



- 10 STEPS TO -
**JUMPSTART YOUR CONTENT
MARKETING STRATEGY**



**6-FIGURE BIZ
ACADEMY**
FOR NUTRITION PROFESSIONALS



10 Steps to Jumpstart Your Content Marketing Strategy

Quality content is king for most all successful brands and usually results in more sales and, ultimately, equates to money in the bank. By sharing our knowledge and expertise, content creation provides us with an opportunity to develop the all-important “know, like and trust” among our followers - which is usually a precursor to purchasing. It also helps prospective clients to find you by increasing your brand visibility via SEO and Google ranking.

What exactly is Content Marketing? It’s defined as “*a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and, ultimately, to drive profitable customer actions*” (Content Marketing Institute).

Remember, content marketing is all about providing value and giving something to the audience in order to build trust - but it must be done *strategically* to make it worthwhile.

1. Clarify your objectives and goals. The first step in creating your content marketing strategy is to define your goals. Ask yourself - why am I doing this? What am I trying to accomplish? What are areas of my brand that need a boost?

Examples:

- **Increase Brand Awareness** - increase website traffic, page/video/document views
- **Engagement** - comments, likes, shares on blog and social media
- **Lead Generation (opt ins)** - attract visitors to your site via social media, google searches, blogging, etc. Offer valuable content in the form of a lead magnet in exchange for their email address/name. Important to use strategic/creative calls to action to link back to landing pages or website. Key metric is conversion rates.
- **Sales - move subscribers further along the continuum to becoming customers - also known as ‘nurturing’.** Turns qualified leads into buyers. Often answers the question - “why they should pick you” and can include case studies, testimonials, webinars, free consultations/assessments, etc. Also upsell/cross-sell of new products and services.

What are your goals for content creation? (Use SMART format); (EXAMPLE: I will increase my email list by 25% by “x” date).



2. **Review your value proposition and create an audience persona.** Your content needs to be crafted to appeal to and support a specific audience(s).

Let's start by reviewing your **Unique Value Proposition**, which is designed to define who you are, who you help and how you help them.

Here's the formula:

I am (insert your professional identity or designation. I help (insert your target audience) do or understand (insert your unique solution) so (insert the ultimate transformation - what they can be, do or have as a result of your work).

Write out your UVP here:

To ensure that your content resonates with your target audience we'll want to create a persona that represents your ideal client.

Who is your persona? (what traits characterize her?)

What are her roles in life? What's her typical day look like?



Where is there a gap in her needs/wants?

Where is she on the readiness to change continuum? (this gives us a clue as to where she is in the buying cycle)

What does she care about? What are her passions? What are her hopes and dreams for the future?

What frustrates or angers her? What challenges does she bump into every day at work or in her family life?



What will your audience be able to do, be or have after they consume your content? (outcomes)

[Empty text box for audience outcomes]

Where does she hang out online? Where can you find her?

[Empty text box for online presence]

3. Decide on your topics. Consider surveying your audience, talking to people or delve into Google Analytics to identify topics that are resonating with your people. (I recommend keeping an ongoing brainstorm list of potential topics in Evernote.) To reduce overwhelm, you may want to break each month into a “theme” and identify four weekly subcategories for within each monthly theme. Consider the above questions to nail down topics that will attract your ideal clients.

Use this space below to identify monthly themes and weekly topics for the next quarter:

MONTH 1:

MONTH 2:

MONTH 3:

[Empty box for Month 1 content]

[Empty box for Month 2 content]

[Empty box for Month 3 content]



4. Decide on your content formats. Here, you'll want to pick a few formats to start the process - choose formats that you're comfortable and those that will appeal to your target market (and will help you to achieve your goals above!). Also, realize that some content formats require more consistency versus others (i.e. blogs and newsletter). You don't have to do everything! Pick a few and work within these formats before moving onto the next thing.

Sample Forms of Content Formats

There are many formats to house your content - consider how your target audience consumes content, what you enjoy and what you can commit to doing consistently.

Here are some options:

- Written - Print or Online Formats (i.e. blogs posts published on your blog or someone else's, e-books, checklists, white papers, newsletters, etc.)
- Video (i.e. webinars, video recordings, etc.)
- Audio Recordings
- VLOG
- In Person Events (i.e. presentations, talks)
- Webinars
- Online presentations
- Infographics
- Social Media
- Podcasts
- Interactive Tools (i.e. "quiz")
- Video Live Streaming Media
- Website
- Social Media
- Photos/Images (i.e. Instagram)
- Shopping Guides

5. Create an editorial calendar with individual tabs for each platform (i.e. blog, social, podcast, etc.). Feel free to use the "quarterly marketing plan" spreadsheet to help you with this part.

6. Content Creation Time! Please consider the "batching method" for creating content. This means you'll set aside a block of time specifically dedicated to content creation (sans distractions!). This might be a monthly block of time to crank out content for the month (or it can be a weekly time block). Do what works for you.



Here are a couple of tips for content creation:

Be Sure To Include a BOLD Call to Action (CTA) & Your Professional Bio:

- Link to more content
- Free offer (highest conversions)
- Paid program (a few sales)
- High-end program (don't expect many sales)

Bio should include:

- Headshot
- Name, Contact Info
- Who you work with and the problems you solve (“what do you do” statement)
- If space allows, it can never hurt to share your brand story (your own circumstances, how you solved the problem, now you're honored to be in a position to help others cross the finish line).

7. Optimize Your Content - nowadays, the google algorithm for SEO are very complex and go way beyond integrating keywords into your text. The key is to create compelling, high quality content that's meaningful to your target audience. Here are two tools to help the process:

- [Google Adwords Keyword Tool](#)
- [SEO Yoast Tool](#)

8. Create Your Channel Plan - get your content in front of your target market! Leverage your content by sharing in multiple places:

- Email your list
- Guest blogging
- Social media
- Enable social shares (and ask your audience to share)
- Do a livestream on the topic via FB Live or IG stories
- Extract bite-sized and shareable quotes (Canva is great for this purpose) and share on social
- Recycle your content by converting it into other mediums (i.e. convert your blog post into a podcast or FB live)
- Ignite a conversation around the topic on social (i.e. FB groups) to increase engagement
- Do a live Q&A on the topic - live or pre-recorded
- Utilize a social planning tool to maximize sharing
- Submit to relevant article directories and blogs
- Boost your posts (FB)



9. Mind your metrics (KPIs/Key Performance Indicators) to evaluate your content marketing performance - examples include:

- Reach, unique visits
- Engagement (bounce rate/time spent)
- Click patterns ([CrazyEgg](#), Google Analytics)
- Email subscribers earned
- Completed registration forms
- Sales increase
- Comments, shares,
- Open, click through rates
- Conversion rates (i.e. visitors to web page versus opt ins)

10. Keep doing what's working and change what's not. If you're not getting a good ROI on your time investment - it's time to identify the bottleneck and adjust accordingly.