



Content Marketing

Week 1: **Just** an intro

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**What is content
marketing?**

Content marketing is the creation and distribution of helpful, relevant emails, social media posts, and with the aim of maintaining or

“We go online for answers. We go online for solutions, for things, for fixes, and for help. What content marketers do is build out those parts of the internet that are the most useful to the people that really need that information in their moment of truth. Content marketing is about making things that help people do things in their real lives.” – [Andy Crestodina](#), co-founder and chief marketing officer, Orbit Media Studios

**ing approach
able, relevant, and**

consistent content to attract and retain a clearly defined

audience

audience

“Communicating without selling ... That differentiates content marketing from a lot of other parts of marketing. It’s more about education. It’s about investing in the audience. It’s about answering questions and being a helpful resource for our audience.” – [Monica Norton](#), head of content marketing, Yelp

on of relevant, useful content—blogs, s, videos, and the like—to current and potential s expertise and makes it clear that a company

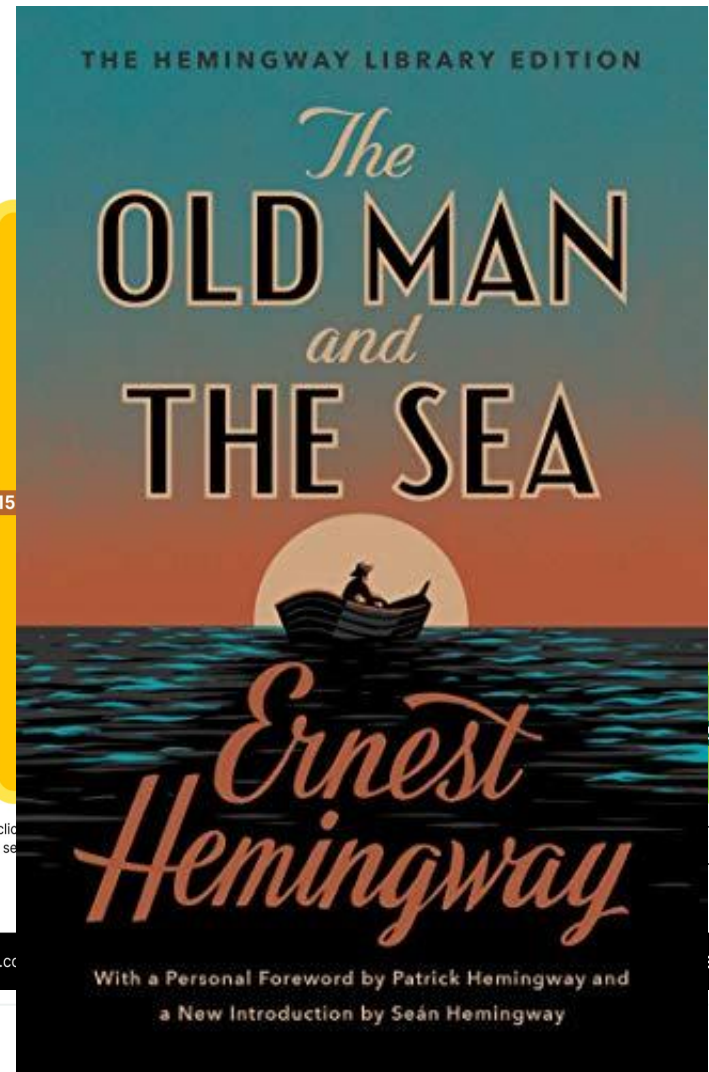
values the people to whom it sells.

The definition of content marketing is simple: It’s the process of publishing written and visual material online with the purpose of attracting more leads to your business. These can include blog posts, pages, ebooks, infographics, videos, and more.



