THE 30-DAY CONTENT **MARKETING PLAN**

RESOURCE CHEAT SHEET



Planning a content marketing strategy from start to finish is no child's play. It's a complex project that requires a lot of technical know-how, consistency, and dedication. It's not just about creating a few content pieces and then calling it a day.

If you want to see a return on your time and monetary investments in your content marketing strategy, you're going to need all the help you can get. Here are some of the top resources you should check out to help you figure out how you can map your way to success.

Courses

2018 Complete Marketing Master class
https://www.udemy.com/marketing-masterclass

This course offers one of the best bang for your buck. For a low fee, you're essentially getting 6 courses in 1. In addition to learning content marketing techniques, the instructor, Brian Bozarth will teach you several advanced marketing strategies which you can use to grow your business!

Content Marketing Master class: Create Content That Sells
https://www.udemy.com/content-marketing-masterclass

Taught by Brad Merrill, this 3.5-hour content marketing class will give you all the information you need to create content that sells. You'll learn various techniques on content creation, copywriting, web design, SEO, promotion, and more!

Content Marketing Strategy Guide: Turn Prospects Into Buyers
https://www.udemy.com/content-marketing-strategy-guide-turn-prospects-into-buyers

If you don't have time to watch endless hours of video, and you only want to know the most important stuff, then you need to sign up for this course by Daniel Mandachi. The instructor gets straight to the point, so you can develop your very own profitable content marketing strategy ASAP!

Data-Driven Content Marketing for Startups: 90-Day Strategy
https://www.udemy.com/data-driven-content-marketing-for-startups-90-day-strategy

Let Ashley Poynter walk you through her 90-day data-driven content marketing strategy. You'll learn how to create and optimize content, promote it on various channels, and generate leads from your content marketing efforts. You'll also learn how to analyze, tweak, repeat and scale your content strategy to drive new customers and new leads.

Books

Epic Content Marketing by Joe Pulizzi

https://www.amazon.com/Epic-Content-Marketing-Different-Customers-ebook/dp/B00EHIEHDC

If you're struggling to make sense of the complicated world of content and digital marketing, then look no further than Joe Pulizzi's book. You'll know why you need to differentiate your brand from your competitor. Creating epic content will help you capture your audience's hearts and minds, so that's what you need to do.

The One Hour Content Plan by Meera Kothand

https://www.amazon.com/One-Hour-Content-Plan-Solopreneurs-ebook/dp/B074T5ZHP7

In the content marketing world, running out of content ideas is tough. Let Meera Kothand show you how you can unlock unlimited content ideas! You'll have your content calendar full of content topics that will help you hook your audience to your brand and turn them into avid fans!

The Content Code by Mark Schaefer
https://www.amazon.com/Content-Code-essential-strategies-marketing-ebook/dp/B00ULS1C26

This bestselling book by Mark Schaefer has been named a top 5 marketing book by INC magazine, so you know right away you're going to get plenty of value! No matter your business size and marketing budget right now, you'll find tons of highly actionable ideas you can use to grow your business!

Everybody Writes by Ann Handley
https://www.amazon.com/Everybody-Writes-Go-Creating-Ridiculously-ebook/dp/B00LMB5P0G

Writing content isn't easy. Sure, you may have good productive days where you write inspired, top-quality content. If you want to keep your writing at this level, then you better check this book out. Great content is key to a successful content marketing strategy, and this book will show you how to write compelling and engaging content that wins people over to your side!

Blogs

Content Marketing Institute

https://contentmarketinginstitute.com/blog

The Content Marketing Institute blog is one of the most valuable resources when it comes to all things related to content marketing. With over 217,000 subscribers, you know they're at the forefront of this industry. Check out their sidebar to access their in-depth guides and the most popular articles. These will be more than enough to help you get started with your content marketing journey.

Act-On Blog

https://www.act-on.com/blog

If you want marketing ideas you can act on, then you need to check out the Act-On blog. In addition to content marketing, they write on a variety of topics including demand and lead generation, email marketing, lead nurturing, marketing strategy, social media marketing, B2B marketing, digital marketing, and so much more!

Top Rank Marketing Blog

http://www.toprankblog.com

Founded by Lee Odden and Susan Misukanis, TopRank Marketing has been a leading digital marketing agency for more than a decade now. They helped top businesses improve their online marketing strategies and grow their business. Check out their blog for the latest online marketing news and strategies!

Influence & Co

https://blog.influenceandco.com

Influence&Co is all about helping companies improve their influence online. They are proponents of inbound marketing and thought leadership. In addition to their popular blog, they also offer a free knowledge bank resource library. You can download several whitepapers and templates, too.

Contently Blog

https://contently.com/strategist/

Contently strongly advocates the power of storytelling. And in content marketing, storytelling is often underrated. If you want to improve your brand's chances of success, then you better head on over to the Contently website. Check out their blog and their resources section for value-laden, free information!

Podcasts

Duct Tape Marketing Podcast
https://www.ducttapemarketing.com/about/duct-tape-marketing-podcast

Duct Tape Marketing has been around for over a decade. Founder John Jantsch has interviewed lots of industry experts in his popular podcast. You'll see the digital world through a pair of new eyes, and you'll pick up plenty of highly actionable tips from this podcast!

The Marketing Companion Podcast

https://itunes.apple.com/us/podcast/the-marketing-companion/id663933566?mt=2

You're probably thinking that all marketing podcasts are boring. Well, not really. Hosted by Mark Schaefer and Tom Webster, the Marketing Companion podcast is a highly entertaining marketing podcast. It's fun, interesting and offers cutting-edge marketing insights for marketers of all levels!

Online Marketing Made Easy Podcast
https://itunes.apple.com/us/podcast/online-marketing-made-easy-with-amy-porterfield/id594703545?mt=2

Hosted by Amy Porterfield, the Online Marketing Made Easy podcast will help you start and grow your online business. There are so many ways you can market your brand. Explore your options with Amy and prepare to write down some notes (she's got over 200+ episodes published so far!).