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Content Marketing:
Content Planning

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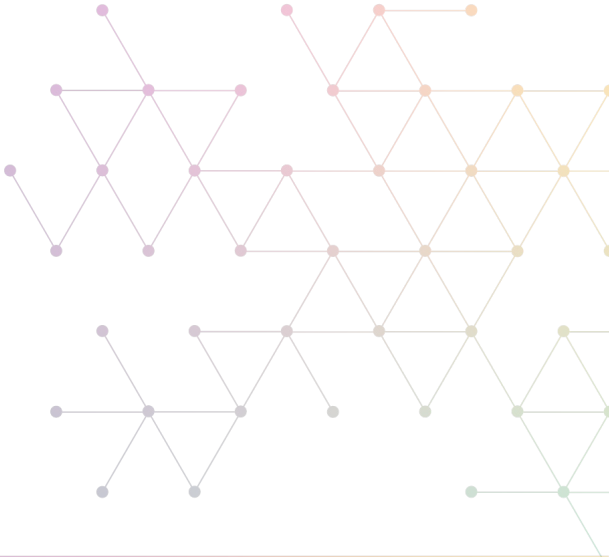
Learning Objectives

- Relate content to goals
- Choosing the best channels according to the content to be broadcasted
- Planning content strategy
- Planning global digital content
- Planning website content for each channel



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Topics

- Planning Content and Goals
- Planning Channels and Content
- Planning the Content Strategy Canvas
- Digital Content Plan
- Website Content Plan
- Blog Content Plan
- Social Media Content Plan
- Emailing Content Plan
- Advertising Content Plan
- Bibliography

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“A goal without a plan is just a wish.”

Antoine de Saint-Exupéry

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Planning Content and Goals

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Planning Content and Goals

Choosing the most suitable content for the intended goals

Possible goals	Content examples
Create imagery of or claims that evoke pleasure or fun when visitors encounter the corporate offering	Images, words, video
Share access to original ideas or designs	Behind the scenes, blueprints, shared reports
Demonstrate organisational values, including beliefs, principles, or way of acting or operating	Content from the CEO such as published letters or videos, blog posts, annual reports, shareholder meeting content
Highlight associations with originality in design of products, services, ideas, or facilities; exceptional quality of corporate offerings	Trademarks, patents, brand story-telling, product articles, product hero features, examples of exceptional customer service
Showcase the heritage of the organisation and its leaders, or references to historical background	Brand story-telling, imagery, videos, product development and evolution, links to working practices
Explain the sustainability and corporate responsibility programmes, decisions, or actions	Videos showing examples of the corporate social responsibility programme
Generate customer acquisition, conversion or retention	Focused content relating to the desired behaviour, such as emails containing a time-limited offer
Save costs through better targeting	Focused content based on the audience group, such as emailing offers to students towards the end of term when money is in short supply!

Source: Molleda, 2010.

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Planning Channels and Content

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Planning Channels and Content

The channel should be chosen according to the content

Communication channel	General information	Helpful recipes	News about food	Ad campaign
Website	✓	✓	✓	
Blog	✓	✓	✓	
Twitter	✓	✓	✓	
Facebook		✓	✓	✓
Instagram		✓	✓	✓
Google adverts				✓

Source: Hanlon, 2019, p. 267.

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Planning the Content Strategy Canvas

