



How to create a realistic Marketing Plan Course

Accelerate your growth with a
content plan you'll actually
use

Set Goals to Set Content Priorities



- The content you'll focus on is dictated by your primary goals
- The first step is to clarify these goals
- Start by looking at your plan for the next year



Launch a new product or service



Increase sales by 50%



Double list of prospects



Increase retention rates by 20%



Expand reputation



Build greater social media engagement



Get on the first page of Google



- Decide on which areas you'll focus on
- The four core areas will have different impacts on various aspects
- Each will help with certain goals more than others



Awareness Content

- Get your name out there and build your reputation
- It has to be your very best
- It's your most public content and needs to cast a wide net



Lead Generation Content

- Build relationships and generate interest
- An essential piece is the lead magnet to qualify people as prospects
- Get them to follow and interact, and they're more likely to buy



Paid Content

- Earn income
- Also impacts goals such as increasing conversions or re-launching something
- The wider price range of products or services the better



Relationship Content

- High quality and laser focused on customers and their needs
- Lead to higher levels of satisfaction
- Usually content exclusive to readers that purchase



Exercise

1. Pick your top three goals
2. Pick your focus for product or service and topic areas (what you want to be known for)
3. Identify where you'll focus your time in each content area, based on your goals. How will each type of content impact your goals?





What's Next?

Module 3

**Who are you creating
content for?**