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# CONTENT MARKETING PLAN

Playbook & Toolkit



Follow this simple step-by-step playbook to develop a **content marketing plan** that supports your company's **goals & objectives**.

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# CONTENT MARKETING PLAN

## Framework

Leverage the framework below to quickly empower your organization's content marketing strategy.



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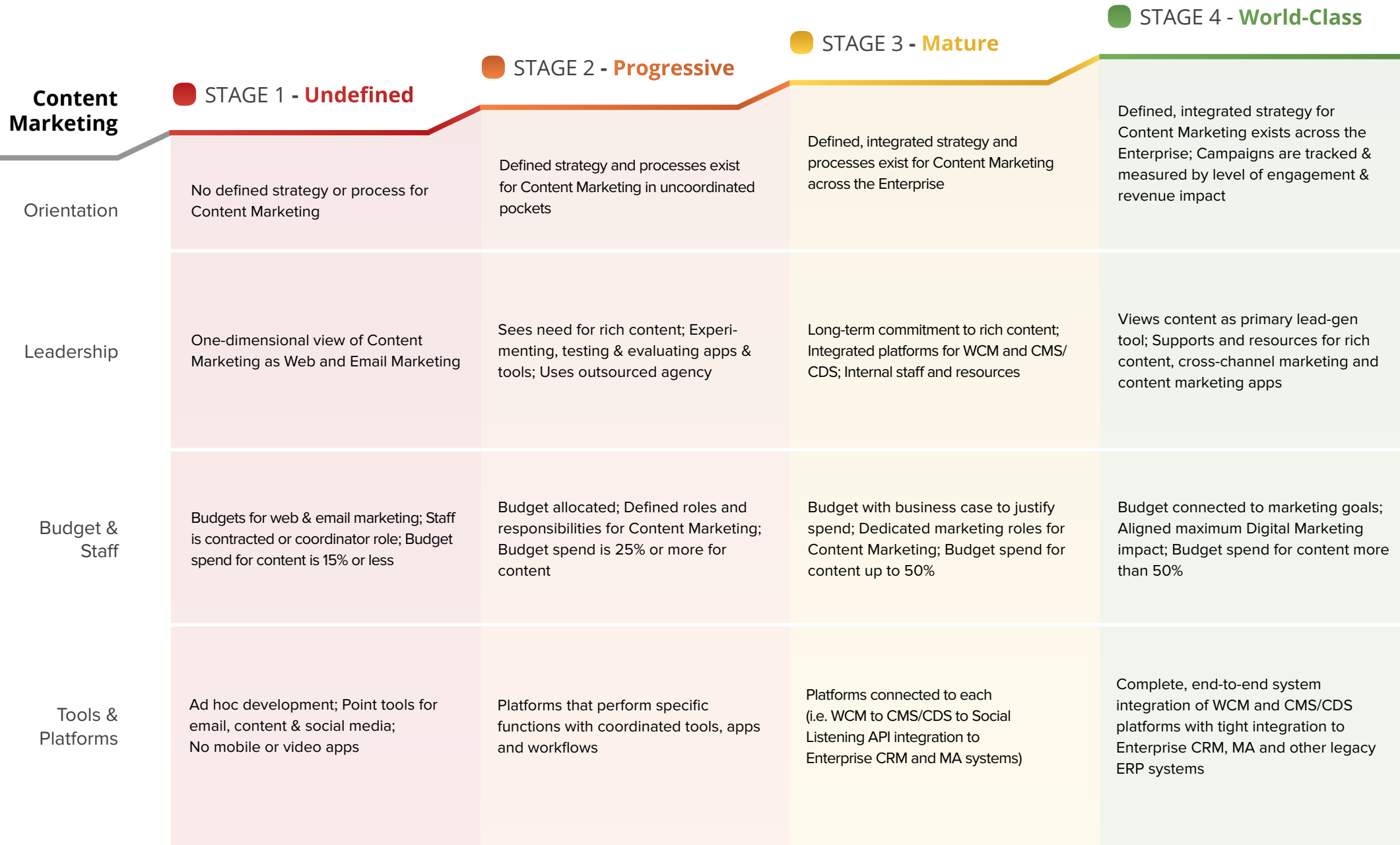


Click the buttons below to access all related training, tools, templates, and other resources.

1 OBJECTIVES	2 UNDERSTAND	3 IDENTIFY	4 BUILD	5 ORGANIZE	6 MEASURE
<a href="#">Maturity Assessment</a>	<a href="#">Buyer Personas</a>	<a href="#">Assets Database</a>	<a href="#">Sales Support Effectiveness Survey</a>	<a href="#">Marketing Channel Ranking Tool</a>	<a href="#">Budget Template</a>
<a href="#">Maturity Model</a>	<a href="#">Customer Profile Template</a>	<a href="#">Web Content Audit Tool</a>	<a href="#">Customer Satisfaction Survey</a>	<a href="#">Social Media Marketing Playbook</a>	<a href="#">Metrics Dashboard</a>
<a href="#">Marketing Strategy Playbook</a>	<a href="#">Buying Process Stage Template</a>	<a href="#">Digital Marketing Roles Matrix</a>	<a href="#">Message Mapping Tool</a>	<a href="#">Lead Acquisition Model</a>	<a href="#">Post Project Evaluation</a>
<a href="#">Content Monitoring Tool</a>		<a href="#">Vendors Matrix</a>	<a href="#">Positioning Statement Worksheet</a>	<a href="#">Mktg Automation Business Case</a>	
<a href="#">Strategy Scorecard</a>		<a href="#">Web Content Mgmt System RFP Template</a>	<a href="#">Content Quality Checklist</a>	<a href="#">Content Mapping Template</a>	
		<a href="#">Content Mktg &amp; Distribution System RFP</a>	<a href="#">SEO Keyword Database</a>	<a href="#">Content Marketing Editorial Calendar</a>	
		<a href="#">Web Content Mgmt Vendor Evaluation</a>	<a href="#">Contributors Database</a>	<a href="#">Agile Content Marketing Calendar</a>	
		<a href="#">Content Mktg &amp; Distribution Vendor</a>	<a href="#">Case Study Template</a>		
			<a href="#">White Paper Template</a>		
			<a href="#">Press Release Template</a>		

