



CONTENT MARKETING TOOLKIT

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ANY SUCCESSFUL MARKETING STRATEGY NEEDS GREAT CONTENT.

It's no coincidence that 82% of marketers actively use content marketing, with nearly 40% pointing to it as a very important part of their overall marketing strategy.

From driving awareness and enhancing brand credibility, to increasing conversions and generating leads, content is often the difference between success and failure in inbound marketing. As a marketer, getting content right is a great way to demonstrate your impact and fast-track your career progression.

To be truly successful, you must first understand your audience to ensure your content speaks to their specific needs and creates positive connections. To learn more about this step, head on over to our persona toolkit.

Once you're confident in building relationships with your audience, it's time to consider how to write and deliver compelling content effectively. Here, we'll present some of the key things you need to know and provide some useful resources that will help you build a complete strategy ready to circulate.

STEP ONE: UNDERSTAND YOUR GOALS

The first step is to suss out what you want to achieve with your content marketing strategy.

It might seem simple, but it's an incredibly important exercise and a prerequisite to everything else. How can you know the best way to get somewhere if you ultimately don't know where you're going?

All too often, companies produce content simply because they think they should be – this needs to stop. Every piece of content that is produced should have a purpose. You need to be able to justify why you are producing it and pinpoint exactly which marketing goals it contributes to.

- Consider your target audience: will this piece of content appeal to them?
- Consider your objective: are you looking to drive traffic, or develop the brand image?
- Consider your call to action: will this adequately drive results that reflect those initial objectives?

Here's a useful planner that will help you to analyse the validity of every piece of content within the context of your wider content marketing strategy:

Content piece	Target audience	Content objective	Content CTA
1	i.e. Millennial Mum Millie	Increase footfall in venue	Buy your tickets online

STEP TWO: **DEFINE YOUR AUDIENCE AND CHANNELS**

To enhance the focus of these goals, you should seek to better define your audience and consider the ways in which they can be reached. Take the time to understand your target personas and their motivations, needs, behaviours, challenges, pain points and goals.

Critically, no two prospects or customers will be the same. Someone who has just discovered your brand will require different communications than a dedicated brand loyalist. You will therefore need to develop a multi-stage content strategy to deliver relevant content to every prospect and every customer.

You can find out more about understanding your audience in our dedicated persona toolkit.

Equally, make sure you define your channels. You might have the best content in the world, but if it doesn't end up in the eyeline of your target audience, its impact will be limited.

From email and social media to traditional PR such as press releases, there are tons of ways in which companies can reach their audiences. Experiment with different techniques, find out which platforms work best, and map out the optimum approaches for each.

Such insight will help you to develop aims that resonate with your specific audiences to create more informed, relevant content. Check out the useful guide overleaf to define your audience and channels.

Content piece	Audience	Core aim	Channels
1	i.e. Millennial Mum Millie	i.e. To give her child the best possible start in life	<ul style="list-style-type: none"> • Instagram • Facebook • Influencer blogs • Forums <ul style="list-style-type: none"> • Mumsnet • Netmums

STEP THREE: CONDUCT KEYWORD RESEARCH

Keyword research is a critical step. It helps to unveil those queries that your target audience is actually searching for in Google and other search engines.

If done well, keyword research will become a central pillar of your content marketing strategy. Not only will it guide your content creation efforts, but do so in a results-driven manner.

If successful, you can expect to see an increase in organic search visibility, rankings, and traffic that will hopefully begin to contribute to an overflowing bucket of inbound leads.

When choosing keywords, you should first think about the search intent of your visitors. Analyse the motivations, needs, behaviours, challenges, pain points and goals of your target audience to understand what they want to find out.

Next, conduct your keyword research in order to narrow down on some relevant target terms. Here, several keyword research tools can help in gathering vital data to inform your decisions...

Top 5 free keyword tools to kickstart your SEO:

1. Keyword Sheeter
2. Answer the Public
3. Keyword Surfer
4. Google Trends
5. Keyworddit

Once you have your target terms, it is important to analyse the competition. Where some keywords will be more competitive than others, it may be a waste of time trying to write and rank content around them in a market that is already incredibly crowded. Instead, focus on the keywords that offer an easier route to success.

STEP FOUR: **WRITE YOUR CONTENT**

Of course, attracting more eyeballs is only one part of the content marketing puzzle.

