

Job Aid

Creating Content that Matters



Creating Content that Matters: Plan of Action

Use this plan of action as a living document to devise a strategy for content development that is in line with your business goals. The more complete your strategy is, the more likely you are to reach your intended audience.

Define Your Content Marketing Goals

Your Brand Considerations	Your Goals (Specific and Measurable)

Identify Your Target Audience

Main Audience	Audience Segments	Target Audience

What does your target audience care about (e.g., price point, quality of product or service)?

How can you help your target audience? What is your unique value proposition?

Examine Your Competition

Competitor	Strengths	Opportunities	How You Can Differentiate

Decide Content Focus and Frequency

Which types of content appeal to your target audience (e.g., channels, mediums, substance)?

Which types of content would you enjoy creating and which types would highlight your unique value?

How often will you create?

My content focus is:

Select Marketing Channels

Where Does Your Audience Spend Time Online?	Which of These Channels Aligns with Your Branding and Long-Term Goals?

Estimate Your Investment

	What You Need	Cost Estimate
What tools will you need for your content?		
What professional help will you need to hire?		
Total Investment Estimate		

Measure Success and Track Results

Content Type	How Can You Measure Your Customer Engagement?	What Insights Can You Obtain From Your Results?

Build Your Content Strategy: Editorial Calendar

Use this weekly editorial calendar as a template to organize and schedule your content creation.

Day of the Week	Due Date/ Launch Date		Type of Content	Title	Content Emphasis/ Keywords	Call to Action	Author
Monday	Due Date						
	Launch Date						
Tuesday	Due Date						
	Launch Date						
Wednesday	Due Date						
	Launch Date						
Thursday	Due Date						
	Launch Date						
Friday	Due Date						
	Launch Date						
Saturday	Due Date						
	Launch Date						
Sunday	Due Date						
	Launch Date						

Glossary

Use this glossary as a guide to review key terms and how they show up in the real world.



Definition



Practical Use

Content

The principal substance (such as written matter, illustrations, or music) offered by a website.

Source: Merriam Webster

In online marketing, content refers to information or experiences created to bring value to a target audience. Its purpose is often to build loyalty with existing customers or attract new ones.

Content Strategy

A focused plan to produce and manage only the content that is relevant to your target customer.

A key part of your overall marketing strategy should be to develop the right online content for your brand. This content should showcase your unique value and enhance your visibility to reach your desired audience.

Keyword Strategy

The process of uncovering search terms your target audience will look up online and using that research to inform your content.

Understanding keywords customers will use to find your product or services can help you tailor your content and enhance your visibility. The two types of keywords are generic and long-tail. Generic keywords are short and more ambiguous, while long-tail keywords contain three to four words and reveal the searcher's intent.



Definition



Practical Use

SERP

Acronym for Search Engine Results Page.

Source: Dictionary.com

SERPs are another resource that can help you understand your target customers. They're the websites that the search engine reveals in response to a user's search query, and they're a great way to determine search engine intent and what popular things to feature in your content.

Editorial Calendar

A planning document or program that organizes and schedules content that is being developed.

Source: Pepperland Marketing

Developing an editorial calendar builds anticipation and ensures that you are posting a good mix of content regularly. You can plan your content by themes or weeks and try to develop content in advance as much as possible. Providing content when customers expect it can help grow your audience and strengthen your organic search rankings.