



Presented by:  
**IMPC Insiders Club**



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## Introduction

When you create your content marketing plan, it's important to understand why you're doing it. Let's go over the ways that content marketing can help open doors for your business and the type of content you need for each stage of the buying journey.

### Get Their Attention

There are different times during the buyer's journey that you will want to use content to grab the attention of the lead, prospect, or customer. Usually, grabbing the attention of someone means they're not part of your audience yet, but you want to make them part.

During the awareness part of your customer's buying journey is usually the time when you want to do something to grab the attention of the audience so that you can show them what you can do for them.

Content that grabs attention may be interactive, may use expressive language, and is possibly very visual in nature. The main thing is that you want to get your ideal customer to look at you. You can do this in a variety of ways from asking a question to offering a contrary view from the known gurus.

### Get Them on Your List

When you produce and publish content that gets attention, the main thing you really want to do from the moment you encounter a potential customer is to move them to your email list. You can move people to your email list by giving them a freebie, a sneak peek, something extra, or just by asking.

The most common way to get someone to sign up for your list is to offer them something in exchange for giving you their email address with permission to send them messages. Then, of course, give them something in the content that really resonates with them so that they stay on the list.

## **Gain Their Trust**

Once someone has joined your list, it's not over. Now it's time to send content that gains trust like case studies and testimonials. Plus, you can showcase your knowledge and expertise by sending even more directly focused content about your niche to them.

To gain trust from anyone, the best way to do it is to be consistent. If you are consistent in voice and action, people grow to trust you almost against their will. It's a lot easier to gain trust than win it back, so keep that in mind as you move forward.

## **Establish Value**

You can use email marketing, as well as blogging, to show that your ideas and solutions have value. The best way to establish value is to show them the value by showcasing testimonials and case studies that focus on the impact your solutions provide your customers.

## **Close the Sale**

Naturally, eventually, you want to be able to close the sale. The best way to ensure you close the sale is to design the content you deliver to them based on where they are in the buying cycle, as well as where they'll consume the content.

This means that you will need more sales pages. You need landing pages that are focused on the ideal audience you want to buy the solution. Sometimes that means creating sales pages that differentiate the traffic.

## **Delight Your Customers**

While our main marketing funnel focuses on the buying journey, which includes awareness, consideration, and the decision, there really is a lot more to it, and it'll be different for each niche and customer base.

Usually, the very best way to boost revenues is to focus on delighting the customers you have. To delight them, you'll need content that thanks them, giving them something extra, and keeps you connected. All of which can be designed to be delivered via autoresponder.

## **Create Customer Advocates**

Getting customers to stick around to buy your newest offerings is an amazing accomplishment, but you can do even more. If you deliver the right content to them with the intent of creating customer advocates, you can create a situation where your customers start telling others about your offers in a way that boosts sales exponentially.

Your content marketing plan is very powerful, but only if you create it with thought and research, and then see it through by implementing your plan.

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# Set Goals for Your Business with Tracking Metrics

In order to set up goals for your business, it's imperative that you understand who your audience is, the type of content you'll use to reach them, and why they'd want to consume your content anyway.

For example, why do you provide the type of content you do? You need to know why you're creating any type of content, or you won't stick to it because it won't accomplish what you want it to accomplish.

**Here are some examples of possible goals for content marketing.**

- Boost Revenue
- Make More Sales
- Get More Traffic
- Improve the Public's Perception
- Gain Authority
- Get More Traffic with SEO
- Spend Less on Marketing
- Engage Smartly on Social Media
- Build Your Email List

You can have any number of goals with corresponding metrics to check so that you know what you're doing is working as you hoped. As you know, you can improve your goal setting skills by learning all you can about setting SMART goals.



## **Set SMART Goals**

In short, a SMART goal is specific, measurable, attainable, realistic, and timely. If you need all those criteria when goal setting, you'll find that your goals make more sense to your business and your audience and end up paying off in a bigger and better way because they make sense.

