

CONTENT MARKETING & STRATEGY WORKSHEET

This content marketing model helps you plan which content to publish to each of your publication channels, in order to reach each audience type at a particular phase of the customer lifecycle. You can tweak it to the number of audiences you're trying to reach and each audience's path to conversion.

	Audience #1		Audience #2		Audience #3	
	Publication Channels	Content Topics	Publication Channels	Content Topics	Publication Channels	Content Topics
Identify Yourself What content will help your audience identify your company or product?	<i>Which channels will reach this audience at this phase? (Your website, social media, blog, etc.)</i>	<i>Include examples of content that will educate this audience about your brand.</i>	<i>Which channels will reach this audience? (Your website, social media, blog, etc.)</i>	<i>Include examples of content that will educate this audience about your brand.</i>	<i>Which channels will reach this audience? (Your website, social media, blog, etc.)</i>	<i>Include examples of content that will educate this audience about your brand.</i>
Persuade What information does your audience need in order to convert?	<i>Which channels will reach this audience at this phase? (Your website, social media, blog, etc.)</i>	<i>Include examples of content that will help persuade this audience to purchase.</i>	<i>Which channels will reach this audience at this phase? (Your website, social media, blog, etc.)</i>	<i>Include examples of content that will help persuade this audience to purchase.</i>	<i>Which channels will reach this audience at this phase? (Your website, social media, blog, etc.)</i>	<i>Include examples of content that will help persuade this audience to purchase.</i>
Convert What content will help the user have a good buying experience?	<i>Which channels will reach this audience at this phase? (Your website, social media, blog, etc.)</i>	<i>Include examples of content that will help the audience get through the purchase process smoothly.</i>	<i>Which channels will reach this audience at this phase? (Your website, social media, blog, etc.)</i>	<i>Include examples of content that will help the audience get through the purchase process smoothly.</i>	<i>Which channels will reach this audience at this phase? (Your website, social media, blog, etc.)</i>	<i>Include examples of content that will help the audience get through the purchase process smoothly.</i>
Support What content does the user need post-purchase to successfully use the product and remain satisfied?	<i>Which channels will reach this audience at this phase? (Your website, social media, blog, etc.)</i>	<i>Include examples of content that will help the user remain satisfied and buy again in the future.</i>	<i>Which channels will reach this audience at this phase? (Your website, social media, blog, etc.)</i>	<i>Include examples of content that will help the user remain satisfied and buy again in the future.</i>	<i>Which channels will reach this audience at this phase? (Your website, social media, blog, etc.)</i>	<i>Include examples of content that will help the user remain satisfied and buy again in the future.</i>

For more information or if you need some help focusing on your marketing, please visit <http://ezmarketing.ie>