

Content Marketing Five-Step Framework



- 1. Purpose and Passion:** Get super clear on your brand's purpose and goals. Within your content, explain how your business is the solution to consumer needs and values. Set clear intentions behind what you hope to achieve through content messaging. Consider things like increasing sales, downloads, video views, and email opt-ins, and improving customer retention.
- 2. Audience:** Think about your niche audience segments. Craft content that will resonate with each of your ideal consumer groups. Use the Millennial Micro-Markets as a resource.
- 3. Story:** Your brand story is what makes you unique and will separate your brand from industry competitors. Stories are a powerful tool in human communication. The human brain responds to the descriptive power of stories in deeply affecting ways, influencing both the sensory and motor cortex.
- 4. Action Plan:** Now is the time to organize your content curation procedure. Define who is in charge of creating the content and the publishing schedule. This process will be native to you, your brand, and your industry. Use the Social Media Content Calendar as a resource.
- 5. Performance Analytics:** Select a content metrics tool that will report content performance data to ultimately optimize your efforts. Track your content performance for at least three months to see which content your audience is consuming and engaging in most. Marketing is equal parts creativity and data analysis.