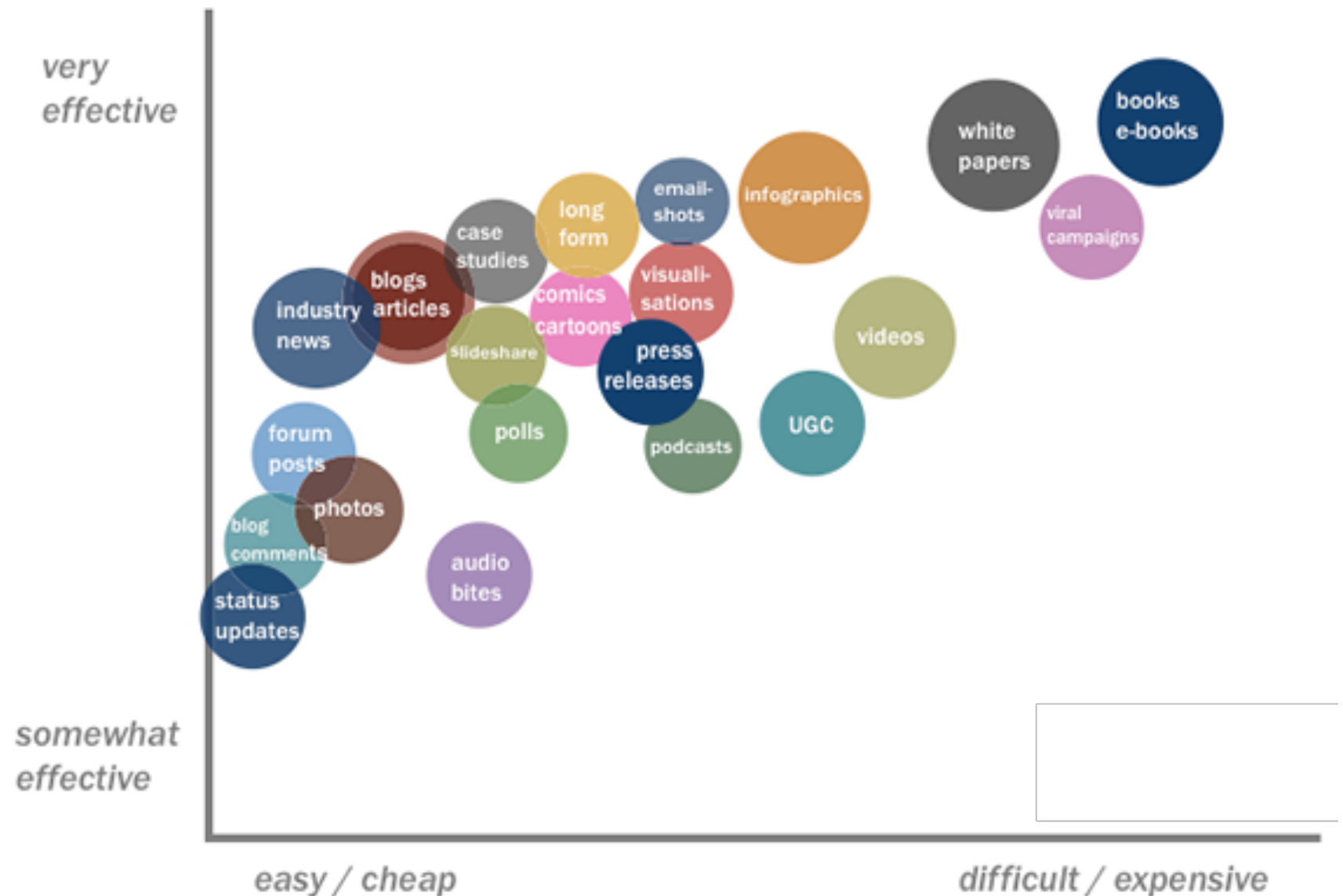
ID	Title	Main Keyword	Publish Date	Metrics
1				
2				
3				
4				

2. Conduct Research

- Content Discovery
- Competitive Analysis

3. Develop the Content

- Editors
- SEO
- Images
- eBooks
- Presentations
- Infographics
- Quizzes
- Webinars
- Online Courses
- Videos



4. Distribute the Content

- Publishing platforms
- Email Digests
- Social Media
- Actionable Link Shortners

5. Paid Promotion

- Paid distribution
- Influencer Platforms

6. Build Links

- Influencer Outreach

7. Measure

- Content Marketing Analytics
- Web Monitoring



Metrics

1 Sales Metrics

2 Lead Generation Metrics

3 Sharing Metrics

4 Consumption Metrics

Learn Content Marketing

Content Marketing Stack

Content Marketing Stack is an actionable collection of the best resources you need to craft and execute a successful Content Marketing.

I tried my best to select the best only. So the point is not quantity, but quality.

There are 2 types of resources: Theory and Tools. I highly suggest you to read the material before using the tools. The best content marketing gurus are featured, such as Joe Pulizzi and Sujan Patel.

www.contentmarketingstack.co