# CONTENT MARKETING

## Maturity Model



# CONTENT MARKETING

## Maturity Model



### Content Marketing

#### STAGE 1 - Undefined

#### STAGE 2 - Progressive

#### STAGE 3 - Mature

#### STAGE 4 - World-Class

### Lead Generation

Relies on website, landing pages with limited content targeting; Company profiles on social networks; Posting is sporadic

Offers rich media content, social networks, blogs, Wikis (Web 2.0), etc.; Growing subscriber lists for Email Marketing

Convergence of content, social and mobile content to drive leads from web, marketing campaigns and events

Personalized & localized content; Delivery to all devices in real-time through custom content and marketing apps; Native mobile optimized

### Email Marketing

Relies on no/low cost Email Marketing platform with pre-designed templates for newsletter and/or email promos

Has regular Email Marketing campaign with newsletters, drip system for leads, list management and growth programs in place

Advances use of email for online events, feedback & surveys; Uses landing pages, auto-responders, Facebook promotions, coupons & social sharing; Mobile campaign design & delivery

Email Marketing integrated with CMS system from content list to order entry; Enables list segmentation & lead-nurturing activities; Enterprise integration with CRM, MA, etc.

### Cross-Channel Marketing

Generates and publishes content for marketing, social sharing and/or advertising sporadically

Content Marketing for sales, marketing, blogs, web traffic and social channels with usage and response tracking

Enterprise-level CMS/CDS with multi-channel, multi-product needs; Focused on recommendation and amplification of relevant, personalized content

Focused on content strategy, organization of high volumes of content, automated workflows, one-click distribution & aggregated metrics

### Metrics

No formal measurements in place

Analytics to monitor & track content usage & response (content views, social share, links earned, etc.)

Dashboard monitors content usage & conversion; Tracks opens, clicks, forwards, registers, purchases, redeemed offers, etc.

Enterprise-wide dashboard with content scoring, user acquisition and engagement by behavior, experience, brand reach, etc.



Want to rate your organization's Content Marketing maturity with an interactive tool? Download our **Content Marketing Assessment** and get started today!



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## What Is the Purpose of This Playbook?

To help you develop a **Content Marketing Program** that:

- Is aligned with corporate values and vision
- Provides a solid foundation for content marketing
- Supports Corporate Marketing strategy, Product Marketing plans, and Marketing Communications plan

Corporate Marketing Strategy

Product A  
Marketing Plan

Product B  
Marketing Plan

Marketing Communications Plan

## What is Content Marketing?

Content marketing is an umbrella term encompassing all marketing formats that involve the creation and sharing of content in order to engage current and potential consumer bases.

Content marketing subscribes to the notion that delivering high-quality, relevant and, valuable information to prospects and customers drives profitable consumer action. Content marketing has benefits in terms of retaining reader attention and improving brand loyalty.

Marketers may use content marketing as a means of achieving a variety of business goals. These may include: thought leadership, lead generation, increasing direct sales, introducing specific brand language and improving customer retention.



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## Scope of the Content Marketing Plan

Content Marketing is only one component of Online Marketing and should be considered part of a larger, integrated Marketing plan. **This playbook will help you develop a content marketing strategy that is aligned with corporate strategy, marketing strategy, marketing communications, and product marketing.**

If you haven't already discovered our other playbooks, be sure to review them before moving forward:

### Product Marketing Plan



### Marketing Strategy Plan



### Marketing Communications Plan



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## How to Use This Consulting Playbook

This playbook consists of six stages, each with a description, steps, and action items. Action items include using our premium tools and templates. Our intention with this playbook is to help you:



**Plan** your content marketing program by identifying objectives, buyer personas, and buying stages



**Manage** your content marketing program by building content and organizing distribution channels



**Measure** the results of your program and foster an environment of continuous improvement

## Outputs from This Playbook



### Stage 1 - Identify Objectives

Content Marketing Assessment, Monitoring Template, and Strategy Scorecard



### Stage 2 - Understand Buyers

Buyer Persona Template, Buying Stage Process Template



### Stage 3 - Identify Gaps

Content Marketing Assets Database and Audit



### Stage 4 - Build Content

Survey, Messaging, Guidelines, Keyword Database, Repurposing, and Roster



### Stage 5 - Organize Distribution

Channel Selection, Social Sharing, Landing Pages, Message Map, and Calendar



### Stage 6 - Measure Your Program

Lifecycle Management, Budget, and Dashboard



# CONTENT MARKETING PLAN

## STAGE 1

# Identify Objectives

Before you start your content marketing program, you will need to:



**STEP 1:** Establish a Benchmark

**STEP 2:** Review Marketing Objectives

**STEP 3:** Evaluate the Competitive Landscape

**STEP 4:** Outline Your Content Marketing Objectives



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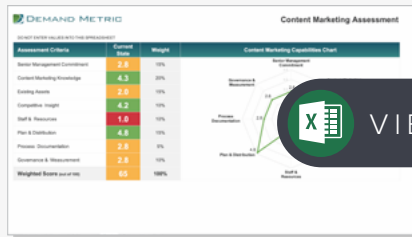
## STEP 1

## Establish a Benchmark



## Action Item

Use the **Content Marketing Assessment** to measure your organization's content marketing program maturity.



