THE 30-DAY CONTENT MARKETING PLAN



CHECKLIST

Why content marketing

- ☐ Establish strong brand identity
- ☐ Build trust among audience
- ☐ Great for SEO
- ☐ Develop relationship with audience
- ☐ Generate high-quality leads

Content marketing funnel

- ☐ Top of funnel
  - ☐ Awareness
  - ☐ Prospects
- ☐ Middle of funnel
  - ☐ Evaluation
  - ☐ Leads
- ☐ Bottom of funnel
  - ☐ Conversion
  - ☐ Customers

Content marketing goals

- ☐ Get leads
- ☐ Increase visitor traffic
- ☐ Affiliate income
- ☐ Brand awareness
- ☐ Others

Know your audience

- ☐ Essential to success
- ☐ Ways to know audience
  - ☐ Conduct surveys
  - ☐ Competitor research
  - ☐ Monitor social media
  - ☐ Google analytics
  - ☐ Customer database
- ☐ Create audience persona
  - ☐ Represent ideal customer
  - ☐ Give name and background info
  - ☐ Know goals and challenges

- ☐ Marketing message
- ☐ Values and fears
- ☐ Elevator pitch

Content ideas brainstorming

- ☐ Answer 5 W’s and H
- ☐ Popular and trending
- ☐ Competitor analysis
- ☐ Mind mapping
- ☐ Content idea generators

Keyword research

- ☐ Choose long-tail keywords
- ☐ Understand buyer intent
- ☐ Check search volume
- ☐ Keyword competitiveness

Content titles and outlines

- ☐ Group similar keywords
  - ☐ 20 keywords per group
  - ☐ Remove 1-word keywords
- ☐ Use keyword grouping tool
- ☐ Create outline per keyword group

Content calendar

- ☐ Consistency is important
- ☐ Prevents procrastination
- ☐ Use spreadsheet (manual calendar)
- ☐ Use Google calendar
  - ☐ Free and easy
  - ☐ Access anywhere
  - ☐ Add multiple calendars
  - ☐ Easy sharing options

Create website (if none yet)

- ☐ Use website builder
- ☐ Use self-hosted WordPress
    - ☐ Buy domain name
    - ☐ Buy web hosting
    - ☐ Must-have plugins
        - ☐ Yoast SEO
        - ☐ Akismet Anti-Spam
        - ☐ WP Super Cache
        - ☐ Social Media Share
        - ☐ Mailchimp
        - ☐ Google Analytics
        - ☐ Updraft Plus
        - ☐ WordFence Security
    - ☐ Set-up mailing list
        - ☐ Use Mailchimp
            - ☐ Free up to 2,000 users
- ☐ Set up Google Analytics
    - ☐ Free
    - ☐ Helps track site visitors
    - ☐ Insight about your site
    - ☐ Easy install
        - ☐ Can use WordPress plugin

All about content

- ☐ Content productivity tips
    - ☐ Work when most productive
    - ☐ Remove all distractions
    - ☐ Pomodoro technique
    - ☐ Finish 1-2 articles daily
    - ☐ Ignore typos and mistakes
    - ☐ Save editing for last
- ☐ Content editing tips
    - ☐ Tweak content structure
    - ☐ Refine title
    - ☐ Edit introduction
    - ☐ Think like persona
    - ☐ Proofread, edit and format
- ☐ Content repurposing
    - ☐ Use in social media accounts
    - ☐ Benefits of repurposing

- ☐ More mileage for content
- ☐ Build credibility
- ☐ Backlink opportunities
- ☐ Popular formats
  - ☐ Videos
  - ☐ Social media graphics
  - ☐ Podcasts
  - ☐ Infographics
  - ☐ eBooks
  - ☐ Presentations
- ☐ Publishing content
  - ☐ On website
    - ☐ Default WordPress editor
    - ☐ Page builder plugin
    - ☐ Review how content looks
    - ☐ Link to your social media
  - ☐ On social media
    - ☐ Link back to your site
    - ☐ Start building followers

Social Media Marketing

- ☐ Amplify content marketing
- ☐ Increase trustworthiness
- ☐ Use as customer service platform
- ☐ Good for SEO
- ☐ Great for social signals
- ☐ Engage with followers
- ☐ Be warm and friendly
- ☐ Build a community
- ☐ Top platforms
  - ☐ Facebook
  - ☐ Twitter
  - ☐ Instagram
  - ☐ LinkedIn
  - ☐ YouTube
  - ☐ Pinterest
  - ☐ Reddit
  - ☐ Quora
  - ☐ SlideShare

- ☐ Social media ads
    - ☐ Grow social presence faster
    - ☐ Facebook Ads
        - ☐ Relatively cheap
        - ☐ Deep targeting options
        - ☐ Use Facebook pixel
            - ☐ Retarget your users on FB

Outreach and link-building techniques

- ☐ Must be in same niche
- ☐ Can be very rewarding
- ☐ Some techniques
    - ☐ Guest posting
        - ☐ Increase brand awareness
        - ☐ Build relationships
        - ☐ Access to new audiences
    - ☐ Social influencers
        - ☐ Sizeable following on social media
        - ☐ How can influencer benefit?
            - ☐ Pay fees
            - ☐ Give free product
            - ☐ Try free service
            - ☐ Give discount code
            - ☐ Affiliate commission
        - ☐ Make sure influencers are real
            - ☐ Fake followers
            - ☐ Very low engagement
    - ☐ Blog commenting
        - ☐ Write thought-provoking comments
        - ☐ Don’t write like a bot
        - ☐ Use your real name
        - ☐ Get people curious about you
        - ☐ Subscribe to top blog’s RSS feed
            - ☐ Get updates on new posts
            - ☐ Better comment visibility
    - ☐ Reach out to webmasters
        - ☐ Look for broken links
        - ☐ Send link to your best content