



# **ON** **BRAND** **HOW TO NAIL** **CONTENT** **MARKETING**

HERTFORDSHIRE'S GROWTH MARKETING AGENCY

INCLUDES



10 steps for  
developing a content  
marketing strategy



Content  
marketing and  
the sales funnel



How to turn a single piece of content  
marketing into a beautifully crafted  
marketing campaign

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OnBrand

# GUIDE 2022

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## What is content marketing ?

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.

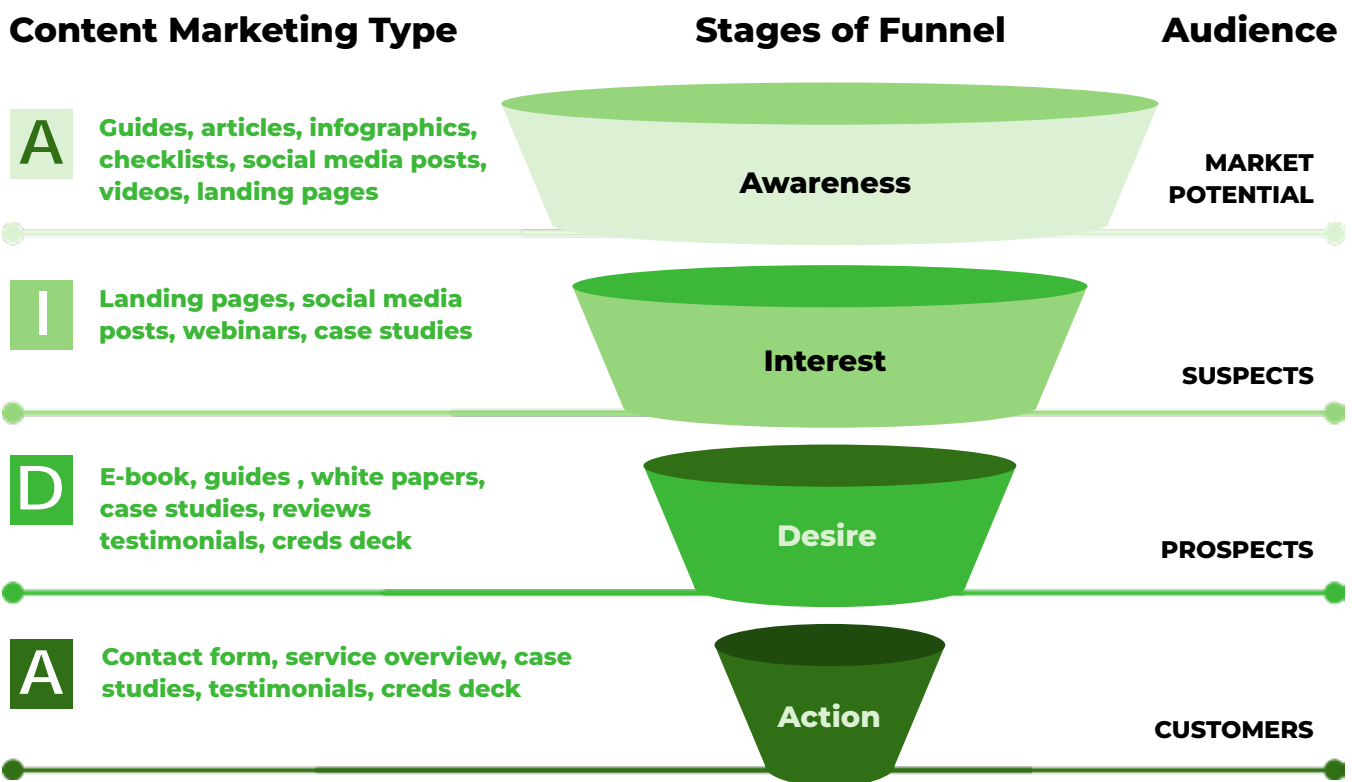
## Why do content marketing ?

As a growth marketing agency content marketing is a fundamental activity for ourselves and for our clients.

It forms an important part of our own sales funnel. We develop a mix of content and subsequent campaigns that engage with our target audience at each stage of the funnel, for example.

# CONTENT MARKETING & THE SALES FUNNEL

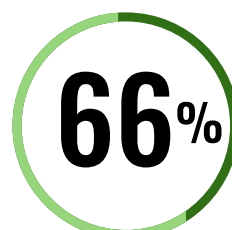
Align your content marketing with the stages of the sales funnel



A recent article published by HubSpot shares some important stats around content marketing. Here are a couple we wanted to highlight.



of marketers using content marketing plan to continue investing the same amount in the channel in 2022.

