

# The New Marketing in the Social Media Age

## **Lesson 2:** Building a Content Marketing Plan

*Presented by Peter Coish, President, KURATION, Inc.*



# Today's Lesson

- Recap of yesterday's lesson/Questions

# Yesterday's Lesson

- Businesses are abandoning traditional online advertising and using social media and content marketing
- Content marketing is about attracting prospect with stuff people want to read/watch and share
- Your website in the heart of your content marketing program while social media drives people to it
- Content will improve your search engine ranking
- The components of a content marketing program are strategy (or a plan), content creation, content amplification and measurement

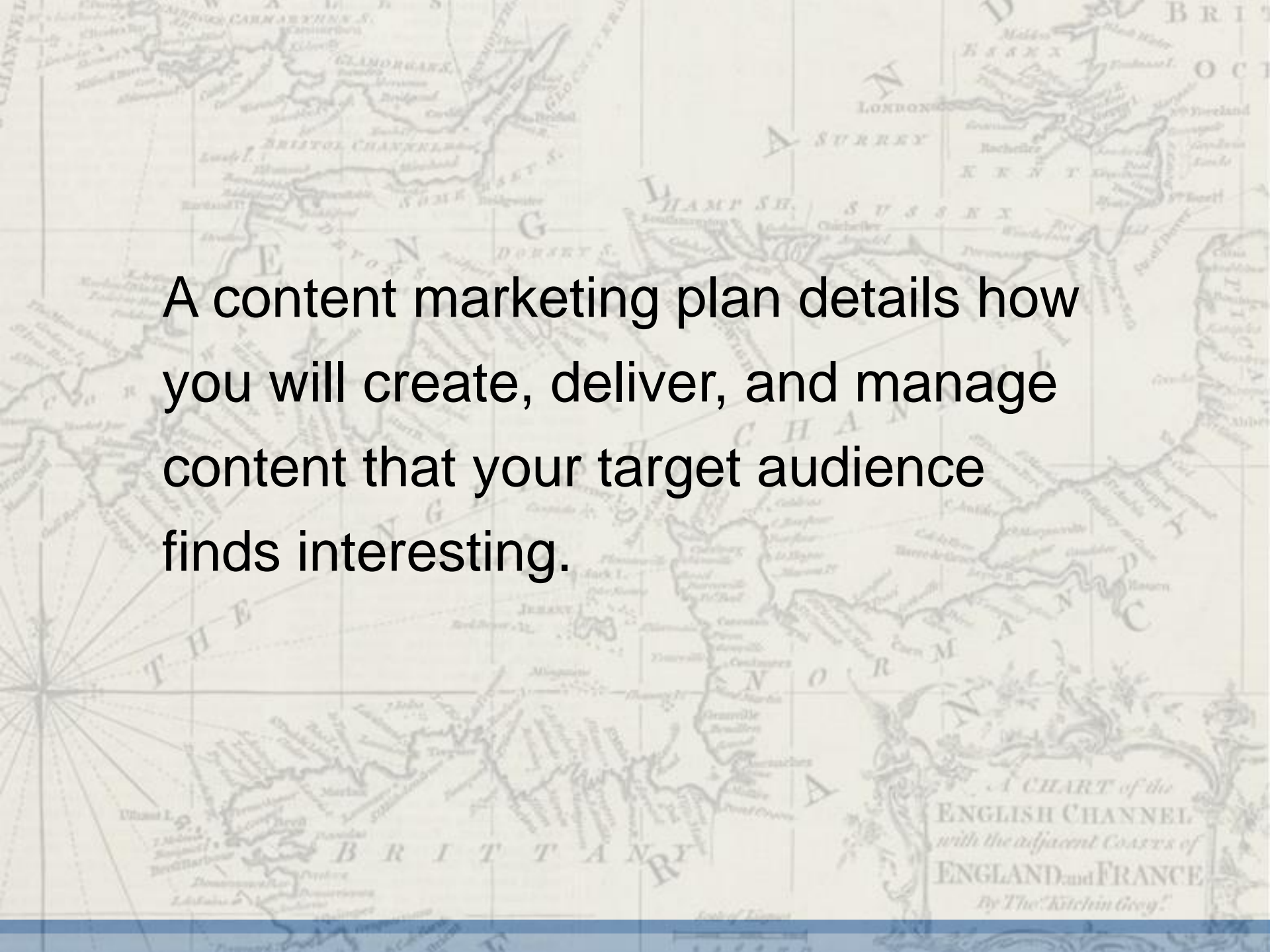
# Today's Lesson

- Recap of yesterday's lesson/Questions
- Why create a plan?
- The components of a solid content marketing plan:
  - What are your goals?
  - Who is the audience for your content?
  - What content are you going to publish for this audience?
  - Where are you going to publish it?

