

CREATING & PLANNING YOUR CONTENT STRATEGY



CONTENT STRATEGY

"Having A Content Strategy Is About Having A Solid Plan"

In order to have a great content strategy, you will need to have a plan, not having a plan will lead your potential customers no where and you will become frustrated and overwhelmed in the process.

If you watched my video creating content that your audience will engage with, then you are aware of the key points I mentioned in the video, if not you can view it here

Lets get started: Your audience needs to know that you will continue to show up and offer solutions to their problems.

This is why you need

1. You need to be consistent in creating content.
2. have content that is relevant to solving their problems.
3. Track the data so you can offer more content of what your audience is engaging with.

Now that you know how to use The Keyword Planner, search for content that your audience is looking for instead of what you want to give them, can be the difference in how they engage with your content.

CONTENT STRATEGY

Product Creation Breakdown

Follow the steps below: Your objective is to keep your potential clients engaged and lead them through your sales funnel. Remember to create an email campaign to drip emails to bring them through a process to a solution.

1. Create Signature Product (one on one coaching, with homework and weekly session. Determine the length of the course.
2. Coaching Program/Group Coaching (develop a course that guides the students through the steps to achieve their goals. (setup a Facebook group for questions they may have during the program)
3. Podcasts or Videos of your best content on one particular subject offered as a low ticket item.
4. Free download of a checklist or guide to help them through a process.

CONTENT STRATEGY

"Know Your Conversion Rate"

You should know the reason for the content you are creating. Where are you leading your potential customers to?

Do you need more sales? If yes how many do you need? What is your money goal for your sales launch?

Do you need email subscribers? if yes how many? be specific here, because if you are launching a product, and you want to make \$10,000 you need to know how many people you need to view your content in order to convert them into customers.

Ex... say 500 people viewed your webinar, from 500 people if your conversion rate is between 1-2% (Industry standard, may be higher depending on your reach) you will get between 5-10 people that may opt-in to your offer, so now you understand to convert more people you need to get your webinar before more of your target audience.

This is also where your pricing will come into play because you can determine what to price your products/services based on the conversion rate your aiming for.

If your conversion rate is 2% of 500 people then you have converted 10 customers at \$1000.00 and you've met your goal.

CONTENT STRATEGY

"Content Delivery"

Determine how you will deliver your content across your social media platforms.

Types Of Content

Blog Post

Webinar

Email

Podcasts

Live Video

Newsletters

Guide

Case-study

Challenge

Promotional

What is the purpose of your content

- To build an email list
- To launch a product
- To offer value (free offer, e-book, checklist, challenge)
- To educate
- To entertain

CONTENT STRATEGY

Content Plan

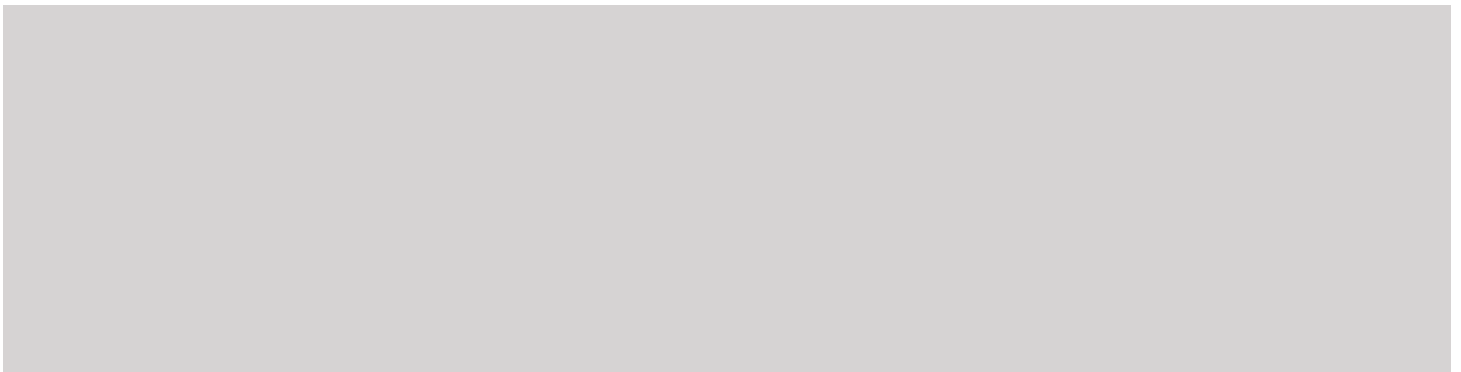
My Goals & Objective _____



Instagram Data _____



Facebook Data _____



CONTENT STRATEGY

"Mapping It Out"

Utilize these pages in your key word search to find the most relevant key words your target audience is searching for.

