**[itsmemedia.co.uk](http://itsmemedia.co.uk/" \t "_blank)**

This is my new site I'm putting together to showcase my work, advertise my services and establish myself as an authority in the web, design and web marketing field.

I want to focus on a content marketing strategy to drive this site, build an audience and encourage social shares to help build a potential client base and awareness in google...

The core message is always about how to use the web, design and marketing to grow your business. I'm going to have free downloads and an ongoing blog. I want the content to be very useful to people, helpful, informative but written in a light fun tone.

**Site Content**

I’m happy to write this but will need someone to look over and tweak.

**The Blog Content**

**Examples of content blogs I like**

<http://www.copyblogger.com/>

**Tutorials.**

* Getting started with concrete 5
* Building a theme
* Adding a plugin
* Top 5 addons you need
* Mobile responsive template
* HTML 5 symantics improve Google
* Setting up mailchimp

**Technology**

* Are you responsive - About importance of mobile friendly website
* Why I Love Concrete 5
* Hosting TSO hosts
* Your only as good as your systems
* Why you need a CMS

**Marketing**

* Seo is dead –
* copy is key
* Split testing
* Why your website is loosing you money
* Content marketing
* Ppc
* Facebook ads
* Feeling the squeeze
* Social Media

**Design & Inspiration**

* Your logo really doesn't matter
* Design inspiration - fonts of 2014
* Top trends in web design
* Don't over design

**My say**

* Id date a mac but marry a pc
* Delegation saved my brain
* Kill them with kindness
* Love what you do
* 7 ways to be happy in work

**Marketing Content**

I want to put together a collection old FREE downloadable guides as a trade off for vistors details (data capture)

Pop Ups

**OFFERS – Campaigns**

TBC

**Follow up marketing – based on areas of sign up**

**Emails**

I want at least 1 email a week going out – the content from the blog should feed this. Info lead with the odd sneaky offer.

I will also need a set of email autoresponders writing as well but I need to come up with these.

**Ads, Banners,**

PPC campaigns for the squeeze pages. FREE downloads

Approach companies about adverts, free give-aways ect for the blog and Clients

**Sign up for updates…** Have you found the blog posts useful or thought prevoking?.. Why don’t I keeping you posted whenever I post something new? I'll even give you some FREE stuff as a thank you.

Free font

Squeeze Page template