01

How to Use this Plan

There are a lot of moving parts involved in creating the perfect content marketing plan. You have to consider staffing, persona development, content themes, and more. So how do you put it all together?

This plan includes strategic objectives used to accomplish the following content marketing goals:

1. Increase inbound leads to your website at a low cost

2. Be seen as a thought leader in your industry through education and engagement

3. Build relationships and excite influencers

4. Move leads through your sales funnel with relevant content applicable to their buying stages

5. Enhance outbound campaign program effectiveness

INBOUND LEAD GENERATOR

INDUSTRY LEADER

RELATIONSHIP BUILDER

SALES FUNNEL AFICIONADO

OUTBOUND CAMPAIGN ENHANCER

02 Laying the Groundwork

To create a content machine that works, you need to first lay the foundation for success. That means determining ownership, creating your personas, and choosing your content themes for the year.

Ownership and Staffing

You need to assign ownership for each step of your content creation, so that you can ensure project management and uphold quality standards. Your content team will be responsible for the following:

- » Content project management
- » Content quality control
- » Writing/copyediting
- » Design coordination and approval
- » Promotion coordination with other marketing teams

Managing Editor

Your managing editor owns the business of content creation. He or she is in charge of strategy, tone, storytelling, project management, and writing. This is by far the most critical role in your content team.

Typical responsibilities include:

- » Strategy development
- » Content creation
- » Content project management
- » Quality control
- » Vendor relationships and negotiation
- » Cross-functional coordination

02 Laying the Groundwork

Content Creators/Assistant Editors

Your content creators are the individuals who write and edit your content. Depending on your goals and resources, they can be outsourced through a copywriting agency, or they can be in-house positions.

Typical responsibilities include:

- » Writing
- » Working with subject matter experts to create content
- » Quality control and heavy copyediting

Content Producers/Designers

Your content producers or designers make your content beautiful and bring your stories to life. They can be outsourced through a design agency, they can be in-house, or you can use a combination of the two.

Typical responsibilities include:

- » Content design and ideation
- » Creating templates for ebooks, infographics, or slide decks

Hiring Goals:

- ✓ X number of managing editors
- ✓ X number of content creators
- ✓ X number of content producers

Planned Hiring dates:

_____

Hiring Notes:

_____

_____

_____

02 Laying the Groundwork

Buyer Persona and Buyer Journey Development

You want to know who your customers are and what their buyer journeys look like. Once you have that information, you can map content specifically to each customer's place in your sales cycle.

Buyer Personas

A buyer persona can be defined as a representation of your ideal customer. You need to create personas in order to determine who you are marketing to and the best way to speak to them in your content. Personas are often developed based on customer demographics and behavior, along with your own understanding of their motivations and challenges. To get all of the details you need, interview customers, prospects, and members of your sales and customer services teams. Also be sure to send out surveys and do your own research.

Buyer personas help you:

» Determine what kind of content you need

» Set the tone, style, and delivery strategies for your content

» Target the topics you should be writing about

» Understand where buyers get their information and how they want to consume it

02 Laying the Groundwork

Buyer Persona Exercise

Persona name: _____

Persona title: _____

Job details and key responsibilities: _____

_____

_____

Where does your persona get his or her information?: _____

_____

_____

Persona's primary goals: _____

_____

_____

Persona's challenges and pain points: _____

_____

_____

Actual quotes: _____

_____

Key objections: _____

_____

Role in the purchase process: _____

_____

Key marketing messages to speak to your persona: _____

_____

_____
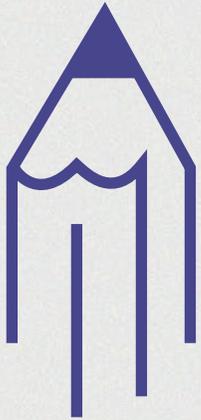
02 Laying the Groundwork

Buyer Journeys

Now that you've defined your personas, you need to create a buying journey that will convert these personas into customers. A buying journey maps a buyer's decision making process during a purchase.

