



# Module 1 - How to Create a Realistic Content Marketing Plan – Summary Cheat Sheet

## Where You MUST Create Content in Your Business

### Key Takeaway:

- ✓ Creating content isn't done on the fly
- ✓ Successful content marketers have a long-term planning process

- ✓ Content marketing means creating content valuable to your audience
- ✓ The goal is to build relationships that translate to customers

- ✓ Why you need a well-planned content strategy:

- Content marketing is cost-effective
- You need a consistent flow of content
- Content needs to align with long-term goals
- Your strategy needs to be sustainable
- You'll get excellent results through good planning

- ✓ Many businesses fail to create a plan
- ✓ They fear they don't have the resources, or fail to see the benefits
- ✓ Plan well at the beginning to get consistent results later





## The Four Core Content Areas

- ✓ Every business needs content in these areas

### 1. Awareness Content

- ✓ Familiarise potential customers with your business
- ✓ The wide entrance to your sales funnel
- ✓ Aim to:
  - Expand reputation
  - Build brand visibility
  - Start building trust
  - Attract potential customers
  - Increase SEO opportunities

### 2. Lead Generation Content

- ✓ Use a sales funnel to qualify leads
- ✓ Someone who has encountered you and is interested in learning more
- ✓ Give these potential customers a taste of what you offer
- ✓ Examples include:
  - Opt-in content
  - Webinars/Seminars
  - Free membership sites





### 3. Paid Content

- ✓ Content you'll sell for a profit
- ✓ The main purpose is to generate revenue
- ✓ This includes:
  - Online courses
  - Webinars
  - Workshops
  - Coaching resources
  - Membership sites
  - Sales pages
  - Promotional email series

### 4. Relationship Content

- ✓ Interact with customers and build a loyal following
- ✓ Increase customer satisfaction
- ✓ Listen through feedback and deliver content that meets their needs
  
- ✓ Content might include:
  - A weekly newsletter
  - Onboarding tutorials
  - Live videos
  - Q&A calls
  - FAQs





## Learning Objectives

- ✓ Recognise the four core areas where content is essential
- ✓ Identify core business goals and the content that will have the most impact
- ✓ Identify the main focus for your content plan
- ✓ Describe your ideal customer and the content they prefer
- ✓ List questions you'll need to address for your audience
- ✓ Take inventory of existing content to save time
- ✓ Pick content types you enjoy creating
- ✓ Consider time and resources you can commit to content creation
- ✓ Create a one-page content plan
- ✓ Brainstorm questions you need to answer in each area
- ✓ Outline the first three months of your content schedule