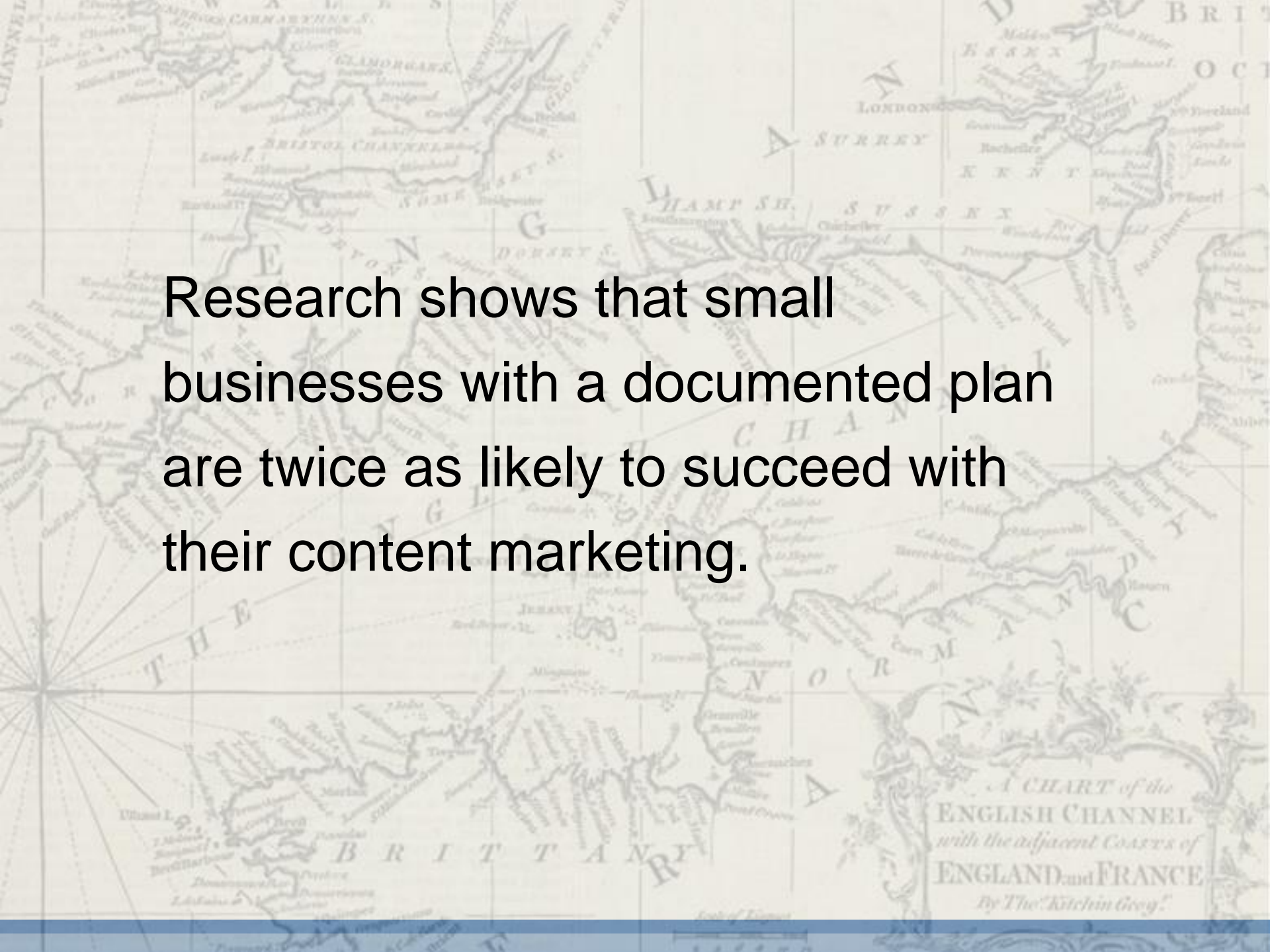
Why do you need a plan?