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Areas of evaluation include:

- Senior Management Commitment
- Content Marketing Knowledge
- Existing Assets
- Competitive Insight
- Staff & Resources
- Plan & Distribution
- Process Documentation
- Governance & Measurement



**Helpful Hint** – Looking for a quick overview of content marketing maturity? Our **Content Marketing Maturity Model** reviews the essential concepts we measure in our assessment, to help you quickly evaluate your organization's content marketing maturity.

## STEP 2

## Review Your Company's Marketing Strategy



## Action Item

If you have not developed a Marketing Strategy, do that first before attempting to create your content marketing program. Use the **Marketing Strategy Plan** to do this.



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Regardless of how your marketing strategy was developed, refer to it to get the context for developing your content marketing program:

- What products or initiatives will your content marketing program support?
- What core values or strategic objectives should influence the development of content?
- What core competencies can you exploit or showcase through the use of content?

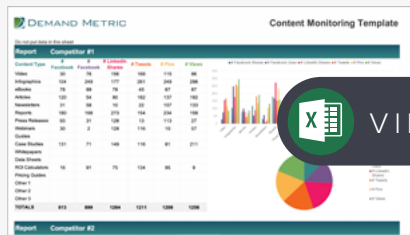
## STEP 3

## Evaluate the Competitive Landscape



## Action Item

Use our **Content Monitoring Template** to keep track of your competitors' content marketing efforts.



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Start by listing every piece of your competitors' content that you can find. Next, complete the cells provided to the best of your ability. Continue to monitor important pieces of content and "hot topics" on an ongoing basis.

Generate reports on the data that you've gathered and share your findings with your team. This information can also be used to identify some Gaps in your own content.



**Helpful Hint** – Get content updates automatically by subscribing to blog RSS feeds, or using Google Alerts based on specific keywords.

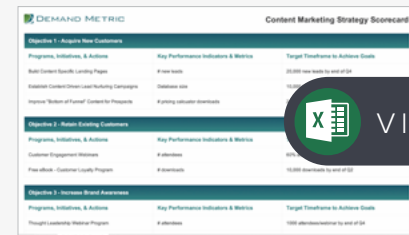
## STEP 4

## Outline Your Content Marketing Objectives



## Action Item

Use the **Content Marketing Strategy Scorecard** to outline your goals, objectives, KPIs, and target timeframes for your content marketing program over the next 12-18 months.



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Use the scorecard to document your high-level business objectives for your content marketing program. A few examples of business objectives include:

- Acquire New Customers
- Retain Existing Customers
- Increase Brand Awareness
- Increase Website Traffic

# CONTENT MARKETING PLAN

## STAGE 2

# Understand Buyers

Now that you have identified your objectives, it's time to understand your buyers. This stage is important because it will allow you to identify your buyers' specific content consumption preferences.

**Stage 2 is broken down into the following two steps:**



**STEP 1:** Identify Buyer Personas

**STEP 2:** Define Buying Process Stages



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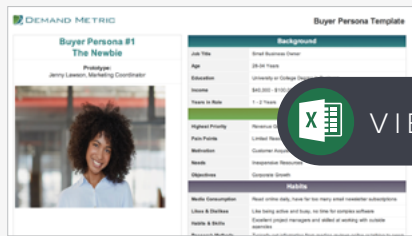
Measure Your Program

## STEP 1

### Identify Buyer Personas



Use the **Buyer Persona Template** to create profiles of the different personas in your target audience.



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A few important considerations might include:

- Will you develop personas based on your existing customers, prospective customers, both, or other?
- Do you have enough information to create buyer personas or is more research required?
- Can you identify your customers' "pain points"?



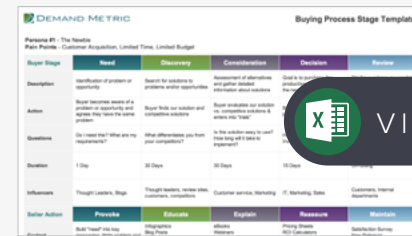
**Helpful Hint** – Use our **Customer Survey** and **Customer Profile** templates to obtain additional information about buyers.

## STEP 2

### Define Buying Process Stages



Use the **Buying Process Stage Template** to document "Buying Stages" for each of your buyer personas.



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If you haven't already identified your buying stages and seller actions, review the example that we've provided in the template and customize it according to your unique situation. Next, document buyer questions, identify influencers, begin to craft key messages, and identify content by stage.

This stage will help you determine where in the process content is needed. However, you need to wait until Stage 3 to determine what you're missing before you can map content to buying stages and buyer personas using our **Content Mapping Template**.

# CONTENT MARKETING PLAN

## STAGE 3

# Identify Gaps

Use Stage 3 to inventory your existing content and determine what is missing. There is no need to worry about producing the missing pieces of content in this Stage. The focus is simply to determine what is needed.



