MarketingSavant

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Content Marketing Planning 1-7-30-4-2-1

* Some ideas adapted from Russell Sparkman and *Content Rules* by Handley & Chapman

5 YEAR CONTENT PLAN!

- Sky's the limit!

YEARLY CONTENT MARKETING

- Write e-books
- Speak at your industry's annual conference
- Produce an app or online information portal for your customers
- Write a book
- Review & revise marketing plan
- Produce an annual survey or industry review in the form of a whitepaper or e-book

SEMI-ANNUAL CONTENT MARKETING

- Launch new product or service offering
- Participate in experiential events such as trade shows, conferences, online trade shows, etc.
- Conduct original research or survey project
- Schedule speaking and presentation opportunities at major events and conferences
- Plan your content and social media strategy for your major trade shows
- Produce a partnered webinar, or plan a series of webinars

QUARTERLY CONTENT MARKETING

- Quarterly marketing seminar on Hot Topic of quarter
- Speaking engagement outreach - secure engagements for rest of 12 month cycle
- Write e-book or whitepaper
- Networking event attendance
- Launch e-book or whitepaper
- Create a customer case study of one of last quarter's projects
- Publish a mindmap or a process or idea that you have

DAILY CONTENT MARKETING

- Twitter updates
- Curated news items from within your industry (RSS feed subscriptions)
- Items bookmarked in Delicious and shared in Google Reader
- Photos from business activities (new products, customer visits, trade shows, etc)
- Daily blog post
- "Tip of the Day"

WEEKLY CONTENT MARKETING

- New weekly by-lined article
- Weekly roundup blog post
- Weekly photo gallery on Facebook/Flickr
- Short video interview
- Weekly e-newsletter
- LinkedIn industry group participation
- Press release or news items, blogger relations

FORTNIGHTLY CONTENT MARKETING

- Send one article to a PRINT publication
- Bi-monthly feature such as customer interview
- Webinar or teleseminar call
- Publish a mindmap of a problem you've recently solved

MONTHLY CONTENT MARKETING

- Slideshare PPT deck + blog post
- Webinar or teleseminar call
- Speaking engagement(s)
- Heavy research article or blog post (industry review, survey results, etc.)
- Organize a 'meet-space' event such as a networking function or Tweet-up
- Monthly podcast with your CEO
- Monthly e-newsletter