SKYNET TECHNOLOGIES



Powerful

Content Marketing Strategies & Plan

that Sparks Business Growth!

Copyright ©2021 www.skynettechnologies.com. All Rights Reserved.

Table of contents

1. Introduction 1

2. What is Content Marketing? 2

3. Content Marketing Strategy/Plan 2

4. Objectives of Content Marketing 3

- Create your mission statement 3
- Set your KPIs 4

5. Content Marketing Execution 5

- Prioritize the action items 5
- Identify your target audience 6
- Content Mapping Based on the customer journey 6
- Build buyer persona 8
- Assess your current status 9
- Choose the content format type 10
- Allocate Budget Resources for your content marketing 11
- Find out where your customers are in the buying funnel 12
- Create content calendar and content 13
- Create a content distribution plan 14
- Measure your results 15

6. How can Skynet Technologies help you with Content Marketing? 16

7. Conclusion 17

8. Contact Information 18

Introduction

"Content marketing is the gap between what brands produce and what consumers actually want"

- *Michael Brenner,* CEO, Marketing Insider Group

Suppose you've built a kickass product and released it into the market, with the humongous number of products and services out there, how do you ensure that it is not lost in the crowded space? Marketing is the key!

"Content is the atomic particle of all digital marketing"

- Rebecca Lieb

With so many promising marketing strategies, content may seem to lose its shine but don't jump to such conclusions. Compelling content has the potential to do wonders like building a strong and loyal customer base. It can entice and captivate the consumers and drive them down the funnel, making the prospects convert into your customers.



What is Content Marketing?



Content Marketing is one of the marketing techniques wherein you create and distribute your relevant, informative, and consistent content to attract and acquire a targeted audience with the objective of driving tangible customer action. It is one of the smartest ways to drive people to your website and improve your conversion rate.

Content Marketing should start the day you build your product. Invest early to reap the benefits of your product. The visiting users eventually become your paying customers. You can grab an opportunity to compete with your powerful competitors in your respective niche with strategic content marketing.

Content Marketing Strategy/Plan

"Always plan ahead"

To succeed with your content marketing, you need to chalk out a plan. It involves building a strategy, having a process, setting your goals, identifying your target audience, and how to make the most when you distribute it. You need to create a plan with actionable items for you to see the results.

Objectives of Content Marketing

You should be clear of your objectives before you start doing content marketing. Before you begin, understand your **digital marketing** and content marketing goals, build momentum, and work towards achieving them, and make progress. Some of the common goals are

- Collecting their email Ids
- Customer retention
- Build brand awareness

Create your mission statement



Start with your content marketing mission statement outlining your target audience, content, and benefits they get. It should focus not only on what the audience gets from your content marketing strategy but also on what your business gets from it. Business goals could be

- Driving more traffic to your website
- Improve your business revenue
- Get high-quality leads and increase sales
- Increase your influence and brand authority
- SEO success
- Reduce Marketing costs
- Increase social media engagement

Set your KPIs



Your goals should be measurable and hence set your KPIs for your content marketing strategy. They will reflect whether you have achieved your goals or not. It could be your revenue, sales, SEO, traffic, or other metrics like **email marketing** and social media metrics.

The following could be your KPIs -

- Get signups i.e. high-quality leads
- Get more email subscribers
- Hit the revenue targets
- Increase site traffic
- Improve engagement rate
- Improve search rankings
- Boost social media engagement

Content Marketing Execution



Prioritize the action items

List down all the content marketing goals but you need to know your immediate goals and the specific steps you need to take to achieve them. For instance, if your immediate goal is to improve your engagement rate with your brand, channelize your efforts, time, and investment on creating more engaging content.

If you are rush in to do everything, you are going to ruin everything by making it difficult and complicated. Of course, prioritization is not easy but that's still the effective way. Remember, in the competitive space, it is not easy to market your content but if you focus on getting it right, you can still produce better ROI than any other paid strategy.

Once you start getting it right, be assured of having incremental positive returns as you go along. It's not like **PPC campaign management** wherein you get the same results with no incremental growth if your investment remains the same.