## **Understand the Metrics You'll Track**

When you set your goals, included in the goal setting is going to be a number that is a metric that you can track. For example, if you want to boost revenue, you're going to use your revenue as your guide, so you'll need to know how to match the results with the action that impacts the results. Each trackable metric will require a different group of steps to see it to fruition, so it's important that you understand how you're going to track any metrics that you set up in your goal setting.

If you understand why you're doing it, who it's for, and the point of it, it's going to be a lot more effective. In order to set goals, consider what you want, the result to be, and work from there.

## **Set Your Budget**

It's essential that you know how much money and time you can spend on your content marketing efforts. It's important that you set a budget for the entire content marketing plan and not just one aspect, like content creation. If you are short of funds, just figure out which item is most important to spend on right now and then make it a goal to improve.

## **Content Creation and Editing**

This is likely to be the most expensive part of your content marketing budget. Ghost-written, high-quality content is not inexpensive, but it also does not have to break the bank. However, it is an investment in your business that will provide a return that makes it worth it. You can expect to pay from \$25 per 500 words for writing plus another fee for editing. The best way to figure out the cost is to locate ghost-writers and editors that you like and get a bid. Getting a bid doesn't mean you have to do it, but it can mean that you will now know what it will cost you to have this done for you.

## **Content Distribution**

For distributing your content, you may need to contract with a virtual assistant. A virtual assistant can follow your instructions to share your content using automation, or they can even do it directly. A good VA can even do some measure of engagement on your behalf, sharing articles in answer to questions, driving communication in your groups, and more.

## **Software and Automation**

Some of the software you need to use will cost money. Therefore, you will need to know what your budget is for that. The great thing is, none of it is that expensive. You need email autoresponder software, landing page software, project management, a website, and perhaps other functionality. Make a list of what you need and then look at what is available to set your budget. Do not use free versions of important software. Instead, realize that paying for software that you need is going to give you better functionality - plus work better too.

## **Graphic Design**

If you aren't very gifted with designing impactful imagery, you may need to contract with a graphic designer. You can find them on Fiverr.com and through other platforms, but one of the best ways is to ask your colleagues for recommendations. You can try using software like Canva.com, too, if you really cannot afford to hire someone yet. However, it's not really a replacement for expertise.

## **Advertising**

The fastest way to succeed with content marketing is to ensure that more eyes get on your offers, and the quickest way to ensure that happens is to spend money on advertising. Try Facebook ads or other social platform ads to try to get more eyes on posts to start. Find an expert to help you with more ambitious advertising campaigns because it's imperative you have everything else in place before spending money on ads.

## Customer Service

One thing you can outsource is customer service. There are numerous customer service virtual assistants who are good at handling this for you. As you start getting more popular and making more money, this is an investment you should make in your business. They can provide customer care via chat, email, social networks, forums, and even phone. It's also less expensive than you may think and will help you so much.

## Engagement

You'll also need to spend time and money on getting more engagement on the content you share. For example, if you share an article you published on your blog, you'd add a blurb, ask people to give you feedback, or to comment below – then you'd provide the link to the article. A good VA can then encourage feedback by giving her thoughts or liking and commenting on other people's thoughts to get the conversation moving.

There are many ways that you can spend money on implementing content marketing. However, the truth is, it's an investment in your business that has an amazing return. Imagine if you knew for sure that every dollar you spend on content marketing would return a profit? Wouldn't you do it more?

By the way, if you would like to learn more about how **Easily You Can Automate Your Engagement** with your email marketing using Aweber then you really need to check this out --> <https://improfitscoach.com/email>

## Know Your Target Audience and Your Business

To set up your content marketing plan, you're going to need to set business goals, but those goals cannot be set until you understand who your audience is, what you do for them, and how and why you do it.

### To get to know your audience better:

- **Collect Demographic Data** – This is basic data such as sex, city, state, age, income, kids or no kids, and so forth. This information is very important because it helps you understand them more fully.
- **Ask for Feedback** – Set up autoresponders to survey your list members so that you can slowly get to know them better. Even if you only collect email addresses to get someone on your list, you can still ask for more info later to help make the picture of your ideal customer clearer.
- **Create Buyer Personas** – Using the information you know, create buyer personas based on where they are in their buying journey. A person in the awareness stage may look very different from someone who has already bought from you.
- **Know Where You Stand Now** – Look at the content you have so that you can check the metrics to find out how it's doing now. What gaps can you identify that you can fill in your content marketing plan based on your goals?