A man with short grey hair, wearing a red polo shirt, is sitting at a silver laptop. He has a wide, enthusiastic smile and is pumping his right fist in the air. A grey speech bubble with a white border points to him from the right, containing the text "Let's blog!". The background is a plain, light grey.

Let's blog!

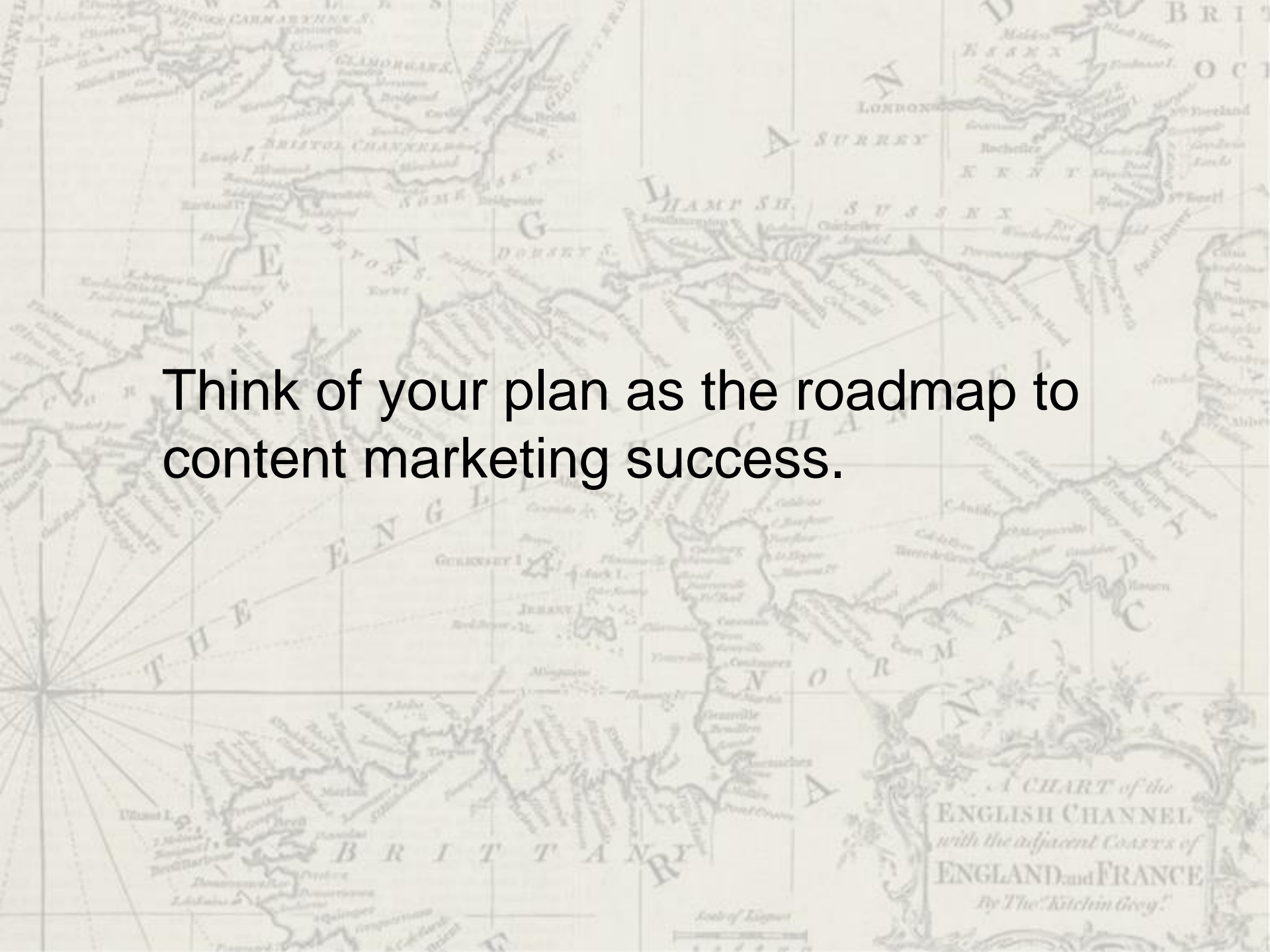


A content marketing plan details how you will create, deliver, and manage content that your target audience finds interesting.



