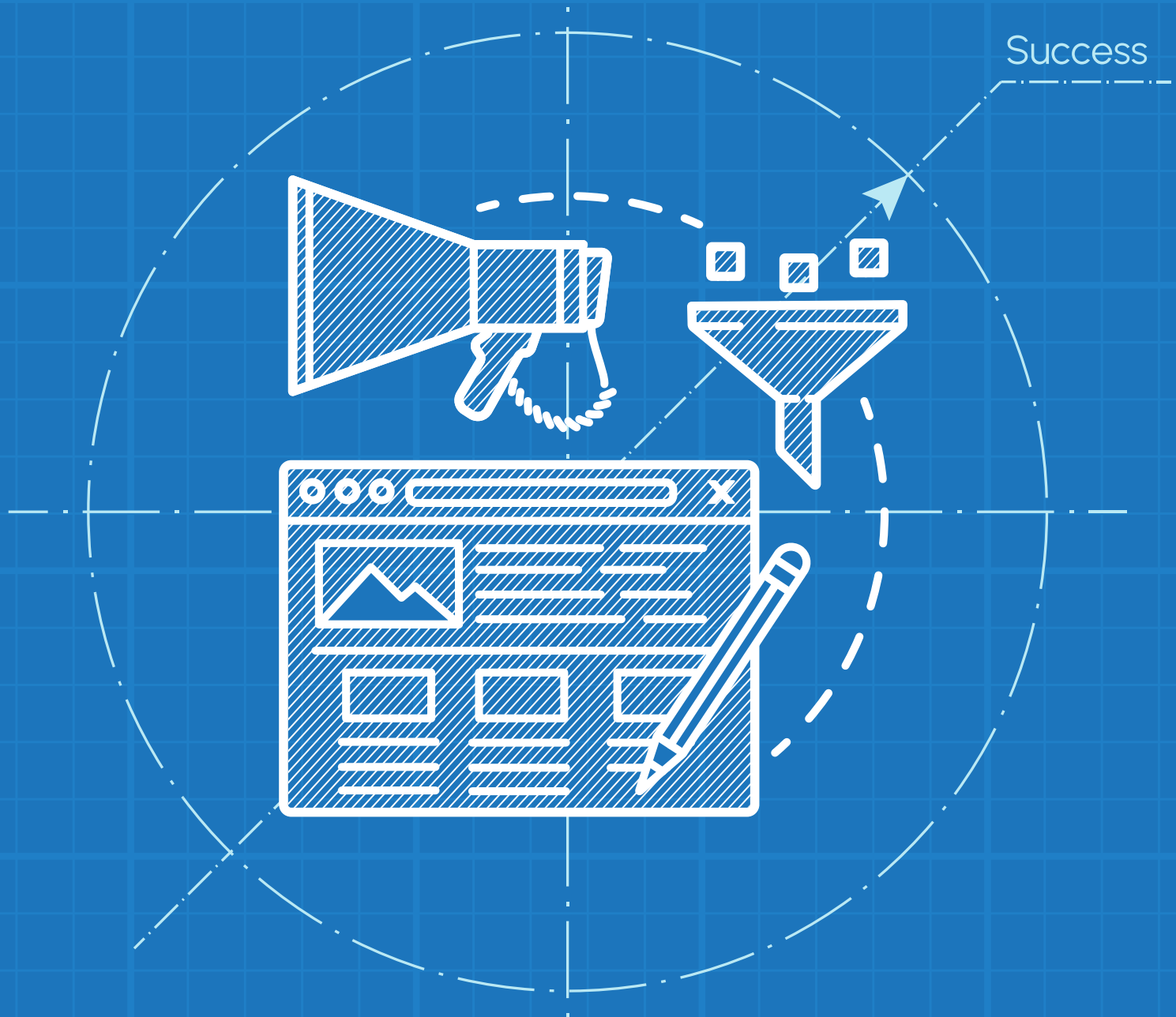


YOUR CONTENT MARKETING

— BLUEPRINT —



Introduction

Nothing takes more time yet has the potential to reap more benefits than highly successful content marketing. Honestly, shouldn't you be creating content right now instead of consuming it? Not so fast!

Success is the operative word. If you want to create content that engages your audiences, compels them to act, and increases your brand's reputation as a thought leader, then the one path forward is create and follow a Content Marketing strategy that aligns your target audiences' needs and your business goals.

W5H

When it comes to content – keep it simple. Always remember the: Who, What, Where, When, Why & How.