**STEP 1:** List Existing Content Marketing Assets

**STEP 2:** Identify Content by Stage

**STEP 3:** Identify Content by Persona

**STEP 4:** Identify Gaps in Content

**STEP 5:** Identify Gaps in Team

**STEP 6:** Identify Content Marketing Vendors

**STEP 7:** Prepare RFPs for Vendors

**STEP 8:** Evaluate the Best Vendors



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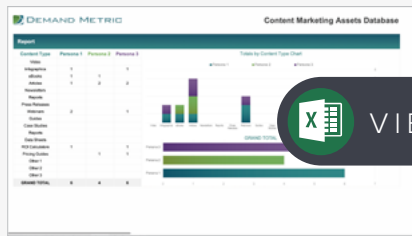
## STEP 1

## List Existing Content Marketing Assets



## Action Item

Use our **Content Marketing Assets Database** to keep track of your content marketing assets.



There are many different types of content, and you don't have to use all of them. The following is a list of content types that are popular among marketers today:

- Videos
- Infographics
- eBooks
- Articles
- How-to Guides
- Case Studies
- ROI Calculators
- Pricing Guides
- Press Releases
- Webinars
- Newsletters
- White Papers

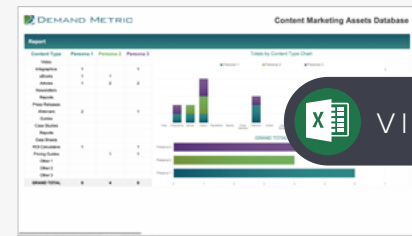
## STEP 2

## Identify Content by Stage



## Action Item

Use our **Content Marketing Assets Database** to identify your content by buying process stage.



If you haven't already determined "Buying Stage," use our **Buying Process Stage Template** to identify the buying stages and questions that need to be addressed at each stage. Examples of buying stages might include:

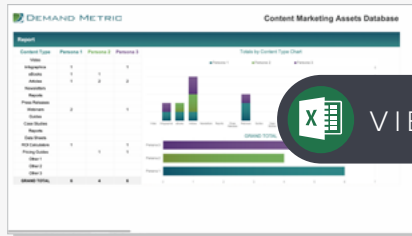
- Discovery
- Consideration
- Decision

## STEP 3

## Identify Content by Persona

*Action Item*

Use our **Content Marketing Assets Database** to identify your content by Buyer Persona.



If you haven't already identified your "Buyer Personas," use our **Buyer Persona Template** to understand your buyer personas. A few best practices for identifying buyer personas include:

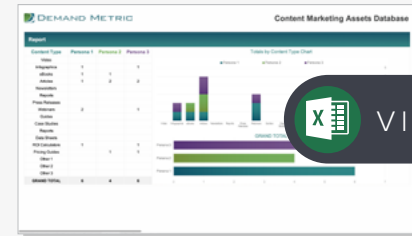
- **Discover key insights** – Look beyond job descriptions
- **Remember that every business is different** – Identify the right number of personas for your business
- **Focus on the goal** – Become an expert on your buyers

## STEP 4

## Identify Gaps in Content

*Action Item*

Use our **Content Marketing Assets Database** to identify gaps in your content.



Audit your assets and identify content gaps by generating reports using the pivot table provided in the "Reports" tab.

In order to update this report, simply right click on the pivot table and select "Refresh" after you have added data to the "Content Assets Database" tab.



**Helpful Hint** – Need to audit your website content? Use our **Web Content Audit Tool** to help you audit your website's content strategy and determine what needs to be created, modified, or updated, along with the type of content, number of views, location, target audience, and more.



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## STEP 5

### Identify Gaps in the Content Team



Action Item

Leverage the **Digital Marketing Roles Matrix** to help your organization improve their Digital Marketing efforts across 6 categories: Roles, Responsibilities, Processes, Technology, Content and Metrics.



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This roles matrix was designed with Digital Marketing best practices in mind.

It should be used to audit your current capabilities and ultimately help you document an action plan for each of the following stakeholders: Senior Management, Strategic Communications, Demand Generation, Content Marketing, Community & Social Media, Public Relations, Product Marketing and Customer Experience.

## STEP 6

### Identify Content Marketing Vendors



Action Item

Use the **Content Marketing Vendors Matrix** to provide you with information about vendors that can assist you in building a Content Marketing program.



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This Microsoft Excel-based matrix is designed to give you a quick overview of the key players in the Content Marketing production arena, with sections detailing target industries, business model, offerings, customers and website for each vendor.

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## STEP 7

### Prepare RFPs for Vendors



Action Item

Use the **Web Content Management System RFP Template** and **Content Marketing & Distribution System RFP Template** to specify to your potential vendors each of the requirements you are looking for from a provider.



Vendors who are interested in the opportunity will respond with their approach to delivering on your requirements.

This template includes the following sections: Company Information, Statement of Work, Proposal Submission Procedure, Scope of Work & Business Requirements, Vendor Information, and Estimated Budget & Resources Required.

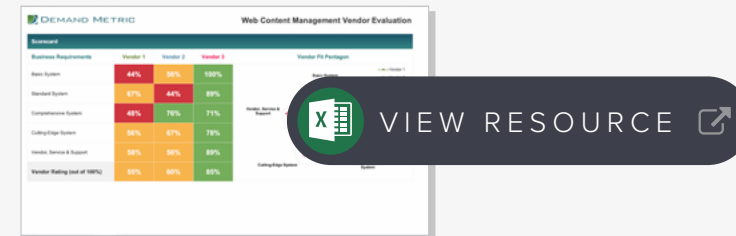
## STEP 8

### Evaluate the Best Vendors



Action Item

Use our **Web Content Management Vendor Evaluation** and **Content Marketing & Distribution Vendor Evaluation** to help you identify the best fit solution for managing web content within your company, along with finding the ideal Content Marketing & Distribution vendor that best fits your organization



Use these Microsoft Excel matrixes to compare vendor solutions based on your requirements. For each requirement, you will rank each vendor based on their ability to deliver on your needs.