Mapping this allows you to:

» Understand what process your buyers go through when considering your product or service

» Develop a content strategy that speaks directly to buyers, regardless of the buying stage

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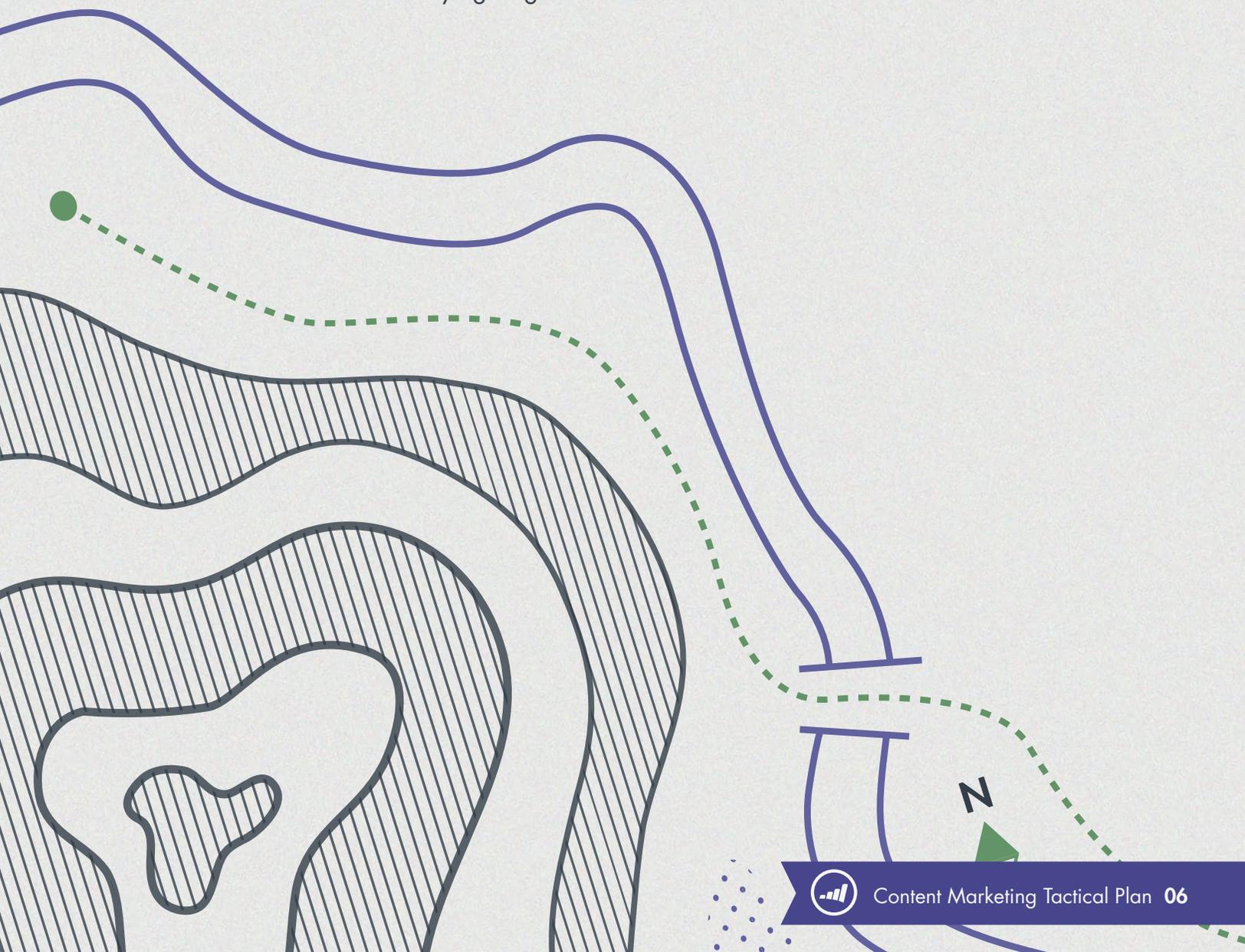
02 Laying the Groundwork

Buyer Journey Exercise

Fill in the following chart for each persona that you develop. The top row describes potential buying phases, and the subsequent rows should be filled in with key buyer actions, describing what your buyer is doing in each stage. We have filled out the first phase ("Not on the Market") as an example.

Buying Phase	Not on the Market	Interest	Problem Definition	Exploring Options	Evaluation	Final Approval	Imple-mentation
Key buyer action #1	Observe market trends						
Key buyer action #2	Track Competition						
Key buyer action #3							
Key buyer action #4							
Key buyer action #5							
Key buyer action #6							

LAYING THE GROUNDWORK

Content Matrix

Once you have your personas and journeys, you can then create a content matrix—mapping your current content to each buying stage, and determining where you have holes.

