

# Content Marketing

Week 9 + 10: Creating your  
promo + content plan

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# What is the difference between a content strategy and a content plan?

## Content Strategy

- Includes the “why”
- Includes the “how”
- Depending on the contract/client it may also include the “what”

## Content Plan

- Details the “when”
- Includes the “where”
- Defines the “who”
- It *can* include the “how much”

# What a content plan needs to achieve

This should be the place any stakeholder goes to to gain full visibility on publishing

Does it have to be a document?

No.

- It can be a spreadsheet
- It can be a board on a project management tool
- It can be both
- Arguably, it can be something else, but these two formats are the ones I have seen and used for years

▼ DONE: July 2023

| Item  | Content Brief   | Draft Link  | Writers | Editors | Status | Editorial Dr... | Draft Des... | Publication D... |
|---|---|---|---------|---------|--------|-----------------|--------------|------------------|
| > [GoodContent Hub/ev] Write a Success Story: exempl...     | <a href="https://docs.goog...">https://docs.goog...</a> | <a href="https://docs.googil...">https://docs.googil...</a> |         |         | Done   | 30 May          | 1 Jun        | 7 Jun            |
| > [GoodContentHub/ev] Write a blog post: Best AI Writ...    | <a href="https://docs.goog...">https://docs.goog...</a> | <a href="https://docs.googil...">https://docs.googil...</a> |         |         | Done   | 6 Jun           | 1 Jun        | 15 Jun           |
| > [Content Audit/ev] Update Blog Post: Content Audit        | <a href="https://docs.goog...">https://docs.goog...</a> | <a href="https://docs.googil...">https://docs.googil...</a> |         |         | Done   | 8 Jun           | 1 Jun        | 15 Jun           |
| > [App Center] SERP Gap Analyzer app                        | <a href="https://docs.goog...">https://docs.goog...</a> | <a href="https://docs.googil...">https://docs.googil...</a> |         |         | Done   | 13 Jun          | 1 Jun        | 8 Jun            |
| > [T3 Collaboration campaign] Offer for registered users... | <a href="https://docs.goog...">https://docs.goog...</a> | <a href="https://docs.googil...">https://docs.googil...</a> |         |         | Done   | 14 Jun          | 1 Jun        | 19 Jun           |
| > [PRJCT] Link Building with Semrush course script          | <a href="https://docs.goog...">https://docs.goog...</a> | <a href="https://docs.googil...">https://docs.googil...</a> |         |         | Done   | 14 Jun          | 1 Jun        | 10 Jul           |
| > [App Center] Landing Page Builder App                     | <a href="https://docs.goog...">https://docs.goog...</a> | <a href="https://docs.googil...">https://docs.googil...</a> |         |         | Done   | 19 Jun          | 1 Jun        | 22 Jun           |
| [App Center] Video Marketing Platform                       | <a href="https://docs.goog...">https://docs.goog...</a> | <a href="https://docs.googil...">https://docs.googil...</a> |         |         | Done   | 20 Jun          | 1 Jun        | 22 Jun           |
| > [CMPN T2] Kompyte blog post - Overcoming Buyer In...      | <a href="https://docs.goog...">https://docs.goog...</a> | <a href="https://docs.googil...">https://docs.googil...</a> |         |         | Done   | 22 Jun          | 1 Jun        | 5 Jul            |
| > [TASK] UHS Interview/Success Story Blog Post on Col...    | <a href="https://docs.goog...">https://docs.goog...</a> | <a href="https://docs.googil...">https://docs.googil...</a> |         |         | Done   | 27 Jun          | 1 Jun        | 30 Jun           |
| > [CMP/ev] Proofread 2 Emails: Content Audit Removal        | <a href="https://docs.goog...">https://docs.goog...</a> | <a href="https://docs.googil...">https://docs.googil...</a> |         |         | Done   | 27 Jun          | 1 Jun        | 27 Jun           |
| > [PRJCT] Affiliate Rebranding - Content Strategy           | <a href="https://docs.goog...">https://docs.goog...</a> | <a href="https://docs.googil...">https://docs.googil...</a> |         |         | Done   | 28 Jun          | 1 Jun        | 28 Jun           |
| > [TASK] Copy Edit Email Campaign - Sales Survey            | <a href="https://docs.goog...">https://docs.goog...</a> | <a href="https://docs.googil...">https://docs.googil...</a> |         |         | Done   | 28 Jun          | 1 Jun        | 30 Jun           |
| > Social Listening email to promo Media monitoring app      | <a href="https://docs.goog...">https://docs.goog...</a> | <a href="https://docs.googil...">https://docs.googil...</a> |         |         | Done   | 28 Jun          | 1 Jun        | 4 Jul            |

