

THE 30-DAY CONTENT MARKETING PLAN



CHECKLIST

Why content marketing

- ☐ Establish strong brand identity
- ☐ Build trust among audience
- ☐ Great for SEO
- ☐ Develop relationship with audience
- ☐ Generate high-quality leads

Content marketing funnel

- ☐ Top of funnel
 - ☐ Awareness
 - ☐ Prospects
- ☐ Middle of funnel
 - ☐ Evaluation
 - ☐ Leads
- ☐ Bottom of funnel
 - ☐ Conversion
 - ☐ Customers

Content marketing goals

- ☐ Get leads
- ☐ Increase visitor traffic
- ☐ Affiliate income
- ☐ Brand awareness
- ☐ Others

Know your audience

- ☐ Essential to success
- ☐ Ways to know audience
 - ☐ Conduct surveys
 - ☐ Competitor research
 - ☐ Monitor social media
 - ☐ Google analytics
 - ☐ Customer database
- ☐ Create audience persona
 - ☐ Represent ideal customer
 - ☐ Give name and background info
 - ☐ Know goals and challenges

- ☐ Marketing message
- ☐ Values and fears
- ☐ Elevator pitch

Content ideas brainstorming

- ☐ Answer 5 W's and H
- ☐ Popular and trending
- ☐ Competitor analysis
- ☐ Mind mapping
- ☐ Content idea generators

Keyword research

- ☐ Choose long-tail keywords
- ☐ Understand buyer intent
- ☐ Check search volume
- ☐ Keyword competitiveness

Content titles and outlines

- ☐ Group similar keywords
 - ☐ 20 keywords per group
 - ☐ Remove 1-word keywords
- ☐ Use keyword grouping tool
- ☐ Create outline per keyword group

Content calendar

- ☐ Consistency is important
- ☐ Prevents procrastination
- ☐ Use spreadsheet (manual calendar)
- ☐ Use Google calendar
 - ☐ Free and easy
 - ☐ Access anywhere
 - ☐ Add multiple calendars
 - ☐ Easy sharing options

Create website (if none yet)

- ☐ Use website builder
- ☐ Use self-hosted WordPress
 - ☐ Buy domain name
 - ☐ Buy web hosting
 - ☐ Must-have plugins
 - ☐ Yoast SEO
 - ☐ Akismet Anti-Spam
 - ☐ WP Super Cache
 - ☐ Social Media Share
 - ☐ Mailchimp
 - ☐ Google Analytics
 - ☐ Updraft Plus
 - ☐ WordFence Security
 - ☐ Set-up mailing list
 - ☐ Use Mailchimp
 - ☐ Free up to 2,000 users
- ☐ Set up Google Analytics
 - ☐ Free
 - ☐ Helps track site visitors
 - ☐ Insight about your site
 - ☐ Easy install
 - ☐ Can use WordPress plugin

All about content

- ☐ Content productivity tips
 - ☐ Work when most productive
 - ☐ Remove all distractions
 - ☐ Pomodoro technique
 - ☐ Finish 1-2 articles daily
 - ☐ Ignore typos and mistakes
 - ☐ Save editing for last
- ☐ Content editing tips
 - ☐ Tweak content structure
 - ☐ Refine title
 - ☐ Edit introduction
 - ☐ Think like persona
 - ☐ Proofread, edit and format
- ☐ Content repurposing
 - ☐ Use in social media accounts
 - ☐ Benefits of repurposing

- ☐ More mileage for content
 - ☐ Build credibility
 - ☐ Backlink opportunities
- ☐ Popular formats
 - ☐ Videos
 - ☐ Social media graphics
 - ☐ Podcasts
 - ☐ Infographics
 - ☐ eBooks
 - ☐ Presentations
- ☐ Publishing content
 - ☐ On website
 - ☐ Default WordPress editor
 - ☐ Page builder plugin
 - ☐ Review how content looks
 - ☐ Link to your social media
 - ☐ On social media
 - ☐ Link back to your site
 - ☐ Start building followers

Social Media Marketing

- ☐ Amplify content marketing
- ☐ Increase trustworthiness
- ☐ Use as customer service platform
- ☐ Good for SEO
- ☐ Great for social signals
- ☐ Engage with followers
- ☐ Be warm and friendly
- ☐ Build a community
- ☐ Top platforms
 - ☐ Facebook
 - ☐ Twitter
 - ☐ Instagram
 - ☐ LinkedIn
 - ☐ YouTube
 - ☐ Pinterest
 - ☐ Reddit
 - ☐ Quora
 - ☐ SlideShare

- ☐ Social media ads
 - ☐ Grow social presence faster
 - ☐ Facebook Ads
 - ☐ Relatively cheap
 - ☐ Deep targeting options
 - ☐ Use Facebook pixel
 - ☐ Retarget your users on FB

Outreach and link-building techniques

- ☐ Must be in same niche
- ☐ Can be very rewarding
- ☐ Some techniques
 - ☐ Guest posting
 - ☐ Increase brand awareness
 - ☐ Build relationships
 - ☐ Access to new audiences
 - ☐ Social influencers
 - ☐ Sizeable following on social media
 - ☐ How can influencer benefit?
 - ☐ Pay fees
 - ☐ Give free product
 - ☐ Try free service
 - ☐ Give discount code
 - ☐ Affiliate commission
 - ☐ Make sure influencers are real
 - ☐ Fake followers
 - ☐ Very low engagement
 - ☐ Blog commenting
 - ☐ Write thought-provoking comments
 - ☐ Don't write like a bot
 - ☐ Use your real name
 - ☐ Get people curious about you
 - ☐ Subscribe to top blog's RSS feed
 - ☐ Get updates on new posts
 - ☐ Better comment visibility
 - ☐ Reach out to webmasters
 - ☐ Look for broken links
 - ☐ Send link to your best content