

HOW TO DEVELOP A CONTENT PLAN

If you want to attract customers and convince them to do business with you, your content marketing strategy has to cover every point in your customer's purchase cycle.

RESEARCH HAS SHOWN THAT



More than **3.5 billion pieces of content** (web links, news stories, blog posts, etc.) get shared each week on Facebook



53 percent of people on Twitter recommend companies or their products in their tweets

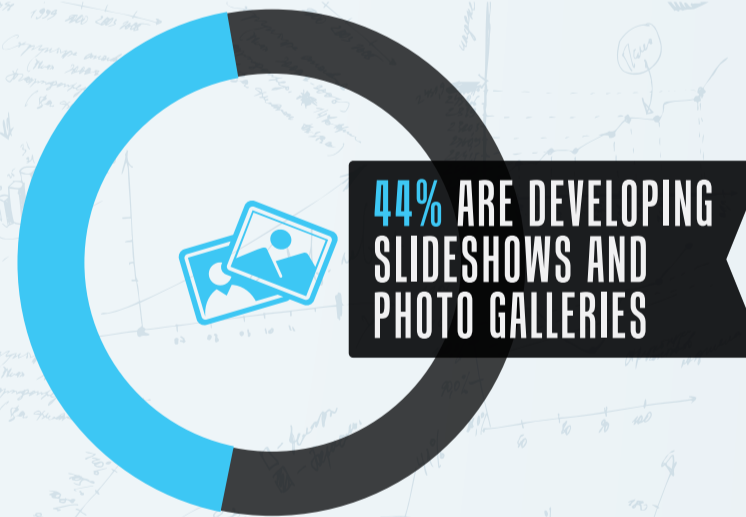
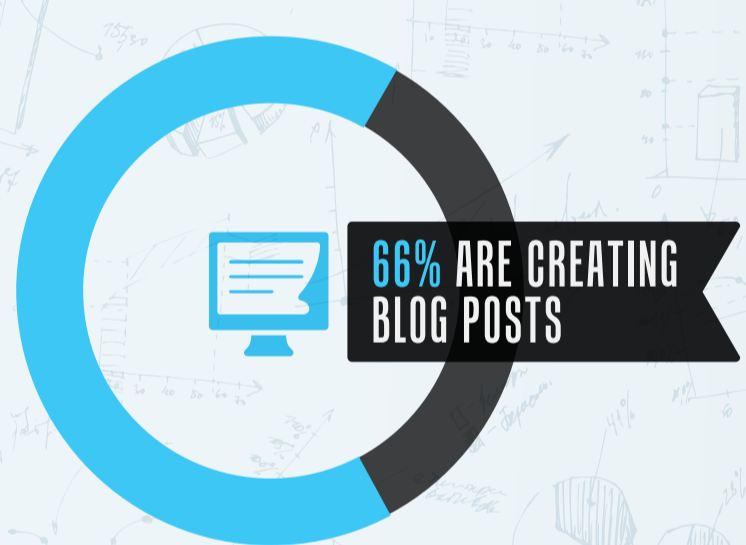
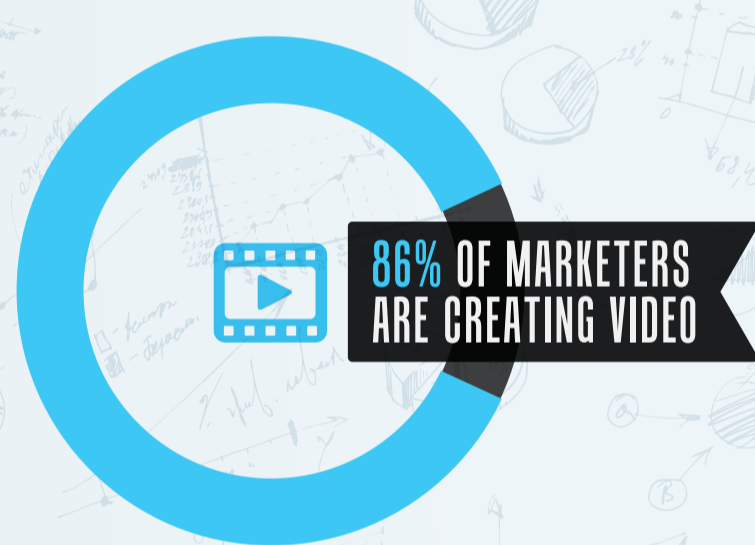


Businesses with 31 to 40 landing pages get **seven times more leads** than those with only one to five landing pages.

MAXIMISE THE OPPORTUNITIES THAT THESE STATISTICS BRING WITH A CONTENT MARKETING STRATEGY THAT

- Defines** clear goals and objectives
- Identifies** which personas you want to reach with each element
- Aligns** to your audience's triggers
- Pinpoints** the content types to be used at different stages
- Establishes** how the content will be created and promoted
- Includes** the SEO keywords needed
- Categorises** the platforms that will deliver it
- Determines** the success measurement metrics
- Shows** how it will help the business achieve its strategic goals

CURRENT CONTENT TRENDS SHOW THAT



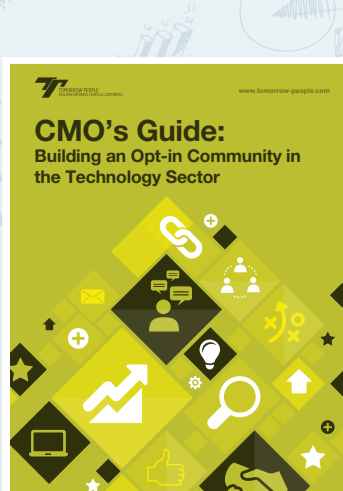
CHOOSING THE RIGHT MEDIUM AND PLATFORM IS KEY TO YOUR CONTENT'S SUCCESS, SO KEEP IN MIND THAT

Companies that blog have **97% more inbound links**

Businesses with over 1,000 Facebook fans get **22 times more web traffic**

LinkedIn drives the most referrals to B2B sites

63% of companies using social media marketing say it has increased marketing effectiveness.



Want to learn more about engaging customers?
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CMO'S GUIDE: BUILDING AN OPT-IN COMMUNITY IN THE TECHNOLOGY SECTOR.

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