

HOW TO MARKET YOUR CONTENT

before you spend \$1 on it

CONTENT STRATEGY

A WELL-BUILT CONTENT STRATEGY HELPS:

Drive Searches → Search Generates Traffic → Traffic Yields Readers → Readers Become Leads → Leads Fuel Sales



THE PERFECT CONTENT STRATEGY WOULD INCLUDE:

RESEARCHING ABOUT YOUR AUDIENCE

Know your audience and define their user personas.

BRAINSTORMING AND IDEATION

Gather ideas for trending topics and things that your audience wants to read about.

CONTENT STRUCTURING

The structure of a blog post will be markedly different from that of a video.

TESTING YOUR CONTENT

Make sure your content is:
Readable, Shareable, Provides value to the user

CONTENT REFINEMENT

Keep refining your content until you are absolutely sure that it will resonate with your readers.

CONTENT CREATION

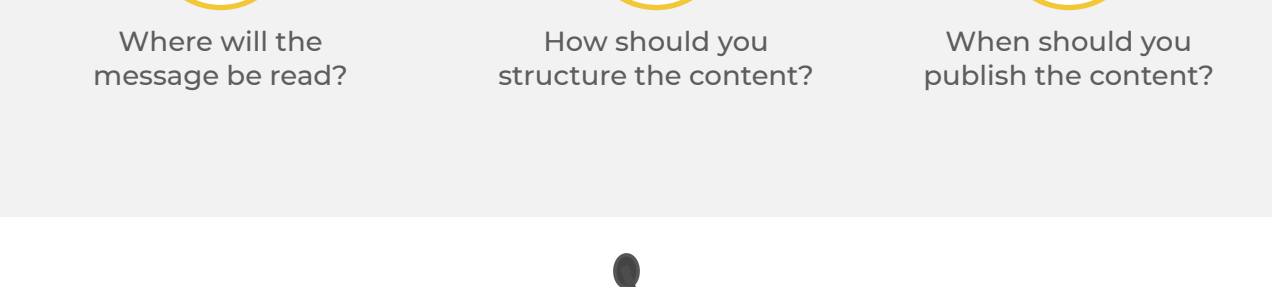
"Marketers cannot differentiate brands or prove to be innovators by sharing somebody else's stuff. Creation wins."

Tom Gerace, Skyword

ONCE YOU KNOW WHAT YOUR AUDIENCE READS, CHOOSE THE TYPE OF CONTENT YOU WANT TO WRITE ABOUT:



Provide your reader's perspective by following the Five W's (and H) while curating content:



CONTENT RELATABILITY

"What is your target audience or ideal customer? How are they struggling? Go in and solve those pain points."

Neil Patel, Kissmetrics

ONCE YOU KNOW WHAT YOUR AUDIENCE READS, CHOOSE THE TYPE OF CONTENT YOU WANT TO WRITE ABOUT:

- Use headlines and subheadings
- Involve the audience
- Keep your content short and simple
- Include visual elements
- Use precise and powerful language
- Include thought-provoking questions and quotes
- Use analogies

CONTENT OPTIMIZATION

"There are four categories of success metrics: content consumption, sharing, lead generation, and direct revenue."

Jay Baer, Convince and Convert

- KEEP NEW CONTENT COMING:** Make sure you use headings and subheadings by targeting relevant keywords.
- USE HEADINGS:** Make sure you use headings and subheadings by targeting relevant keywords.
- OPTIMIZE THE TEXT:** Make title tags, meta descriptions, meta keywords, and URLs your best friends.
- OPTIMIZE IMAGES:** Add alt tags and image tags to the list too.
- USE SOCIAL MEDIA:** Share other users' content, provide feedback and build relationships with relevant users.
- KEEP IT CLEAN:** Keep your code clean and organized to help search engines find your content efficiently.

CONTENT MARKETING TOOLS

Create high-quality content, track your efforts, and share it with your audience through these top tools for content marketing.



GRAMMARLY

Editing your own work just got a lot easier. The name says it all - check your grammar efficiently now.

GOOGLE'S URL BUILDER

Google's URL Builder allows you to create trackable URLs so you can tell where your audience is coming from.

COSCHEDULE HEADLINE ANALYZER

Get a score for your headline title! Yes. This title analyzer helps you invent and reinvent better headlines with the help of a research-backed approach.

EASEL.LY

Let your creativity come out. This smart tool lets you create great looking infographics using templates. All you have to do is plug in your info and you are ready to publish.

HUBSPOT'S BLOG TOPIC GENERATOR

Take inspiration for blog topics and other content creation by typing three nouns and it generates five title ideas for you.



SOURCE LINKS:

- <https://contently.com/content-marketing-tips/>
- <http://www.jeffbullas.com/7-step-content-creation-strategy-for-epic-content-marketing/>
- <http://www.convinceandconvert.com/content-marketing/writing-tips-for-content-creators/>
- <https://www.searchenginejournal.com/10-free-tools-make-content-production-easier/164379/>
- <https://www.outbrain.com/help/advertisers/content-optimization/>
- <https://sproutsocial.com/insights/content-marketing-plan/>

LEARN ABOUT MARKETING YOUR CONTENT TO YOUR AUDIENCE.

Write to us at coffee@sparkeighteen.com or visit us at www.sparkeighteen.com