

Content marketing strategy

TEMPLATE

B2B MARKETING TEMPLATE

Content marketing is now a mainstay of most B2B marketers' strategy, but it can prove difficult to get yourself heard in increasingly competitive environments. This template will help you to put together a complete content marketing strategy, starting with your strategic objectives, right through to reporting metrics and KPIs.

Objectives 1.

What are you aiming to achieve from your content marketing over the next 12 months? This could include establishing brand awareness, increasing website traffic or delivering a quantifiable number of leads to the sales pipeline.

Target audience 2.

Be clear about your target audience. What stages are they at in your conversion funnel? What shape and size of business do they work in, what are their roles, their needs, value drivers, behaviours and aspirations? Use buyer personas to illustrate these customers.

Research 3.

How will you discover what type of content your audience wants to consume? Define your research plan, including customers, sales teams, social and search. What are current hot topics, the challenges and pain points they want addressed and the formats that get them fired up?

Your point of difference 4.

What is going to make your content stand out and resonate with your target audience? What will make it different to all the other content marketing out there? Begin with the premise that your content will do at least one of two key things: deliver value and/or tell a story.

Audit 5.

What resources do you already have within your business that can be repurposed? For example: existing presentations, slideshows, webinars, client case studies and research studies. What expertise do you already have that you can tap into, for example people in your business who speak at events?

Content curation 6.

Given your available resources, what percentage of your content marketing output will you commit to being original content? What percentage will be curated content? If you intend to include curated content, how will you source, reformat and add value to it?

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Content calendar 7.

This is your schedule for the next 12 months. In a separate document, just like a year planner, set out a calendar of content output by week or month, showing the type, topic and format. Which pieces of content will you repurpose across multiple formats to drive maximum engagement? Remember, content formats needn't only be written: think video, videographics, infographics, podcasts etc.

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Content demand generation 8.

How do you plan to drive awareness and demand for your content? Which marketing channels will you use to inform your target audience about the release of new pieces of content? What platforms will you use to enable access to the content (e.g. your blog, website or Facebook page)? To what extent will you gate the content behind data capture forms?

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Amplification and outreach 9.

How will you encourage sharing of your content across key social media sites? How will you use your influencers and advocates list to encourage their engagement with your content and to drive outreach via their audiences?

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Technology development 10.

What technology, social media measurement apps and database development will you need to support your initiatives? What data will you capture as part of your content marketing delivery?

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Reporting metrics and KPIs 11.

Your content marketing strategy needs to deliver measureable results that impact the business. How will you measure and report on success against your objectives? What will your reporting dashboard look like and which particular metrics will be your critical KPIs?