Research shows that small businesses with a documented plan are twice as likely to succeed with their content marketing.





Think of your plan as the roadmap to content marketing success.

How do I create a content marketing plan?

A content marketing plan includes:

- Goals
- Target audience
- Content themes
- Publishing plan

# SET GOALS



1.

2.

3.

What are your goals?

- Build awareness for your business?
- Convert blog visitors to customers?
- Provide customer service?
- Build customer loyalty?

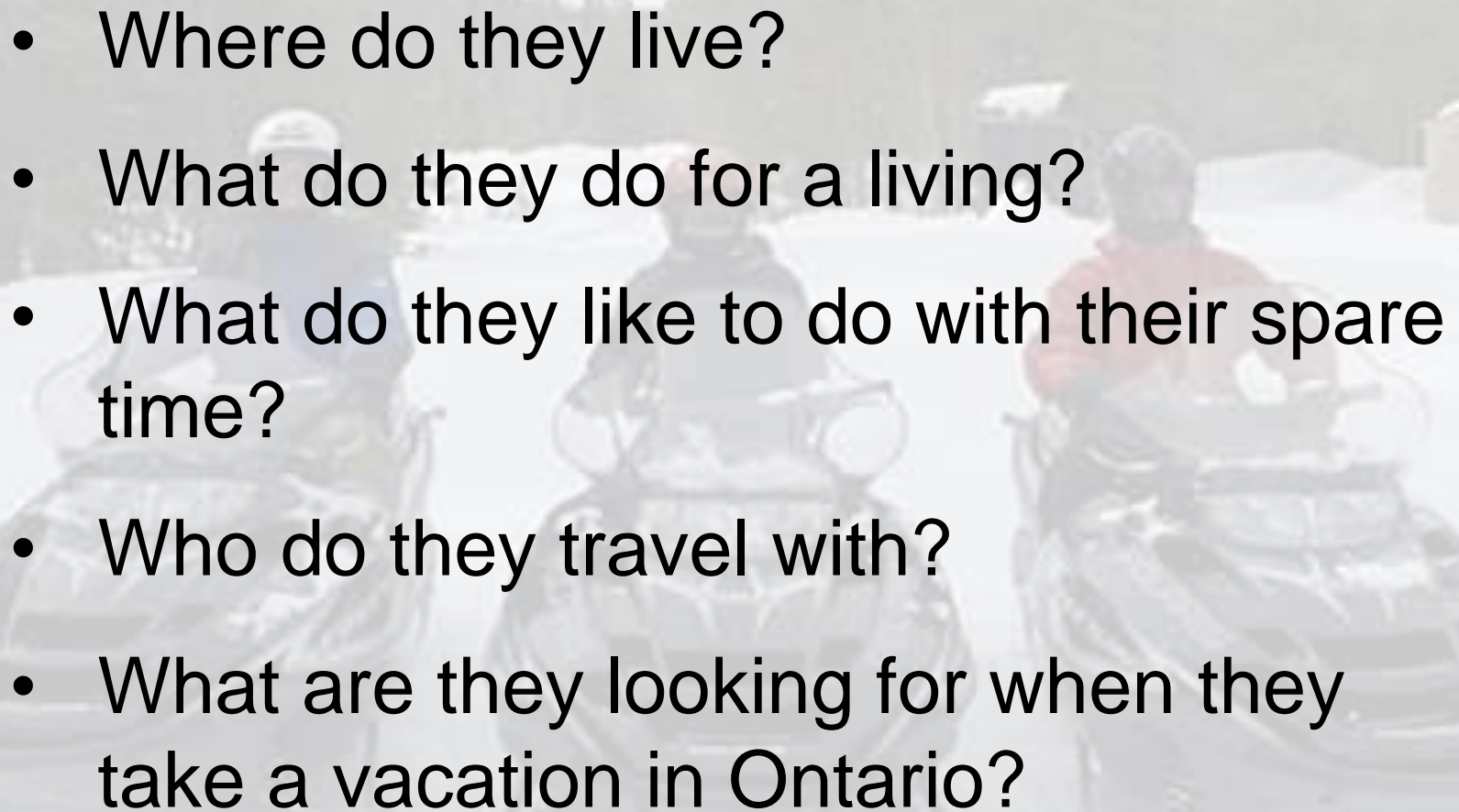
Who is the audience for your content?





