



Low Cost Marketing Strategies Course

High Impact, Low Budget
Marketing Tactics You Can
Afford

Module 2 – Attract Your Customers with Expert Content



Learning Objective:

Plan useful content to attract leads who will value your products and services



Aim Your Content

- Content is the way you get your message out to the world
- Whatever your marketing goals are, content will help you achieve them





Decide what you want to achieve from your content in the next 3 months





1. What types of content you'll use



2.



3.



4.

1. What types of content
you'll use

2. How much
content you'll need

3.

4.


```
graph TD; A[1. What types of content you'll use] --> B[2. How much content you'll need]; B --> C[3. How you will track success]; C --> D[4.];
```

1. What types of content you'll use

2. How much content you'll need

3. How you will track success

4.

```
graph TD; A[1. What types of content you'll use] --> B[2. How much content you'll need]; B --> C[3. How you will track success]; C --> D[4. Which channels you'll use];
```

1. What types of content you'll use

2. How much content you'll need

3. How you will track success

4. Which channels you'll use

Keyword Research

- Perform keyword research regularly to stay on top of search trends
- A keyword can be a single word but is often made out of several words



➤ Get into your customer's head and use the language they would use & listen to what they're saying on social media



➤ Make a list of all the topics related to your brand



➤ Break that down into keywords that you think your customer would search for



Use keyword research tools to further refine your search terms

Identify better keywords for current content and find high-performing keywords for new content



Quick Tactics:

Share Your
Expertise
Through
Content

- **Repurpose Relevant Material**



Quick Tactics:

Share Your
Expertise
Through
Content

- Repurpose Relevant Material
- **Tighten up Your SEO**



Quick Tactics:

Share Your
Expertise
Through
Content

- Repurpose Relevant Material
- Tighten up Your SEO
- **Run a Livestream**



Quick Tactics:

Share Your
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- Repurpose Relevant Material
- Tighten up Your SEO
- Run a Livestream
- **Design Infographics**



Quick Tactics:

Share Your
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- Repurpose Relevant Material
- Tighten up Your SEO
- Run a Livestream
- Design Infographics
- **Put Together an eBook**



Longer Tactics:

Share Your
Expertise
Through
Content

- **Develop a Self-Study Online Course**



Longer Tactics:

Share Your
Expertise
Through
Content

- Develop a Self-Study Online Course
- **Run Online Learning Events**



Longer Tactics:

Share Your
Expertise
Through
Content

- Develop a Self-Study Online Course
- Run Online Learning Events
- **Create a Podcast**



Longer Tactics:

Share Your
Expertise
Through
Content

- Develop a Self-Study Online Course
- Run Online Learning Events
- Create a Podcast
- **Create a Video Series**



Longer Tactics:

Share Your
Expertise
Through
Content

- Develop a Self-Study Online Course
- Run Online Learning Events
- Create a Podcast
- Create a Video Series
- **Add Backlinks**



Longer Tactics:

Share Your
Expertise
Through
Content

- Develop a Self-Study Online Course
- Run Online Learning Events
- Create a Podcast
- Create a Video Series
- Add Backlinks
- **Create New Content**



Action Steps:

1. Write down your goal(s) for your content over the next 3 months.
2. Answer the questions in your Action Guide to help you achieve these goals.
3. Conduct keyword research.
4. Complete the separate Content Planner template.
5. Choose 3 quick and 1 longer tactic which make the most sense to your audience and your business.





What's Next?

Module 3

**Build an Email List of
Engaged Subscribers**