

***CONTENT
MARKETING
MASTERY***

RECAP

- What voice means
- How to figure out your intent
- Identifying the audience
- What is tone & pace
- Examples of different voices
- How to build a strong voice

CONTENT IDEATION

IN THIS VIDEO...

- How to find out all the questions in your users' mind
- How to find closely related ideas and keywords
- How to validate the viral potential of an idea
- How to find variations of a content idea

VOICE

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I want to educate Sahith about different ways to implement content marketing. He is someone who wants to climb the corporate ladder but is not able to execute successful content marketing strategies. I would keep the tone authoritative & straightforward and I will make it quick to read yet extensive with information.

***STEP #1 : ANSWER THE
PUBLIC!***

***STEP #2 : KEYWORD
RESEARCH***

***STEP #3 : FIND
VARIATIONS ON
FORUMS***

***STEP #4 : VALIDATE THE
VIRAL POTENTIAL***

Thank You!

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