A photograph of three people sitting on snowmobiles in a snowy, wooded area. The person on the left is wearing a white helmet and a dark jacket. The person in the middle is wearing an orange helmet and a dark jacket. The person on the right is wearing a grey helmet and a red jacket. The snowmobiles are parked on a snow-covered path. The background shows a dense forest of evergreen trees under a bright sky. The text "Describe your audience" is overlaid in the center of the image.

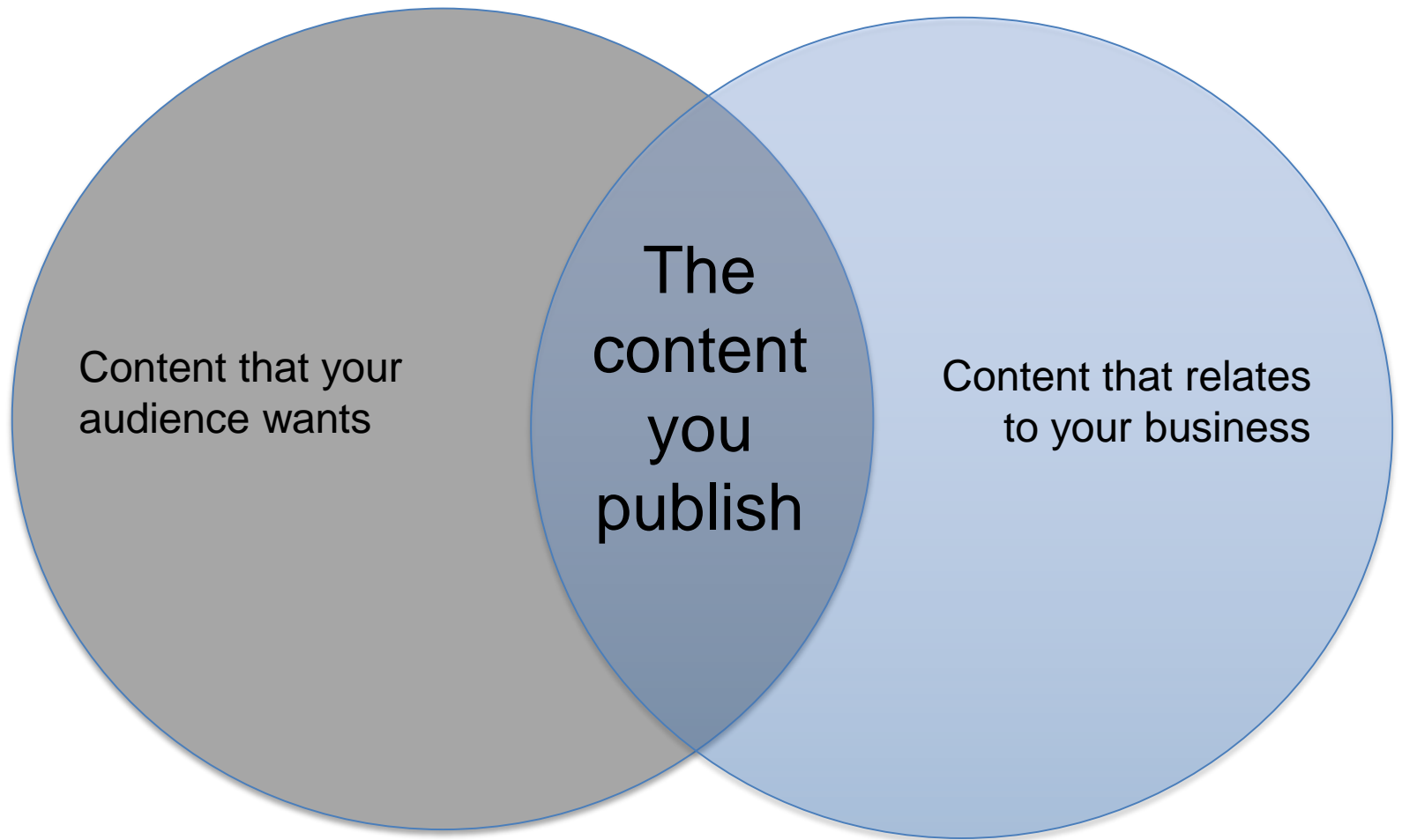
**Describe your audience**

- 
- A faded background image showing three people riding snowmobiles through a snowy, wooded area. The riders are wearing winter gear, and the snowmobiles are moving away from the viewer down a snow-covered path.
- Where do they live?
  - What do they do for a living?
  - What do they like to do with their spare time?
  - Who do they travel with?
  - What are they looking for when they take a vacation in Ontario?