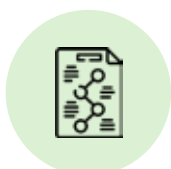


of marketers expect their 2022 content marketing budget to increase more than their 2021 budget.

# Content Marketing Examples

There is a world of content marketing assets out there.

Here is a list of typical ones but is not exhaustive.



**Infographics**



**Memes & Gifs**



**Videos**



**Podcasts**



**Webinars**



**Landing Pages**



**Infosheets**



**Technical Specifications**



**Blogs**



**Articles**



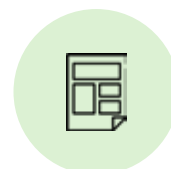
**Reports / White Papers**



**Ebooks / Guides**



**Checklists**



**Templates**



**CTA's**



**Newsletters**



**Social Media Posts**



**Ratings**



**Reviews**



**Case studies**



**Testimonials**



**Quotes**



**Stats**



# HOW TO DO CONTENT MARKETING



## 1: Develop a content marketing strategy.

This guide itself is simply one part of our own content marketing strategy that sits within the Awareness stage of the sales funnel but once turned into an entire campaign will serve other stages of the funnel. More on how to do that later.



## 10 STEP



### Content Marketing Strategy

#### 1 Content marketing strategy goals

What is the point of all this content marketing?  
To create content for each stage of the funnel

- 📶 Create content which works best for generating awareness
- 📶 Create content which works best for bringing in leads
- 📶 Create content which works best to generate conversions

## 2 Develop a content marketing strategy for your target personas

Who are you creating content for? Identify and profile your target audience personas

- 🔊 Determine what types and range of content (e.g. videos, podcasts, guides) are going to resonate best with your target personas
- 🔊 What subject areas are of value and interest to your target audience?
- 🔊 What are their pain points and needs?
- 🔊 Check out what the monthly search volumes for the subject area you are creating content for and this will give you an indication of interest level
- 🔊 Define the tone and messaging that will engage with your target audiences
- 🔊 What are the best channels, platforms and activities to reach your target? Paid Facebook Ads? Paid LinkedIn Ads? Google Search Ads? Emails? Etc etc

### TARGET PERSONA (basic example)

**THIS IS JAMES.  
HE IS TARGET  
PERSONA 1**

**He needs to  
source a new  
accounting  
system**



<b>Job Title</b>	CFO
<b>Pain points</b>	Lack of visibility, pressure from the board, inefficient processes, time poor
<b>Personal background</b>	Married with 2 kids, 42
<b>Social media usage preferences</b>	Facebook, LinkedIn – occasionally delves into TikTok and Instagram
<b>Work subject interest areas</b>	Digital transformation, accounting, best practices, IT systems

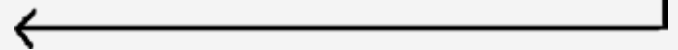
### CONTENT MARKETING MATRIX



## 3 Undertake an audit of your existing content marketing assets

- 🔊 It's useful to list them or map them out
- 🔊 Do you have content that could be repurposed?

## 4 Develop a content marketing matrix that identifies the purpose of each bit of content. For example,



## 5 Expand your pool of content marketing assets to ensure you have a range of content that can be used to take people through the sales funnel

- 🔊 Make sure you have enough variety of content formats to reach people in different ways
- 🔊 **Top tip:** "According to a report from HubSpot Research, more than 50% of consumers want to see videos from brands ... more than any other type of content."

## 6 Identify your resource requirements for content marketing

- What content and content formats can you realistically pull together?
- Do you have the necessary resource, tools and skill in-house to execute a content marketing plan?

## 7 Be brand focused with your content marketing

- What do you want to be known and recognised for? Infographics, video explainers, quirky social media posts, guides, reports, podcasts.
- How do your content marketing assets distinguish you from the competition?
- Is your content reflecting your brand values? It should do, as this will help you to reinforce and position your brand.

## 8 Define the channels and activities you will use to get your content out there


















## 9 Map out a few potential user journeys that aim to take a potential buyer through the different stages of the sales funnel

## 10 Determine the metrics you are going to use to measure performance and ultimately inform you how well the content strategy is performing. Bare in mind to align your performance metrics to your objectives and goals. A popular selection of metrics include (but are not limited too)



A popular selection of metrics include (but are not limited too)

-  **Post views**
-  **Increase in follower numbers**
-  **Video views**
-  **Number and type of goals completed. Basics include;**
-  **Post likes**
-  **Contact form submissions**
-  **Engagement rates**
-  **Downloads**
-  **CTR (click through rate)**
-  **Webinar sign-ups**
-  **Open rates**
-  **Click to email**
-  **New visitors to website**
-  **Click to phone**
-  **How many conversions did the content assist with – The attribution model (more on that another day)**

## 2:

**Develop a content plan which determines the channels and activities** you should use to deliver your content marketing to your target personas. This is essentially the marketing and promotion of your beautiful new asset!