Identify your target audience



You need to take your content to the right customers who are genuinely looking for your product or service. The more you know your target audience, the better it is for you and easier to sell your products to them. You can do some research on the forums, social media platforms, Reddit, and Quora to see what your audience is looking for.

If you can learn something about them, you can build your content around their queries and optimize it for better engagement. You can also see who your target audience is and better your content for resonating with them. List everything you knew about your target audience when you start creating content as it plays a key role in setting the tone of your content.

Content Mapping Based on the customer journey

Content Mapping implies understanding your audience after identifying them. You can then create content for every stage of the customer journey in the sales funnel. You need to sketch your content marketing strategy for the entire product sales funnel. Customers tend to drop off at different stages of the funnel. They may visit your website, some may check your pages, a few others may get into thinking mode, and only a few may end up buying. So, it's a long and uncertain journey.

Also, the most common perception about content marketing is that it is a top-of-the-funnel strategy. Its primary focus is building brand awareness and creating engagement. Normally, it is not perceived as something significant when it comes to conversions, revenue, ROI.



The main caveat here is if the visitors drop off even before opt-in. They shouldn't drop off before they join the list. Remember, in the fleeting moment your users have with your content, you need to understand the customer journey based on their demography, preferences, goals, and pain points. Accordingly, your content should do the talking to the people who are likely to convert.

You can track your customers' journey from traffic to a sale. So, based on their journey, map the content and improve their customer experience. People drop off if they find irrelevant content and it results in a poor experience. On the other hand, if you can guide your prospects through the buying journey, they are likely to behave the way you desired. So, content mapping results in a remarkable experience by having different kinds of content marketing for the awareness stage, consideration stage, and decision stage.

Build buyer persona

Without understanding your buyer persona, you can neither create successful products nor create a successful content marketing strategy. Buyer persona essentially means organizing the information about your target audience. No tactic works and saves your hard-built content campaign if you don't know the buyer persona.



- Check the demographic data
- Get Customer feedback

Most of the content marketers fail because of this. Build a successful content marketing campaign after having a thorough understanding of your audience. You can create content that resonates with them only if you know your audience. If you fail to create such compelling content, it is a sure-shot recipe for disaster.

You can be successful in your lead generation if you speak your buyer persona's language.

Assess your current status

You might already have your content out there, be it blog, social media content, video content, or podcasts, etc. So, understand how you are doing currently. Go for a content audit, assess the success of your blog posts, and identify the gaps. You may have to see how your competitors perform. You can use a URL crawler like Screaming Frog for logging all your site content. List all your URLs, analyze page titles & descriptions, find duplicate pages, and build sitemaps.



You can use this for competitive research as well. You can also use another content audit tool like SEMRush. Get the complete analysis of your content like your -

- Content titles & descriptions
- Content length
- Backlinks
- Social shares

You can then assess the relevance and usefulness of your content.
Check the following metrics -

- Number of inbound links
- SEO rankings
- Social shares

You can understand what content is gaining traction and what are the areas of improvement. You can identify the gaps like keywords being missed, queries your target audience is looking for, content that is ranking well, and more.

Choose the content format type

There are different format types and users differ in their preferences. Some of the content format types are -



Videos



Text content like articles, infographics



Social Media



Audio content like podcasts



Offline content like magazine, downloaded eBooks, guides etc.



Paid Advertising

Your content creators may also differ in the skills and maybe good at creating one content format and not the other. You can focus on creating one or more content formats to make an impact. Videos may be popular but there is a large user base who still read. This is reflected in the number of paid subscribers to the New York Times.

So, determine the content format you want to create whether you want to create video content for YouTube or for social channels like LinkedIn, Facebook, Instagram. If your content format is text, decide on blog posts, eBooks, case studies, infographics, etc. This also helps in collecting prospects' email ids. You can install Growth Funnel for creating smart pop-ups for collecting visitors' emails.

