

Lights. Camera. Content

Driving Success with a
Content Marketing Strategy

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Shining a light on the meaning and purpose of content marketing

What is Content Marketing?

Content Marketing is the creation of high-quality content (video, written, images) with the purpose of connecting with, educating, and attracting people to your brand.

Content marketing...

- Is referred to as **inbound marketing**, which means that it attracts your target audience. It is not a disrupter, like outbound marketing, and is tailored to serve your audience
- Enables you to share your **brand story** in an engaging way
- **Supports your product** messaging in an authentic way
- **Creates a foundation** for social media marketing, email marketing, and more, from creation to promotion
- **Guides your target audience** through the buyer's journey
- Enables brands to be **recognized as subject matter experts** (SMEs) in their industry



Tip:

Including interactive content in your strategy, such as calculators and assessments, increases audience engagement



The Foundation of a Content Marketing Strategy

Your content marketing strategy should be cohesive, align with business objectives, and support business goals. This strategy will drive what content you produce.

Your content marketing strategy should align with who you are and emphasize your:

Vision: Your meaning and purpose as a business

Mission: The actions you take to make your vision true

Values: What guides your organization and culture to success

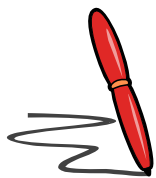
Why Outline a Strategy?

Defining your content strategy enables you to share your brand's content goals, style, and purpose across the entire organization.

Outlining your strategy helps to align the sales and marketing teams and can help leadership teams recognize the benefits of creating content.



Style Guide



Along with your content strategy, you'll want to create a style guide that will influence the look and feel of your content. Your style guide will go into more detail about colors, fonts, tone, logo use, etc.

*Source: <https://contentmarketinginstitute.com/articles/write-one-page-content-marketing-strategy>



Camera

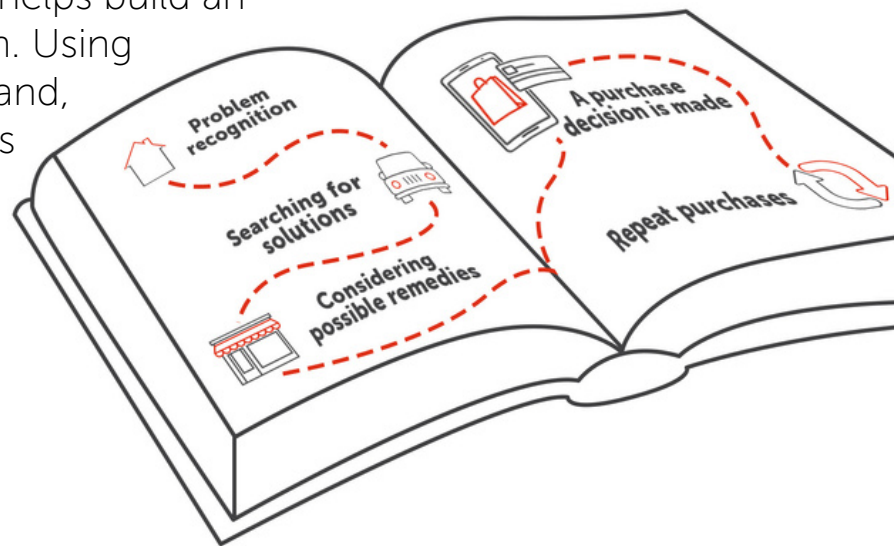
Look at your content through the lens of your audience to build connections

Know Your Brand

Now it's time to get into who you are and how you can solve your audience's problems. To be able to write quality content, you'll need to be able to go in depth.

Tell Your Story

What's your brand's story? When talking about the benefits you provide to your audience, telling a story helps build an emotional, authentic connection. Using storytelling to talk about your brand, products, or services emphasizes that you're on the journey with your audience.



SMART Goals

When diving into who your brand is and what content you want to produce, it's important to set SMART goals. These goals should align with marketing, sales, and brand goals.

A SMART goal for a content marketing strategy might be, "Increase email signups by 10% in Q4." This goal says what needs to be done, can be tracked, is achievable, aligns with long-term objectives, and has an end date.

