
Friend Filer
Social Media Promotion - Brand Management - Community Development
CONTENT MARKETING
TACTICAL PLAN
INDUSTRY LEADER
INBOUND LEAD GENERATOR
RELATIONSHIP BUILDER
OUTBOUND CAMPAIGN ENHANCER
SALES FUNNEL AFICIONADO

01

How to Use this Plan











There are a lot of moving parts involved in creating the perfect content marketing plan. We have to consider staffing, persona development, content themes, and more.

This plan includes strategic objectives used to accomplish the following content marketing goals:

1. Increase inbound leads to Space2Earth website/blog at a low cost
2. Be seen as a thought leader in the emerging Space industry through education and engagement
3. Build relationships and excite influencers
4. Move leads through our sales funnel with relevant content applicable to their buying stages
5. Enhance outbound campaign program effectiveness



02

Laying the Groundwork

To create a content machine that works, we need to first lay the foundation for success. That means determining ownership, creating our personas, and choosing our content themes for the year.



Ownership and Staffing

Ownership must be assigned for each step of our content creation, so that we can ensure project management and uphold quality standards.

Our content team will be responsible for the following:
»» Content project management
»» Content quality control
»» Writing/copyediting
»» Design coordination and approval
»» Promotion coordination with other marketing teams

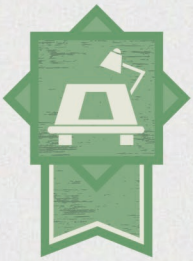


Managing Editor
The managing editor owns the business of content creation. He or she is in charge of strategy, tone, storytelling, project management, and team coordination.

Typical responsibilities include:
»» Strategy development
»» Content project management
»» Supervision of content creation
»» Quality control
»» Cross-functional coordination

02

Laying the Groundwork



Content Creators/Assistant Editors
Content creators are the individuals who write and edit our original content. Depending on our goals and resources, they will be outsourced (Helen), or they can be in-house positions (Ray).

Typical responsibilities include:
»» Writing
»» Working with satellite industry experts to create content
»» Quality control and heavy copyediting



Content Producers/Designers
Content producers or designers make our content beautiful and bring our stories to life. They can be outsourced (Vesna), they can be in-house (Zakhar), or we can use a combination of the two.

Typical responsibilities include:
»» Content design and ideation
»» Creating templates for ebooks, infographics, or slide decks

Hiring Goals:
»» X number of managing editors
»» X number of content creators
»» X number of content producers

Planned Hiring dates:

_____

Hiring Notes:

_____

_____

_____

02

Laying the Groundwork

Buyer Persona and Buyer Journey Development

We want to know who our customers are and what their buyer journeys look like. Once we have that information, we can map content specifically to each customer's place in our sales cycle.

Buyer Personas

A buyer persona can be defined as a representation of our ideal customer. We need to create personas in order to determine who we are marketing to and the best way to speak to them in our content. Personas are often developed based on customer demographics and behavior, along with our own understanding of their motivations and challenges.
To get all of the details we need, ideally we would interview customers, prospects, and members of our sales and customer services teams. In this particular case, we should consult Helen to give us guidance. Ray also has a pretty good feel and idea about them.

Buyer personas help us:

»» Determine what kind of content we need
»» Set the tone, style, and delivery strategies for our content
»» Target the topics we should be writing about
»» Understand where buyers get their information and how they want to consume it



02

Laying the Groundwork



Buyer Persona Exercise

Persona name: _____

Persona title: _____

Job details and key responsibilities: _____

_____

_____

Where does your persona get his or her information?: _____

_____

_____

Persona's primary goals: _____

_____

_____

Persona's challenges and pain points: _____

_____

_____

Actual quotes: _____

_____

Key objections: _____

_____

Role in the purchase process: _____

_____

Key marketing messages to speak to your persona: _____

_____

_____

02

Laying the Groundwork

Buyer Journeys

Now that we've defined our personas, we need to create a buying journey that will convert these personas into customers. A buying journey maps a buyer's decision making process during a purchase.

Mapping this allows us to:

- »» Understand what process our buyers go through when considering our product or service
- »» Develop a content strategy that speaks directly to buyers, regardless of the buying stage



02

Laying the Groundwork

Content Matrix

Once we have our personas and journeys, we can then create a content matrix—mapping our content to each buying stage, and determining where we have holes.