Keywords Planner _____



Keywords Planner _____



Keywords Planner _____



CONTENT STRATEGY

"Mapping It Out"

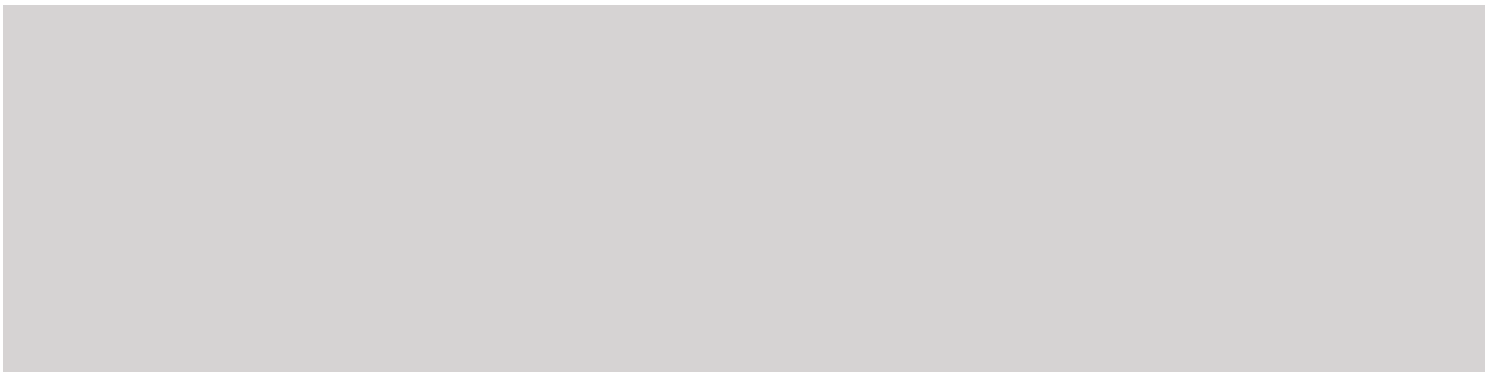
Keywords Planner _____



Keywords Planner _____



Keywords Planner _____



CONTENT STRATEGY

"Mapping It Out"

Blog post headlines are important so ensure that you have done a thorough keyword search, and make sure those keywords are in your title for SEO. (drives traffic to your blog post)

Blog Post Headlines _____



Blog Post Headlines _____



Blog Post Headlines _____



CONTENT STRATEGY

"Mapping It Out"

Blog Post Headlines _____



Blog Post Headlines _____



Social Media Posting Tips

Break up your content posting with additional content you can use

- **Motivational Monday,**
- **Tech Tip Tuesday,**
- **Hump Day Tips,**
- **Thoughtful Thursday's Quotes**
- **TGIF Fridays (Fashionable Fridays)**

CONTENT STRATEGY

"Put It On The Calendar"

You can also begin to break down your blog posts or video content into sizeable pieces of content for your social media platform. Social media posts, gifs, memes, short forms of video.

Use high quality photos from sites like <https://unsplash.com/>
Or <https://www.pexels.com/>

You can give your target audience small doses of information to assist them in solving their problem.



Batch Time

Let's begin the process of scheduling your content out across your social media platforms, be sure to break it up with personal photos and random posts to showcase you as an Individual & not just an entrepreneur.

CONTENT STRATEGY

"Put It On The Calendar"

The above notes are pieces of content that you break down from your main content into small pieces and place them on your calendar, with the intent to reach your specific goals.

Email List building: your content will be centered around adding value to your clients via email signup or newsletters.

Keep in mind If you go the newsletter route, you will have to continually provide relevant content so your readers will open your emails and then you can begin to tell them about offers you have to assist them along their journey.

Just remember "Content Is King" so continue to create great content and watch your engagement go up.