- **Identify Your Customers' Pain Points** – You should create pain points for your customers based on where your customers are in their buying journey, where they are after buying your solution, and beyond. You can create lifetime customers and advocates by paying attention to their needs after purchase.

As you get to know your customers better, you will be able to develop content marketing plans that fill in all the gaps and capitalize on the buyer's journey, your offerings, and what your target audience really wants and needs from you.

## Get Clear on Buying Triggers

You can build your content around personas, the customer's buying journey, your products, media types, and more, and it will be effective. But if you combine your efforts with an understanding of your customer's buying triggers, you'll really win big.

Buying triggers can be determined based on the customer's buying cycle. Different types of customers have different triggers. You can create a potential list of buying triggers during your customer research.

Buying triggers are usually tied to pain points or a situation. For example, if you sell homes, if you can get a list of people who just added additions to their family, it's likely several need to increase the size of their home. If you sell virtual assistant services, the trigger for someone to purchase your services will be something like they don't have enough time to get all the work done, so they need help.

When you pay attention to potential buying triggers, you can create content and products designed to be the answer to those triggers. Triggers can also be emotional. Emotions like fear, guilt, and trust can also compel a customer to act on an offer.

Many triggers aren't that obvious, but a little research goes a long way. Knowing your audience's pain points and what is happening to them right now will help you identify important buying triggers.

## **To Use Buying Triggers:**

### **Create the Buyer Personas Throughout the Buying Cycle or Stages**

Knowing what type of people buy from you is the first step in this process of knowing what may trigger them to make a purchase of your products or services.

### **Identify the Potential Buying Triggers of Your Ideal Audience**

When you know who your audience is and what your products do, brainstorm some of these triggers. For example, if you create recipes for two, what reason will your audience want to buy your book? What will trigger them to desire it enough to buy it?

### **Develop Content Specifically Designed to Speak to These Trigger Situations**

Once you identify the triggers, start creating content about those triggers. For example, if a mom discovered she has a Vitamin B12 shortage, and you sell an alternative vitamin drink that is proven to cure vitamin B12 issues, how would you present that to her?

### **When You Can Create the Trigger Yourself**

One way to create the trigger yourself is to think about their emotions around their pain points. Then, try to bring those fears out, while also calming them with your offer of a solution. Using fear of missing out along with one-time offers is very effective in causing a trigger event to occur.



Knowing, presenting, and tracking trigger events for your customers is a great way to ensure that you include triggers in your content marketing efforts as well as in your product creation process.

## **To get to know your business better:**

The other thing that you can do that will help you create your content marketing plan is to understand and know your business better. You may think that's strange since it's your business, but just like you have a voice, principles, and values, so should your business.

- **Write a Business Mission Statement** – Crafting a business mission statement is a great way to express what your business stands for in a way that makes it easy to follow. Your business mission statement is a document that explains your core values, your behavior, goals, objectives, and how, when, where, and what you'll do for your ideal customer to achieve your vision.
- **Find Your Brand Voice** – Like you have a voice, so does your business. Your brand voice and the personality that the voice speaks for should be infused in the content you publish, whether articles or social media updates.
- **Organize Your Current Offers** – You likely already have offers; it's important that you organize them so that you understand who those offers are for. For example, if you have a freebie, is that freebie designed to build your list or to do something else?

- **Know Your “Big Hairy” Dream** – If you don’t know what the point of your business is, it’ll be hard for you to explain to anyone else why they should trust you to guide them on anything.

Ultimately, you should be able to answer the questions about what you do, who you do it for, and why you do it with ease after you’ve created your mission statement that will guide your brand voice so that you can make offers that resonate with your audience.