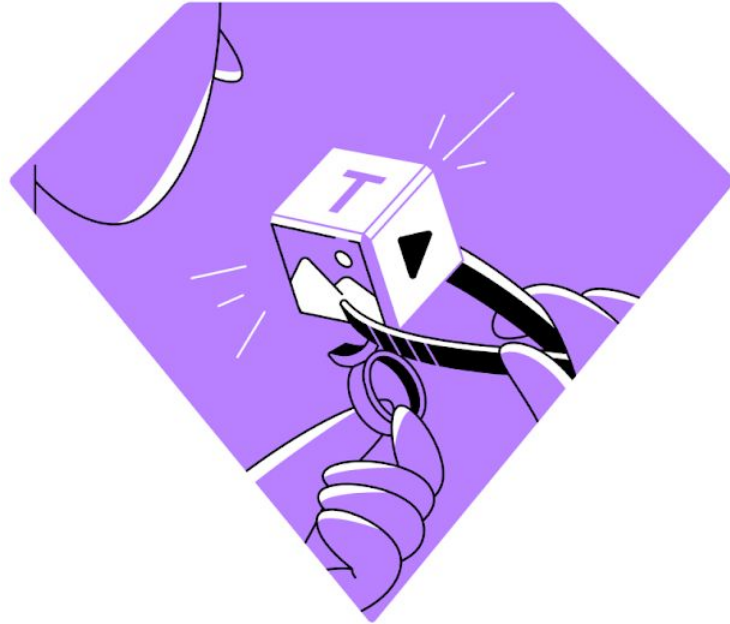
Let's agree on some things

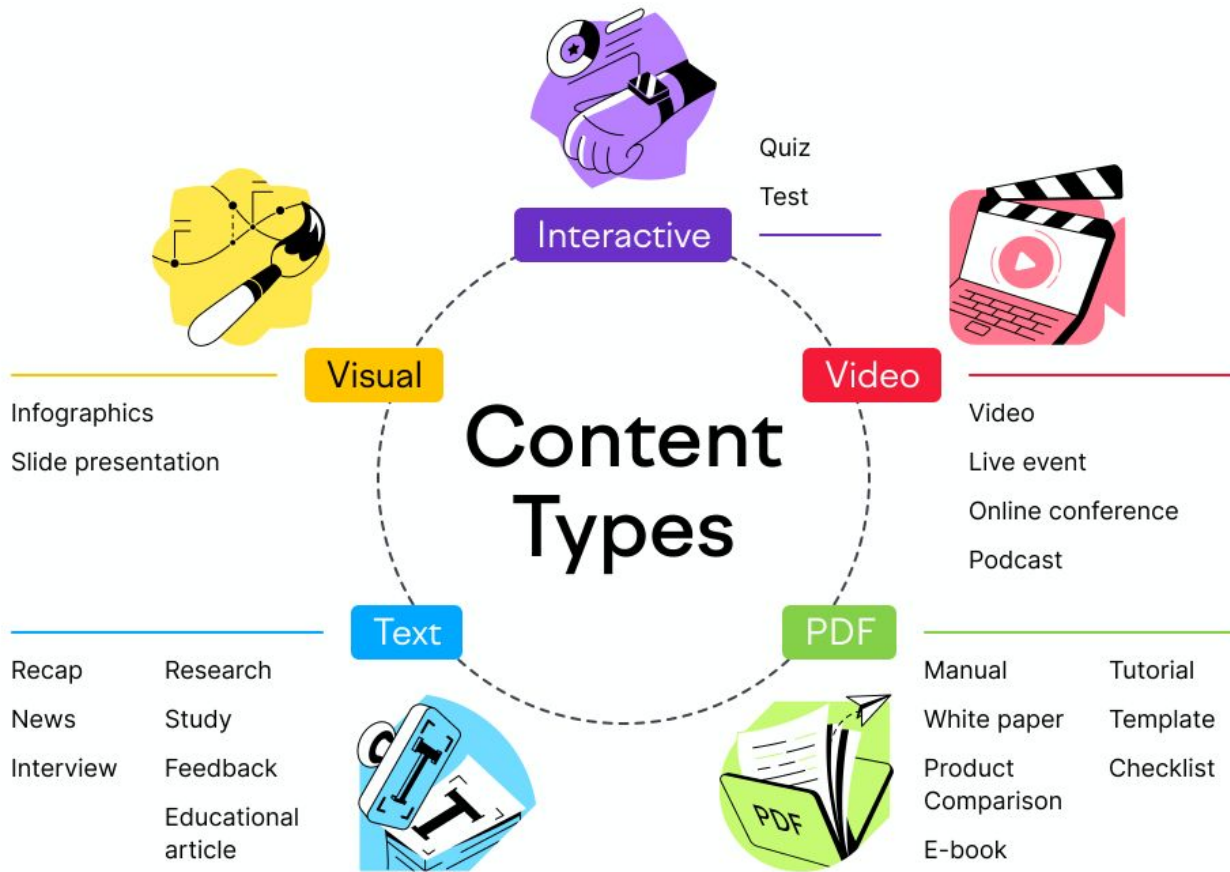
1. Content marketing is NOT just all “content” out there
2. It requires:
 - a. A strategic, targeted approach
 - b. A target audience and tailored message
 - c. A goal (or... many)
3. Let's not decide right now on whether it “sells” or “doesn't sell”



Examples of Content Marketing

- 1 Blog posts
- 2 Emails
- 3 Newsletters
- 4 Social media posts
- 5 Podcasts
- 6 Ebooks
- 7 Videos





**Why are we talking
about content
marketing?**

This is what thousands of content marketers told Semrush

What are your key content marketing goals for 2023?



Content for this will be very different to content for this... Or this.

There is one simple reason

No matter the stage your business is at or your business goals, achieving them will most likely* HAVE to go through content marketing.

- Google > Ranks content
- Users > Search for, engage with and consume content. They make decisions based on content.

Content marketing is the single, most effective cross-channel mechanism you have at your disposal to market your business, product, or idea.

** Probability rate: 99.99%*

**We'll work in 3
stages**

The 3 main phases of content marketing

Research & Planning

- Competitor analysis
- Audience research
- Channel analysis
- Content audit
- Topic research
- Content strategy
- Content plan

Content Creation

- Content for different stages of the user funnel
- Content types

Content Launch

- Distribution strategies
- Optimization tactics
- Reporting
- Content revamps

**What to expect in
the coming 12
weeks**

You are in charge.

You will be responsible for creating the content strategy for your “**new client**” (*more on that over email, where you will be contacted by your “client” after this session*).

A simple format.

Each week we will be:

- Talking about an area of content marketing
- Discussing whether it fits into your strategy or not and how
- You will have short assignments to complete based on each week's topic
- At the end of the course you should have a full content strategy for a real brand that you can include in your portfolio! 🚀

Ground rules

(Very few but important!)

- **Only smart people ask questions.** You NEED to ask questions during our sessions.
 - You can contact me at any point between sessions via email.
 - You can use AI (e.g. ChatGPT) for any assignment (or part of it). As long as you disclose it when you do.
 - If you don't complete an assignment on time for the next session, please make every effort to complete it together with the next one.
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Let's go!

Your new “client” will email you soon with their first brief and next steps.

