

4 steps to creating a Content Marketing Plan for your Organization



This infographic accompanies our online step-by-step guide to creating a content marketing plan. You can find the full guide at:

<http://abeedle.com/the-quick-guide-to-creating-a-content-marketing-plan/>



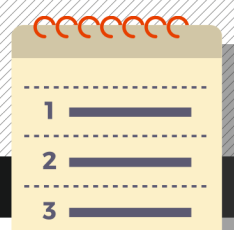
#1

Understand your products & services.

Write out a simple list of the distinct programs or products you offer.

Create a list of the problems you solve for your customers and how you solve them. Ideally, this list should be posed as a series of very clear and distinct challenges.

Match your products & services to each problem.



Create a grid of marketing triggers.

For each of the problems you listed in Step 1, write out a list of major issues that would trigger or create that problem for your potential customers.

For each issue, write a question that describes the event. As in, "How can I find the right college?"

For each question, write out an answer that doesn't reference one of your products or services specifically.

#2



Create a Keywords List

Look at your organization's analytics and webmaster tools for a list of organic search terms. Make a list of those keywords that are not branded (i.e. don't have your name in them) and that also rank in the top 100 search results.

Look at top performing words in your PPC campaigns and also find actual searches from the adwords "Search Insights" tool.

#3



Create a Long-tail Keywords List.

Take your keyword list from Step 3 and create clusters of keywords with related meanings or that share related concepts. Take these basic clusters of keywords and give each one a name.

Match these clusters of keywords to the triggers you identified in step two. For each of your cluster titles, create a question that would be typed into a search engine. (See article for examples).

#4



Put it all together.

Now you should have your "marketing triggers" grid and a list of keywords broken into clusters. These clusters have questions associated with them and you have a list of the top URL's for each question. In addition, you have linked each of your keyword clusters to a specific trigger.

From here, you can write up a social media plan and a blogging/content schedule centered around your problem/solution grid and the keywords you would use in describing them. Even if your social media plan is heavily image or video dependent, you now have a set of guidelines for producing that content.