



CONTENT MARKETING 101: **THE BASICS**

Creating a content marketing strategy

Use this worksheet as you take our course, Content Marketing 101: The Basics, to create a content marketing strategy for your business to generate online growth and create loyal customers.

INTRODUCTION TO CONTENT MARKETING



KEY TAKEAWAY:

Content marketing is “regularly creating and distributing valuable, educational, and highly-relevant content for your target market.”

TOPIC:

UNDERSTANDING YOUR TARGET AUDIENCE



EXERCISE 1

1. Download the free buyer persona templates that we linked from HubSpot.
2. Complete 3 buyer personas for your business. Think through your various current customer types and a new customer persona you want to attract.
3. Save the buyer personas in a common location for your employees to access.

Lesson: Customer Journey process



KEY TAKEAWAY:

The customer journey:

1. Discovery phase
2. Consideration phase
3. Conversion phase
4. Retention phase



EXERCISE 2

Write 5 blog post headlines for your business that pertain to the discovery phase.
Remember: content for the discovery phase informs the reader that they might have a problem they don't know about.

Ex. 7 reasons why you need to change your car's air filter.

1. _____
2. _____
3. _____
4. _____
5. _____



EXERCISE 3

List 5 guides you can create that teach your audience how they might solve the problem on your own.

Ex. How to change your car's air filter.

1. _____
2. _____
3. _____
4. _____
5. _____



EXERCISE 4

Create a sales email campaign for customers in your email list that have entered the conversion phase. Use our guide below for some tips.

This example email campaign is a series of 5 emails.

Email 1:

Introduce your product and your limited time offer.

Ex. Subject line: *Keep your family safe on the road! Here's a \$25 coupon for car inspections.*

Delay one week

Email 2:

Remind the reader about an impending timeline.

Ex. Subject line: *Our \$25 coupon for car inspections is good until May 1. Book now.*

Delay one week

Email 3:

Remind the reader that they have a problem you can solve.

Ex. Subject line: *Make sure your car is running smoothly and safely. Don't miss our limited time discount.*

Delay until three days before your deadline

Email 4:

Tell your reader that they must take an action in order to unlock the discount.

Ex. Subject line: *Three days left to take advantage of our \$25 coupon for car inspections. Book now!*

Delay until one day before your deadline

Email 5:

Give your reader one last chance to take advantage of your offer.

Ex. Subject line: *One last chance! Our \$25 off offer ends tomorrow. Call today.*

If an individual does not take advantage of your sales campaign, that doesn't mean they may never be interested in your product or service. Move them back to the consideration phase and continue to send them free, educational content and resources. Then, after a length of time (we recommend six months) try to encourage them to take action.



EXERCISE 5

List out 5 ways that you can continue to provide a great customer experience for individuals in the retention phase.

1. _____
2. _____
3. _____
4. _____
5. _____

TOPIC:

ESSENTIALS FOR ONLINE WRITING



EXERCISE 6

Go through your current website and blog content and reformat based on the essentials for online writing listed in this topic: chunking, headers, bullets and images.



TOPIC:

CREATING SHAREABLE BLOGS



EXERCISE 7

First, take our course, Blogging 101: The Basics.

Then, write 5 shareable blog headlines that evoke an emotion in the reader (humor, compassion, surprise, etc.) Stay away from negative emotions like fear or outrage.

1. _____
2. _____
3. _____
4. _____
5. _____

TOPIC:

WRITING HELPFUL E-BOOKS



EXERCISE 8

Write down 3 ideas for educational e-books that you can write for your audience.

1. _____
2. _____
3. _____

Then, go through your existing content and make note of any posts that you can repurpose for your e-books.

TOPIC:

DESIGNING INDUSTRY-LEADING INFOGRAPHICS



EXERCISE 9

1. Download Canva.
2. In the search bar, type “infographics.”
3. Scroll through the many free options available and save a few templates to create eye-catching infographics based on your industry data.

TOPIC:

FUN, EDUCATIONAL VIDEO CONTENT



EXERCISE 10

List 3 blogs that you can turn into a 2-minute video.

1. _____

2. _____

3. _____



EXERCISE 11

Based on the ideas listed in the topic, write down 3 ideas for other videos you can film and distribute.

1. _____

2. _____

3. _____

TOPIC:

COMPILING LIKE TOPICS INTO A MODULAR CONTENT DOCUMENT



EXERCISE 12

Download the N2DIGITAL modular content document from the Materials section and use to compile your various content formats on a specific topic.

TOPIC:

REPURPOSING OLD CONTENT TO REACH MORE PEOPLE



EXERCISE 13

Using some of the ideas from HubSpot's blog post (linked in the Materials section) write down 3 old pieces of content and then write down how you will repurpose it.

OLD PIECE OF CONTENT	HOW TO REPURPOSE
<i>Ex. Blog Post - "How to change the air filter in your vehicle"</i>	<i>Ex. Video - "3 steps for changing the air filter in your vehicle"</i>

TOPIC:

SYNDICATING CONTENT ON OTHER SITES



KEY TAKEAWAY:

According to Outbrain, "Content syndication is when web-based content is re-published by a third-party website.

TOPIC:

GETTING YOUR CONTENT TO THE RIGHT PEOPLE



EXERCISE 14

For each piece of content that you create, list out 3 ways that you will promote it to your audience.

CONTENT NAME	PROMOTION #1	PROMOTION #2	PROMOTION #3
<i>Ex. Blog Post - "3 reasons to build a marketing budget"</i>	<i>Organic Social Media Post</i>	<i>Google AdWords for "build a marketing budget"</i>	<i>Email to nurture campaign members</i>



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