What are you going to say to  
your target audience?

A faded background image showing three people riding snowmobiles on a snowy trail. The riders are wearing winter gear, and the snowmobiles are in the foreground. The background is a snowy landscape with trees.


**One of the golden rules of content marketing:  
It's about what your audience wants**



Content that your audience wants

The content you publish

Content that relates to your business



**Snowmobile  
racing news**

**Snowmobiler  
profiles**

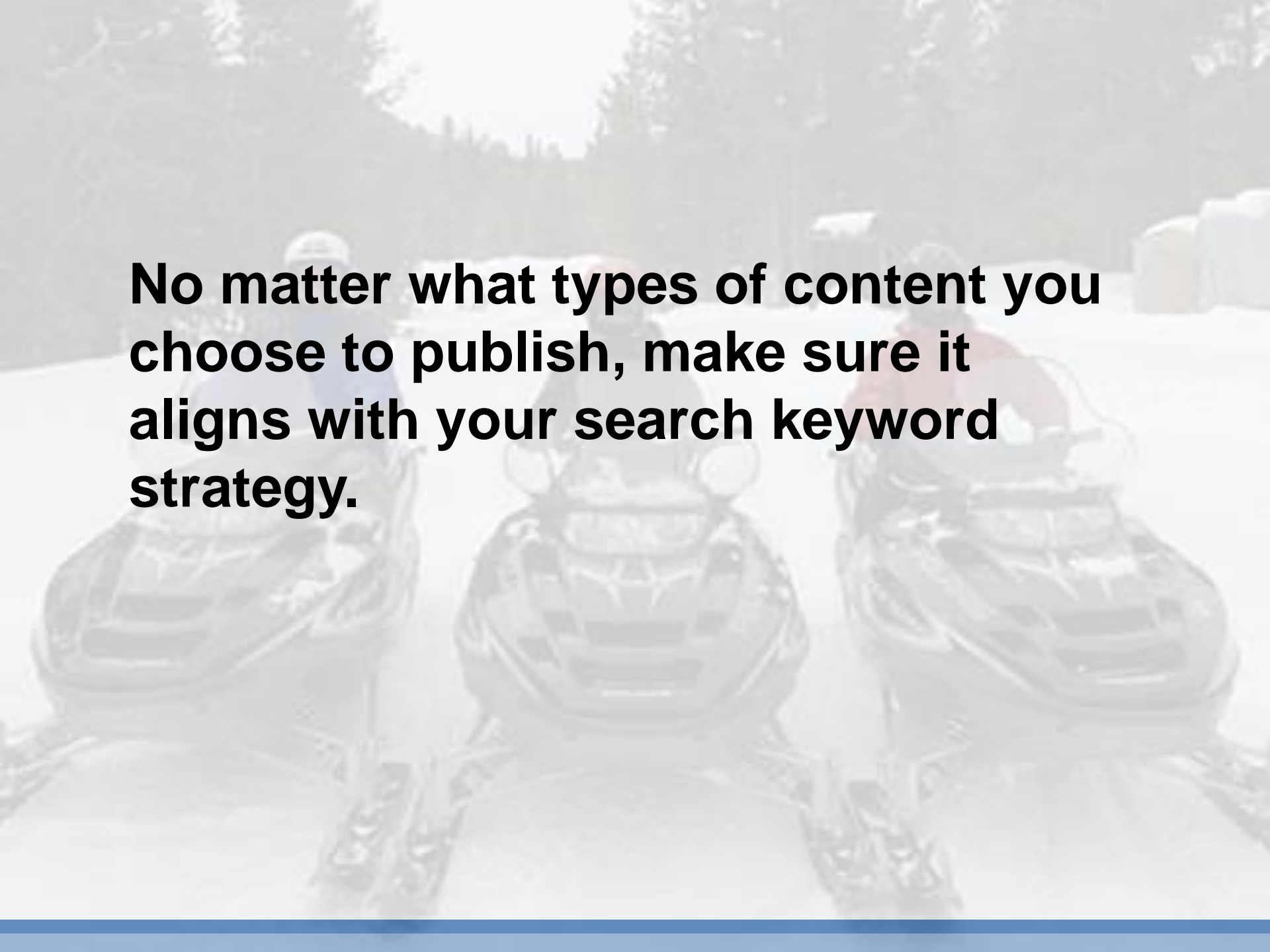
**Snowmobile  
reviews**

**Snowmobile  
maintenance**

**Stories from  
the trail**

**Snowmobile  
photos**

**Snowmobile  
history**

A faded background image showing three snowmobiles parked on a snowy trail. The snowmobiles are arranged in a line, facing forward. The background is a soft-focus winter landscape with trees and a bright sky. The text is overlaid on the left side of the image.