Buying Stage	Content for Persona 1	Content for Persona 2
Interest		
Problem Definition		
Exploring Options		
Evaluation		
Final Approval		
Implementation		

02

Laying the Groundwork

Content Arcs

Once we have a good sense of our personas, buying stages, and what content we have, it's time to decide what we want to write about. We like to break up our content planning into quarterly or bi-yearly themes or arcs, and then make sure our content is executing against them. Note that we will also probably have yearly initiatives to focus on, so lets make sure we include those in our planning.

We must fill out the following chart to map out our year:

	Theme 1	Theme 2	Theme 3	Theme 4
	☐ Ebook	☐ Ebook	☐ Ebook	☐ Ebook
	☐ Infographic	☐ Infographic	☐ Infographic	☐ Infographic
	☐ Slide Deck	☐ Slide Deck	☐ Slide Deck	☐ Slide Deck
	☐ Blog Posts	☐ Blog Posts	☐ Blog Posts	☐ Blog Posts
ONGOING INITIATIVE				
ONGOING INITIATIVE				
ONGOING INITIATIVE				
	Q1	Q2	Q3	Q4

02

Laying the Groundwork

Next, lets drill down even further into each quarter. We might have a messaging arc, product launches, trend related asset production, partner and thought leader content, and SEO related content.

Messaging Arc	Product Launches	Trend Related	Partner/Thought Leader	SEO
Asset 1 _____	Asset 1 _____	Asset 1 _____	Asset 1 _____	Asset 1 _____
Asset 2 _____	Asset 2 _____	Asset 2 _____	Asset 2 _____	Asset 2 _____
Asset 3 _____	Asset 3 _____	Asset 3 _____	Asset 3 _____	Asset 3 _____
Asset 4 _____	Asset 4 _____	Asset 4 _____	Asset 4 _____	Asset 4 _____



02

Laying the Groundwork

Editorial Calendar

Our editorial calendar should outline what is going to be produced and when it is going to be produced. If we use Google Docs or another calendaring tool, we can color code and freely move dates as needed. Our editorial calendar should look something like the example below. An up-to-date version of this calendar should always be available to stakeholders.

Mon	Tue	Wed	Thu	Fri
31 Friend Filer Blog Post Friend Filer Monday Space2Earth 2015 Marketing Summit Countdown 1	Apr 1 Marketing Nation Podcast Friend Filer Blog Post Sky-Based Marketing ebook Tuesday Trends	2 Hump Day HAHA Friend Filer Blog Post Optimizing Your B2B Advertising \	3 Dubie's S2E 4 Dummies Ebook Friend Filer Blog Post The State of Marketing Automatio	4 Marketing Trend Watch: 2014 Pla Friend Filer Blog Post Photobomb
7 How to Define a Lead Ebook Friend Filer Blog Post 1 Friend Filer Blog Post 2 Friend Filer Monday	8 Acxiom Press Release Marketing Nation Podcast Friend Filer Blog Post New Products Press Release	9 Friend Filer Blog Post 1 Friend Filer Blog Post 2	10 Friend Filer Blog Post Website and SEO for Lead Gener	11 Friend Filer Content Creation Webinar Friend Filer Blog Post Photobomb
14 How to Qualify More Leads with a Friend Filer Blog Post Friend Filer Monday ROAD TO SUCCESS VE LAUNCH	15 Fun Run Image from Vesna Marketing Nation Podcast Friend Filer Blog Post Tuesday Trends	16 ENT WEBINAR: Driving Marketing Hump Day HAHA Friend Filer Blog Post	17 CXOTalk Sanjay Webinar Promo Friend Filer Blog Post SEO Perks Post: How to Use Soci	18 CEP Webinar Promo w/ Jon Friend Filer Blog Post Photobomb RTP Webinar Promo 1
21 ENT WEBINAR: Driving Marketing Friend Filer Blog Post Friend Filer Monday	22 Marketing Nation Podcast Friend Filer Blog Post RTP Webinar Promo 2 Tuesday Trends	23 Hump Day HAHA Friend Filer Blog Post Road to Success VE Promo 2	24 Friend Filer Blog Post	25 Friend Filer Blog Post Photobomb
28 Friend Filer Blog Post Friend Filer Monday	29 Marketing Nation Podcast Friend Filer Blog Post Tuesday Trends	30 Hump Day HAHA Friend Filer Blog Post Road to Success VE Promo 3	May 1 Friend Filer Blog Post	2 Friend Filer Blog Post Photobomb

03

Content Types

Now that we have a plan, what are we going to create, and in what form? How many assets will we create each month for each stage of our sales funnel? Which of our team members will take ownership of each type? We'll start off by trying different types of content to learn what our audience likes best.



