



Module 6 - How to Create a Realistic Content Marketing Plan – Summary Cheat Sheet

Planning for Future Growth

Key Takeaway:

- ✓ Look past the next few months into the more distant future
- ✓ Keep producing content to meet changing needs of your business
- ✓ Learn how to plan for future growth

Your Long-Term Business Plan

- ✓ Where do you see your business in the future?
- ✓ How will your content needs change?

Time Management for Content Creation

- ✓ Decide when you'll work on content creation each week
- ✓ Work your way backward from deadlines to choose times
- ✓ Create a priority list determined by importance and due date





- ✓ Plan as far ahead of time as possible
- ✓ Also schedule content related tasks such as brainstorming
- ✓ Create a regular schedule to turn content creation into a habit

Content Idea Generation

- ✓ Create a system for idea generation
- ✓ Find some good sources to turn to for inspiration
- ✓ Keep an ideas file and watch your competitors

- ✓ Make the process of finding ideas more focused and passive
 - Create an email address for ideas and subscribe to relevant newsletters
 - Sign up for Google Alerts and focus on relevant keywords
 - Create a Twitter account to follow relevant people or hashtags

- ✓ Create a swipe file with relevant info to refer to
- ✓ Check Q&A sites to find out what people are asking
- ✓ Keep channels of communication to your audience open

Managing Time and Resources

- ✓ Cut down on resources and work needed as your needs scale
- ✓ Delegate content creation to someone else
- ✓ Start building a team of content creators





- ✓ Hire someone outside your company to create it for you
- ✓ Use their professional skills

- ✓ When outsourcing, remember:
 - Create your own content first, then delegate it so you know what's involved
 - Create editorial standards and examples
 - Edit the content to make sure it conforms to your standards