# Understand the Forms and Types of Content You Need

Knowing the type of content that you need starts with the goal of the content you want to create based on where your target audience member is in their buying journey. Because the buying journey is so important, let's discuss this more in-depth so that you can use this information in building your custom content marketing plan.

## The Buyer's Journey

The buyer's journey is very important because it will inform the tone, topics, and call to action for every piece of content you create and publish. You can create a buyer journey or funnel that is very in-depth, but for this example, we're going to use the simplest buyer's journey, which consists of three points in the journey to pay attention to.

1. Awareness
2. Consideration
3. Decision

When you know where your audience is on their buying journey, you'll soon find that creating the content is a lot simpler because you can think more about your customers and what they need at this very moment.

## Publishing Channels

The other thing you need to know as you make plans on the types and forms of content you need - besides focusing the topic based on the place that they are in the buying journey -

is where you'll publish the content you create. Where you publish it will dictate the form and format.

For example, if you are creating content for YouTube, obviously, it's going to be a video, right?

A long-form article will be published on your website, and maybe you'll want to syndicate that on Medium.com or LinkedIn.com. If you are publishing to Instagram, you'll need to create beautiful images and pictures and change up things a bit. Each platform or challenge has its own personality that you'll need to take into consideration.

When you know what the content needs to do, the platform you'll publish it to, and the impact it will make, it will help you choose the right types and forms of content to create for all your content marketing needs.

## **Your Goals and Objectives**

The goals and objectives you have crafted for the content you're developing are also essential to informing you about what format you'll develop the content in first, and how you'll repurpose it. Knowing the ways in which you'll repurpose it going in is the best way to create content.

## **Your Audience's Learning Style**

You should also seek to figure out through research what type of content your audience prefers to see. Do they like eReports, or do they like Webinars, or something else? Do they enjoy going to a webinar and then downloading the transcript? The best way to find out is to ask their opinion as you create content and then put it to the test by offering more than one

way to consume your content and then studying the metrics to find out what they like best.

Always set up your process in advance. For example, if you have decided to start your content with a webinar, know exactly how you'll proceed from there. Will you record it? Will you transcribe it? Will you add more to it and make it into a bigger information package? The more you have planned in advance, the easier it will be to implement.

## **Create a Content and Publishing Calendar**

The truth is your success with content marketing totally depends on having and implementing a well-researched content marketing plan. You'll be more likely to implement if you create a content publishing calendar and then follow through with the plan.

### **Benefits of Using a Content or Publishing Calendar**

There are many benefits to using a content calendar that you don't want to miss out on. If you create a content calendar, you're going to be more likely to optimize the content with the right SEO, but you'll also be more likely to maintain a consistent voice and message throughout too.

### **Create a Formal Content Creation and Publishing Process**

The other thing that you need outside of your calendar is a process that you will use for creating and publishing your content. You should create a process that covers all aspects of creation and publishing, including what happens before you create it and what happens after you publish it. You should also know exactly which forms you'll create the content in and how you'll repurpose it. You also need to know who is doing it and when and how. When you create processes, it makes your work go much more smoothly, and of course, it's going to be more effective too because it's more likely to get done.

## **Use MS Excel**

To accomplish this, you'll need to use software like MS Excel so that it's easy to see and organize everything in the document as well as make notes. You can also use other software if it's easy to organize by fields and topics. You should be able to search, reorganize, and add information easily.

## **Use a Plugin for Your Site**

If you happen to use WordPress as your platform for building your website, that's great. Self-hosted WordPress is one of the very best and most SEO-friendly platforms for you to build your website. There are numerous publication calendars to choose from that can help you keep track.

## **Determine the Fields to Track**

You will want to have fields that not only you can track, but you can also use it to reorganize the information in the spreadsheet. You'll want to track your titles, publish dates, content type, status of the content, where it's been published, where the intended audience is in their buying cycle, and more. What fields you'll want to include totally depends on what you want and need to track. If you want to track it, create a field for it.

## **Organize What You Have**

Using your new spreadsheet, go ahead and organize what you already have and have already accomplished in your business in terms of content creation, publishing, and marketing. When

you do this, it will help you know if you need other fields to track. Once you get what you have organized, you should start noticing where you have gaps.