For each individual piece of content marketing create a marketing campaign plan that will ensure you get the absolute maximum you can from one piece of content –What are you going to do with your content now?

## 3:

### Plan a marketing campaign

We are going to use this Guide as 1 piece of content to create an entire campaign with an associated set of assets and other content marketing types which we will then use execute the campaign across a variety of channels and platforms.



This is where it gets exciting and what we will move onto in Section 2.....





# HOW TO CREATE A MARKETING CAMPAIGN OUT OF YOUR CONTENT MARKETING ASSET – INSIDERS INSIGHT!



**Turning a single piece of content marketing into a beautifully crafted campaign.**

For the purposes of creating a working example, we are going to use this Guide itself to show you how we as a growth marketing agency are taking this piece of content as part of our own content marketing strategy that reaches our own target audiences and using it as a basis (asset) to craft a whole marketing campaign which ties in with our own strategic marketing plans and follows methodology of the sales funnel.

“

**Sarah Warren, Digital Account Director, OnBrand Group says**

In line with our own business growth objectives, OnBrand as a marketing growth agency must execute our own marketing strategy not just the strategies for our lovely clients.

**Sarah goes onto share one approach and plan of**

How to take 1 single piece of content and exploit the \*rap out of it to execute a beautifully crafted marketing campaign.

”

## Step 1

### Devise a campaign brief



#### PURPOSE OF CONTENT:

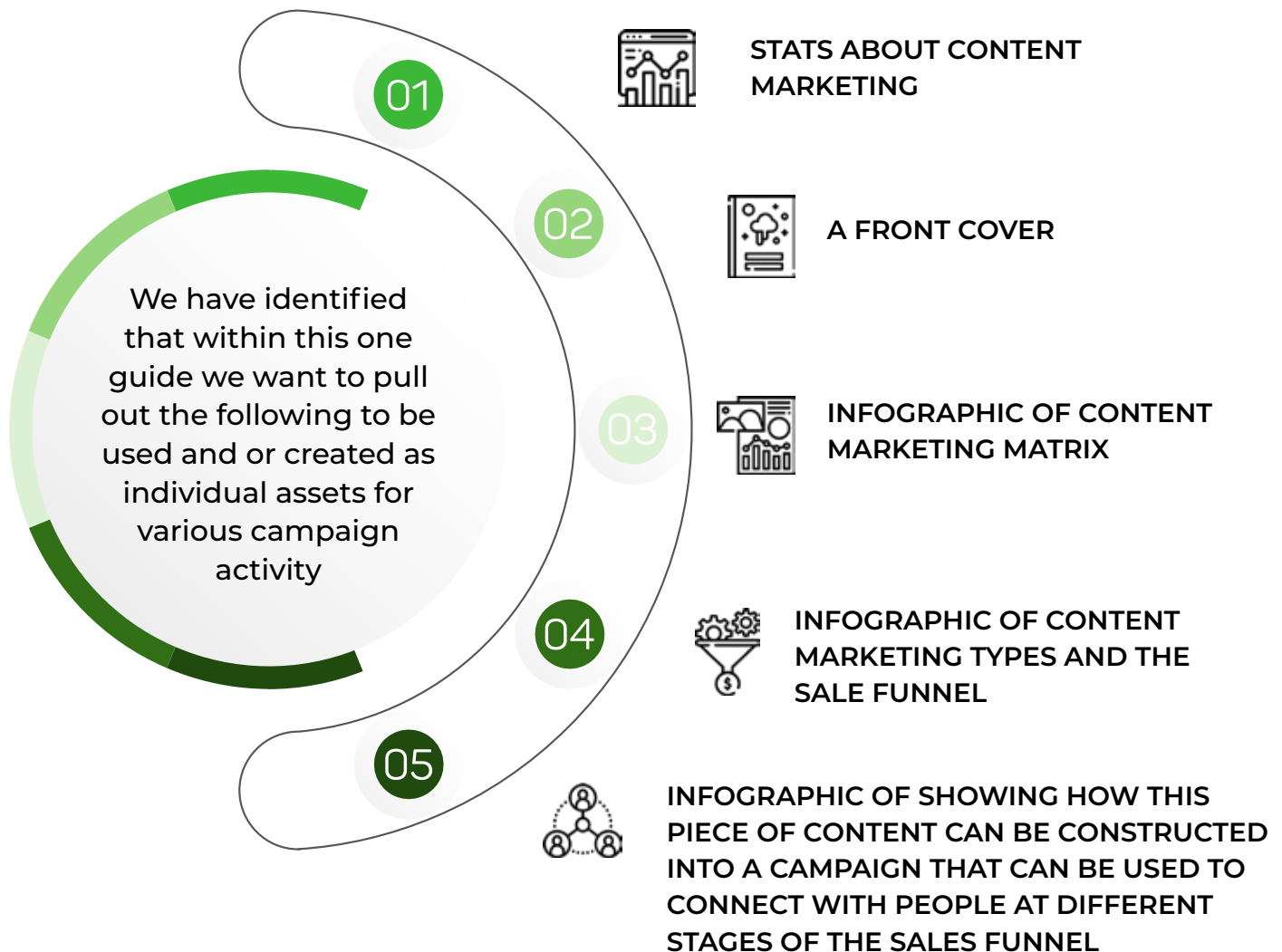
This piece of content has been devised to support our own sales funnel and could be used as an asset at various stages but right now we will begin with Awareness.

