



The Loop Head Peninsula
Digital Academy



Zucca Films



WEEK 2

Content Marketing & Planning

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The Loop Head Peninsula Digital Academy

Learning Hub Tour

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.”

- Content Marketing Institute



CHAT

*What content are you currently creating for your
business / organisation / group?*

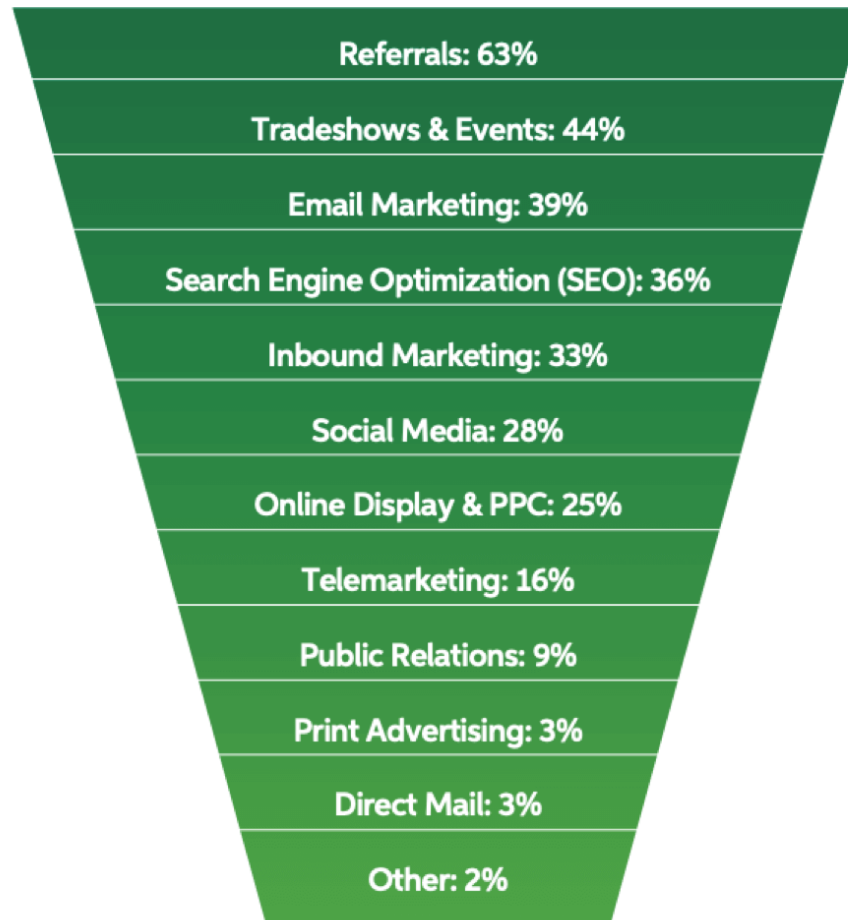
Content Marketing Goals

- ☐ Build brand awareness
- ☐ Discoverability (searching with intent)
- ☐ Trust
- ☐ Qualify your audience
- ☐ Position yourself as an authority voice / expert
- ☐ Generate leads
- ☐ Convert sales
- ☐ Build loyalty / increase lifetime value of customer
- ☐ Useful resource / value add to customer / citizen

