

20 Tips For Creating A Content Marketing Plan

Tip #1

Define your content marketing goals

Knowing your goals will help you create the right strategy so you can ultimately achieve success.

Tip #2

Know your audience

You can create content that they'll be able to relate to which will make it more likely for them to follow your call to action.

Tip #3

Create an audience persona

Think of your persona as a real person. Get to know the person and find out what their strengths and weaknesses are so you can help them.

Tip #4

Brainstorm content ideas

You need lots of content in your pipeline to sustain your content marketing plan!

Tip #5

Target long-tail keywords

It will be easier to rank on Google for these keywords, and you'll have less competition too.

Tip #6

Create detailed outlines

Outlines will help you focus on writing content later on. A detailed outline is necessary if someone else is writing the content.

Tip #7

Plan your content calendar

You need a calendar to organize your content schedule for your website and social media. Use Google Calendar, it’s free and easy to use.

Tip #8

Consider using WordPress for your website

WordPress is SEO-friendly, and it’s the best content management system there is.

Tip #9

Make it easy for people to share your content

Add sharing buttons on your site and ask people to share your content on social media.

Tip #10

Start your mailing list

Don’t let people leave your site without signing up for your mailing list first! Offer them something they can’t refuse.

Tip #11

Write hard and fast

Don’t worry about perfecting your first draft. Just put your thoughts down and write as fast as you can.

Tip #12

Focus on creating content

Remove all distractions. Isolate yourself if you must. Close non-work related tabs on your browser.

Tip #13

Make your title and introduction strong

Your title needs to be interesting, and your introduction should encourage your audience to read the rest of your content.

Tip #14

Don’t forget to edit and proofread

You don’t want your audience to be turned off by typos and grammatical errors on your site!

Tip #15

Spice up your content

Don’t settle for purely text-based content. Use images, videos, graphics, etc. to make your content come alive!

Tip #16

Use the power of social media marketing

You can reach more people faster if you share your content on social media. Build a solid presence on your favorite platforms.

Tip #17

Build relationships with influencers

If you want to put your brand in front of new audiences, then cultivate relationships with influencers.

Tip #18

Repurpose your content

Put your hard work to good use and convert your blog post into videos, social media graphics, infographics, podcasts, and more!

Tip #19

Track your content marketing campaign

Use Google Analytics to track and measure how your content marketing campaign is going.

Tip #20

Guest posting will work wonders for your brand

Guest posts are great for backlinks. You'll also have the chance to impress new audiences and win them over to your own community!