



# How to create a realistic Marketing Plan Course

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

# What Plan Can You Realistically Commit to?



- Content creation takes a lot of time and effort
- Create a realistic plan to help you commit to doing what it takes
- Your content plan is different from an editorial calendar



What's your top goal?

What products or services will be your focus?

## Content Plan

Who is your ideal reader?

Which content areas will you focus on most?

# ***How much time and resources can you realistically commit to each area?***

- Decide how much you can commit to each area
- Needs will differ with each – ongoing vs. one-off projects



# What content do you already have that you can leverage to save time?

- Cut down on your workload by reusing old content you have lying around
- Awareness
  - Update blog posts
  - Cut up for social media posts
  - Turn webinars into podcasts or text



# What content do you already have that you can leverage to save time?

- Lead Generation
  - Blog post series as eBook
  - Update old information products
  - Turn a course into a webinar



# What content do you already have that you can leverage to save time?

- Relationship Building
  - Turn old blog posts into email messages
  - Offer old paid products to subscribers
  - Offer influencer interviews





# What content do you already have that you can leverage to save time?

- Paid Content
  - Bundle content together to sell
  - Offer updated content in a membership site
  - Update old sales pages



# ***What type of content do you enjoy creating?***

- For best results focus on what your audience likes
- But adjust your plan to focus on what you enjoy
- It will be of a higher quality



# ***What type of content do you enjoy creating?***

- You probably have a good idea of what you enjoy
- If you don't enjoy parts, you might need to delegate them



# Mixing Content Types

- Content may overlap into more than one category
- Mix types within your plan's aims



# Measuring the Results of Your Content Marketing

- Measure results in objective ways to determine if you're achieving goals
- Find metrics to match each goal



- Relationship content is the hardest to measure
- You'll build up relationships gradually which is not measurable
- Look for engagement and interaction to measure



- Set aside regular time to monitor results
- Choose a handful of metrics to watch
- It may take some time



- Look only at relevant data
- Repeat what produces results





# Create a One-Page Content Marketing Plan

- Put it all together in a one-page outline
- Create a concise summary that can be taken in at a glance
- Describe what content you'll create for each area



Goal

- Your one-year business goal and how content fits into it

Product, service, or topic focus

- Narrow it down to one clear focus

Target Audience

- Demographics and psychographics

Content for each area

- Awareness Content/Lead Generation Content/Paid Content/Relationships Content

Content Frequency

- How often will you commit to creating each type of content?

How you will measure results

- Metrics for each area, based on what you can commit to tracking



# Exercise

1. Answer the additional questions in the module that will determine what's realistic for you to commit to
2. Create your one-page content marketing plan. Use the provided template and base it on the answers to the questions in this module





**What's Next?**

**Module 5**

**Create your editorial  
calendar**