For content to deliver the outcomes you're looking for, it must be interesting and engaging. If it isn't, it won't hold the attention of your audience, and will therefore fail to turn prospects into paying customers.

To prevent all your good work from going to waste, you need to understand how to write compelling content. Think about the headlines that you use, and the way your articles begin. Would they grab your attention if you were a prospective reader looking to learn more about a topic?

Consider how language, tone and structure can all feed into creating a compelling piece of content capable of hooking readers from the first sentence to the last. You also need to cultivate a consistent voice for your brand. Consider whether this should be more relaxed or formal based on your values and audience, whilst ensuring you provide the information and knowledge that your audience truly want.

STEP FIVE: MEASURE YOUR CONTENT

With the words nailed and inbound leads aplenty, you should also look to expand your reach and build your brand in other ways.

Content promotion is the next step. Here, we again turn attentions back to the channels that you worked to define in step 2, ramping up focus as we begin to outline exactly where to shine a spotlight on that all important content.

From social media and email broadcasts to blogs, online communities and paid ads, there are multiple ways in which you can get your content out there. Yet with so many options, it is important to understand who typically uses them, and the type of content each platform is receptive to.

To reach your audience effectively, you need to know where to find them – both online and offline.

Mumsnet users won't want to hear about a new business hire, for example. Equally, there's little point in posting a press release in its entirety as a LinkedIn article. You can refer to our persona toolkit for guidance here. Consider your audience, your goals, and the title of your content, and select the most appropriate channels. We've got a good example for you to check out in our promotion planner template overleaf...

Content piece	Audience	Content Title	Promotion channels
1	i.e. Millennial Mum Millie	5 ways to keep your kids entertained this easter	<ul style="list-style-type: none"> • Instagram • Facebook • Influencer blogs • Forums <ul style="list-style-type: none"> • Mumsnet • Netmums

STEP SIX: **PROMOTE YOUR CONTENT**

By following these steps, you'll be well on your way to creating a well-oiled content machine. You know your audience, are grabbing their attention with the right keywords and the right promotion channels, and are speaking to their needs with A-grade content.

But how can you demonstrate to your senior team that your content marketing efforts are offering genuine value and delivering a return on investment?

You might be able to see the impact of your efforts, but to showcase the fruits of your labours to your boss, CEO or board (and make your case for that next big promotion or pay rise), you need to be able to measure the impact of your content.

By tracking key metrics such as lead generation, lead quality, web traffic, bounce rates, social media engagement, SEO performance and sales, you can show your company that their investment in you is providing them with bang for their buck. Thankfully, there are several measurement tools available that can help do this.

Top 5 measurement tools to prove your content's worth:

1. **Google Analytics**
2. **Hubspot**
3. **Hootsuite**
4. **Moz Link Explorer**
5. **BuzzSumo**

Content plan

To follow these six steps effectively, tap into our content marketing planner.

Combining each of the templates seen throughout this guide, it is a comprehensive checklist that will allow you to check the relevance of every piece of content you put together, ensuring it both has a purpose and is promoted in the right ways to help your organisation reach its goals.

CONGRATS, YOU NOW KNOW HOW TO BUILD A CONTENT STRATEGY

We hope you have found this toolkit valuable and are ready to implement everything you have learnt.

To find out how we can support you in your role, speak to one of the team by emailing hello@fabric-academy.com

Did you know we teach you how to build a content strategy in much more detail as part of our *Master Strategy Programme*?

AMBITION HAS NO LIMITS



Our programme runs four times per year, in January, April, June and September.

To find out if it's right for you, download the brochure.

Scan the QR code or visit fabric-academy.com/download-brochure to download our brochure



WHAT OUR COMMUNITY SAY ABOUT US

"My experience with Fabric was invaluable. The amount of relevant and interesting content that was distilled into easily digestible chunks made for really fun learning and I would recommend this programme to anyone wanting to increase their knowledge and skills."

Hannah, Content Manager, West Barn Co

"If you're looking to develop yourself professionally outside of work, challenge yourself more and experience a more hands-on approach to developing your own knowledge and learning, this is the course for you."

Kim, Marketing Manager, Kia Motors

80%

of learners would recommend our course

Data collected as part of an NPS survey

100%

of learners absolutely loved the Fabric programme

Data collected as part of a CSAT survey

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12 WEEKS**

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