Specific
Measurable
Attainable
Relevant
Time-Based

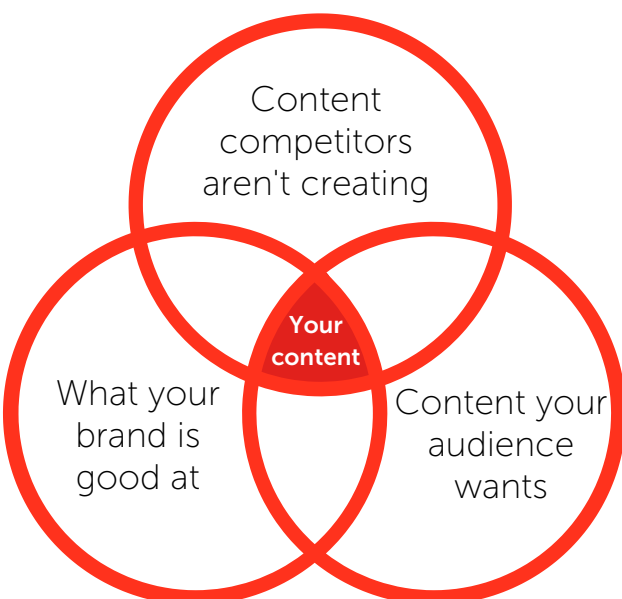


How Do Competitors Compare?

Before finalizing your content ideas, look for gaps in your competitors' content strategy. By conducting a competitive content analysis, you'll know what they're producing, how their content is performing, and what they might be missing. The gaps, or what competitors aren't producing, are great opportunities for your brand to create content and attract your audience.

Conducting a Competitive Content Analysis

1. **Identify** your competitors.
2. Learn about **who they are** and how they position themselves from how they describe themselves in their website copy, titles, meta descriptions, and social media bios.
3. Check their **Search Engine Optimization** by comparing their domain authority, avg. monthly visits, top keywords, backlinks, etc. using an online tool such as Semrush, Ubersuggest, or Moz Pro.
4. Review their **blog categories and posts** for segments they target and quality (post length, heading structure, images, clarity).
5. List what **types of content** competitors are producing (blogs, calculators, videos, ebooks, webinars, podcasts, reports, case studies, etc.).
6. Look for **gaps where you can create better content** or content they aren't producing at all.



Finding Your Ideal Content

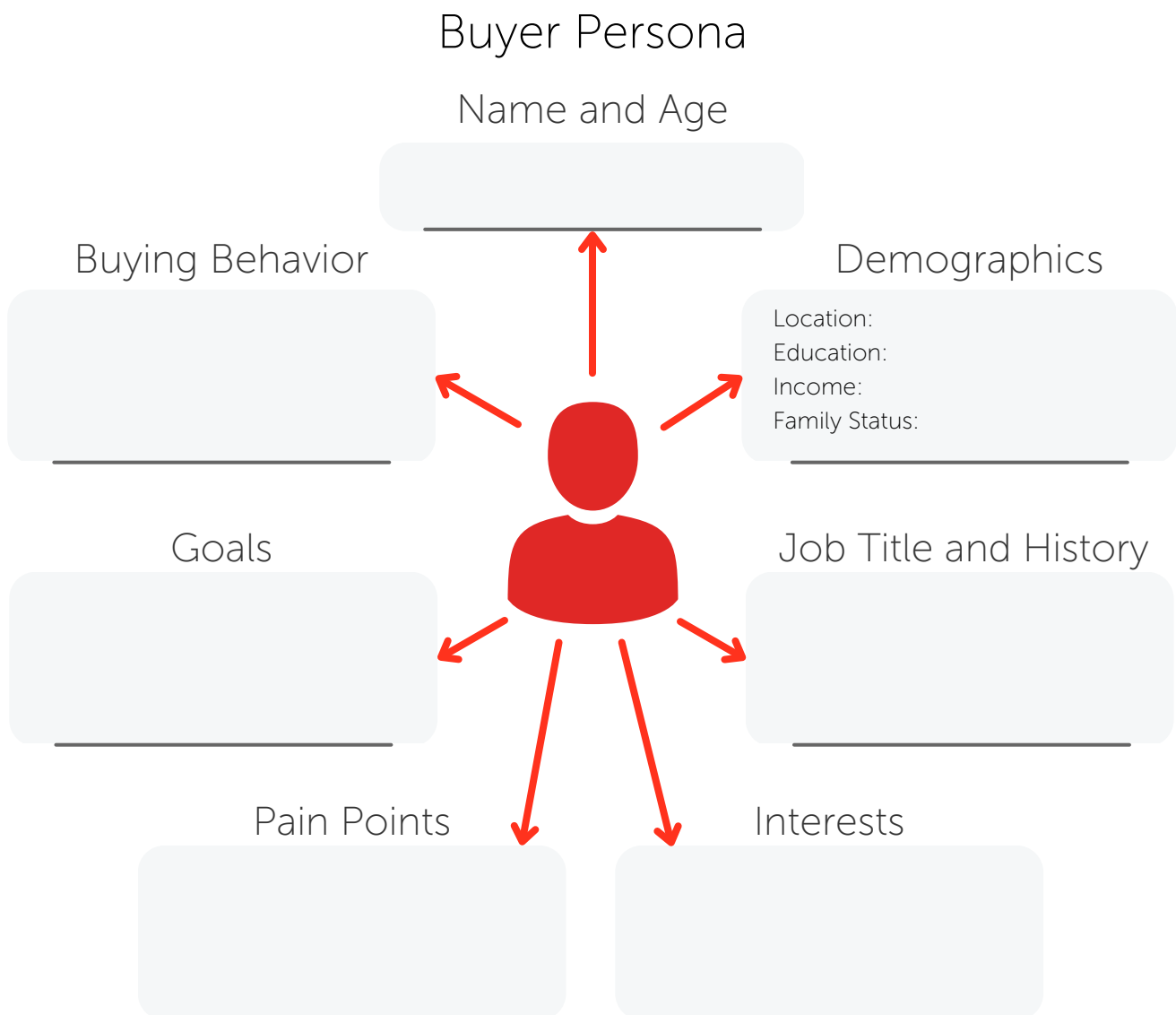
Your brand's ideal content is a combination of the **gaps in competitors' capabilities**, what **you're really good at**, and what your **audience wants to know**. It's talking about what makes your brand unique from everyone else, and why that matters to your target audience.