Buying Stage	Content for Persona 1	Content for Persona 2
Interest		
Problem Definition		
Exploring Options		
Evaluation		
Final Approval		
Implementation		
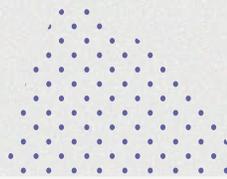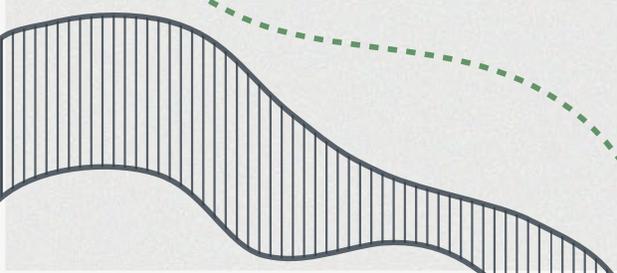
02 Laying the Groundwork

Content Arcs

Once you have a good sense of your personas, buying stages, and what content you have, it's time to decide what you want to write about. Consider breaking up your content planning into quarterly or bi-yearly themes or arcs, and then make sure your content is executing against them. Note that you will also probably have yearly initiatives to focus on, so make sure you include those in your planning.

Fill out the following chart to map out your year:

	Theme 1	Theme 2	Theme 3	Theme 4
	☐ Ebook	☐ Ebook	☐ Ebook	☐ Ebook
	☐ Infographic	☐ Infographic	☐ Infographic	☐ Infographic
	☐ Slide Deck	☐ Slide Deck	☐ Slide Deck	☐ Slide Deck
	☐ Blog Posts	☐ Blog Posts	☐ Blog Posts	☐ Blog Posts

ONGOING INITIATIVE

ONGOING INITIATIVE

ONGOING INITIATIVE

Q1   Q2   Q3   Q4

02 Laying the Groundwork

Next, drill down even further into each quarter. You might have a messaging arc, product launches, trend related asset production, partner and thought leader content, and SEO related content.

Messaging Arc	Product Launches	Trend Related	Partner/Thought Leader	SEO
Asset 1 _____ _____	Asset 1 _____ _____	Asset 1 _____ _____	Asset 1 _____ _____	Asset 1 _____ _____
Asset 2 _____ _____	Asset 2 _____ _____	Asset 2 _____ _____	Asset 2 _____ _____	Asset 2 _____ _____
Asset 3 _____ _____	Asset 3 _____ _____	Asset 3 _____ _____	Asset 3 _____ _____	Asset 3 _____ _____
Asset 4 _____ _____	Asset 4 _____ _____	Asset 4 _____ _____	Asset 4 _____ _____	Asset 4 _____ _____

N

02 Laying the Groundwork

Editorial Calendar

Your editorial calendar should outline what is going to be produced and when it is going to be produced. If you are using Google Docs or another calendaring tool, you can color code and freely move dates as needed. Your editorial calendar should look something like the example below. An up-to-date version of this calendar should always be available to stakeholders.

Mon	Tue	Wed	Thu	Fri
31	Apr 1	2	3	4
Marketo Blog Post	Marketing Nation Podcast	Hump Day HAHA	Dayna's LG 4 Dummies Ebook	Marketing Trend Watch: 2014 Pla
Marketo Monday	Marketo Blog Post	Marketo Blog Post	Marketo Blog Post	Marketo Blog Post
SiriusDecisions 2014 Marketing A	Sky-Based Marketing ebook	Optimizing Your B2B Advertising \	The State of Marketing Automatio	Photobomb
Summit Countdown 1	Tuesday Trends			
7	8	9	10	11
How to Define a Lead Ebook	Acxiom Press Release	Marketo Blog Post 1	Marketo Blog Post	Insightera and Marketo for Conter
Marketo Blog Post 1	Marketing Nation Podcast	Marketo Blog Post 2	Website and SEO for Lead Gener	Marketo Blog Post
Marketo Blog Post 2	Marketo Blog Post			Photobomb
Marketo Monday	New Products Press Release			
14	15	16	17	18
How to Qualify More Leads with a	Fun Run Image from Liz	ENT WEBINAR: Driving Marketing	CXOTalk Sanjay Webinar Promo	CEP Webinar Promo w/ Jon
Marketo Blog Post	Marketing Nation Podcast	Hump Day HAHA	Marketo Blog Post	Marketo Blog Post
Marketo Monday	Marketo Blog Post	Marketo Blog Post	SEO Perks Post: How to Use Soci	Photobomb
ROAD TO SUCCESS VE LAUNCH	Tuesday Trends			RTP Webinar Promo 1
21	22	23	24	25
ENT WEBINAR: Driving Marketing	Marketing Nation Podcast	Hump Day HAHA	Marketo Blog Post	Marketo Blog Post
Marketo Blog Post	Marketo Blog Post	Marketo Blog Post		Photobomb
Marketo Monday	RTP Webinar Promo 2	Road to Success VE Promo 2		
	Tuesday Trends			
28	29	30	May 1	2
Marketo Blog Post	Marketing Nation Podcast	Hump Day HAHA	Marketo Blog Post	Marketo Blog Post
Marketo Monday	Marketo Blog Post	Marketo Blog Post		Photobomb
	Tuesday Trends	Road to Success VE Promo 3		