Audience Considerations

Who are you trying to reach and why? Consider:

- **Who** they are: demographics
- **What** your audience cares about and needs.
 - **What's** their awareness level of your brand and your offerings? Do they know your brand exists? Do they know this solution exists and are they looking for it? Or do you need to educate them?)
- **Where** your audience is online. Are they actively searching or casually consuming in social media platforms? Are they more likely to watch a video, listen to a podcast, or read an article? Do they seek out expert opinions and industry authorities (B2B) or are Reviews and user-generated content more persuasive to them?
- **When** are you reaching them – where in their user journey are they?
 - **Early stage / Awareness:** This is when people are first being introduced and becoming knowledgeable about your brand and the solutions you offer. It's important to have plenty of content to meet them where they are and clearly and succinctly tell your story.

- **Mid stage / Consideration:** At this point people are learning about their options. How do you compare / beat the others? What are your competitive advantages?
 - **End stage / Conversion:** When people are ready to make a selection or buy, you need to be there and make it seamless for them to order, call, book, buy, or inquire.
- **How** do your products or services address the needs of your audience and solve their problems?
 - **Why** should you focus on Content Marketing to reach them?

A lot of this is learned from audience research, competitive analysis, keyword research, and formal/informal surveys. Ask your sales team about frequently asked questions. Ask your current customers or clients what helps them most about your product or service or what their biggest pain points and challenges are. Listen and learn before you create content.



The Key to Audience Targeting: Really getting to know and understand your audiences.

A Note on Search & Keyword Research

Keyword research will help you better understand your audiences and how your content could potentially be found in search engines. It will illustrate how your audience articulates their needs, what terminology they use, and help prevent you from calling things by misaligned or jargon-centric terms. The broader, more categorical keywords you discover, can help you determine how to name your main navigation or primary webpages. While the more granular keywords can help you to plan more in-depth, informational content such as articles, videos, podcast episode themes, etc.

You can start with leveraging your own Google Search Console data as well as leveraging keyword research tools, such as the Google Keyword Planner tool, and get various iterations on a particular theme.

Analyze the keyword data, keeping track of the relevant and related keywords, their search volume, and level of competition. Go as deep as possible during this phase to find lots of categories and topics to consider. These can help inform a content calendar for new content to create or assist you in assessing the effectiveness of your current website navigation and primary content to ensure it is balancing your goals with your users' behaviors and needs.

Goals

Why do you market your business? Bottom line? Right, because of your bottom line. Even if you are a mission-based, nonprofit group working to increase donations in order to better service your constituents, for every organization and business, all marketing, including content marketing, is about achieving your goals. So, to be successful with your content, be sure you are viewing your goals holistically:

- **What** are these top goals?
 - Increase brand awareness
 - Educate about your products / solutions
 - Increase leads
 - Increase new business won, patients acquired, products sold, donations, etc.
 - Increase revenue
- **How** do those goals align with trackable metrics?
 - Measure lifts in branded search
 - Assess Website engagement via web analytics:
 - Traffic
 - Content grouping behavior
 - Website events
 - Traffic sources
 - Referrals from publishing partners
 - Monitor channel metrics (e.g., in social media accounts):
 - Channel Subscribers
 - Content likes and shares

And, while you're at it:

- **Who** in your company are the subject matter experts?
 - Who in your industry are the influencers or experts that others turn to for information and recommendations?
 - Who will be able to write, design, record, film, etc., your content? Who will edit it.
- **When** are the seasonal rises and falls of the solutions or products you offer?
 - **How** can you plan to publish content to meet those cycles?
- **Where** will you promote your content and how?

Content Strategy & Planning

Plan Ingredients

Your Content Marketing plan should include an inventory of all existing assets you have and those you can create (internally or with external support). If you can dream it, you can make it, but the main kinds of content you'll likely want to be planning for, adjusting/optimizing, and/or creating include:

- **Primary Website Pages:** This is your core website and all the main things you need to say about your company, your products or services, etc.
- **Resources Content:** These pages will help you move your website beyond just a brochure to a solution-centric tool that helps your audience discover, learn about, and embrace how you can help make their lives or work better, easier, more successful, etc. This includes:
 - Articles
 - Multimedia like video, process and infographics, interactive widgets, podcasts, etc.
 - FAQs
 - Statistics and data
 - And more
- **Examples:** Case studies, demonstrations, use cases, and stories are some of the most compelling ways to showcase your offerings. Video lends itself very nicely to example-oriented content.
- **Event-Based Content:** These include in-person events, webinars, surveys/polls, social media lives, etc., basically any content types that you can promote and market that happen at a set (or limited) time and have some “live” and/or interactive aspects to them.
- **Offsite Channels:** These include your social media profiles / pages, as well as:
 - Partner-related content
 - PR / editorial placement

Some content should be unique to the one place it is published, like an article or webpage describing a topic, while others, like a video, may be repurposed in whole or in part in multiple locations.