*Content marketing is good for your bottom line
— and your customers 😊*

2020 Marketing Trends

Top Sources of Sales and Marketing Leads



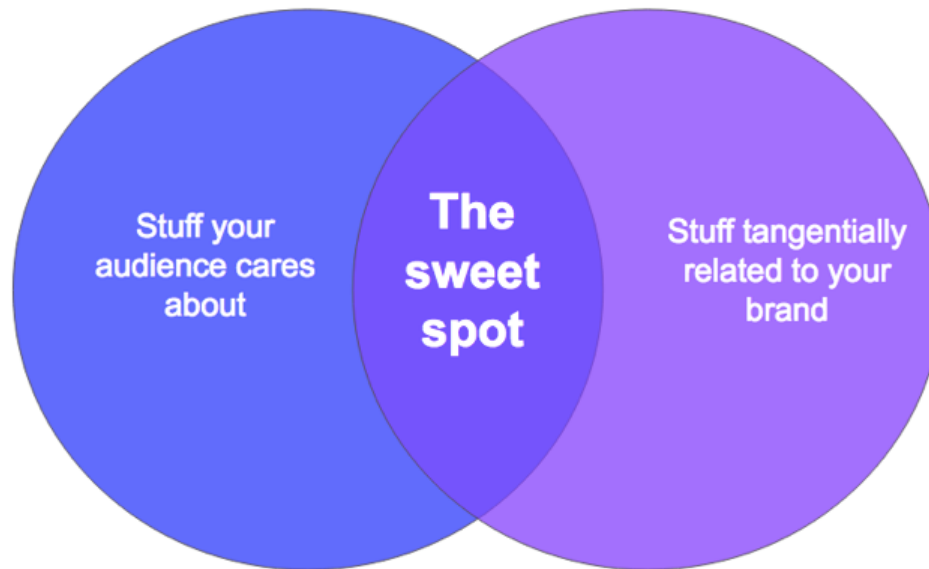
Source: <https://www.smartinsights.com/b2b-digital-marketing/b2b-marketing-trends-for-2020/>

Marketing Tactics Most Used by Marketers in 2020



Source: <https://www.smartinsights.com/b2b-digital-marketing/b2b-marketing-trends-for-2020/>

You Need to Find the Sweet Spot



Example – John Deere



Content Drives The Customer Journey

It's a 3-part story 😊



Top of Funnel – Awareness

Middle of Funnel – Engagement

Bottom of Funnel – Conversion

Digital Marketing Funnel

AWARENESS

ENGAGEMENT

CONVERSION

REPEAT CUSTOMERS



Pillar messages for each audience

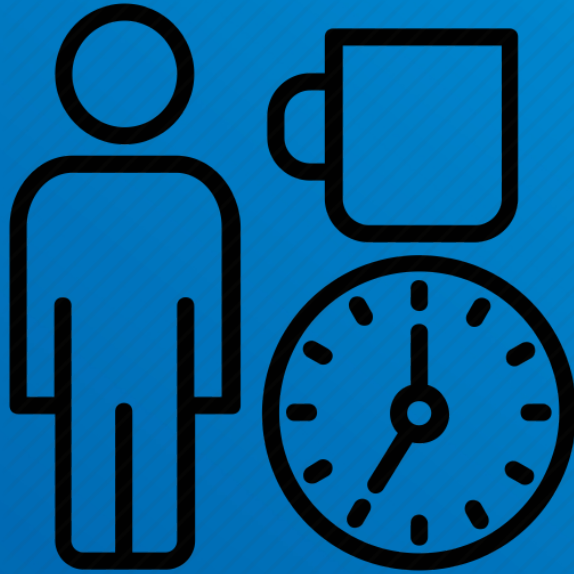
Audience Name	Pillar Messages
Audience 1	<ul style="list-style-type: none">• Core Message• Content Format• Digital Channel/s• Digital Marketing Tactic• Call to Action
Audience 2	<ul style="list-style-type: none">• Core Message• Content Format• Digital Channel/s• Digital Marketing Tactic• Call to Action
Audience 3	<ul style="list-style-type: none">• Core Message• Content Format• Digital Channel/s• Digital Marketing Tactic• Call to Action

Content To Drive Sales

PHASE	AWARENESS	INTEREST	CONSIDERATION	DECISION
KEY GOAL	ATTRACT THE RIGHT AUDIENCE	TURN PROSPECTS INTO LEADS	BUILD BRAND PREFERENCE	CONVERT TO A CUSTOMER
EXPECTED OUTCOME	SPARKS A NEED GENERATES INTEREST	PROVIDE A SOLUTION	SHOW BRAND, PRODUCT OR SERVICE VALUE	INFLUENCE DECISION MAKER
TACTICS	BLOG POSTS	TUTORIAL OR EXPERIENTIAL VIDEOS	E-ZINE	TESTIMONIALS
	INFOGRAPHICS	ASSESSMENTS	FREE TRIAL	CASE STUDIES
	PODCASTS	FRAMEWORKS	WEBINAR	DISCOUNT CODE
	THOUGHT LEADERSHIP	VIRTUAL TOURS	FREE CONSULTATION	DETAILED ASSESSMENT
	INFORMATION VIDEOS	PRESENTATION	PRODUCT SAMPLE	PACKAGE PRICE
	PUBLIC RELATIONS	E-BOOK	INFLUENCER MARKETING	
	MONITOR CUSTOMER			