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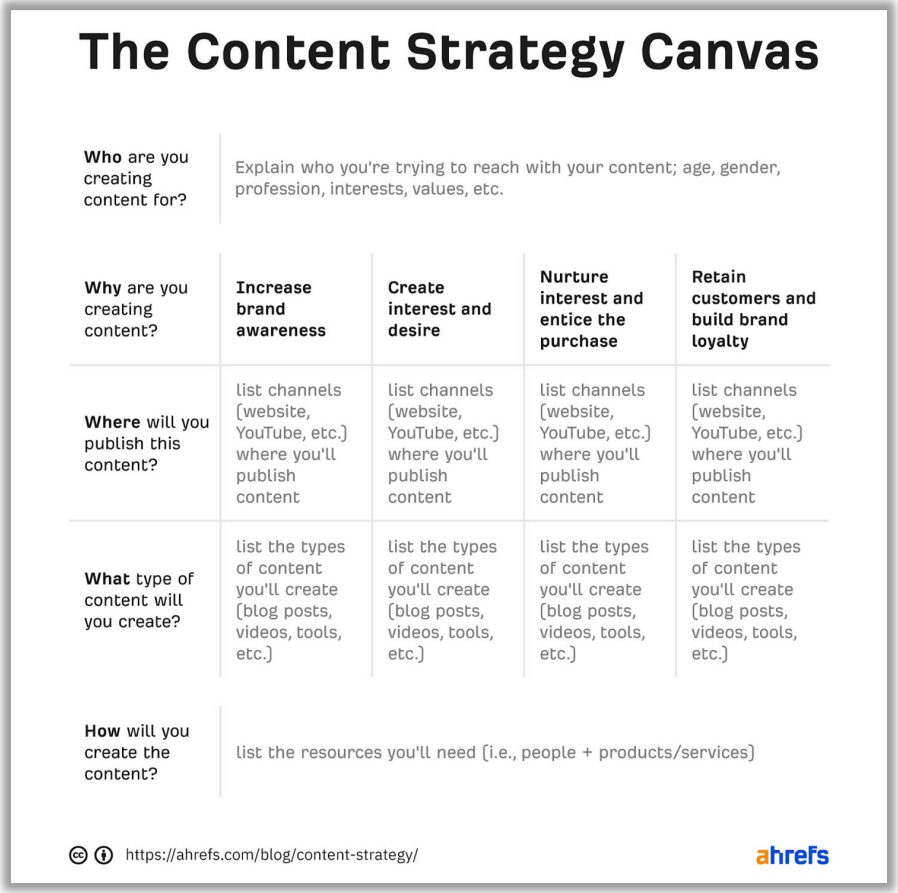
Planning the Content Strategy Canvas

- We should try to plan the content taking into consideration objectives, channels, type of content, subjects to be covered
- Diversity should be privileged in the planning



The Content Strategy Canvas

Who are you creating content for?	Explain who you're trying to reach with your content; age, gender, profession, interests, values, etc.			
Why are you creating content?	**Increase brand awareness**	**Create interest and desire**	**Nurture interest and entice the purchase**	**Retain customers and build brand loyalty**
Where will you publish this content?	list channels (website, YouTube, etc.) where you'll publish content	list channels (website, YouTube, etc.) where you'll publish content	list channels (website, YouTube, etc.) where you'll publish content	list channels (website, YouTube, etc.) where you'll publish content
What type of content will you create?	list the types of content you'll create (blog posts, videos, tools, etc.)	list the types of content you'll create (blog posts, videos, tools, etc.)	list the types of content you'll create (blog posts, videos, tools, etc.)	list the types of content you'll create (blog posts, videos, tools, etc.)
How will you create the content?	list the resources you'll need (i.e., people + products/services)			

https://ahrefs.com/blog/content-strategy/

ahrefs

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Content Plan

- Content creation is often planned and managed within a **content calendar**
  - per channel can be good practice
  - allows you to check where there are gaps in the content
  - make sure the content is ready in plenty of time
  - enables responsibilities to be assigned
- Planning content allows timely finding of themes and convenient illustration of content

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Digital Content Plan

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Digital Content Plan

- Presents the global vision of the content that is intended to be distributed through all channels
- Facilitates the analysis of the distribution of content by personas
- Facilitates the analysis of the distribution of content by goal
- Allows an overview of the distribution of content throughout the month
- Allows to check that all three areas of the funnel are being fed content

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Source: https://frizbit.com/blog/marketing-funnel-explained-optimize-your-full-funnel-strategy/

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Digital Content Plan

Month

Day	Content subject	Personna	Goal	Funnel	Channel
			Increase brand awareness	BOFU	Website
			Create interest and desire	MOFU	Blog
			Nurture interest	TOFU	Social Media
			Retain Customers		Emailing
					Advertising

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In-Class Activity

- In group (2 or 3 persons).
- Choose a brand and make the planning for one week.

