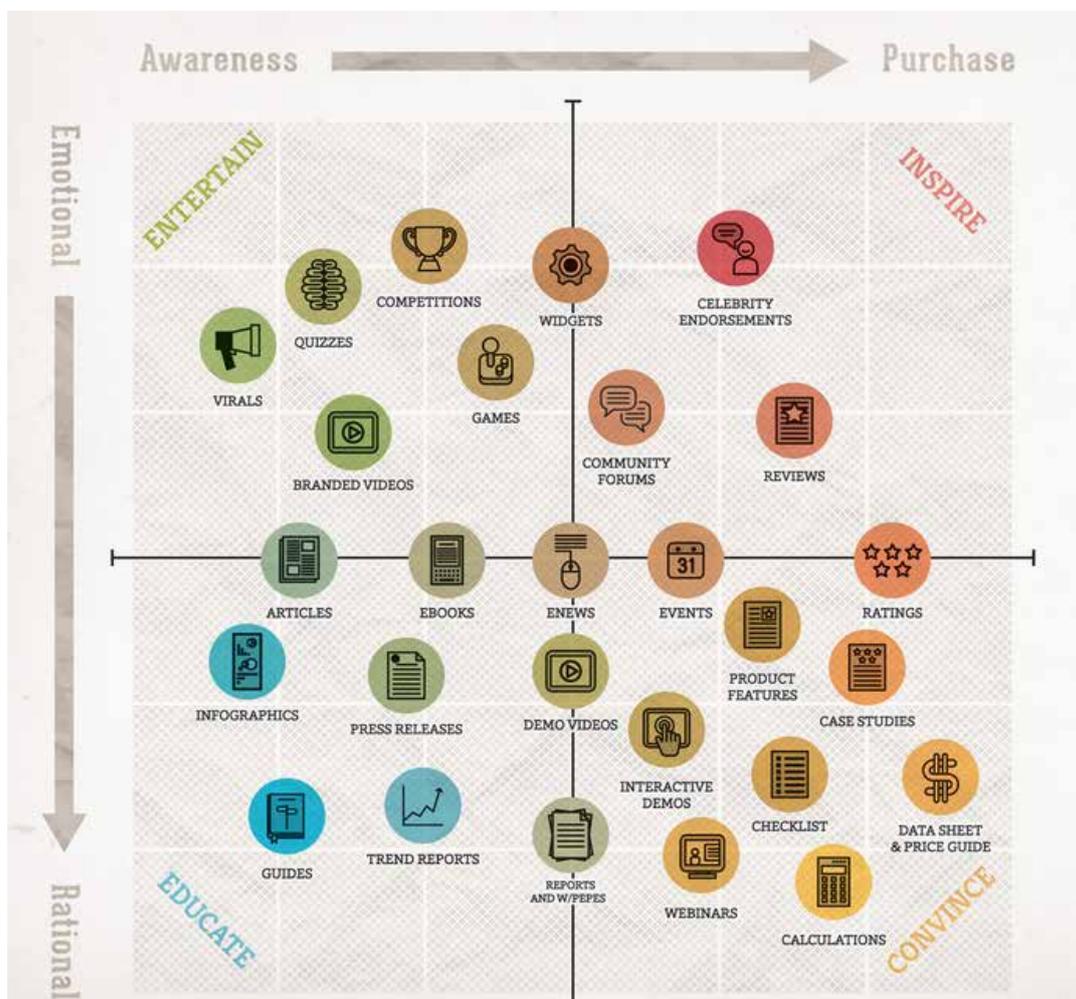


MANAGING CONTENT MARKETING

A Fast Start Checklist to review the key activities to improve your content marketing