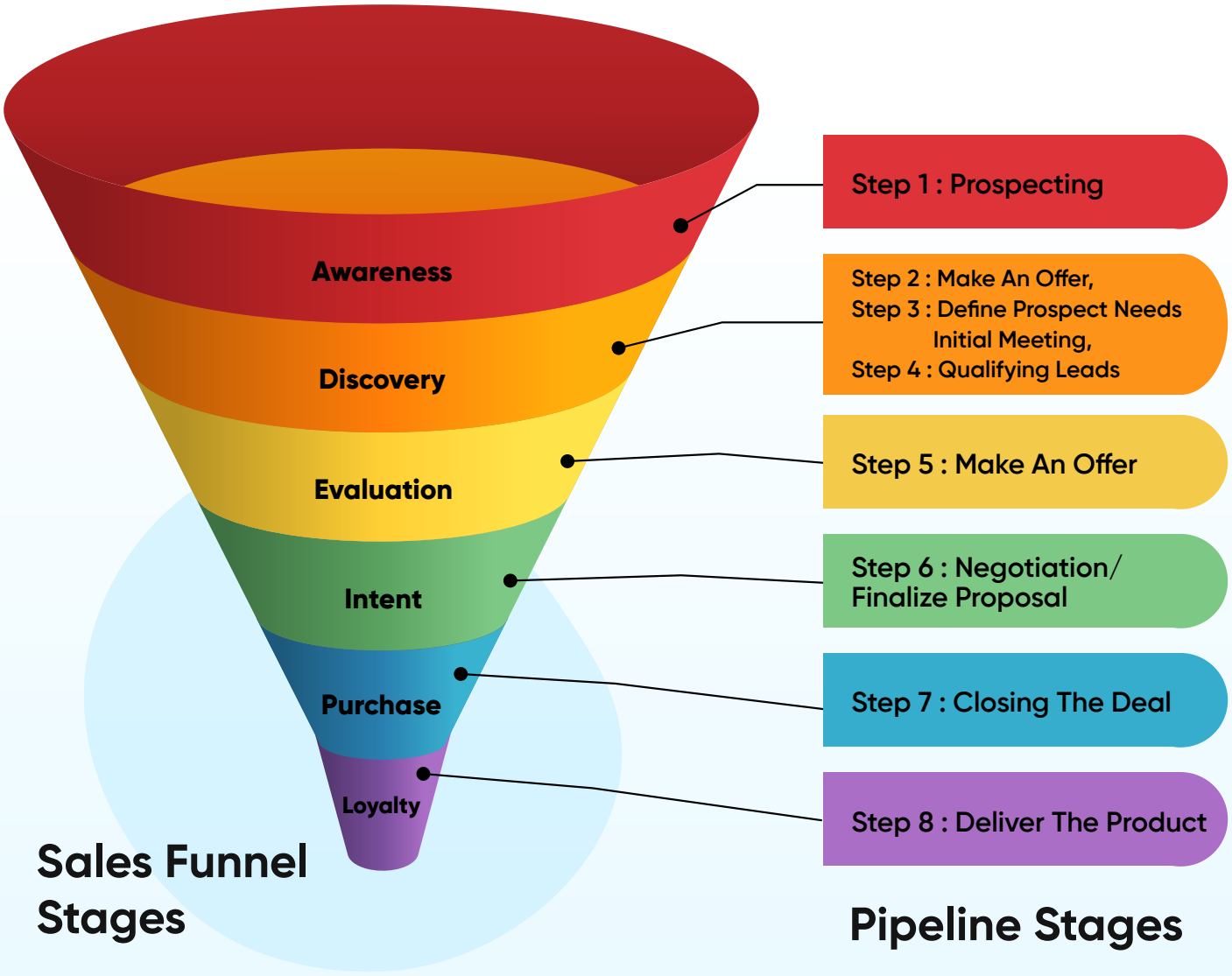
Allocate Budget Resources for your content marketing



Many companies fail at having potential sales due to meager budget allocation for content marketing. So, we recommend you create a separate fund for your content marketing strategy. By investing in marketing your content, you can become a top brand in your niche.

As per a survey, it was found that nearly 50% of companies have allocated 25 to 35% of their budget to content marketing. The budgets are going to increase in the next few months which means it is more competitive than ever before.

