

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

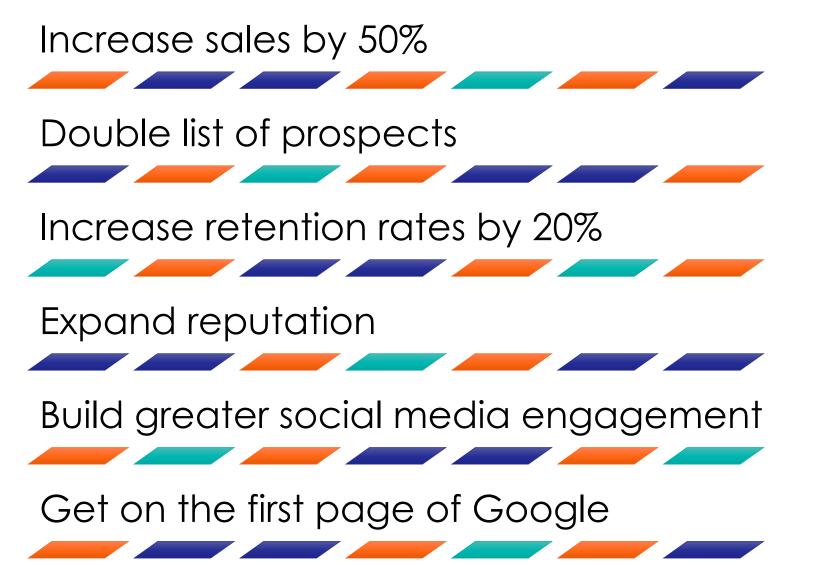


- •The content you'll focus on is dictated by your primary goals
- •The first step is to clarify these goals
- Start by looking at your plan for the next year



Launch a new product or service







- 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

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Who are you creating content for?

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