## **Transfer Tasks to Your Daily Calendar and Schedule**

After you get your content publishing calendar or editorial calendar worked out and set up, you can now start working on implementing your content marketing plan. The very best way to ensure that you get it done is to put it in your calendar and schedule the work that needs to get done.

Your content publishing calendar needs to be easy to access, understandable enough that you can easily look at what you've done, see what you're going to do, and track the metrics too. Whether you do that in a spreadsheet or use another method does not matter as much as the fact that you set up a process that works for your needs.



## Develop and Plan Your Content Promotion Plan

Creating content that drives traffic, informs, educates, and engages is very important for your business success. But, did you know that, if you don't promote it, it's not going to work?

You cannot just publish it and do nothing and expect visitors today. Sure, due to on-page SEO, you'll get some visitors, but it's best if you have a true plan in place for promoting the content you work so hard to develop.

There are many ways you can promote the content you publish; you can choose from these and add your own. The important thing is to promote the content as if it's one of your very best and most expensive products or services. Then, you'll really start to get traction.

- **Work with Influencers** – Social media influencers, or niche, and industry gurus will promote you if you ask them to, and the deal is right for them. Find influencers that have at least 10,000 followers to work with but don't feel as if you need to work with the biggest, you can work with more who have smaller audiences for less money and probably get better results.
- **Share Snippets on Social Media** – Develop variations on the title, statements from the content, quotes from the content, stats from the content, and even testimonials if you have them based on the content then send those out on social media with a link to the content. Set up automation for evergreen content to share repeatedly using software like Hootsuite.com.

- **Use and Mention Expert Sources** – Even if you purchase PLR, you can go back in and edit the content to use expert sources for numbers and information. When you mention an expert, especially if you can tag them, you'll get more views. Hint: Email them that you're sharing that, and they may share it for you too.
- **Repurpose the Content** – When you repurpose the content, you can share it on more platforms. You can reshare it on the same platforms to get even more views too. For example, you can make a slide deck from a report and host a webinar or post it on Slideshare.net.
- **Turn It into a PDF** – When you have informative content, you can turn it into a PDF then make it into gated downloadable content. For example, let's say you have written a blog post about roasting a chicken. You could insert a PDF of your favorite chicken noodle soup recipe using leftover chicken that they will need to download, enabling you to grab their email address.
- **Use Internal Linking** – On your website, you should link your viewers to like content under every single blog post that you publish. There are plugins that will use a category to recommend further reading automatically.
- **Syndicate Your Content** – There are syndication sites that you can use like Reddit, Quora, Facebook, LinkedIn, Medium, and others. Incidentally, you can earn money by putting some of your content on Medium.com.
- **Create Paid Advertisements** – Your content can also become a paid ad on sites like Outbrain.com. It will create

a link with an image of your content all over the web, even on CNN.com.

- **Create an Email Newsletter** – Send your information in a weekly newsletter. For example, if you publish a lot of content all week, every Friday, you can send your list members a link to an overview of all the content important to read on your site.
- **Send Blog Posts Via Email** – Most email autoresponders have an option that you can connect your email autoresponder to your blog. Then, each time you post a blog, it can go to the right people based on tagging in email, thus bringing them back to your website.

If you really want content marketing to work for you, don't skip thinking about and planning out how you'll promote every piece of content you create. Ensure that the promotion portion makes it to your plans, and you will be exponentially more successful.

By the way, if you're one of the many online marketers (or those who want to be) who'd like to know **How to Build your own "Content Factory" and how to get more Exposure** with your Content Marketing Sales Funnel Strategy in just days from now, then you really need to check this out →

<https://improfitscoach.com/contentfactory>

# Implement Your Content Marketing Plan

No content marketing plan is complete without knowing exactly how you're going to implement the plan. Once you create your plan, you should have the following information to help inform your actions.