03 Content Types

Now that you have a plan, what are you going to create, and in what form? How many assets will you create each month for each stage of your sales funnel? Which of your team members will take ownership of each type? We encourage you to try different types of content to learn what your audience likes best.

Ebooks

- » X ebooks created monthly
    - » X early-stage ebooks created monthly
    - » X mid-stage ebooks created monthly
    - » X late-stage ebooks created monthly
- » Ebook creation role assignments:
    - » Project management: _____
    - » Ideation: _____
    - » Writing: _____
    - » Design: _____
    - » Copyediting: _____

Content Marketing for Lead Generation

Content is the foundation of your lead generation efforts. To engage prospects and customers in today's buyer landscape, your content must educate, inspire, and beg to be shared. Here's how to optimize your content marketing for lead generation.

Ebook | 242 VIEWS | 0 SHARES

Marketo ebook example

03 Content Types

Infographics

- » X infographics created monthly
    - » X trend-related infographics created monthly
    - » X product-related infographics created monthly
- » Infographic creation role assignments:
    - » Ideation: _____
    - » Writing: _____
    - » Design: _____
    - » Copyediting: _____

Marketo infographic example: trend

Marketo infographic example: product-related

03 Content Types

Slide Decks

- » X slide decks created monthly
    - » X trend-related slide decks created monthly
    - » X product-related slide decks created monthly
- » Slide decks creation role assignments:
    - » Ideation: _____
    - » Writing: _____
    - » Design: _____
    - » Copyediting: _____

Marketo slide show example: product-related

Marketo slide deck example: trend

03 Content Types

Third Party Reports

» X number of third party reports posted per month

  » X number of vertical-specific third party reports posted per month

» Report acquisition role assignments:

  » Working with analyst firms: _____

  » Determining report types needed: _____

  » Licensing report: _____

Gartner Magic Quadrant for CRM Lead Management (premium)

[UPDATED FOR 2013] According to Gartner's Magic Quadrant on CRM Lead Management, "CRM lead management's contribution to revenue growth fuels investment and overall satisfaction levels."

Lead Management Success Center | 67k VIEWS | 192 SHARES

2013 SiriusView: Marketing Automation Platforms (premium)

This comprehensive research study is designed to help organizations evaluate marketing automation vendors' offerings and capabilities, and streamline the vendor selection process.

Marketing Automation Success Center | 1k VIEWS | 7 SHARES

Marketo 3rd party analyst report examples

03 Content Types

Cheat Sheets

» X number of cheat sheets created per month

  » X number of early-stage cheat sheets created per month

  » X number of mid-stage cheat sheets created per month

  » X number of late-stage cheat sheets created per month

» Cheat sheet creation role assignments:

  » Project management: _____

  » Ideation: _____

  » Writing: _____

  » Design: _____

  » Copyediting: _____

Marketo cheatsheet examples

03 Content Types

Videos

» X number of videos created per month

   » X number of highly produced videos per month

   » X number of simple, employee produced videos per month

   » X number of animated videos per month

» Video creation role assignments:

   » Project management: _____

   » Ideation: _____

   » Script writing: _____

   » Production: _____

   » Filming: _____

   » Editing: _____

   » Artwork (if needed): _____

Marketo video examples
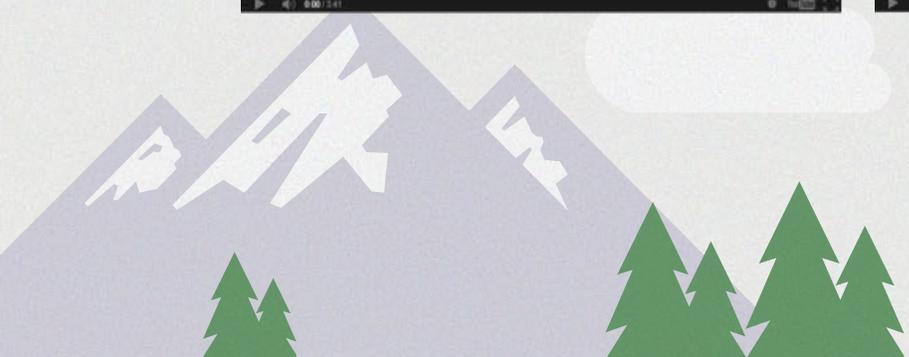
04 Content Promotion

Your content should be the fuel for all of your marketing programs. Whether the program is an email sent out to your database, a Pay-Per-Click ad, or a social campaign, your content can be the associated offer that drives conversions.

Email Marketing

Content Promotion Objectives:

- ✓ Move leads in your database through your sales funnel faster
- ✓ Further engage and maintain relationships with database leads
- ✓ Generate brand awareness and build thought leadership reputation
- ✓ Increase content downloads
- ✓ Generate more leads through paid email channels

04 Content Promotion

Email Marketing

Content Promotion Tactics:

- » X emails sent out after content publishes
    - » X emails sent out to the database
    - » X emails sent out through paid email channels
    - » X new emails added into your lead nurture programs
- » Email timeline:
    - » Email 1: _____
    - » Email 2: _____
    - » Email 3: _____
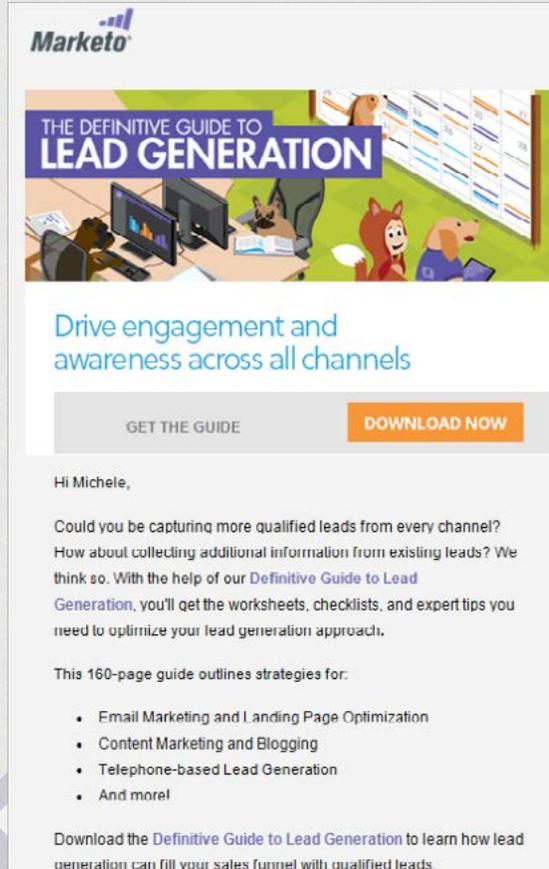
Marketo email example to promote a content asset

04 Content Promotion

Social Media

Content Promotion Objectives:

- ✓ Increase reach of content asset through social channels
- ✓ Increase engagement and relationship building on social channels
- ✓ Increase number of likes, comments, and follows
- ✓ Engage with industry influencers
- ✓ Generate new leads and followers on social channels

Content Promotion Tactics:

- » X number of Facebook posts per week
- » X number of tweets per week
- » X number of LinkedIn posts per week
- » X number of Google+ posts per week