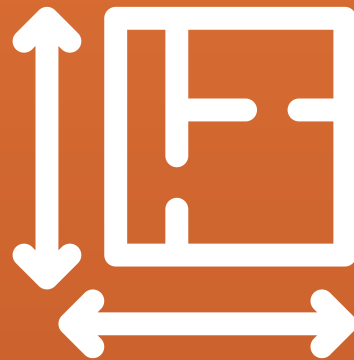
# CONTENT MARKETING PLAN

## STAGE 4

# Build Content

Now that you have identified the gaps in your content marketing efforts, it's time to fill them in.

**In this Stage, you will:**



**STEP 1:** Generate Ideas for Content

**STEP 2:** Identify Key Messages

**STEP 3:** Outline Standards

**STEP 4:** Ensure Consistency

**STEP 5:** Target Keywords

**STEP 6:** Build a Roster of Contributors

**STEP 7:** Identify a Workflow

**STEP 8:** Repurpose Content

**STEP 9:** Leverage the Blog Post Inspiration List



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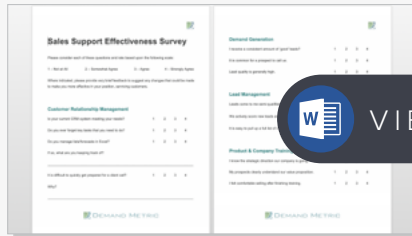
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## STEP 1

## Generate Ideas for Content

**Action Item**

Use our **Sales Support Effectiveness Survey** and our **Customer Satisfaction Survey** to identify strengths and weaknesses in your content marketing efforts and generate new ideas based on the insight that you've gathered.



Other key resources might include:

- Senior Management
- Marketing, Product, Sales
- Surveys
- Former Customers
- Thought Leaders
- Sponsorships
- Partnerships
- Content Curators



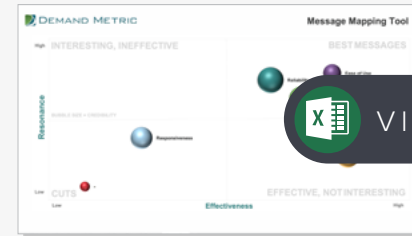
**Helpful Hint** – Review your **Content Monitoring Template** and generate ideas from your competitors.

## STEP 2

## Identify Key Messages

**Action Item**

Use the **Message Mapping Tool** to document the key messages that are important for your target audience to hear about your product.



Depending on the size of your company, the VP of Marketing or Chief Content Officer will generally be responsible for your content marketing program. That being said, the **Content Editor** is ultimately responsible for ensuring the consistency of your messages.

Use this template to determine what each buyer persona needs to know that is unique, and craft messages that address their pain points.



**Helpful Hint** – Use our **Positioning Statement Worksheet** to ensure that your message is aligned with audience goals.

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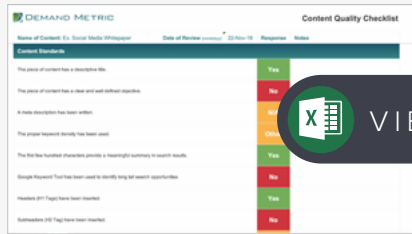
## STEP 3

### Outline Standards



**Action Item**

Use our **Content Quality Checklist** to help you consistently publish high quality content by ensuring that it adheres to certain pre-defined standards.



This template should be used by your Content Editor. Depending on the type of content that you've created, it's important to check for the following items:

- H1 & H2 Tags
- Meta Descriptions
- Keyword Density
- Call-To Action
- Writing Style
- Target Audience
- Social Widgets
- Alt Tags

## STEP 4

### Ensure Consistency



**Action Item**

The Content Editor is ultimately responsible for the consistency of your storyline. Use the chart below to create a style baseline for your content marketing program that your Editor can reference to ensure consistency during the content development process.

<i><b>Element</b></i>	<i><b>Use</b></i>	<i><b>Don't Use</b></i>
Subject	You, CMO, VP Marketing	Us, We, Company
Benefits	Focus on long term	Current product features
Value	Cost savings	Technical jargon
Proof	Case studies	Statistics

## STEP 5

## Target Keywords



## Action Item

Use our **SEO Keyword Database** to gather information on the keywords that you are targeting and use this information to identify keyword opportunities for your content marketing initiatives.

Keyword	Search Engine	Competition	Global Monthly Searches	Local Monthly Searches
Content	Google	High	100,000	1,000
Marketing	Google	High	20,000,000	50,000
Search Engine	Google	High	5,000,000	10,000
Business	Google	High	100,000	1,000
Leadership	Google	Low	100,000	1,000
Branding	Google	High	100,000	1,000

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Among other things, keywords are important to content marketing because they can help you:

- Identify new topics based on search & social trends
- Identify topics that are important to your buyers
- Monitor & measure trends over time
- Refine your efforts to ensure maximum results