- **Software and Automation** – You'll get all the software in place that you need for your content marketing needs, including your website platform, social media platforms, email automation, social media automation, publishing calendar, tracking files, and more. Make a list and get that in place.
- **List of Keywords** – During your research about your audience's pain points, and into your own company, you developed a list of keywords. These should be part of your content planning files so that you can use them when you brainstorm content.
- **Audience Personas Based on the Buyer's Journey** – Do not skip this step. If you've never made audience personas based on the buyer's journey, it's going to really help you pinpoint the content to the person who needs it when they need it.
- **Your Business Profile** – This is a lot like an audience persona and is a document you can hand off to writers, graphic designers, and others as well as use it yourself to remind you of your branding, including brand voice, terminology, and so forth.

- **Outsourcers** – Ensure that you have an idea of to whom you’re going to start contracting some of the work you need to do. Even if you don’t know yet, at least set up a plan that states, “When my income gets to X amount per month, I will outsource.”
- **List of PLR Providers** – Whether you can afford to hire a content writer or not, using PLR (private label rights content) is one of the best ways to fill out the evergreen portion of your content marketing needs. Know who sells quality products and services and keep the links to them close at hand.
- **Goals and Objectives** – You will likely have a good list of goals and objectives for the content you will create, develop, and publish, and you’ll make new ones for each new project and campaign. These will help inform the content the most.
- **Calls to Action** – Your goals and objectives determine your calls to action. Typically, a CTA should be something that can be measured to find out it’s working or not, based on the goal you’ve set.
- **KPIs You’ll Track** – Key performance indicators are numbered goals that you can check via software such as Google Analytics as well as the analytics available in your software like your website, social media, and email software.
- **List of Actions to Take** – Based on all the above, make a list of actions you need to take to see all of this completed.

Once you have all that, you can start entering your list of actions to take into your calendar. The best way to do this is to start at the end date you've set for your "due date" and work your way back to today, giving yourself (and outsourcers) tasks to do that help you see your content marketing plan come to fruition.

## Test, Track, and Measure Your Work

Like most things in life, nothing is done until the paperwork is finished. This is very true for content marketing. Now let's be clear, if you put everything else that you learned about content marketing into practice and you skip this, you can still be successful.

However, you won't have any idea why and your success might not be repeatable. When you really learn why certain actions work better or worse based on the data, it's going to ensure that each campaign you do becomes more successful than the last. That happens because you will stop doing what doesn't produce results and more of what produces results, thus improving each content marketing campaign.

Here is a list of important key performance indicators (KPIs) that you may want to track about your content marketing that you can use as a guide for your own goals and objectives. Most data points are based on engagement or reach but can be tied to each content piece that you're working on and should be based on the goals and objectives you've set for your content.

- |                              |                        |                   |
|------------------------------|------------------------|-------------------|
| ✓ Abandonment Rate           | ✓ Conversion Rate      | ✓ Lifetime Value  |
| ✓ Ad Referred Traffic        | ✓ Cost per Acquisition | ✓ Likes/Reactions |
| ✓ Affiliate Referral Traffic | ✓ Email Subscribers    | ✓ Links           |
| ✓ Bounce Rate                | ✓ Follows              | ✓ Media Mentions  |
| ✓ Comments                   | ✓ Leads Generated      | ✓ Mentions        |

- |                              |                                  |                            |
|------------------------------|----------------------------------|----------------------------|
| ✓ Mobile Search Traffic      | ✓ Ranking                        | ✓ Social Traffic Referrals |
| ✓ New Versus Return Visitors | ✓ Retention                      | ✓ Time on Page             |
| ✓ Order Value                | ✓ Return on Average Spend (ROAS) | ✓ Total Traffic            |
| ✓ Organic Search Traffic     | ✓ Revenue                        | ✓ Traffic Referrals        |
| ✓ Page Views                 | ✓ Reviews Received               | ✓ Unique Visitors          |
| ✓ Profile Views              | ✓ ROI                            | ✓ Voice Search Traffic     |
|                              | ✓ Sales                          |                            |

This is not an exhaustive list by any means. Your business is unique to you, and you may have other metrics you want to track based on your goals and objectives. But you can use this to get your creative juices flowing so you can determine a few goals that are trackable for your content marketing needs. I almost always recommend that your first content marketing campaign be devoted to list-building, so you can start there if that helps you based on your needs.