Ebooks

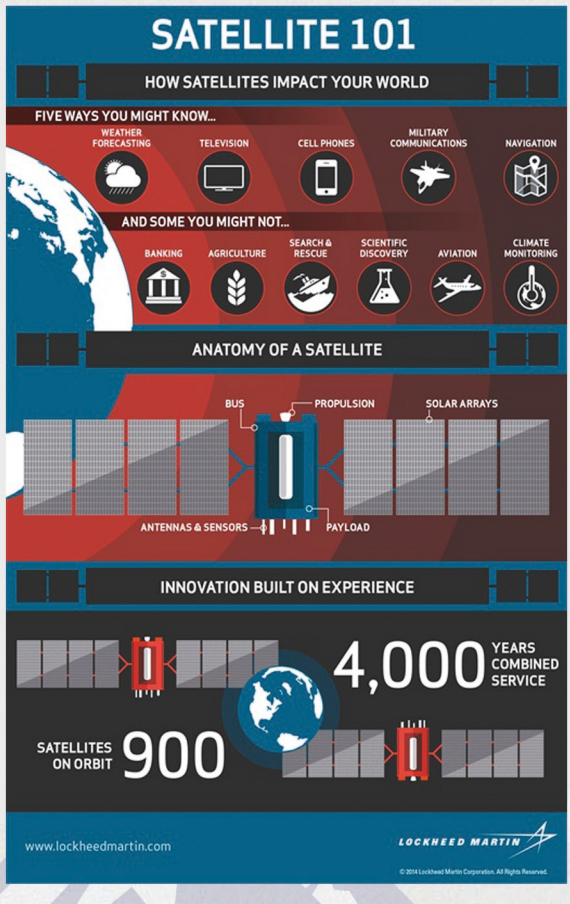
- X ebooks created monthly
  - X early-stage ebooks created monthly
  - X mid-stage ebooks created monthly
  - X late-stage ebooks created monthly
- Ebook creation role assignments:
  - Project management: _____
  - Ideation: _____
  - Writing: _____
  - Design: _____
  - Copyediting: _____

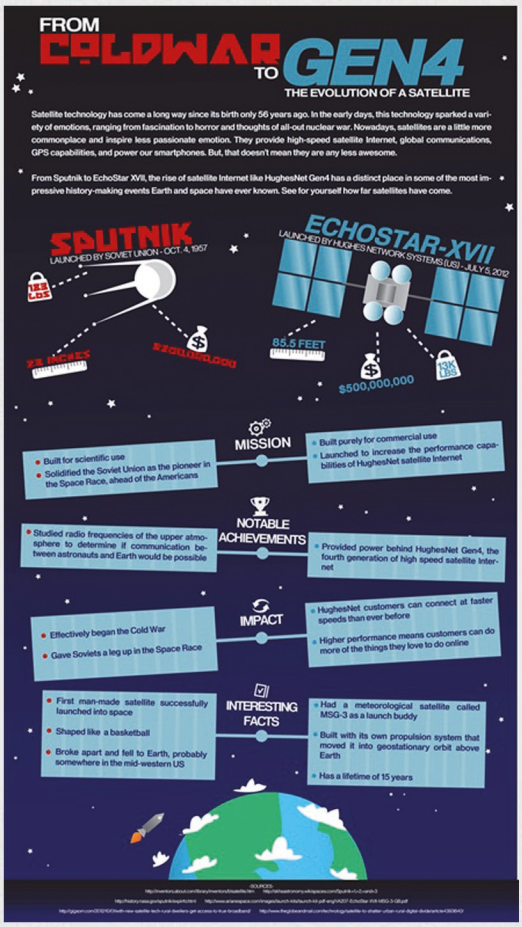


03 Content Types

Infographics

- X infographics created monthly
  - X trend-related infographics created monthly
  - X product-related infographics created monthly
- Infographic creation role assignments:
  - Ideation: _____
  - Writing: _____
  - Design: _____
  - Copyediting: _____





03 Content Types

Slide Decks

- X slide decks created monthly
  - X trend-related slide decks created monthly
  - X product-related slide decks created monthly
- Slide decks creation role assignments:
  - Ideation: _____
  - Writing: _____
  - Design: _____
  - Copyediting: _____