Author: Dr Dave Chaffey, SmartInsights.com



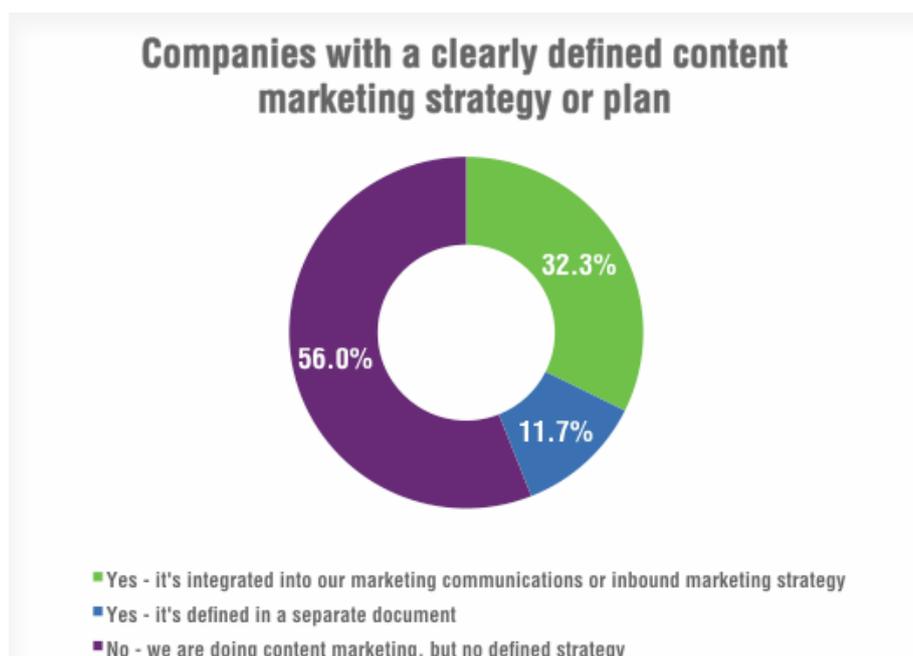
Introduction

Managing Content Marketing

Content marketing – at the heart of digital marketing

Content marketing remains a key focus for marketers seeking to use digital marketing to increase reach, leads and sales. In a recent Smart Insights poll, content marketing was rated the top digital marketing technique thought by marketers to give the most commercial benefits in the year ahead. 30% rated content marketing as the most important commercial investment ahead of mobile marketing, Big Data, search personalization, CRO and other digital marketing techniques.

Yet although content marketing is seen as commercially important, relatively few companies have a strategy. Our research with Hubspot showed that more than half of companies didn't have a clearly defined content strategy*.



We believe that content marketing should be at the heart of modern marketing since, if it is successfully managed, it can drive leads and sales integrating all the core techniques of inbound marketing. Content marketing fuels:

* [Competing with Content Marketing infographic and HubSpot report](#)

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- ✓ Search Engine Optimization (SEO)
- ✓ Email marketing
- ✓ Social media marketing
- ✓ Paid media including Pay per click, Display advertising
- ✓ Lead generation and conversion rate optimization through landing pages

What is content marketing?

Content marketing is now a well-established inbound marketing technique familiar to digital marketers, but there may be traditional marketers or senior managers who are less familiar with it. It helps to be clear with what's involved within the scope of content marketing and what the success factors are. We like this definition by Joe Pullizi of the Content Marketing Institute since it helps frames the goals of Content Marketing:

Content marketing is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action.

The definition shows that content marketing must ultimately link to commercial goals and covers the entire customer lifecycle for different audiences or personas.

Our content marketing blueprint on the next page also helps explain how a successful content marketing process should work, showing the importance of repurposing content into different formats and managing outreach with influencers.