Twitter lead generation card example
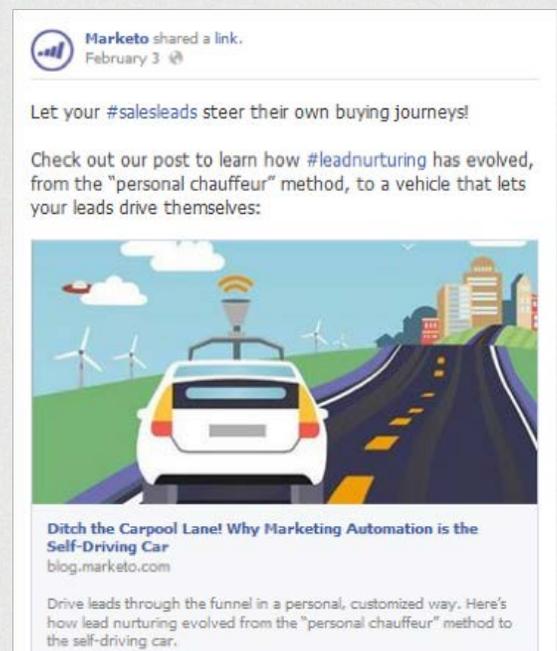
Facebook paid ad example

Content Promotion

Social Media

Sample social messaging:
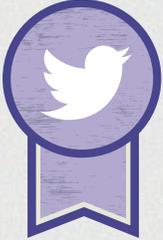
» For Twitter: _____
_____
_____
_____

» For Facebook: _____
_____
_____
_____

» For LinkedIn: _____
_____
_____
_____

» For Google+: _____
_____
_____
_____

04 Content Promotion

Blog

Content Promotion Objectives:

- ✓ Increase blog subscriber numbers
- ✓ Increase engagement and recognition
- ✓ Increase visibility of content assets
- ✓ Encourage comments
- ✓ Social sharing
- ✓ Lead generation through form fill-outs

Content Promotion Tactics:

- » X number of blogs posted to promote content asset
- » X number of calls-to-action to download content asset
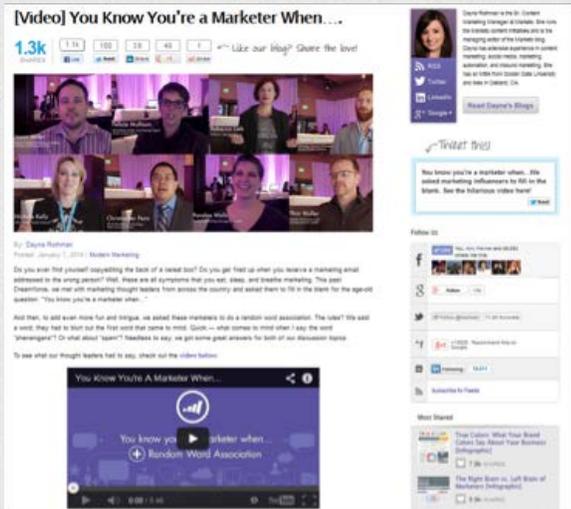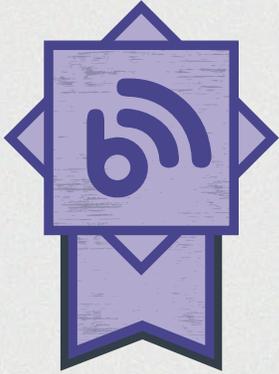
*Marketo blog post examples
promoting content assets*

04 Content Promotion

Webinars:

Content Promotion Objectives:

✓ Generate new leads through webinar signups

✓ Move leads through your sales funnel

✓ Promote new content asset and present thought leadership from that asset

✓ Showcase internal thought leaders

Content Promotion Tactics:

» X number of webinars to promote new asset

» Ensure that the content asset appears as a call-to-action on the webinar

» Record the webinar so you can post additional content

» Slice and dice up webinar recording into smaller, more digestible parts

A Guide to Content Curation: How Social Media Changed the Game

Watch this New Rules of Marketing Virtual Event session with Ashley Brookes on how to tap into the power of social to drive the success of content campaigns.

Webinar | 2k VIEWS | 5 SHARES

Lead Generation: The Art of Cold Calling and the Science of Email Prospecting

Check out this cutting edge webinar with Kraig Kleeman and Jon Miller to master the art of cold calling, get best practices for email marketing, and generate higher quality leads!