#### AIM:

Turn 1 SINGLE piece of content into a whole MARKETING CAMPAIGN

## Step 2

### Deconstruct the guide into multiple valuable content marketing assets



Once you have the completed piece of content and its accompanying assets, what should do with it... Well market it of course!

## Step 3 - Marketing your content – the basics!

There are some obvious things we can do with this guide using a variety of channels and activities.



#### Web Content:

Put it on your website for a start!



#### Social Media:

Post it on your social media channels



#### Email Marketing:

Use it as part of an email marketing campaign



#### Paid Social Media:

Run it as part of a paid social campaign

**BUT... HERE'S HOW TO GET MILEAGE AND LOADS OF IT**

## Step 4 - Devise a whole marketing campaign

With some creative thinking there is more, so much more that can be done. Many of the elements and content within this guide can now be used to create other types of engaging marketing content, in particular for social. Here's some examples of what we could do over a course of 6-8 weeks, now that the guide and its accompanying assets are complete:





### SOCIAL MEDIA ACTIVITY



**Social Media:** Publish the **Guide** on all our social media channels



**Social Media:** Create a **poll** on LinkedIn pertinent to the guide (potentials include)

-  Do you repurpose your existing content? Yes | No
-  What content marketing assets are most valuable to your business? Videos | Guides | Podcasts | Case Studies



**Social Media:** Create a **short video** culminating frames of the following elements; statistic, 10 point content marketing strategy checklist, infographic of content marketing matrix - with a key message to our target persona on each frame (do you have a sound content strategy? / do you need to expand your pool of content marketing assets? / is content marketing on your agenda?



**Social Media:** Pull out the Content Marketing Strategy Top 10 Tips and turn it into an 10 page **carousel booklet** to publish on social as a mini booklet with a link back to the full guide



**Social Media:** Pull out the Content Marketing Strategy Top 10 Tips and turn it into a **checklist image** to publish on social with a link back to the full guide



**Social Media:** Pull out the Content Marketing Strategy Top 10 Tips and turn it into a **video** to publish on social with a link back to the full guide



**Social Media:** Pull out the Content Marketing Strategy Top 10 Tips and turn it into an **infographic** to publish on social with a link back to the full guide




**Social Media:** Create a **video** for social with 5 slides highlighting the key aspects of this guide and what a reader would learn.



**Social Media:** Use a quote to create an **image** featuring the quote and post on social with some commentary in the post and a link back to the guide



**Social Media:** Use a statistic(s) to create an **image** featuring the stat and post on social with some commentary in the post and a link back to the guide

 90% of marketers using content marketing plan to continue investing the same amount in the channel in 2022.



**Social Media:** Use the Content Marketing Matrix infographic for social postings to engage the audience about content marketing strategies

## OTHER ACTIVITY



**Email Marketing:** Send the Guide to our email subscribers as a feature piece



**Google Display Ads:** Create a range of responsive display ad sizes to market the guide



**SEO:** Optimise the guide for SEO for our chosen keyword and place it on the content marketing services page of our website as supporting and relevant content

Now we may have gone a bit overkill with the number of activities outlined, but we wanted to highlight the sort of opportunities there are for creative campaign planning.

Do you have a piece of quality content just sitting on your website that you'd like us to work our magic on and turn into a beautifully crafted campaign?



## Contact Us

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