## STEP 6

## Build a Roster of Contributors



## Action Item

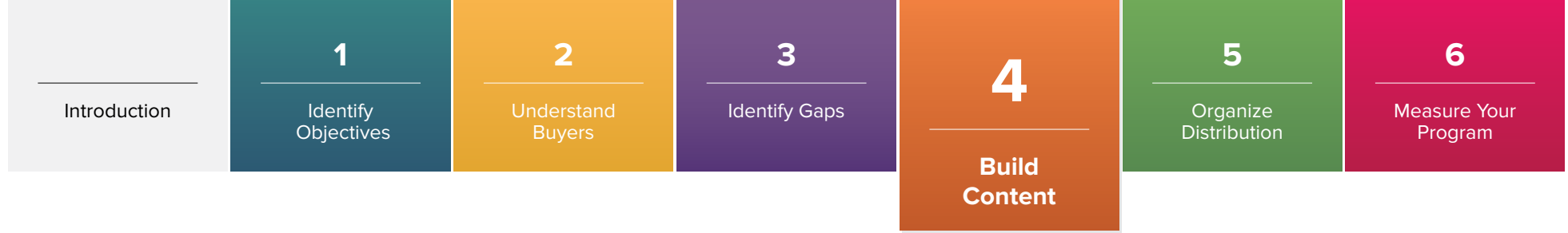
Use our **Content Marketing Contributors Database** to keep track of your content marketing contributors.

Name	Relationship	Specialization	Skill Level	Turnaround	Rate	Lead	Feedback	Email	Phone	Notes
John Doe	Partner	Marketing	High	1 Week	\$1,000	10/10/18	Positive	john.doe@xyz.com	(555) 123-4567	Great work!
Jane Smith	Freelance	Writing	Medium	2 Weeks	\$500	9/15/18	Neutral	jane.smith@xyz.com	(555) 987-6543	Needs more research
Mike Lee	Contractor	Design	High	1 Week	\$2,000	10/01/18	Positive	mike.lee@xyz.com	(555) 234-5678	Excellent design
Emily White	Freelance	Copywriting	Medium	2 Weeks	\$750	10/10/18	Positive	emily.white@xyz.com	(555) 345-6789	Very professional

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It's important to build a roster of content contributors that you know and trust. Some key items to track in your database include:

- Relationship
- Specialization
- Skill Level
- Turn Around
- Feedback
- Rates



## STEP 7

### Identify a Workflow

#### Action Item

Identify the stages in your content marketing workflow and match roles to each stage. Your workflow is dependent on your objectives and the size of your business (owner and stages will often overlap).

	<i><b>Build</b></i>	<i><b>Distribute</b></i>	<i><b>Don't Engage</b></i>
<b>What</b>	New Content, Repurposed	Channels, SEO, Curate, Calendar	Dashboard, Budget
<b>Owner</b>	Creators, Producers	Editor	Editor
<b>Tools</b>	Contributors Database	Style Guide, Editorial Calendar	Dashboard, Budget

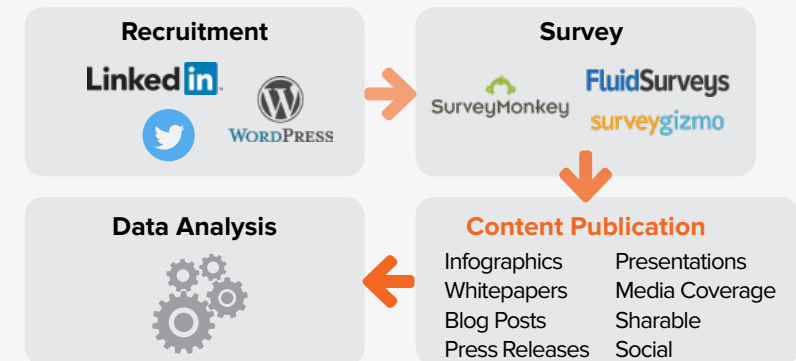
## STEP 8

### Repurpose Content

#### Action Item

Reuse and recycle content whenever possible. The goal of this step is to help you figure out how you can get the maximum amount of value out of each piece of your content.

#### Content Repurposing Diagram



Begin this step by asking yourself: **“Is this piece of content a one-off or can it be more?”** A few good examples of repurposed content include:

- Turning a series of blog posts into an eBook.
- Turning a survey into multiple pieces of content as outlined in the Content Repurposing Diagram (above).

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## STEP 9

### Leverage the Blog Post Inspiration List



#### Action Item

Use our **Case Study Template** and **White Paper Template** to start building content for your content marketing program.



These two templates are meant to help guide you through the process of writing effectively.

After you have completed all of the appropriate sections, we recommend that you provide the template to your graphic designer so that he or she can bring it home.



**Helpful Hint** – Get more out of your efforts by issuing a **Press Release** to announce the availability of your white paper.

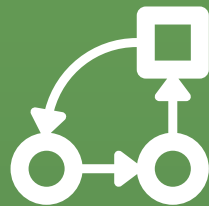


# CONTENT MARKETING PLAN

## STAGE 5

# Organize Distribution

In Stage 5, you will organize the distribution of your content by conducting the following activities:



**STEP 1:** Select the Right Channels

**STEP 2:** Facilitate Social Sharing

**STEP 3:** Build Landing Pages

**STEP 4:** Map Your Content

**STEP 5:** Create an Editorial Calendar



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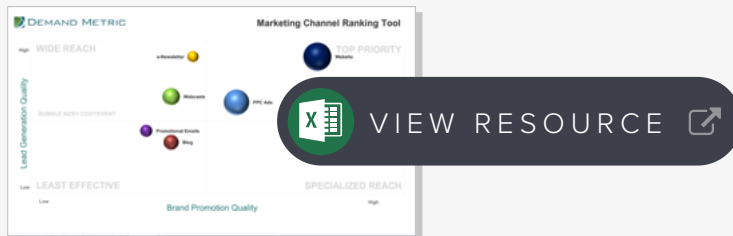
DEMAND METRIC

## STEP 1

## Select the Right Channels

*Action Item*

Use our **Marketing Channel Ranking Tool** to determine which marketing channels you should use to promote your content.