Find out where your customers are in the buying funnel



You can find out where your customers are in the buying funnel and accordingly you can map out your content for targeting your customers. Each stage of the buying funnel requires a different content type. We have 4 stages in the buying funnel.

Awareness Stage - for finding the product they want in mind easily without the need of scrolling through loads of product data. The search bar should appear at the top-right corner of the site.

Consideration Stage - Here, customers visit your website and this is when they evaluate your products and compare them with your competition.

Purchase Stage - Turn your customers into repeat buyers.

Create content calendar and content



Maintain a content calendar to schedule all your content. You can maintain Google Calendar, set dates for each piece of content, and on what platform you need to publish. You can also use some of the task management tools like Asana, CoSchedule, etc for scheduling the content creation process. Research the topics which your audience looks for. Pick that and decide on the type of content you want to create and include that title in your content calendar.

Once you are ready, you can now focus on creating content. Pick an item from your content calendar and start working on it. Research on the content and try to add value by supplementing the content with some data and facts. Also, include keyword research and improve your search ranking. While writing content, think about how it can reflect your brand's personality.

Create a content distribution plan



Blog Posts/Articles



White papers, Reports, & eBooks



Podcasts



Email Newsletter/ Nurturing Campaigns



Videos



Thought Leadership or POVs



Infographics



How-To-Guides



Social Media Posts



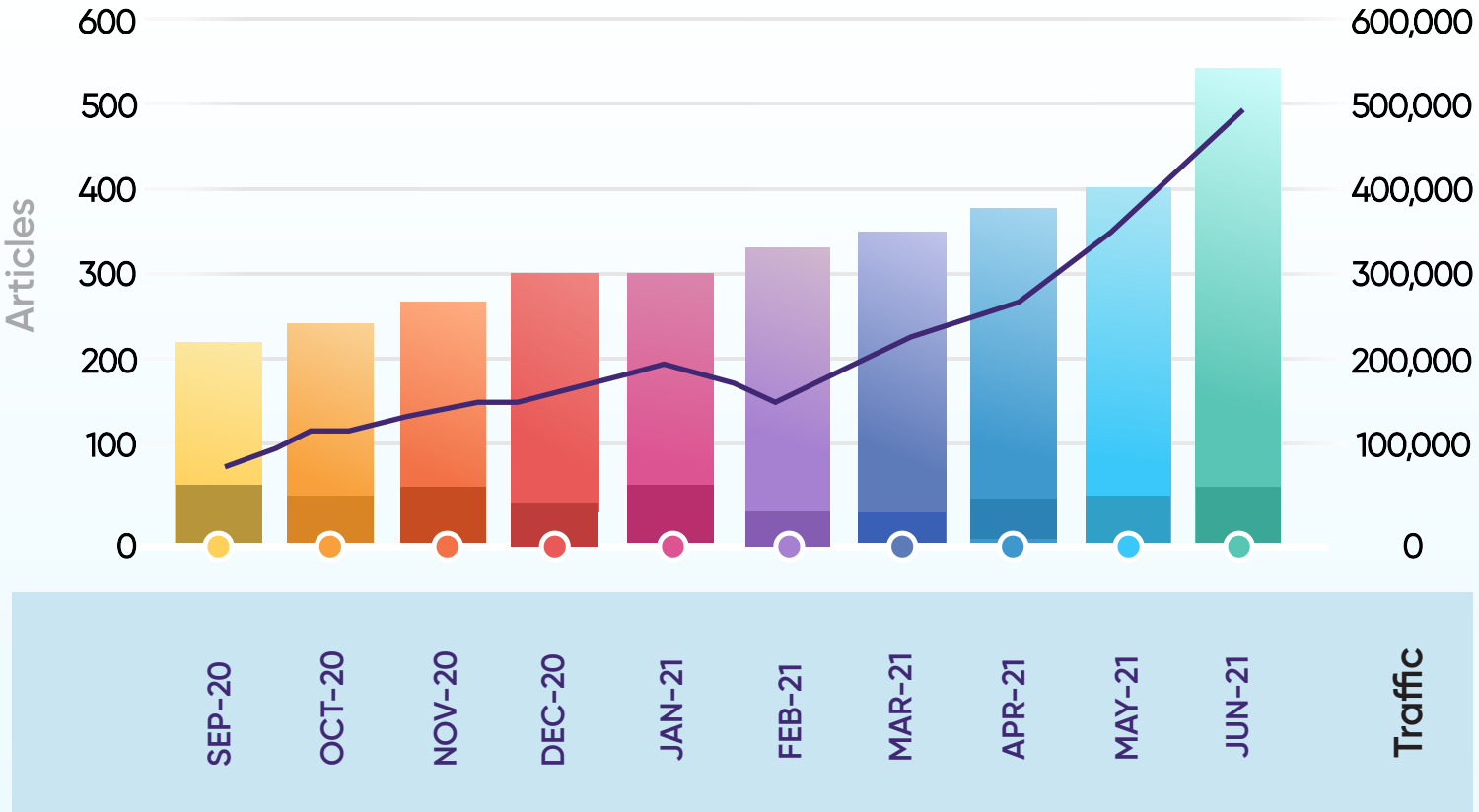
Case Studies & Client Profiles

Now that you have created your content, you need to focus on its distribution. You cannot sit in the comfort of your room and expect people to queue up to view your content. You need to market it and promote it. Content distribution tactics include -

- Email the article to your leads list
- Send an outreach email to influencers who can share your content
- Answer your queries on Quora
- Repurpose content into a video or an infographic
- Create the content on SlideShare
- Utilize the various methods of Content Collateral

Measure your results

A consistent investment in content produces a compounding rate of return in traffic and leads/revenue.