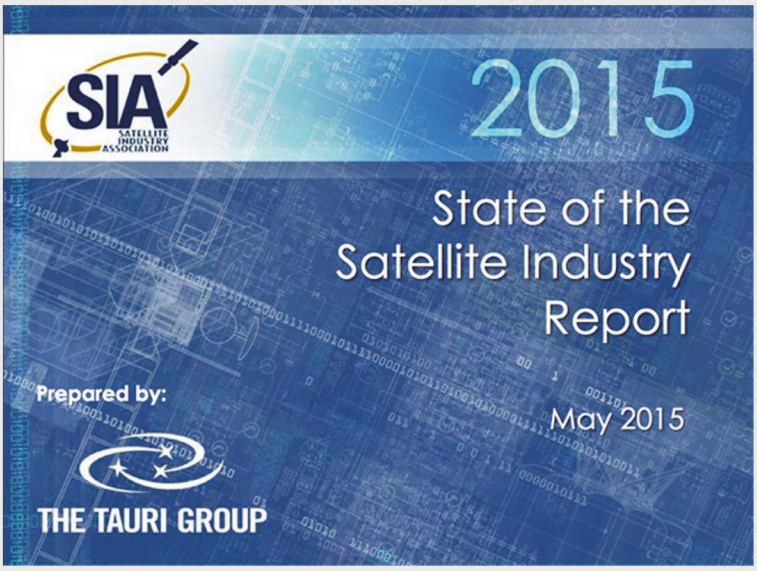


03 Content Types

Third Party Reports

- X number of third party reports posted per month
  - X number of vertical-specific third party reports posted per month
- Report acquisition role assignments:
  - Working with analyst firms: _____
  - Determining report types needed: _____
  - Licensing report: _____





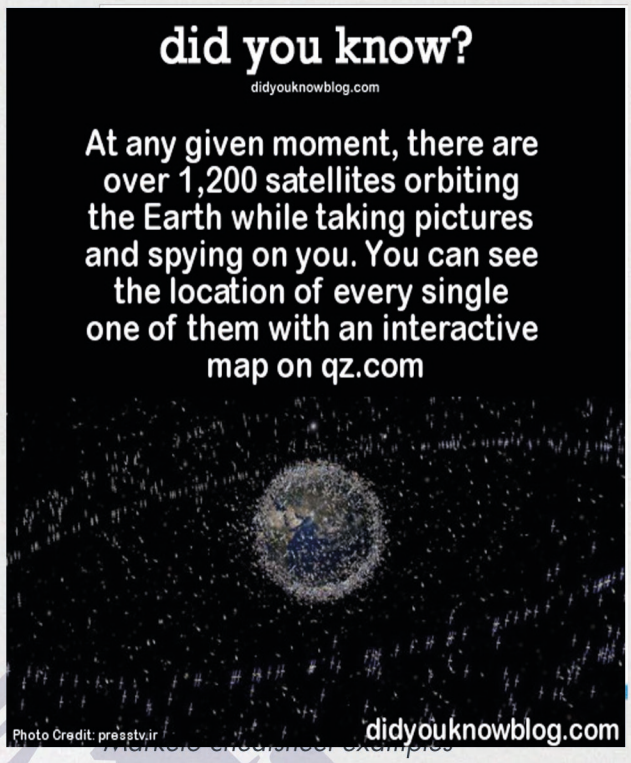
3rd party analyst report examples

03 Content Types

Trivia (Satellite 101)

»» X number of trivia created per month
»» Trivia creation role assignments:

- » Project management: _____
- » Ideation: _____
- » Writing: _____
- » Design: _____
- » Copyediting: _____