|        | Publish Date | Due Date | Status | Topic/Title   | Suggested URL |
|--------|--------------|----------|--------|---|---------------|
|        | 1/1/22       | 12/29/22 |        | 12 Tips and Tricks to Help You Compare the Performance of Your Babyshop Business        |               |
|        | 1/2/22       |          |        |   |               |
|        | 1/3/22       |          |        |   |               |
|        | 1/4/22       | 12/30/22 |        | Tips for Finding suppliers of toy products Directly from Industry Experts [INFOGRAPHIC] |               |
|        | 1/5/22       | 12/31/22 |        | 9 tips and recipes for making MPASI for your baby                                       |               |
| Week 1 | 1/6/22       |          |        |   |               |
|        | 1/7/22       |          |        |   |               |
|        | 1/8/22       |          |        |   |               |
|        | 1/9/22       |          |        |   |               |
|        | 1/10/22      |          |        |   |               |
|        | 1/11/22      |          |        |   |               |
|        | 1/12/22      |          |        |   |               |
|        | 1/13/22      |          |        |   |               |
| Week 2 | 1/14/22      |          |        |   |               |

# Don't forget:

- Keep your content plan balanced.
    - If you're publishing on a blog, for example, do you need a publication schedule targeting users at different funnel levels ?
  - Detail everything you need in order to get a good overview of what's planned, when and the progress in each case
  - Keep it up to date at all times!
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# Building your promotion strategy and plan

# 3 factors that shape your promotion strategy

1

## The campaign type

- Creative or informative?
- One-off or evergreen?
- Visual or written content?
- Which channels does similar type content tend to perform well?
- What tactics have competitors or brands with similar content adopted?

2

## The resources

- What is your budget?
- Do you have internal specialised teams?
- Is the company already performing well in some channels?

3

## The goals

- What are the goals of the overall campaign?
- How is each promotional activity going to contribute or add to the end goal?
- What are the additional benefits of utilizing each promo activity/channel?

# What your promotional strategy should include

1. The channels you'll utilize
  - a. What the activity on each channel will involve (top level, not a full breakdown)
  - b. What each channel brings to the campaign (essentially: Why each channel)
2. Goals: Per promotional activity or channel & overall goal/projection
3. Resources:
  - a. Budget
  - b. Internal teams & time estimate
  - c. External resources
4. Duration:
  - a. Per channel/activity
  - b. Overall promo duration
5. Stakeholders:
  - a. Project owner
  - b. Involved members
  - c. Stakeholders to keep informed (but not actively participating)
6. Project tracker
  - a. Core deadlines
  - b. Project breakdown
  - c. Gantt chart / Project board