Now is the time to assess the success of your content marketing strategy. You check your KPIs and check your hits and misses. You can monitor the progress and make certain tweaks for improving the success of your content marketing.

You can -

- Check Google Analytics to see your content performance
- Measure your social sharing activity via social analytics tools like Buzzsumo
- Go to OptinMonster and check the conversion analytics dashboard for assessing the success of your content marketing campaigns
- Tools like SEMRush help you to assess KPIs of your content

How can Skynet Technologies help you with Content Marketing?

Content Marketing requires meticulous attention and careful planning. Skynet Technologies has a brilliant content marketing team with **Search engine optimization (SEO)** specialists, **social media marketing** experts, content creators. Our team is not only shrewd but also has immense knowledge of various content marketing hacks, follows the best practices, and aware of some of the best SEO tips.

We also have a development team who help us in getting us the best plugins and extensions that can be of great help to build the best content and market it effectively. We knew how to build and market the content that can stand out from your competitors and get ranked on the first page results.

We provide end-to-end content marketing services that include understanding your goals & expectations, prepare a realistic content calendar that fits your timelines, get the content live on time, and distribute it on the right channels to grab more eyeballs. We can empower your business and take your brand to the next by getting you the traction and

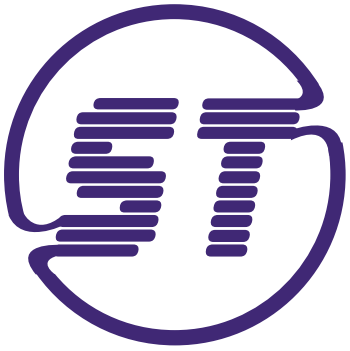


Conclusion

It may seem to be a long road but if you start with the factors outlined in this guide, you can create a perfect content marketing strategy. By properly planning out, you can augment your ROI within your budget.

Content Marketing plays a vital role in taking your digital marketing strategy to the next level. You can rely on a good content marketing team that can bolster your creativity and remove the constraints to entice and attract the attention of your customers. Skynet Technologies is fully equipped with proper content strategies and has been helping brands to succeed for decades. You can contact our team for more tips and how to chalk out a meticulous content marketing strategy.





SKYNET TECHNOLOGIES

CONTACT US!

27 Heron Drive,
Amelia, OH, 45102.

hello@skynettechnologies.com,

+1(810)-358-8040,

www.skynettechnologies.com