Whiteboard Brainstorming
Your Content To Engage Your
Ideal Customer / Citizen



TIME OUT

Content Planning

Content Marketing Plan Criteria

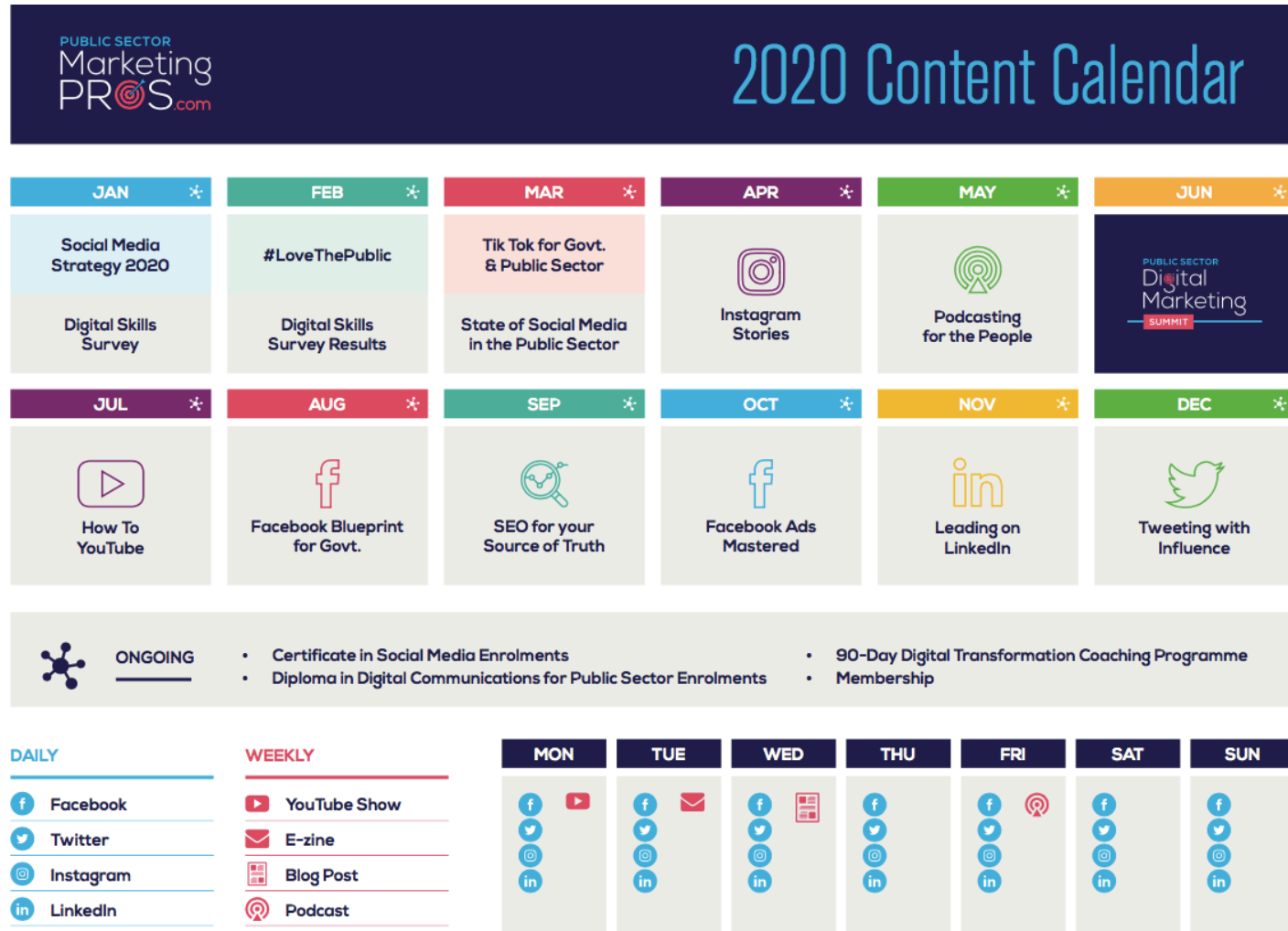
- ☐ Audience-focused
- ☐ Demand-driven
- ☐ Repurposable
- ☐ Quality
- ☐ On Brand
- ☐ Consistent



