ACTION PLAN

Content Marketing Workbook for Tech Marketers

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In today's digital age, content marketing has become an essential component of any successful marketing strategy. By creating and distributing high-quality content, you can **establish your brand as a thought leader, build trust with your audience, and drive customer engagement and loyalty**.

However, developing an effective content marketing strategy can be a daunting task, with many moving parts and variables to consider.

This workbook will provide you with a step-by-step guide to developing and executing a successful content marketing strategy.

You will get action points to research and understand your target audience, create compelling content that resonates, distribute your content through the right channels, and measure your results to continuously improve your strategy.

With actionable templates, this workbook will help you develop a content marketing plan that aligns with your business goals and drives measurable results.
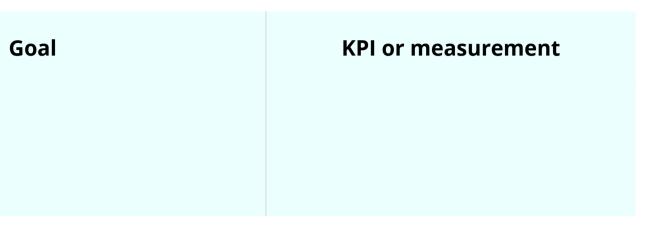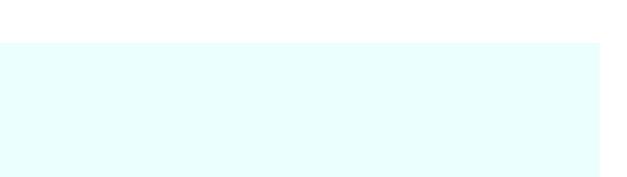
YOUR SMART GOALS

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	Goal	KPI or measurement
Increase website traffic: One of the most common content marketing goals is to drive more traffic to your website. This can be achieved by creating high-quality, SEO-optimized content that attracts your target audience.		
Generate leads: Content marketing can also be used to generate leads by offering gated content such as e-books, white papers, or webinars that require visitors to provide their contact information in exchange for access.		
Build brand awareness: Creating and distributing high-quality content can help increase brand awareness by getting your brand in front of more people and establishing your brand as a thought leader in your industry.		
Improve customer engagement: Content marketing can also be used to improve customer engagement by creating content that resonates with your target audience, encouraging them to share and interact with your brand.		
Drive conversions: Finally, content marketing can be used to drive conversions by creating content that addresses your target audience's pain points and encourages them to take action, such as making a purchase or signing up for a service.		

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YOUR AUDIENCE

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Define your target audience. Include factors such as company size, industry, location as well as demographics and pain points. Take into account you might have to acquire additional data.

Identify commonalities: Look for patterns in the data to identify common characteristics among your target audience. This could include job titles, responsibilities, challenges, and purchasing habits.

Create personas: Based on your data, create detailed profiles for each persona that includes information such as their job title, role in the buying process, goals, challenges, and preferred communication channels and content.

Use personas to inform your content marketing strategy: Use your personas to guide your marketing content, including keywords, tone of voice, and platforms.

YOUR CURRENT CONTENT

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Audit existing content. Evaluate your content based on criteria such as relevance, quality, engagement, and effectiveness in achieving your business goals. Identify your top-performing content and the content that needs improvement or should be removed. Also include current gaps in content.

Analyze your competitors' content: Analyze your competitors' content to identify opportunities to differentiate yourself and improve your content. Look at their content formats, topics, and distribution channels to identify areas where you can improve.

Create a persona-based, integrated content plan: Based on the insights you gained from your content audit, develop a content plan that outlines the types of content you will create, the topics you will cover, and the channels you will use to distribute your content**.**

YOUR CONTENT PLAN

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Determine your content types: Types of content to create include blog posts, videos, podcasts, infographics, e-books, white papers, case studies, and more. Determine which content types are most suitable for your target audience and business goals.

Define your topics: Based on your content audit and target audience research, identify the topics that are most relevant and valuable to your audience. Consider the questions your audience might have, the pain points they might experience, and the topics that are trending in your industry.

Create a content calendar: A content calendar should include dates, topics, content types, and distribution channels. It helps ensure that your content is consistent, relevant, and timely.

Set metrics and KPIs: To measure the success of your content marketing efforts, set metrics and key performance indicators (KPIs) that align with your goals.

YOUR WINNING CONTENT

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Focus on quality: When creating content, focus on quality over quantity. Your content should be well-researched, well-written, and free of errors. Use visuals and multimedia to make your content more engaging.

Optimize for search engines: Optimizing your content for search engines is essential to drive traffic to your website. Use keywords, meta descriptions, and tags to help search engines understand your content and rank it for relevant search queries.

Distribute your content: Distribution channels include your website, social media, email marketing, SEO, paid advertising, and more. Determine which channels are most suitable for your target audience and business goals.

Measure and refine: Track the performance of your content and make adjustments as needed to improve your results. Use analytics tools to measure metrics such as website traffic, engagement, and conversions.

Good content marketing engages your target audience and compels them to move along your buyer journey. But it is can be time consuming to create. The amount of content available has grown enormously. The volume of content available can mean that your content can get lost among a tide of other similar content. How do you make it stand out? We can help.

If you would like to find out more about how to create content that conquers, contact us today.

At IDC we understand the unique pressures you are facing as a technology company. Our in-depth knowledge and expertise will help you create a content strategy and content that will equip your company to engage your customers.

To find out more about how we can help your business, <u>visit our website</u>.

Other resources:

- eBook | <u>Essential building blocks for an effective growth strategy</u>
- eBook | <u>Generative AI in EMEA: Opportunities, Risks and Futures</u>
- eBook | <u>Finding Growth Opportunities: Why Market Intelligence Is Essential to Achieve Growth</u>
- eBook | <u>Speaking the Language of the C-Suite</u>
- eBook | <u>Why You Need an Industry-Led Sales and Marketing Strategy</u>