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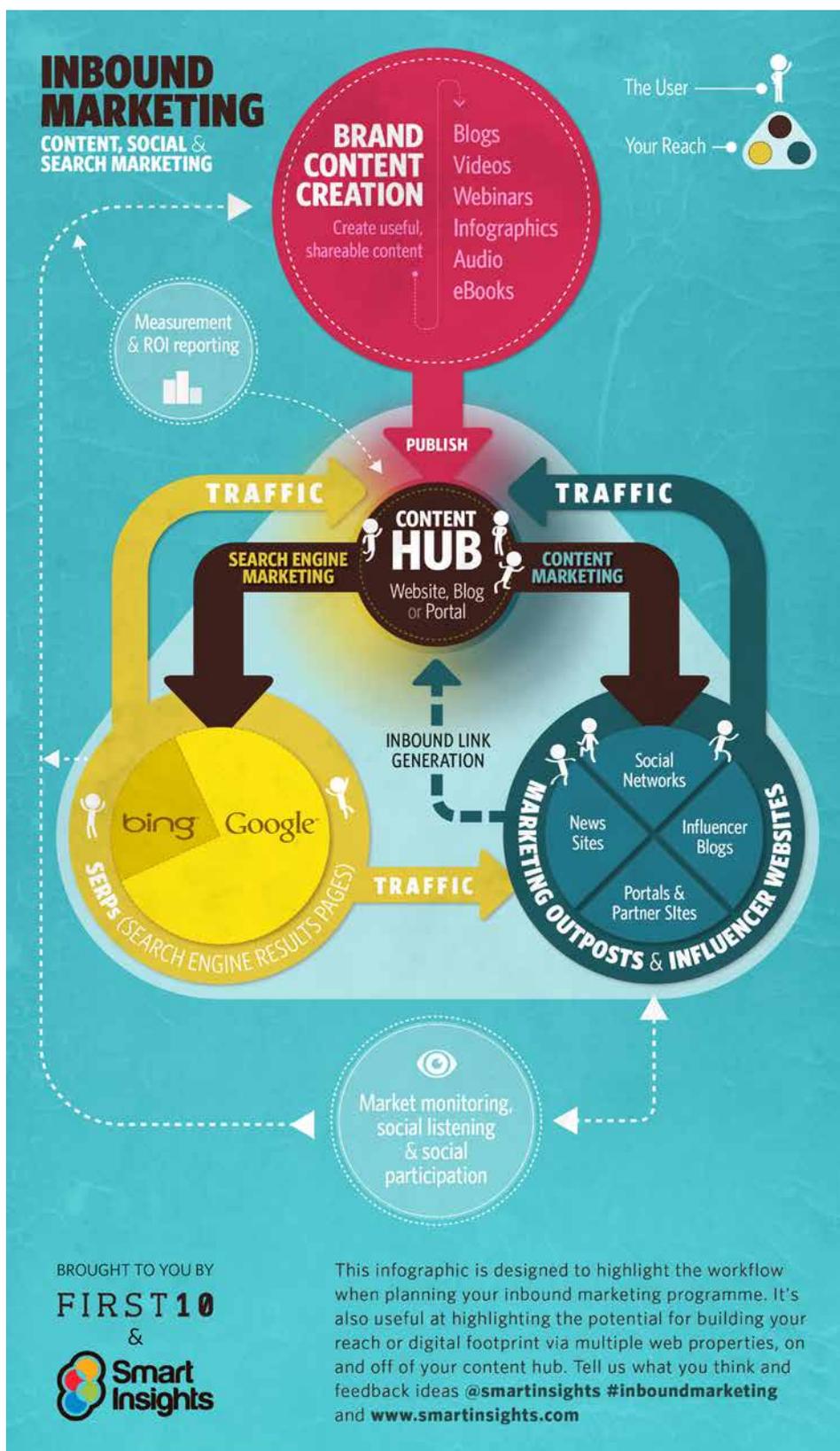
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How will this Fast Start help my content marketing?

This report gives a checklist for managers to quickly review the main activities that need to be managed for success with content marketing.

The checklist has links through to more detailed articles and member guides on Smart Insights explaining the approaches in more detail.

About Smart Insights

Smart Insights provides actionable marketing resources to help businesses succeed online. More than 60,000 Basic members use our blog, sample marketing templates and weekly Emarketing Essentials newsletter to follow best practices and keep up-to-date with the developments that matter in digital marketing.

Our Expert members use our planning and management templates, video courses and guides to map, plan and manage their marketing using the RACE Planning framework.

✔ Here are [10 reasons why Expert members use our resources](#).

About the author

Dr Dave Chaffey is CEO and co-founder of digital marketing management advice site Smart Insights. He is author of 5 bestselling books on Ecommerce including *Digital Marketing: Strategy, Implementation and Practice* and was recognised by the Chartered Institute of Marketing in 2004 as one of 50 marketing ‘gurus’ worldwide who have helped shape the future of marketing.



RECOMMENDED RESOURCES

In-depth Smart Insights advice for Expert members

These are our main resources in our content marketing toolkit created by content marketing specialist Stephen Bateman of [Concentric Dots](#):

✔ [Content marketing strategy guide](#)

This 7 Step Guide will help marketers create a content marketing strategy.

✔ [Evaluating Content Marketing ROI](#)

How to deploy your resources to manage content marketing.

✔ [Editorial calendar](#)

A spreadsheet template with alternative ways to manage your writing.

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MANAGING CONTENT MARKETING FAST START CHECKLIST

About this checklist

Use this checklist to review the main things you need to work on to improve your content marketing. It's structured around 3 areas involved with creating a content marketing strategy:

- ☑ **Opportunity.** Review current use of content marketing and set goals.
- ☑ **Strategy.** Creating a content marketing strategy is key to success.
- ☑ **Action.** Schedule creation and distribution of content.

	Content marketing activity	Recommended resources	
Opportunity: Define business opportunity for content marketing			
1	Review results from content marketing <i>Use analytics to review visits to different types and groupings of content from SEO, Social media and other channels and influence on lead and sale.</i>	<ul style="list-style-type: none"> ☑ KPIs for managing content ROI ☑ Review content effectiveness via custom reports 	<input type="checkbox"/>
2	Define Personas <i>Defining 4 to 6 key personas including a primary persona will help your content marketing fit your audiences business and personal challenges.</i>	<ul style="list-style-type: none"> ☑ Introduction to personas ☑ Personas Toolkit template 	<input type="checkbox"/>
3	Review current content marketing <i>Use the Content Marketing Matrix to assess how your content engages different audience needs and intersects with your business goals.</i>	<ul style="list-style-type: none"> ☑ Content marketing matrix infographic 	<input type="checkbox"/>
4	Review competitor content marketing <i>Competitor content marketing can inspire new approaches. It's worthwhile looking at out-of-sector businesses for fresh ideas too.</i>	<ul style="list-style-type: none"> ☑ Content marketing matrix infographic 	<input type="checkbox"/>
5	Review outreach effectiveness <i>Outreach is often a weak point in content marketing, so review how different types of influencers do and could share your content.</i>	<ul style="list-style-type: none"> ☑ Ten types of online influencers 	<input type="checkbox"/>

