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Content Marketing Action Plan

Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.

According to Content Marketing Institute research, successful content marketers first and foremost have a documented strategy. Unfortunately, most brands do not have any kind of documented content marketing strategy, which is why effectiveness is at about 40%.

To combat this, here are your next steps.

1. The “Why?” Activity – List all the channels that you distribute content in. Then, at the top, write Why? Then list why you are in each channel. Is the ultimate purpose for sales, savings or sunshine. If you don’t know, that’s okay for now, but be sure to outline the reason and notify your team.
2. The Content Marketing Mission Statement – this is the editorial mission for your content. It includes the who (your audience) and the why (what’s the outcome for the audience? – this cannot be about you). The content niche should be something specific enough so that you actually have a chance to be the leading expert in the world in that particular niche.
3. The Influencer List – Where are our customers hanging out online when they are not on your site? Create a list, at least five to 10 resources, of where your audience is. Over a six-month period, begin to use the 4-1-1 method of sharing your content. The goal? To ultimately have those influencers start sharing your content.
4. Subscription – Part of your overall content marketing strategy should be to build an audience of passionate subscribers. Are you doing this now? If not, how you can implement a subscription program so that, at some point, you do not have to buy advertising if you don’t want to.

For more information:

ContentMarketingInstitute.com, *Epic Content Marketing* book

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