Webinar | 2k VIEWS | 9 SHARES

Example of webinars that promote content

04 Content Promotion

Pay-Per-Click (PPC) Ads

Content Promotion Objectives:

- ✓ Generate leads by offering a content asset through a form
- ✓ Increase brand awareness and build thought leadership reputation
- ✓ Understand customer search habits through keyword actions

Content Promotion Tactics:

- » X number of PPC ads for content asset
- » X number of created headlines for content asset
- » X number of created ad copy for content asset
- » Sample PPC ads:
    - » Ad #1: Headline: _____

        Copy: _____

        _____

        Call-to-action: _____
    - » Ad #1: Headline: _____

        Copy: _____

        _____

        Call-to-action: _____

Example of Pay-Per-Click ads to promote content

Marketing Automation 101 - Marketo.com
www.**market**o.com/ ▾
Learn About **Marketing Automation**. Download Our Definitive Guide Now!

Guide to Lead Nurturing - Generate Customers. Not Leads
www.marketo.com/ ▾
Step-by-Step Guide to **Nurture Leads**

05 Key Content Metrics

Now it's time to measure our results. There are many things that marketers can measure when it comes to content marketing.

>>> ——————————————————————— <<<

✓ Content asset downloads

✓ Content asset shares via Facebook, Twitter, LinkedIn, and Google+

✓ Reputation building

✓ Conversions based on form fills

✓ First and last touch attribution

✓ Multi-touch attribution

✓ Performance of email programs containing content asset

✓ Performance of paid programs containing content asset

» PPC ad performance

» Paid email program performance

» Content syndication program performance

✓ Improved SEO performance
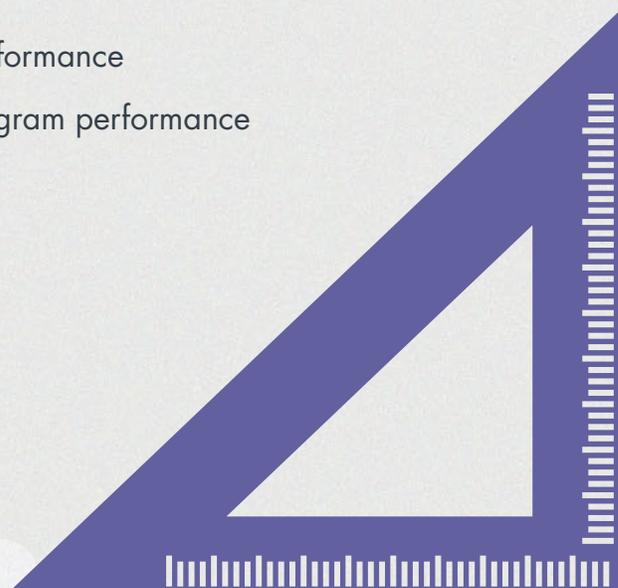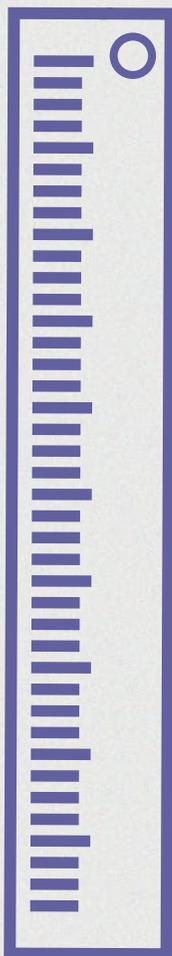
05 Additional Notes

Now that you have your plan in place, here are some ongoing initiatives to keep in mind:

- » Train your sales teams on why and how to use your content assets to close deals
- » Create content that maps to your SEO goals
- » Meet monthly or quarterly with internal stakeholders to go over content initiatives
- » Keep iterating based on engagement and metrics
- » Never be afraid to try out new content types!

Marketing Software. Easy, Powerful, Complete.

Marketo (NASDAQ: MKTO) provides the leading cloud-based marketing software platform for companies of all sizes to build and sustain engaging customer relationships. Spanning today's digital, social, mobile and offline channels, the Marketo® solution includes a complete suite of applications that help organizations acquire new customers more efficiently, maximize customer loyalty and lifetime value, improve sales effectiveness, and provide analytical insight into marketing's contribution to revenue growth. Marketo's applications are known for their breakthrough ease-of-use, and are complemented by the Marketing Nation™, a thriving network of more than 190 LaunchPoint™ ecosystem partners and over 40,000 marketers who share and learn from each other to grow their collective marketing expertise. The result for modern marketers is unprecedented agility and superior results.

info@marketo.com
www.marketo.com