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BOSTON CONTENT

Content marketing is booming. Let's make sure careers do too.

EVENT NOTES

January 29, 2014: Content Planning

DISCUSSION TOPIC

Creating Your Content Strategy

DISCUSSION LEADER

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1 Where Do You Start?

- Start with buyer personas, or ideal representations of who you'll be targeting.
- What are their biggest challenges and questions? What are their morals and their "why"? Your company and your content should align with that.
- Decide on metrics upfront. Different content is built for different purposes – decide what your business needs in the marketing funnel, and address that. (Nobody knows you yet? Don't pick leads and gate your content. Pick views and subscribers and un-gate it.)
- Be PROCESS driven. That is how you sustain your strategy. Can't rely on daily inspiration.

2 Balancing Focused Goals with Broad Appeal

- Never try to be everything to everyone. The same piece won't achieve customer conversions and broad reach.
- If you want to go broad, the story has to be big enough to fit in multiple places. Don't need to tell your story in full everywhere, but create channel-specific pieces (email, social, blog, etc.).

3 Metrics Match the Goal

- Different types of content behave differently. Measure accordingly. At the outset, decide on your goals and what metrics track them, then create the right type of content.
- If you lack traffic, focus on "user indicators" like views, uniques, total shares, and subscribers. Types of content probably include visual, video, helpful blog posts, & more.
- If you're trying to convert traffic into leads or customers, then measure things like new contacts generated, sales opportunities created, and closed customers. (The goal is always to get here. Unless you're Coke or Red Bull, content can't just be branding.)