## Be Persistent

Content marketing is very effective and offers an ever-growing return on investment. Some business owners report earning more than \$35 dollars for every dollar they spend on content marketing. However, one thing a small business owner needs to know is that as magical as content marketing is, it is not the way to create an overnight success.

In fact, it's probably a fact that there is never an overnight success. What really happens is that all your efforts build up and create a snowball effect that feels like overnight success as it builds and grows.

As you get started focusing on content marketing so that you can grow your business bigger and better than you may have ever thought possible, let's discuss why being persistent with content marketing is so important.

## The Process Takes Time

Studies show that it's going to take at least three months of regularly publishing the right content for the right people for the right reason to start seeing your traffic surge upward and your engagement increase.

It's going to take an average of six to nine months before you start seeing the numbers move the way that you want them to when you truly focus on content marketing and getting your work published and your offers out there.

Content marketing is all about the long game. The content you create is going to pay off for you repeatedly and build on the other content you've published. If you publish something relevant that fills all the criteria we've discussed here as

regularly as you can, no less than weekly and as close to daily as possible, you will see real results more than likely within the next two years.

## **Publishing More Content Helps You Get Better**

The truth is, the more content you publish, the better you'll get at knowing what will work and what won't work, especially if you're also minding your data. The process itself helps you learn more about your audience, your products, and what you need to do in order to get your information out there, noticed, and acted on.

The more content you publish that meets the rules of engagement, meaning that you know why the content exists and what you want to happen, and you took the time to create the content based on that information. You understand how to help your customers meet their goals, and you know how to show them via your content, and if you keep publishing and promoting, it will pay off.

Keep researching your audience, keep getting to know your products and services, keep learning about the technology surrounding search engine optimization, and learn all you can about human behavior and marketing. When you take the time to do that, and you keep going for the long term, you will have no choice but to succeed.

## Conclusion

Now that you've gone through the information about content marketing and how to create your custom content marketing plan, let's talk about what you're going to end up with that you will call your Content Marketing Plan.

- ✓ **Goals and Objectives** – Make a list of all the goals based on your business's objectives for content marketing. Goals are tied to KPIs.
- ✓ **Descriptions of Your Audience** – Create your audience personas for each level of your marketing funnel, considering the buyer's journey.
- ✓ **Your Brand Message or Mission** – Create a business profile that includes your branding as well as your brand message and mission statement. This helps guide your development and keeps everything consistent, even if you hire someone to help.
- ✓ **Descriptions of Software and Automation Needed** – You're going to need to pay for some software to make this easier and more automated like autoresponder email software, landing page software, project management software, social sharing options, keyword research options, and so forth.
- ✓ **Descriptions of Team Members and Responsibilities** – Even if you're alone right now, it's a good practice to determine the dollar figure that allows you to start outsourcing. Outsourcing is really one of the biggest keys to business growth while also getting to have your own life.

- ✓ **Content and Topic Ideas** – List out topic ideas based on the keyword research you did with the goals and objectives you’ve developed in mind. State which audience it’s for, which product it’s hoping to promote (even if it isn’t directly selling, ultimately, it’s tied to a future product you’ll promote to them), the format you want it to start in, how you’ll repurpose it, and any other information that’s relevant.
- ✓ **An Editorial or Publishing Calendar with Schedule for Tasks** – Nothing gets done if you don’t write it down and schedule it. Once it makes it into the calendar and onto your daily task list, it is more likely to happen.
- ✓ **A Content Promotion Plan** – When it comes to content marketing, it’s not going to work if you don’t also promote every piece of content you publish. Plan out how you’ll do that, creating a similar process.

A good content marketing plan, once implemented, is going to pay off for you in more ways than you may think. It’s going to be more likely to work out for you if you create this plan culminating in a step-by-step guide or schedule for you to use during implementation.

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