

How to Guide for Content Marketing

1. Define Objectives & Strategies

Determine how the content will work with existing marketing and communications initiatives

Decide how content marketing will help you achieve business objectives

Evaluate all marketing communications programs

2. Research

Research and gather audience brand data

Conduct social media monitoring research

Describe community influencers, etiquette norms, language, and tone of content

Research keywords

Decide where your customers are most social, and where your content will be published

Determine your editorial and design approach

Assemble content creation team

Create a realistic content creation schedule

3. Creation

Plan content themes for at least six months

4. Distribution

Implement reader distribution

Promote content using social media channels

Launch content across predetermined channels

5. Measurement

Track metrics to determine return on investment

Revise and optimize based on assessments

Ask for reader feedback