

***CONTENT
MARKETING
MASTERY***

SETTING GOALS & OBJECTIVES

IN THIS VIDEO..

- What kind of content asset are you going to create?
- The “WHY?” behind your content asset.
- The traits of effective goals.
- Creating effective goals for your content marketing strategy.

***WHAT KIND OF
CONTENT ASSET
SHOULD YOU CREATE?***

TYPES OF CONTENT ASSETS

- ✓ Blogs
- ✓ Infographics
- ✓ Ebooks
- ✓ White papers
- ✓ Videos
- ✓ User Generated
- ✓ Email
- ✓ Podcasts
- ✓ Tools
- ✓ Workshops

THE BIG “WHY”?

WHY ARE YOU CREATING CONTENT?

- To create Brand Identity, Awareness & Recall
- To build credibility, trustworthiness & authenticity
- To build an email list
- To be a thought leader in your industry
- To connect with your audience
- To increase leads and sales
- To monetise with ad/affiliate networks

***NEXT ON THE MENU,
EFFECTIVE GOALS***

TRAITS OF EFFECTIVE GOALS

- Specific
- Measurable
- Achievable
- Relevant
- Time-bound

EXAMPLES OF EFFECTIVE GOALS

- **Creation Goals**

- Write 2500 words this week.
- Create 1 new blog concept this month
- Publish in a new medium (video, podcast, etc) this quarter

EXAMPLES OF EFFECTIVE GOALS

- **Performance Goals**

- Publish 1 more blog this week than last week - (Quantity)
- Increase blog traffic by 10% in 1 month - (Quality)
- Increase email sign-up rate by 15% this quarter -
(Conversion)

EXAMPLES OF EFFECTIVE GOALS

- **Optimization Goals**
 - Optimize 1 old blog this week for SEO
 - Increase time spent on site by 10% this month
 - Repurpose 1 blog into at least 3 formats this quarter

HOW TO ENSURE YOU ACHIEVE YOUR GOALS?

- Create next action steps for each goal
- Don't take too many goals at once
- Prioritize your goals
- Have triggers for your goal
- Write your goals down
- Review your goals

Thank you!