

# 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

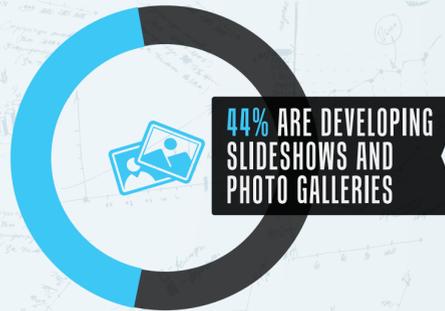
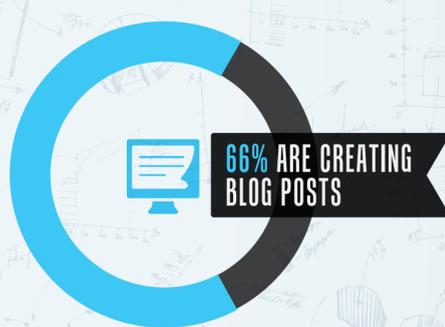
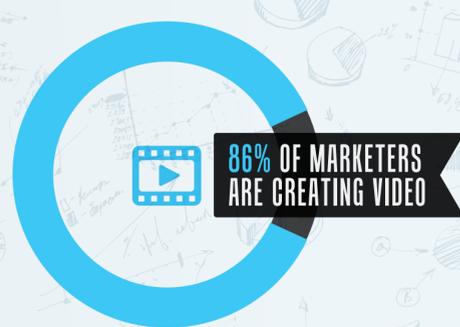


Businesses with 31 to 40 landing pages get **seven times more leads** than those with only one to five landing pages.

## 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.



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