When you think about all the content you need to plan, one very helpful rubric to compare against is the model of “Help, Hub, Hero”. In this approach you include:

- Help content, which is evergreen and created to answer FAQs and provide always needed information – for example all your Main and Support webpages.
- Hub content, which is any general “campaign-centric” content you push out to drive awareness, leads or engagement. This can be anything from sales and promotions to webinars and online events. This content occurs monthly or “seasonally” depending on your market / industry.
- Hero content, which is large campaigns / themes and occurs much less frequently, perhaps 1-4 per year with set topics and promotions designed to draw a lot of attention and engagement and many smaller pieces of hub and help content created to support the Hero piece.

Content Creation & Promotion

Who creates content? Writers. No one forgets the writers – which is fantastic. However, you’ll need more than just them. You’ll also need:

- Subject matter experts
 - And surrogates for them if they’re not the ideal spokespeople for your offerings
- Designers
- Front and backend web developers
- Video producers
- Partners and influencers
 - The news media – traditional or alternative
- Existing clients, patients, or customers willing to share their stories.

Can’t AI Do It?

Nowadays, a lot of folks are thinking: “I don’t need all of that! AI can do it.” That isn’t necessarily all wrong... or all correct. Generative AI can be remarkably useful for Content Marketing. From researching and generating ideas to image and video creation, as well as effectively streamlining and editing copy, there are innumerable functions it can play. Additionally, AI is embedded in most existing advertising and publishing platforms – sometimes you’re using machine learning when you don’t even realize it! Simply put AI and content are intrinsically linked from strategy to creation to promotion. What separates successful content marketing from noise is how creatively and adeptly your brand’s team can use AI to **enhance** your Content Marketing efforts, not **replace** the human elements that make content resonate with the audience. So, no,

AI can't do it all if you want your content to really reach, engage, and convert your audience, but it can do a lot. Here are some considerations:

- Use generative AI tools – like Google Gemini – to “brainstorm” ideas for content topics and headlines. The more specific and refined your prompts are, the better the outputs will be.
- Use free or paid image and video creation software to refine designs already created by your graphic designers for use in other channels. Or for a quick solution to a nonessential image, think about them the way you might a stock art library. It's too impersonal and non-brand specific for all your imagery, but in a pinch, it can serve as a thumbnail or simple image to liven up an article.
- Experiment with options for machine learning in Google Ads, Meta ads, etc., to leverage audience signals and deliver your messaging to people not already acquainted with your brand.
- Produce audio ads or simple video voiceovers with in-channel tools in many streaming radio and video platforms.

Getting the Most from Your Writers

Your writers don't need to be poet laureates for your Content Marketing to work. They need to understand the W5H of your audiences and goals, as well as your brand's voice and tone, as well as:

- ✓ Be audience-first in their approach. Knowing and understanding your audience. Considering how formats align with common “learning styles”. There are a few primary ways people can learn and understand new information and your format should align with those. For example:
 - Visual Learners receive information best when they can read or watch, so their ideal formats include textual content, video, and explanatory graphics (like flowcharts, infographics, process graphics, etc.)
 - Auditory Learners learn best from hearing information, for them you will want to have a combination of video, webinars, podcasts, etc.
 - Kinesthetic learners excel when they are physically active or “hands on” so podcasts, interactive graphics / widgets, live social streams, etc.
- ✓ Have subject matter experts (themselves or within your organization) to tap into to ensure your content demonstrates mastery of the topic, authority and expertise.
- ✓ Be mindful to craft copy that is visually “scannable” and contains:
 - Brief paragraphs

- Headlines, sub-headlines and visuals markers separating the content into clear topics / sections
- Bulleted or numbered lists
- Data points, charts, graphs, or explanatory images that summarize concepts into a graphical format
- ✓ Willing to stretch and repurpose a topic. The same topic can – and should – be covered in many different formats, for people at all stages of the user journey, and built to all for both long-options and short-form options.
- ✓ Knowledgeable about optimization and SEO so they can target webpages to relevant keyphrase(s) and/or have other partners available to support that step.
- ✓ Cross-collaborative with any multimedia production, so images and videos have:
 - Keyword descriptive file names
 - Surrounding tagging and copy that explains the content, such as:
 - Alt tags
 - Transcripts
 - Descriptive paragraph(s)

A Note on Google's E-A-T Criteria

E-A-T (Expertise, Authoritativeness, and Trustworthiness) is measured by Google for any brands that are centered on happiness, health, or wealth – so healthcare providers, wellness industry and financial industry brands, etc. Google wants to index and serve users the best content all around, but if a topic / offering impacts someone's financial status OR their health and wellbeing, Google *especially* wants to ensure what people find in its search results is the most accurate and authoritative content possible. Often called “your money or your life,” if your business falls into the “happiness, health, or wealth” segments, you must be aware not only of optimizing your content, but also of ensuring it passes E-A-T considerations. Some questions to use to evaluate if your content will meet these requirements:

- Is your content deep and rich with detail?
- Do other high-authority online publications cite your content (with inbound links and signals search engines can read)?
- Are your authors highly credentialed, accredited, or degreed? Are they noted in their fields?
- Do you have strong internal linking within your website that connects many authoritative and useful pieces of content together?