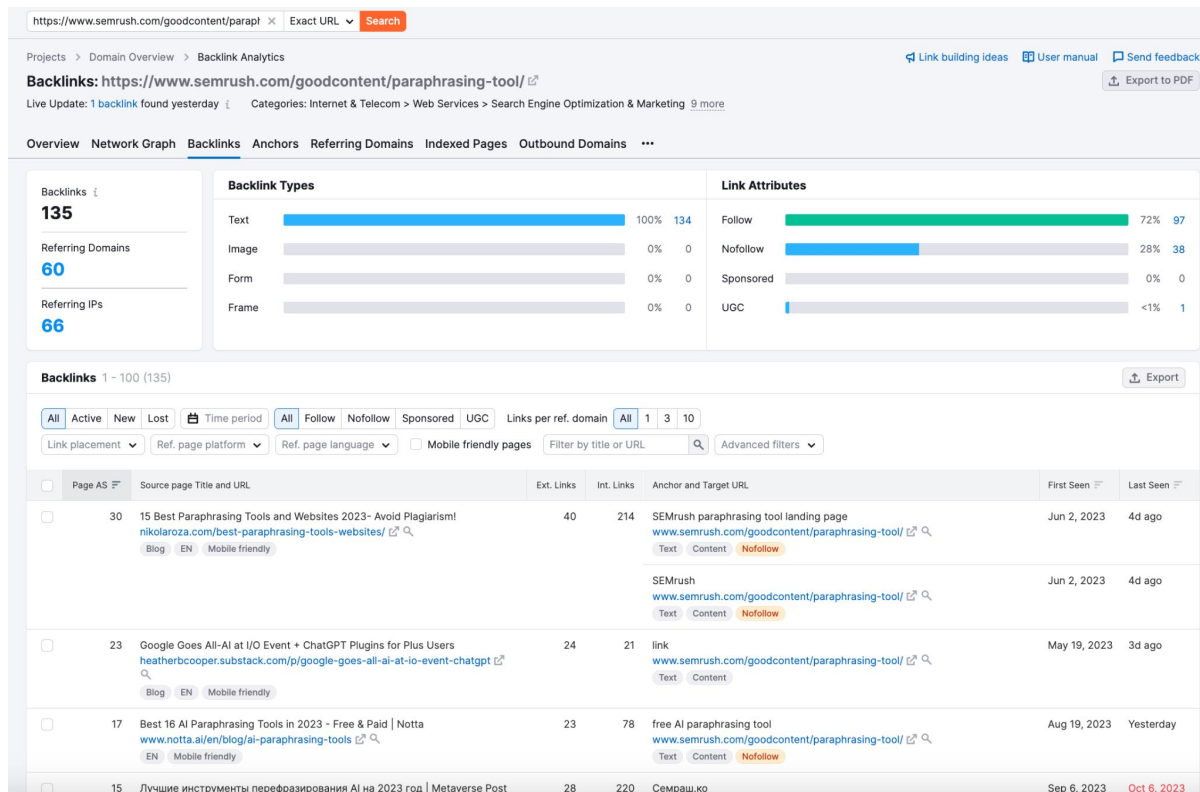
# Analyzing top performing content

When trying to figure out which promotional tactics work, remember to use tools at your disposal.

With Semrush you can:

- Discover the top performing pages on a website
- Analyze their backlink profile (so, where they get links from and to which pages)
- With Topic Research you can discover trending topics / platforms
- With Brand Mention you can discover mentions of accounts/topics

There are more tools to help you discover results of promotional activity of other brands on social media. For example, TweetBinder (X only). BuzzSumo (X, Facebook, Reddit, Pinterest, Blogs).





# Now you're ready to build your promo plan

This should be much more about the details of each promo activity versus the top level strategy.

| EDITORIAL PLANNER - SOCIAL MEDIA |           |          |          |              |                            |          |               |                       |
|----------------------------------|-----------|----------|----------|--------------|----------------------------|----------|---------------|-----------------------|
| DAY                              | DATE      | TIME     | PLATFORM | POST CONTENT | URL TO BE INCLUDED IN POST | HASHTAGS | IMAGE / ASSET | TOTAL CHARACTER COUNT |
| MONDAY                           |           |          |          |              |                            |          |               |                       |
|                                  | 3/22/2023 | 8:00:00  |          |              |                            |          |               |                       |
|                                  | 3/22/2023 | 10:00:00 |          |              |                            |          |               |                       |
| TUESDAY                          |           |          |          |              |                            |          |               |                       |
|                                  | 1/3/2023  | 8:00:00  |          |              |                            |          |               |                       |
|                                  | 1/3/2023  | 10:00:00 |          |              |                            |          |               |                       |
| WEDNESDAY                        |           |          |          |              |                            |          |               |                       |
|                                  | 1/4/2023  | 8:00:00  |          |              |                            |          |               |                       |
|                                  | 1/4/2023  | 10:00:00 |          |              |                            |          |               |                       |
| THURSDAY                         |           |          |          |              |                            |          |               |                       |
|                                  | 1/5/2023  | 8:00:00  |          |              |                            |          |               |                       |
|                                  | 1/5/2023  | 10:00:00 |          |              |                            |          |               |                       |
| FRIDAY                           |           |          |          |              |                            |          |               |                       |
|                                  | 1/6/2023  | 8:00:00  |          |              |                            |          |               |                       |
|                                  | 1/6/2023  | 10:00:00 |          |              |                            |          |               |                       |
| SATURDAY                         |           |          |          |              |                            |          |               |                       |
|                                  | 1/7/2023  | 8:00:00  |          |              |                            |          |               |                       |
|                                  | 1/7/2023  | 10:00:00 |          |              |                            |          |               |                       |
| SUNDAY                           |           |          |          |              |                            |          |               |                       |
|                                  | 1/8/2023  | 8:00:00  |          |              |                            |          |               |                       |
|                                  | 1/8/2023  | 10:00:00 |          |              |                            |          |               |                       |

**Next steps**

# Let's PLAN!

You now have your content audit and strategy completed.

You need to give Claude a clear idea of when each piece of content should be published and promoted.

And help him manage the process!

# 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! 🚀