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	Content marketing activity	Recommended resources	
6	Set objectives for content marketing <i>Set meaningful SMART commercial objectives for Content Marketing by creating conversion models based on current analytics review.</i>	<input checked="" type="checkbox"/> KPIs for managing content ROI	<input type="checkbox"/>
Strategy: Define your content marketing strategy			
7	Define content marketing plan <i>Many organisations don't have a defined strategy to control their content marketing.</i>	<input checked="" type="checkbox"/> 7 Steps Content marketing guide	<input type="checkbox"/>
8	Prioritise audiences and personas With limited resources, you have to focus your content marketing on your key audiences which will give you the best ROI.	<input checked="" type="checkbox"/> 7 Steps Content marketing guide	<input type="checkbox"/>
9	Prioritise content assets for audience <i>Look back at the content marketing matrix and select the right type content types and formats.</i>	<input checked="" type="checkbox"/> 7 Steps Content marketing guide	<input type="checkbox"/>
10	Define content marketing resources <i>Select the best mix of internal and external resources for different content marketing activities.</i>	<input checked="" type="checkbox"/> 7 Steps Content marketing guide	<input type="checkbox"/>
11	Create communications timeline <i>This is an overall integrated campaign plan showing how different content will be featured in waves of different marketing campaigns.</i>	<input checked="" type="checkbox"/> 7 Steps Content marketing guide	<input type="checkbox"/>
Action: Implement and manage your content marketing strategy			
12	Implement 90 day plan for content assets <i>A long-term plan of content scheduled to fit in with different campaigns works best.</i>	<input checked="" type="checkbox"/> 90 day planning article and template	<input type="checkbox"/>
13	Create or Update editorial calendar <i>An operational editorial calendar for months and weeks helps the content stream flow.</i>	<input checked="" type="checkbox"/> Editorial calendar article and template	<input type="checkbox"/>
14	Share content assets through hubs <i>Different forms of hub can help as a platform to share your content.</i>	<input checked="" type="checkbox"/> Digital marketing hub infographic and examples	<input type="checkbox"/>
15	Manage outreach <i>Perform outreach to key influencers and partners before, during and after content creation for the best effect.</i>	<input checked="" type="checkbox"/> Influencer outreach guide	<input type="checkbox"/>

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	Content marketing activity	Recommended resources	
15	Manage social media distribution <i>Social media should be used to help create and share content.</i>	<input checked="" type="checkbox"/> Social media management tools	<input type="checkbox"/>
16	Manage email marketing distribution <i>Your email subscribers can help share content further, so this should be planned in.</i>	<input checked="" type="checkbox"/> Email marketing hub	<input type="checkbox"/>
17	Repurpose content assets <i>Often content investment is wasted since its not repurposed for different objectives.</i>	<input checked="" type="checkbox"/> Content marketing hub	<input type="checkbox"/>
18	Manage paid distribution <i>Paid distribution through ads on content network or AdWords can be cost effective if it is targeted well.</i>	<input checked="" type="checkbox"/> 7 Steps AdWords guide	<input type="checkbox"/>
19	Manage SEO effectiveness of content marketing <i>The benefits of content marketing to improve SEO can be missed if assets aren't repurposed and optimised for SEO and outreach completed.</i>	<input checked="" type="checkbox"/> 7 Steps SEO guide	<input type="checkbox"/>
20	Review analytics for content effectiveness <i>As you release different content assets during the campaign, use analytics to review effectiveness and adjust later in campaign.</i>	<input checked="" type="checkbox"/> Content marketing analytics article	<input type="checkbox"/>



RECOMMENDED RESOURCES

In-depth Smart Insights advice for Expert members

These are our main resources on content marketing giving a single source to map, plan and manage your content marketing:

- [Content marketing strategy guide](#)

This 7 Step Guide will help marketers create a content marketing strategy.

- [Managing content marketing guide](#)

How to deploy your resources to manage content marketing.

- [Editorial calendar](#)

A spreadsheet template with alternative ways to manage your writing.

Thank you for taking a look at our checklist. We hope it's helpful! If you have any questions, do [contact us](#).

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