Content Promotion

If it's not apparent by now Content Marketing is just about marketing – getting the word out there, as it is about its contents. With your audience-first approach near and dear to your efforts, your content promotion will likely be a bit of a unique snowflake ranging anywhere from:

- Organic search / search engine optimization
- Paid search
- Organic social media
- Social advertising
- Email Marketing including both Drip and Nurture efforts
- Streaming radio and Podcasts
- Video and webinars
- Conferences, symposiums, industry events
- Industry journals
- Awards and accolades
- And more

If we think back to the Hero, Hub, Help model you can overlay your Content Marketing like an added layer on top of your Marketing Calendar. What are your top campaigns this year? Their themes can inform what content you need to create and plan for.

Content Optimization Checklist

☐ **Keyword Selection / Targeting**

- Each page / piece of content should have a data-driven Keyword/Phrase being targeted. The keywords:
 - Complement the website's keyword targeting strategy so there isn't too much overlap or duplication (unnecessary competition can cause confusion) with the rest of your content.
 - Cover a range of general and specific topics, including both short-tail and long-tail keywords to serve a variety of points in the user journey, search behaviors, and audience needs.
 - Are based in natural language.
 - Incorporate synonyms and alternative phrasing.

☐ **Body Copy:**

- Assuming you've already covered your bases when it comes to "E-A-T" criteria above, your body copy should be:

- Well-organized and hierarchical
 - Crafted to allow for visual scanning
 - Relevant to the keyphrases you're trying to target
 - Useful for your prospective readers
 - Formatted to align with where you are publishing it (a webpage is body copy, but so is a video description in YouTube is body copy)
- ❑ **Titles and Headlines:** What you call your content helps search engines and people understand what it is about.
- Your headlines can be fun, creative, or punny, but also, they should make it clear what you're writing about.
 - "Title Tags" should:
 - Contain the desired keyword to target, preferably toward the beginning.
 - Accurately describe the content.
 - Include branding, where possible.
- ❑ **Measuring Success:** Optimization can't really be valued without measurement and measurement relies on tracking and attribution. Set yourself up for success:
- **Calls-to-action:** What is the point of each piece of content? Why are you optimizing it? If someone finds it, what do you want them to do next? Read more, visit other content, signup for your news and updates? Know what you are trying to accomplish and make the calls to action clear and appropriate.
 - **Tracking & Web Analytics:** Ensure everything is being tracked so it can be measured. Not sure where to start with Google Analytics onsite or UTM tracking for offsite content? [MoreVisibility](#) can help.
 - **Organic Results Tracking:** Use Google Search Console and web analytics data to know what your optimization efforts are accomplishing and contributing to your Content Marketing success so you can properly attribute the return on investment.

Conclusion

Content Marketing is a marathon, not a sprint, but it's understandable why so many brands want (and need) a jumpstart. Before you get too far with planning and implementing, be sure to remember:

- Your Audience is your key to success – user-centric content will be the most valuable to who you want to target, and to your own bottom line. **Always think about your user first.**

- Publish your content to reach your audience *where* they are in terms of knowledge level (how can you answer a problem they have when all they know right now is the problem and not your solution?) *and where* they are in terms of where they traffic online, what websites, search engines, and online publications they frequent (e.g., specific social media channels).
- Ensure you are properly tracking your content on and off your website so that you can measure success and assign appropriate attribution to your Content Marketing investments. Use data to identify what works to drive people further down the funnel or create conversions and then replicate that where possible.

Want to learn more? MoreVisibility's Online Marketing experts can be reached at Info@MoreVisibility.com or 800-787-0497.

Founded in 1999 and based in Boca Raton, FL, MoreVisibility is one of the nation's leading Performance Marketing agencies specializing in Search Engine Optimization, Digital Advertising, Google Analytics, and Content Production & Marketing. Since inception, MoreVisibility has helped thousands of businesses with their online marketing needs. MoreVisibility is proud to be a Premier Partner for Google Ads, a Google Marketing Platform Partner, including certification in Google Analytics, Tag Manager, and Looker Studio, as well as a Facebook Certified Buying Professional and a Microsoft Advertising Partner. MoreVisibility boasts high client retention through a team of 40 senior professionals who deliver superior performance and measurable results. MoreVisibility can be found on the web at <http://www.MoreVisibility.com>.