Understanding Your Audience

To understand your audience, you need to know who they are. Your target audience should be a niche group of people who will benefit from your product or service. A target audience is defined by behaviors as well as demographics such as income, age, and lifestyle.

Taking it a step further, you can create a **buyer persona**. Your buyer persona represents your ideal customer. This will be more specific than the criteria for your target audience. You'll identify your audience's pain points, why they're facing these challenges, and possible solutions they've tried that didn't work. Since your buyer persona will likely change and evolve as you learn more about your audience, it's okay to include some "maybes."



Content Pillars

While it might be fun to create content about a wide range of topics and try to appeal to everyone, creating content pillars is going to keep your content consistent and reliable. Each pillar should be a topic your audience is interested in learning more about. Take some time to create content pillars, noting the audience each pillar speaks to, and what topics will appeal to that audience.

Example: Our target audience of Gen Z consumers entering the workforce will be served by the content pillar fashion inspiration and we will break the content pillar fashion inspiration into the subtopics work from home, corporate, and business casual.

Target Audience	Content Pillar	Subtopics of Content Pillar		



TIP:

Ask sales or customer service teams what questions potential customers have, then turn those questions into content



Action

Time to start creating your own content masterpieces

Content Creation

It's time to start creating content! As you get started, there are a few things to keep in mind:

- Consistency is important, so make sure you're planning to create and promote content on a regular basis
- Producing less content but at higher quality drives better performance than churning out low-quality content

Creating Content for the Buyer's Journey

The buyer's journey is a set of stages a consumer goes through when searching for a solution to a problem. It starts when they become problem-aware, and ends in a loyalty to a brand, product, or service.

Since consumers go through each stage of the buyer's journey, it's important to create content that will help them find a solution at each step of the journey, from problem recognition to purchase.

Awareness: Consumer is aware of a problem and begins looking for answers

Consideration: Consumer is looking for a solution and finding potential products or services

Decision: Consumer has chosen a product or service

Retention: Consumer makes a repeat purchase

TIP:

Stay consistent and organized with planners, such as print copies or digital spreadsheets



Types of Content

There are numerous types of content out there, so it's important to find what kind of content works well for you to produce. It's also important to keep in mind what stage of the buyer's journey each piece of content will target and how you're going to promote it.

Buyer Stage	Content Type	Promotion
Awareness	Free guides, blog posts, infographics, short-form video, checklists, tools	Search Engine Results Pages (SERPs), YouTube, Social Media, Paid Advertising, Campaigns
Consideration	Free trials, product demos, webinars, eBooks, white papers, explainer videos	SERPs, Social Media, Email
Decision	Testimonials, case studies, brand storytelling, FAQ sheets, instructional videos/tutorials, consultation	Website, Social Media, Email, Sales Materials
Retention	Exclusive offers, newsletters, coupons, referral codes, product/service tutorials	Email, Website, Social Media, Campaigns



Other content criteria to consider is how long a piece of content will be relevant to your audience.



Evergreen content is content that will always be relevant and up-to-date, such as an ultimate guide or recipe.



Seasonal content is relevant over time, but only at certain times of the year. This might be a blog post about warm weather home maintenance tips or a holiday wish list infographic.



Timely content, such as news articles and memes, are only relevant in the moment and probably aren't going to be referred to or read more than once by your audience.