It is ideal to promote a piece of content through multiple channels. The value of the ranking tool is to make sure you at least use the optimal channel. In order to do so, customize the following ranking criteria and ensure that it aligns with your business priorities:

- Brand Promotion Quality
- Lead Quality
- Cost/Event



**Helpful Hint** – Be sure to consider all forms of media (e.g., paid media, earned media and owned media).

## STEP 2

## Facilitate Social Sharing

*Action Item*

Use our **Social Media Marketing Plan** to help you build a strategic process using “Best Practices” and other Demand Metric tools and templates.



It's important that your content is easy to find. However, it's crucial that your content is easy to share. If you haven't already done so, review our **Social Media Marketing Plan** to learn more about how you can encourage social sharing.

If you're in a pinch for time, you can start by adding social widgets to your website, blog, and landing pages.

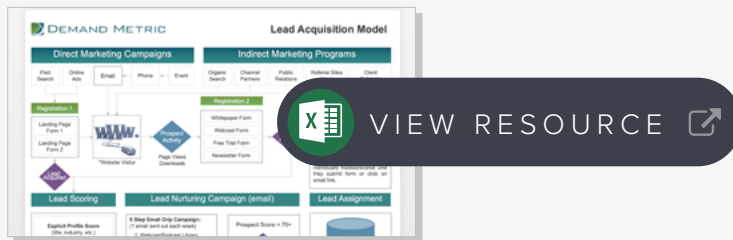
## STEP 3

## Build Landing Pages



## Action Item

Use our **Lead Acquisition Model** to outline and communicate your lead generation and lead nurturing process.



Review your objectives and evaluate the need for landing pages. If one of your objectives is lead generation, then gated is probably the way to go. If it is awareness or generating web traffic, then perhaps un-gated content is better.

Landing pages are great for gated content because they allow you to capture your prospects' information, they encourage social sharing, and they provide the opportunity for prospects to "opt-in" to future communications from you.



**Helpful Hint** – If you don't already have a marketing platform, get approval with our **Marketing Automation Business Case**.

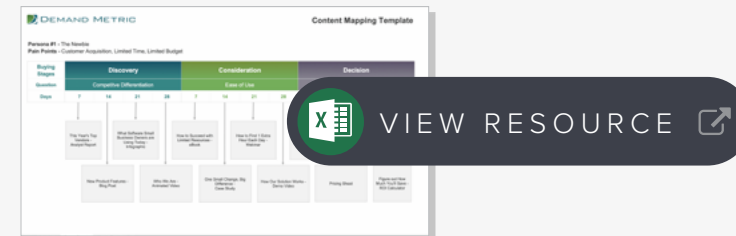
## STEP 4

## Map Your Content



## Action Item

Use our **Content Mapping Template** to create a visual representation of the specific content that you will be sending to each buyer persona based on their stage in the buying cycle.



Customize your "Buying Stages" in the "Mapping Template" tab based on the work that you did in the **Buying Process Stage Template**.

This template is important because it allows you to identify the following:

- "Pain Points" for each buyer persona
- Frequency of your communications for each piece of content

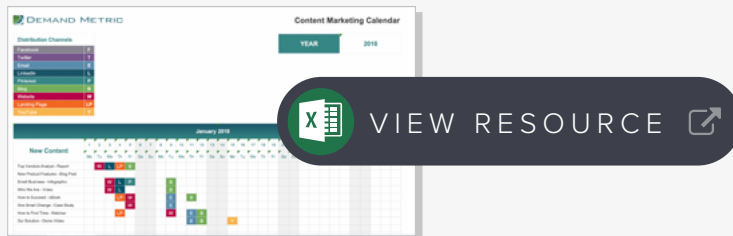
## STEP 5

## Create an Editorial Calendar



## Action Item

Use our **Content Marketing Editorial Calendar Template** to identify the dates you will be releasing content through each of your distribution channels.



The exercises that you've conducted in the previous steps will help to ensure that you get the most out of your editorial calendar.

If this is done properly, you will be prepared to build an editorial calendar that takes the following three dimensions into consideration:

- Persona (**Buyer Persona Template**)
- Buying Stage (**Buying Process Stage Template**)
- Distribution Channels (**Content Mapping Template**)



**Helpful Hint** – Do you use an agile marketing approach? The **Agile Marketing Calendar Template** was designed around the idea that content formats change constantly and modern marketers need to be able to easily brainstorm and conceptualize new ways to market content pieces at the drop of a hat. Use this tool to identify content marketing ideas, track how those ideas are being implemented and monitor the ways you repurpose content.



# CONTENT MARKETING PLAN

## STAGE 6

# Measure Your Program

With the major elements of your content marketing program in place as a result of Stages 1-5, you will finish this process by considering content management and how you will measure your results.

**In this Stage, you will:**



**STEP 1:** Manage the Content Lifecycle

**STEP 2:** Create a Budget

**STEP 3:** Monitor Your Program

**STEP 4:** Measure Your Program

**STEP 5:** Review Your Content Marketing Project



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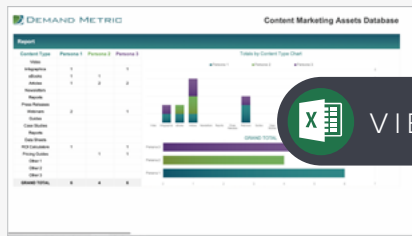
## STEP 1

## Manage the Content Lifecycle



## Action Item

Use our **Content Marketing Assets Database** to keep track of your content marketing assets moving forward.