**No matter what types of content you choose to publish, make sure it aligns with your search keyword strategy.**


# Keyword Planner


Add ideas to your plan


Your product or service


canoeing

## Targeting ?


Canada 

All languages 

Google and search partners 

Negative keywords 

## Date range ?

Show avg. monthly searches for: Last 12 months 

## Customize your search ?

**Keyword filters** 

**Keyword options** 

Show broadly related ideas

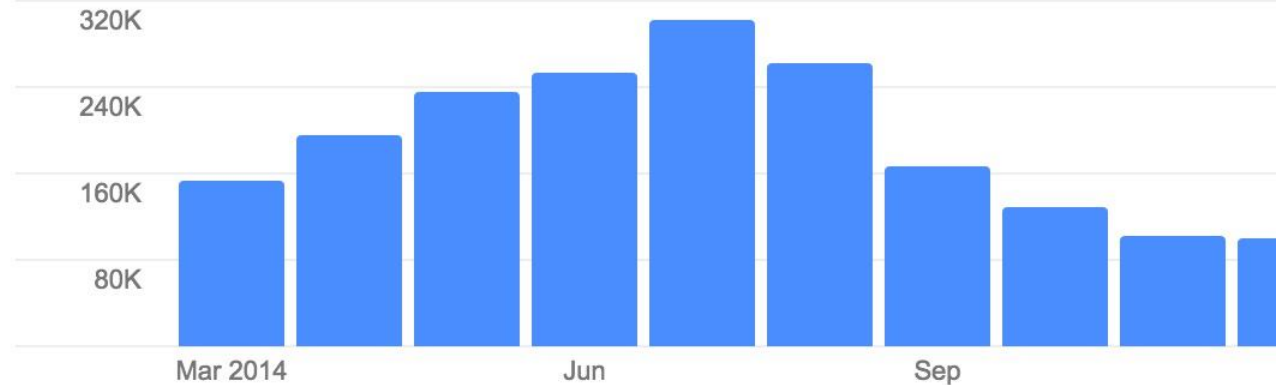
Hide keywords in my account

Hide keywords in my plan

**Keywords to include** 




### Search volume trends

Average monthly searches



Ad group ideas

Keyword ideas 

Ad group (by relevance)	Keywords	Avg. monthly searches <span>?</span>	Competition <span>?</span>	Suggested bid <span>?</span>
<a href="#">Ontario Canoe</a> (19)	canoes for sale ...	 20,310	Medium	CA\$0.91
<a href="#">Canada Canoe</a> (...)	canoe canada, c...	 2,310	Low	CA\$1.15
<a href="#">Canoe Club</a> (5)	rideau canoe clu...	 4,170	Low	CA\$3.34



Where are you going to  
publish your content?

Choose the platform based on your objectives, the type of content you are going to publish and the audience you want to reach.

	Percent of Internet Users	More popular with men	More popular with women	More popular with 18-29	More educated	Higher income	Pictorial content	Video content	"Newsy" content
	70%		✓				✓	✓	✓
	18%			✓			✓		✓
	65%	✓		✓				✓	
<i>Instagram</i>	17%			✓			✓	✓	
	21%		✓		✓	✓	✓	✓	

When are you going to  
publish your content?

Publishing frequency depends on the amount of time you can dedicate to content marketing.

There is no right or wrong answer but the more you can publish, the more your content marketing program will generate prospects.






# Calendar

MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY

4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

It's okay to repeatedly post about the same content on social media.



	On publish	Day of post	Day after post	Week after post	Month after post
	✓			✓	✓
	✓	✓	✓	✓	✓
Instagram	✓			✓	✓
	✓			✓	✓

Make sure your content is easily shared with buttons that are prominent and have a clear call to action.

Questions?