Content Planning

Content Criteria	Your Business / Organisation / Group
Audience Focused	
Demand Driven	
Repurposable	
Quality	
On Brand	

Content Calendar – Annual View



Content Calendar – Week View

COVID-19 CONTENT PLAN































Local Updates








National Updates



International Updates

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
   	   	   	   	   	   	   

MONDAY - SUNDAY

-  **Answer one big question** e.g. How do I know if I have coronavirus?
-  **The Big Interview** e.g. How has/will COVID-19 affected your business, sporting event, community, way of life?
-  **Sectoral Focus: Shining a spotlight on one industry** e.g. Farming, retail, construction, hospitality
-  **Virtual panel discussion** e.g. The week's events (online)
-  **Experts in Conversation** e.g. Discussion with experts in Italy and how they are managing COVID-19



Content Marketing Funnel

Content Marketing Sales Funnel



The background is a top-down view of several people sitting around a wooden table, using various electronic devices like tablets, smartphones, and a laptop. Overlaid on this image are several circular icons in shades of blue and green. These icons include a lightbulb with a paperclip (representing ideas or content creation), a Wi-Fi symbol, a rocket ship, a mouse cursor arrow, an '@' symbol, a share icon, and a document with a checkmark. The overall theme is digital technology and content management.

Content Repurposing

What is Content Repurposing?

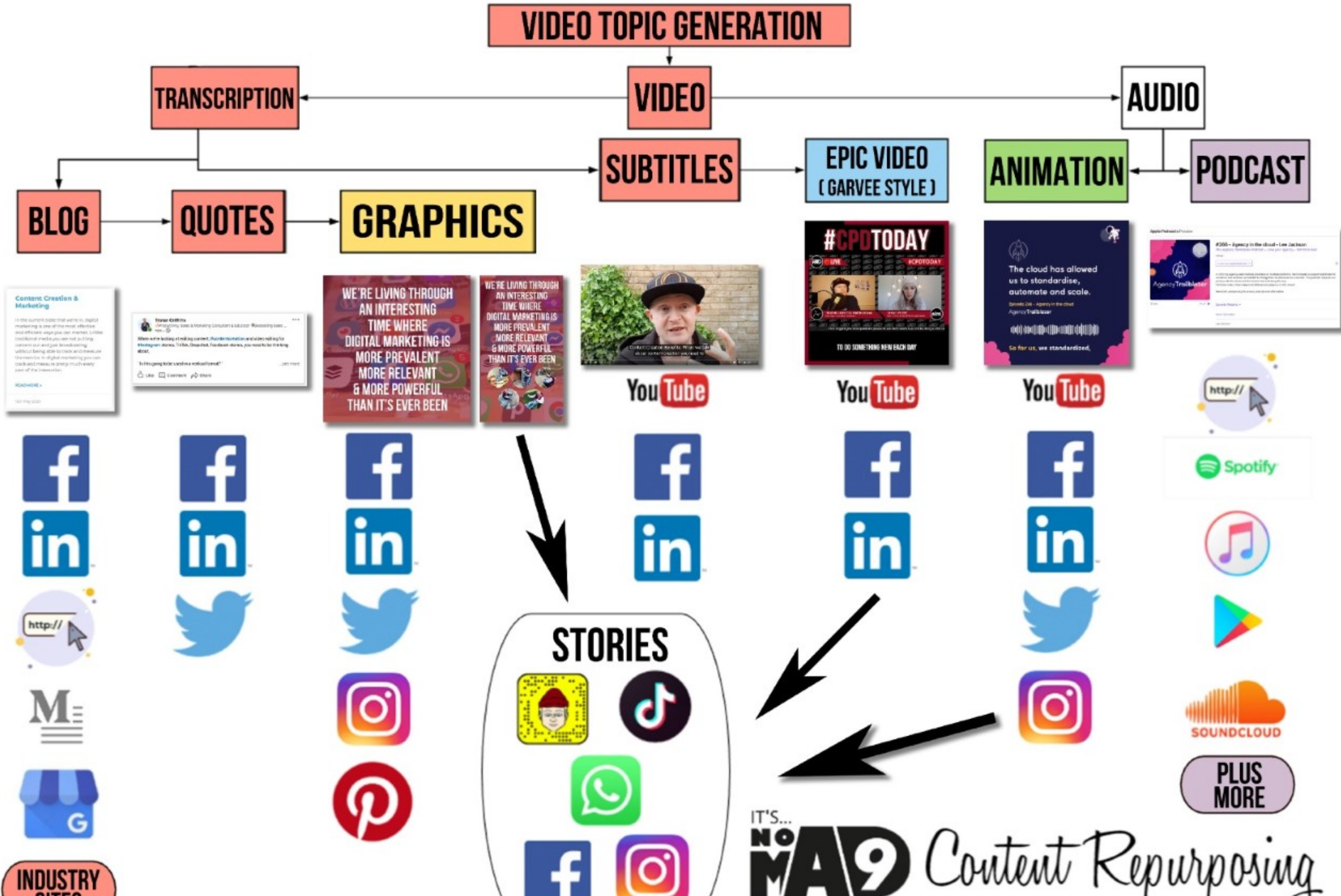
Repurposing is presenting content in a different way, on a different channel to reach an expanded audience while maintaining its core message.