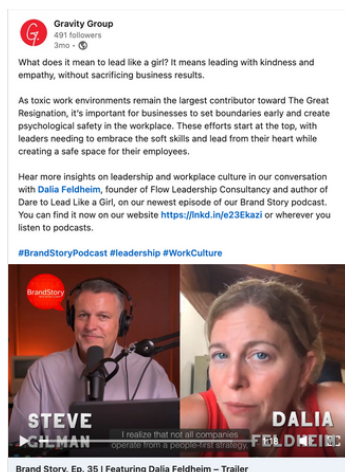
Repurposing Content

It may sound like a lot of work to produce different content for each stage of the buyer's journey, but usually, **you can repurpose one piece of content and distribute it across a variety of channels.**

Long-form content such as blogs, videos, webinars, eBooks, and podcasts can be broken up into short-form content such as social posts, newsletters, infographics, and more.



Podcast episode



Social media post



Static quote graphic



Email newsletter



Content Promotion

Content promotion is the distribution of content via various channels, whether traditional, digital, paid, or organic.

By promoting your content on more than one channel, you're able to reach a larger audience. Multi-channel distribution will also help your audience recognize your brand at different stages of the buyer's journey.

Popular Promotion Channels



Social Media

Posting blogs, infographics, videos, and other content on social media is a great place to grab people in the awareness stage and build an audience.

SEO

Optimizing your content for search can help it rank on search engine results pages (SERPs), enabling more people to find your content.

Email

Using newsletters is an easy way to get new content in front of your audience. You can personalize this channel to each individual recipient.

Campaigns

A campaign is great for compiling different forms of content around one topic and presenting it to your audience to help drive action.

Sales Materials

Who better to promote your content to than people considering your brand? Create thoughtful content that guides potential customers through the sales funnel.



Analyzing Your Content

Now that you have your goals, audience, and content promoted, it's time to check how it's performing. Referring back to your goals, you'll want to identify Key Performance Indicators (KPIs) that tell you how you how close you are to achieving those goals. Every piece of content and promotion place will have its own KPIs, so make sure you're looking at what matters for each one.

Example KPIs

Stage	Content Type	KPI
Awareness	Social media posts, paid search, website pages	Impressions/Reach
Consideration	Social media posts, newsletters, web pages, paid search	Engagement/Clicks
Decision	Paid search, lead forms	Conversion Rate/Sign-ups
Retention	Newsletters with coupons or special offers	Number of these discounts applied, repeat purchases

Lastly, make sure you're tweaking your strategy as needed. It's okay if some content isn't working, but knowing what doesn't work will help you evolve your strategy.

Google Analytics

Google Analytics will be one of your top resources for analyzing how well your content is performing. You'll likely want to track metrics here, such as the number of page views, the average time on a page, bounce rate, and traffic sources.



Behind the Scenes

Helpful Tools

- **Email Marketing:** Emma, HubSpot, MailChimp
- **Social Media Planning:** Hootsuite, Sprout Social, Pallyy
- **Keyword Research:** Ubersuggest, Moz Pro
- **Generating Topic Ideas:** Answer the Public, Google Trends
- **Graphic Design:** Canva, Adobe Illustrator

Content Marketing Examples

John Deere: The Furrow

Gatorade's 360-Degree
Bryce Harper VR Experience

Spotify's Wrapped

Westin's "Out of Office" Generator

Apple's "Shot on iPhone"

Ikea's AR Tool



TIP:
Many tools will have
free versions or
trials to test if it's
right for you



Actionable Steps to Create Your Own Content Marketing Strategy



- 1) Ensure your brand's mission, vision, and values are true to who you are. These will guide your content marketing efforts.
- 2) Determine who your target audience is, what their pain points are, and how you can help them solve their problems.
- 3) Create content pillars that revolve around helping the audience you want to serve.
- 4) Research what content your target audience is looking for in each stage of the buyer journey and what content your competitors are producing.
- 5) Set SMART goals that are guided by the brand's overall goals and determine KPIs to later track those goals.
- 6) With the resources available to you or your content team, decide what types of content you'll be able to produce for each stage of the buyer's journey.
- 7) Create high-quality content that aligns with your brand's goals, your content pillars, and your target audience's needs.
- 8) Analyze the performance of your content at each stage of the buyer's journey and get an idea of what content is working and what content isn't.



Contact Us

Gravity Group is a full-service brand and marketing agency with an in-house video production and graphic design team. We provide unique solutions built around your challenges, your audience, and your goals.

We can assess your current content marketing strategy, give recommendations, and/or help you strategize, create, and execute your content goals. Learn more about our approach to content marketing on our [website](#).

[Let's chat](#) about how we can help you plan and create content!

**Start the
Conversation**