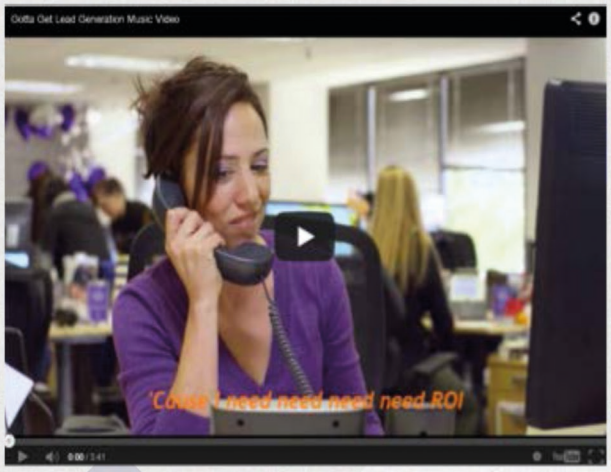


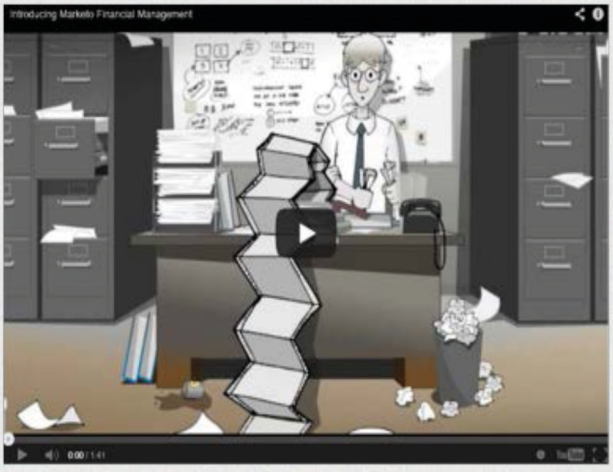
03

Content Types

Videos

- X number of videos created per month
  - X number of highly produced videos per month
  - X number of simple, employee produced videos per month
  - X number of animated videos per month
- Video creation role assignments:
  - Project management: _____
  - Ideation: _____
  - Script writing: _____
  - Production: _____
  - Filming: _____
  - Editing: _____
  - Artwork (if needed): _____





video examples

04

Content Promotion

Our content should be the fuel for all of our marketing programs. Whether the program is an email sent out to our database, a Pay-Per-Click ad, or a social campaign, our content can be the associated offer that drives conversions.



Social Media

Content Promotion Objectives:

- ✓ Increase reach of content asset through social channels
- ✓ Increase engagement and relationship building on social channels
- ✓ Increase number of likes, comments, and follows
- ✓ Engage with industry influencers
- ✓ Generate new leads and followers on social channels

Content Promotion Tactics:

- » 35+ number of Facebook posts per week
- » 210+ number of Tweets per week
- » 35+ number of LinkedIn posts per week
- » 35+ number of Google+ posts per week

04

Content Promotion

Blog

Blog Creation Objectives:

Introduce Space2Earth:
»» Our Concept
»» Our Mission
»» Our Team
»» Our Partners
»» Our Social Channels

Provide Original Content:
»» Space News (for general public)
»» Satellite News (industry related)
»» Satellite 101 (fun facts, trivia)
»» Contests
»» Resources (ebooks, webinars, slide decks, etc.)

Optimise Space2Earth blog:
»» Set up Google analytics
»» Optimize for SEO
»» Set up Rss feed
»» Offer blog subscription
»» Implement Social Sharing

04

Content Promotion

Blog



Content Promotion Objectives:

»» Increase blog subscriber numbers
»» Increase engagement and recognition
»» Increase visibility of content assets
»» Encourage engagement
»» Increase social sharing
»» Lead generation through form fill-outs

Content Promotion Tactics (on monthly basis):

»» 7+ number of blog posts to promote content asset
»» 3+ number of calls-to-action to download content asset
»» Featured calls-to-action to participate in a contest

04

Content Promotion

WEBINARS:

Content Promotion Objectives:
»» Generate new leads through webinar signups
»» Move leads through our sales funnel
»» Promote new content asset and present thought leadership from that asset
»» Showcase internal thought leaders

Content Promotion Tactics:
»» X number of webinars per month
»» Record the webinar so we can post additional content
»» Slice and dice up webinar recording into smaller, more digestible parts



Example of webinars that promote content

05

Key Content Metrics

Now it's time to measure our results. There are many things that marketers can measure when it comes to content marketing.

»» Content asset downloads
»» Content asset shares via Facebook, Twitter, LinkedIn, and Google+, etc
»» Engagement report
»» Trends report
»» Reputation building
»» Conversions based on form fills
»» Improved SEO performance
»» Google Analytics

05

Additional Notes

Now that we have our plan in place, here are some ongoing initiatives to keep in mind:

»» Train our sales teams on why and how to use our content assets to close deals
»» Create content that maps to our SEO goals
»» Meet monthly or quarterly with internal stakeholders to go over content initiatives
»» Keep iterating based on engagement and metrics