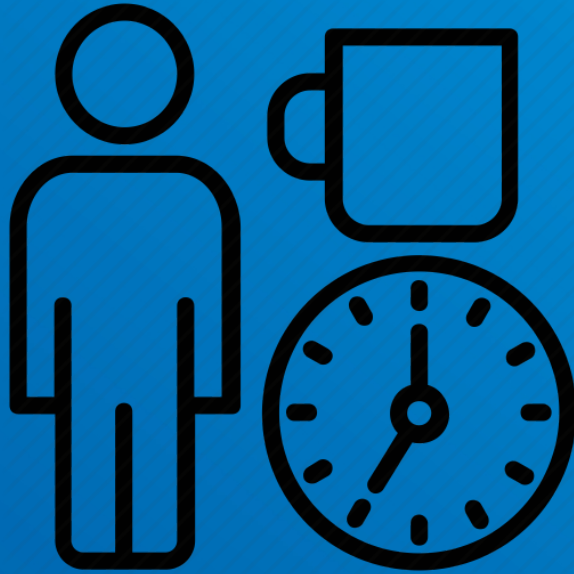
Why Content Repurposing?

The traditional marketing “rule of seven” states that audiences need to hear your message seven times before they’ll take the action you want them to. This has increased to 7-12 digital touchpoints in the Digital Age. So, repurposing goes a long ways toward reaching this quota!

How about 300+ digital touch points from 30-minutes of video?

