Proposed Project Plan: An Adaptable Content Marketing Campaign Strategy For Community Health Charities

Phase 1: Strategy & Planning

- Who are we targeting?
- What do we want to achieve?
- Which types of content are we developing?
- Through which channels do we want our content distributed?
- How should we enhance the visibility of our campaign assets?
- How will we track the results?
- How do we optimize conversion rates?

Defining the marketing automation strategy:
- Effective lead management
- Establishing lead stages: create custom lead stage definitions that more accurately identify steps that are unique to customers buyer

Phase 2: Execution

- Create lead nurturing program
    - Define the actions that count for a nurture program
    - Tailor nurture programs to personas
    - Segment and nurture by content consumption
- Segmenting marketing leads
- Marketing Automation development - setting up all assets to support, nurture and convert prospective leads
- Create workflows
- Set conversion goals
- Run a full campaign with all assists included as a test

Phase 3: Evaluation

- Was it a success?
- Review goals and adjust for next campaign

Details for a three-month plan covering one complete content marketing campaign cycle

Month 1: Planning and prospecting with outreach

Month 2: Production

Month 3: Publishing and promotion with reporting

Day 1 = Publish the primary content piece. The remainder of month 3 will be used for promotion of the primary content piece, which includes publication of supporting content, outreach, possibly paid advertising on search / social platforms, email newsletters, etc… And reporting, toward the end of the month, on our KPIs for this campaign.

Process for Developing a Content Marketing Campaign Strategy

Research

NOTE: The Research portion of the document only needs to be completed once. Subsequent Content Marketing Campaign Strategies will be able to reuse much of the information gained from this. The first strategy will seek to answer the following questions in order to develop a successful plan that aligns with the CHC business goals:

- What type of content marketing is already in place?
- What content assets exist that could be improved upon and promoted without creating new content? Look for exceptional content in the form of: white papers, ebooks, webinars, in-depth articles, videos etc.
- How is CHC promoting their content?
- Is there an editorial calendar and, if so, how will this campaign fit into it?
- What types of non-content assets exist that could be leveraged for our content marketing campaign? (e.g. social profiles/followers, in-house writers, in-house social media team, email newsletters, strategic partnerships, etc…)
- Who are existing and potential customers (do audience personas if necessary)
- What are the problems the CHC customers are trying to solve?
- How can CHC be reached?
- Look into GA demographics, Facebook Insights, YouTube insights, Google Adwords, Quantcast, etc…
- Who are the influencers and thought leaders in this industry?
- Are there ways to get influencers involved in a content marketing campaign? (e.g. For quotes, writing, images, co-branding / cross-promotion…)

Note: The Strategy Planning portion of the document (outlined below) will need to be redone every three months using the information gained above, which will inform a 3-month content marketing campaign strategy covering the following areas:

- Statement of goals and KPIs we will be held accountable for with regard to this campaign: e.g. Increased followers, traffic, links, sales, engagement, brand mentions, authority-building, etc…

- Conceptualization of one primary piece of content around which the campaign will be built. It will include the following considerations:
  - What is the content we need to cover?
    - e.g. cause, workplace giving etc.
  - What format is best suited for this content?
    - e.g. An article featuring the top 20 reasons to implement a workplace giving campaign.
    - e.g. The Ultimate Online Resources Guide to online giving
    - e.g. An interactive infographic walk through workplace giving benefits
    - e.g. video, interactive web page, blog post…
  - Where will we attempt to have the content be placed?
    - e.g. On the CHC blog
    - e.g. On a topical landing page on the CHC site
    - e.g. On YouTube
    - e.g. On a leading industry website,
    - e.g. On an influencer or expert-writer's website
    - e.g. In the mainstream media
    - e.g. On current client website topical landing page on their site. Example: [Why Expedia?](#)
- If we are unable to get the content placed there, what are our back-up options?
  - Current CHC client blog
  - Current CHC Clients' social media profile
  - Client Email newsletter list
- Strategize the promotion of the content on native ad platforms (e.g. Twitter, Facebook, Stumbleupon…) and content marketing amplification platforms such as:
  - Zemanta
  - Taboola
  - NRelate
  - Outbrain
  - Cision
- Conceptualization of two or three secondary, supporting pieces of content covering the following for each:
  - What format is best suited for this content?
    - e.g. A blog post, a curated resource round-up…
  - Where will we attempt to get the primary content placed?
    - e.g. On a leading industry blog
    - e.g. A contributor article on an industry website
    - e.g. On the CHC website.
    - e.g. On an influencer or expert-writer's website
  - Where will we attempt to have the "supporting" content placed?
    - e.g. On CHC blog
    - e.g. On a topical landing page on the CHC site
    - e.g. On YouTube