A few key metrics that you'll want to track include:

- Content Status
- Publication Date
- Key Performance Indicators
- Source (In House/Agency)

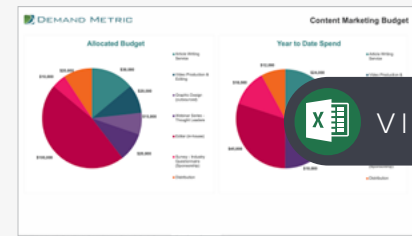
## STEP 2

## Create a Budget



## Action Item

Use our **Content Marketing Budget Template** to set and track your content marketing budget and then view 3 charts (actual vs. budget, spend summary, category breakdown).



Your Content Marketing Budget might include items such as:

- Video Production
- Graphic Design
- Article Writing Services
- Webinar Speakers
- Surveys, etc.

## STEP 3

## Monitor Your Program

**Action Item**

Use our **Social Media Marketing Plan** to help you build a strategic process using “Best Practices” and other Demand Metric tools and templates.



VIEW RESOURCE

In order to monitor your content marketing program, it's important that you listen and engage with your audience. Social Media Monitoring (SMM or Social Listening) tools enable companies to build communities and engage with their customers.

If you haven't already done so, review our Social Media Marketing Plan to learn more about how you can create a social listening strategy.

## STEP 4

## Measure Your Program

**Action Item**

Use our **Content Marketing Metrics Dashboard** to define, track and report on your key content marketing program metrics and KPIs. All the metrics can easily be customized to suit your organization's needs.



VIEW RESOURCE

A few possible KPIs include:

- Content Created by Type
- Content Sharing by Social Channel
- Revenue Generated from Content
- Number of Content Downloads
- Number of Comments, etc.

## STEP 5

### Review Your Content Marketing Project



#### Action Item

It's a good idea to review what you achieved with your content marketing efforts. Use our **Post Project Evaluation** template to evaluate your finished content project(s).



This Microsoft Word document provides a framework to measure completed projects based on:

- Overall Project Assessment
- Scope Management
- Quality of Deliverables
- Key Accomplishments
- Opportunities for Improvement
- Future Considerations
- Best Practices Developed.



# CONTENT MARKETING PLAN

## Conclusion



- ✓ **At the end of any business process, it's always a good idea to review it and identify areas for improvement.**
- ✓ **Demand Metric has the tools and expertise to help you build an effective Content Marketing Program**
  - Create or audit your content marketing plans
  - Assist with using any of the tools referenced in this playbook
  - Provide hands-on marketing assistance to accelerate achieving your marketing department's goals.

To learn more, contact Demand Metric: [info@demandmetric.com](mailto:info@demandmetric.com)

# CONTENT MARKETING PLAN

## About ANA



The **ANA (Association of National Advertisers)** makes a difference for individuals, brands, and the industry by driving growth, advancing the interests of marketers and promoting and protecting the well-being of the marketing community.

Founded in 1910, the ANA provides leadership that advances marketing excellence and shapes the future of the industry. The ANA's membership includes more than 1,000 companies with 15,000 brands that collectively spend or support more than \$400 billion in marketing and advertising annually. The membership is comprised of more than 750 client-side marketers and 300 associate members, which include leading agencies, law firms, suppliers, consultants, and vendors.

Further enriching the ecosystem is the work of the nonprofit ANA Educational Foundation (AEF), which has the mission of enhancing the understanding of advertising and marketing within the academic and marketing communities.

# CONTENT MARKETING PLAN

## About Demand Metric



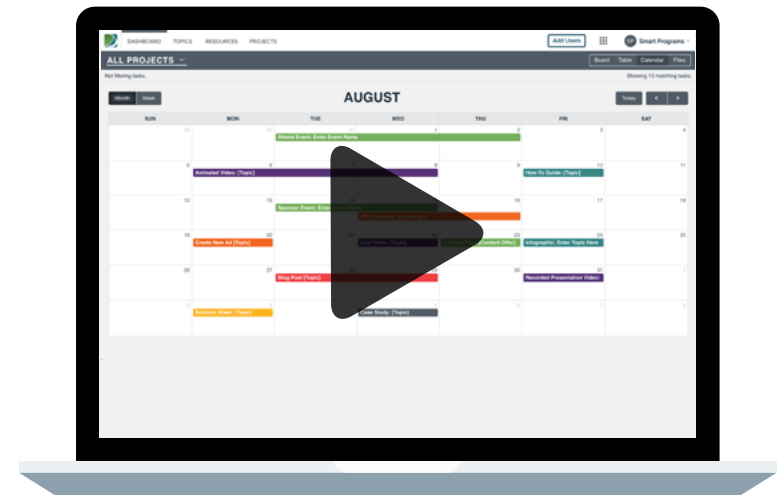
**Demand Metric** helps Marketing teams get stuff done with practical tools, training, and a simple, modern platform for managing work.

Our analysts identify best practices from fast-growing companies and build Playbooks & Toolkits, Guides & Reports, Training Courses, and Project Templates to help you optimize your processes, add structure to your department, and get your team punching above their weight class.

Manage your work visually with our easy-to-use platform, built for small marketing teams by design. See what your team is working on at a glance so you can spend less time managing projects and more time knocking stuff off your list.

Through strategic partnerships with the AMA, ANA, and AIPMM, our 1,000+ time-saving tools & resources have become the industry standard. Don't start from scratch!

Sign up for a free trial at [www.demandmetric.com](http://www.demandmetric.com)





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