Repurposing Method





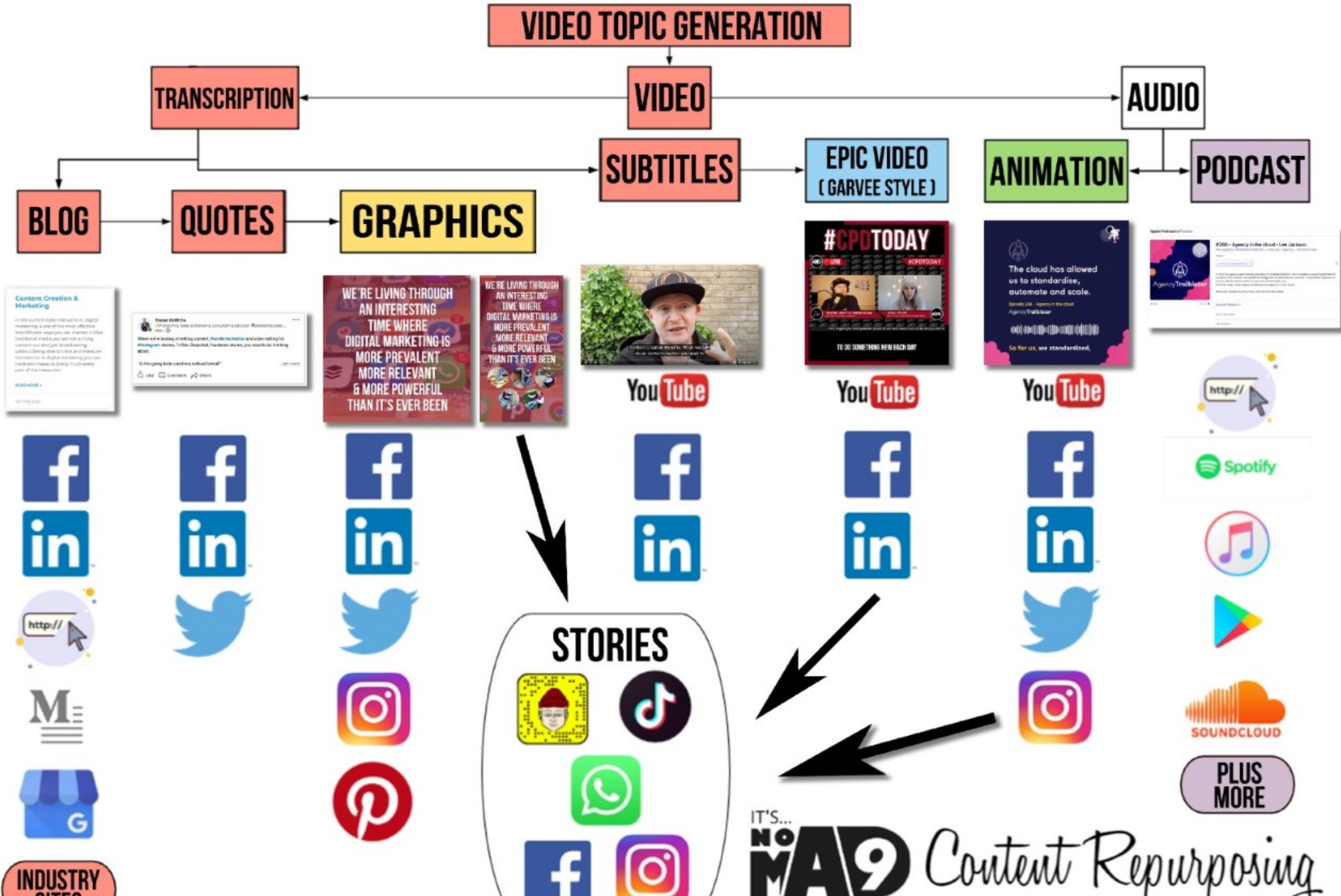
TIME OUT

Breakout Room Task



- Groups of 7
- You are producing 30-minutes of video content (five 6-minute videos)
- Your topic is: ***Loop Head Peninsula – An Escape from the Pandemic***
- You must choose your 1) target audience – age, gender, location, interests, behaviour 2) your core message based on audience trigger/micro-moment 3) 5-sub topics
- You have 15-minutes
- Nominate a spokesperson
- Tip: Don't over-think it, choose one simple idea – one story
- I will provide feedback and direction

Repurposing Method



YOUR 12-MONTH CONTENT PLAN

STEP 1: Planning

- 12 month
- 12 pillar messages
- 4 sub-topics
- Content format
- Content journey i.e. awareness, interest, consideration, decision

STEP 2: Content Creation

- Video
- Audio
- Text
- Graphics

STEP 3: Content Process & Tools

- Video
- Audio
- Text
- Graphics

Understanding content metrics for success

Understanding content metrics for success

- Website traffic > Google Analytics
- Social media reach, impressions and engagement > Social insights
- Video views > Channel analytics
- Click-through-rate > Google Analytics / PPC / Social advertising
- Bounce rate > Google Analytics
- Dwell time > Google Analytics
- Backlinks > Google Analytics
- Downloads > Google Analytics / CRM
- Registrations > Google Analytics / CRM
- Email subscribers > Email Marketing / CRM
- Conversion rate > Google Analytics / PPC / Social Advertising



CHAT

Are you measuring where you are getting leads / sales?

Now it's time to make a content marketing plan

Our next steps

- Download workbook from Learning Hub
- Review it in preparation for next week
- Identify gaps and opportunities
- Consider what video content you need to create as part of this course
- Consider how we re-purpose it
- Specific tutorials designed to teach you how to re-purpose your content



Resource

Your Content Marketing
Plan Template



CHAT

What's your 1 big takeaway from today's session?



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THANK YOU!

See you on the next session...

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Rialtas na
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Project Ireland
2040