- - ■ e.g. On a leading industry website
        - ■ e.g. On an influencer or expert-writer's website
        - ■ e.g. Clients' social media profile
        - ■ e.g. Client's email newsletter list
    - ● How will this content support the primary piece in the campaign?
        - ○ e.g. The main content piece is a 3-minute video about the benefits of workplace giving. This video will be embedded within a guest blog post on a leading industry site, along with a link to the CHC landing page with a download for ebook with benefits summary.

Example Content Types to Include in the Strategy

There are dozens of content types that we use regularly. Below are just a few of them, along with some examples of supporting pieces that might work with each. Don't forget to PROMOTE each piece, especially the main one, on paid channels, such as those mentioned above. If it is really great content it may take on a life of its own, but that is unlikely to happen without some level of paid promotion, such as a boosted FB post or a content amplification campaign on Outbrain, Zemanta.

Small Research Project
Main Piece: Creating a report on the what the vetting process is for charity selection and what % of the money goes where to qualify as a CHC member charity. Consolidate in a whitepaper or infographic. ***Example: Our Charity Standards and how you win***

Supporting Pieces: Reuse the content for a webinar presentation. Reuse the webinar presentation for a SlideShare page. Link all re-uses to the original whitepaper or infographic landing page.

In-Depth Article
Main Piece: Use an in-house writer or hire an expert writer (not just any freelancer) to create the most informative piece of content online about a potential topic (e.g. The implementation process when partnering with CHC). ***Example: The CHC Relationship – Step-By-Step***

Supporting Pieces: Tools or resource lists that can be mentioned and linked-to from the main piece. This works especially well if you are publishing the main piece on another domain, and can put the tools/resources on your own.

Promotion: Create a conversion-oriented ad on Facebook for the free downloadable PDF guide on GoInflow.com and show it to FB users who follow Moz.com. Do the same on Twitter by including a [Lead Gen. Card.](#)

eBooks
Main Piece: eBook on any topic.

Supporting Pieces: A blog post (and email/social blast) announcing the launch of the eBook and the FREE download. Another supporting piece can be an unbiased review from a high-profiler blogger in your niche.

Promotion: Use a FB ad to drive traffic to the "Free eBook Download" page. Target audiences based on demograhpics and/or thought leaders in the industry.

Multi-Expert Interviews
This is a great one when it comes to getting influencers onboard and invested in the content.

Main Piece: Ask the top 10/20/30… experts well-thought, timely question and allow them to write a few paragraphs about it. Then you can follow-up with them after publishing to thank them for their participation, and to provide them with the links or request for sharing the content to their own social and email following. ***Example: 20 Reasons you volunteer and how it changed your life***

Supporting Pieces: Do a more in-depth interview with whichever expert from the interview has the best responses, or biggest / most helpful social following. Take the best short quote from each respondent and make a slide-show with their headshot and bonafides along with that quote to publish on Slideshare or as individual quote-images on Pinterest and elsewhere.

Promotion: The promotion is baked-in here because each influencer will be helping to spread the word. However, using Google AdWords, Facebook, Twitter, Linked-In and other ad platforms will greatly assist in getting the word out. The more the influencers see people sharing and interacting with the content, the more likely they will be to help promote it on their channels.