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Website Content Plan

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Website Content Plan

- Review periodically the content of the website
- Review/update the existing content
- Create new sections with new content
- Choice graphic elements and other elements that add value
- Define the role of each page in the funnel
- Disseminate the page through the organisation's other channels

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Webite Content Plan Month

Day	Responsable	Site Section	Personna	Content subject	Keywords	Goal	Funnel	Distribution channels	CTA message	Metric	Element Graphic 1		Element Graphic 2		Element Graphic 3	
											Type	Subject	Type	Subject	Type	Subject
						Increase brand awareness	BOFU	Facebook			Video		Video		Video	
						Create interest and desire	MOFU	Twitter			Podcast		Podcast		Podcast	
						Nurture interest	TOFU	Instagram			Image		Image		Image	
						Retain Customers		LinkedIn			Infographic		Infographic		Infographic	
								Emailing			Cartoon		Cartoon		Cartoon	
								....			Illustration		Illustration		Illustration	

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In-Class Activity

- In group (2 or 3 persons).
- Keeping the brand or company chosen previously, using the map presented above, propose content for 7 pages of the brand website.

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Blog Content Plan

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Blog Content Plan

- Promote different subjects
- Motivate choice graphic elements and other elements that add value
- Define the role of each blog post in the funnel
- Facilitates the blog post dissemination through the organisation's other channels
- Stimulates the use of CTA

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Blog Content Plan

Month

Day	Responsable	Personna	Content subject	Content title	Keywords	Goal	Funnel	CTA message	Distribution channels	Metric	Element Graphic 1		Element Graphic 2		Element Graphic 3	
											Type	Subject	Type	Subject	Type	Subject
						Increase brand awareness	BOFU		Facebook		Video		Video		Video	
						Create interest and desire	MOFU		Twitter		Podcast		Podcast		Podcast	
						Nurture interest	TOFU		Instagram		Image		Image		Image	
						Retain Customers			LinkedIn		Infographic		Infographic		Infographic	
									Emailing		Cartoon		Cartoon		Cartoon	
									....		Illustration		Illustration		Illustration	

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In-Class Activity

- In group (2 or 3 persons).
- Keeping the brand or company chosen previously, using the map presented above, propose blog content for one month.

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Social Media Content Plan

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Social Media Content Plan

- Helps distribute content across different social networks
- Facilitates diversification of the subjects to be covered
- Encourages reflection on the graphic elements to be used
- Supports the publication of third-party content
- Define the role of each post in the funnel

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Social Media Content Plan

Month

							Facebook			Instagram			....		
Day	Responsable	Personna	Content subject	Content ownership	Goal	Funnel	Graphic	Graphic subject	Metric	Graphic	Graphic subject	Metric	Graphic	Graphic subject	Metric
			Event divulgation (after)	Own	Increase brand awareness	BOFU	Video			Video			Video		
			Event divulgation (before)	Own external (other channel)	Create interest and desire	MOFU	Podcast			Podcast			Podcast		
			Hiring divulgation	Shared from another entity	Nurture interest	TOFU	Image			Image			Image		
			Award received	Curation	Retain Customers		Infographic			Infographic			Infographic		
			Celebration day	Paid			Cartoon			Cartoon			Cartoon		
			Poll				Illustration			Illustration			Illustration		
			Statistic				Mind map			Mind map			Mind map		
			Glossary				Document			Document			Document		
			Book/movie analysis or presentation												
			Famous citation / emotional phrase												
			Testimonial (client, employee,..)												
			Humor / meme												
			Curiosity												
			Hobby activity / contest												
			Help (how to) / tip												
			Backstage brand/brand history/people												
			Product/service presentation												
			Sales promotion / discount												
			News												
			Reflection												
			Mention made by partner												
			Gratitude / recognition												
			Milestone												

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In-Class Activity

- In group (2 or 3 persons).
- Keeping the brand or company chosen previously, using the map presented above, propose social content for 7 days.

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Emailing Content Plan

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Emailing Content Plan

- Helps distribute content across different emailing type
- Facilitates diversification of the subjects to be covered
- Encourages reflection on the graphic elements to be used
- Define the role of each communication in the funnel
- Stimulates the use of CTA

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Emailing Content Plan

Month

										Element Graphic 1		Element Graphic 2		Element Graphic 3	
Day	Responsable	Type	Personna	Content subject	Content title	Goal	Funnel	CTA message	Metric	Type	Subject	Type	Subject	Type	Subject
		Newsletter				Increase brand awareness	BOFU			Video		Video		Video	
		Press-release				Create interest and desire	MOFU			Podcast		Podcast		Podcast	
		Promotional				Nurture interest	TOFU			Image		Image		Image	
		Lead nurturing				Retain Customers				Infographic		Infographic		Infographic	
		Survey								Cartoon		Cartoon		Cartoon	
										Illustration		Illustration		Illustration	

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In-Class Activity

- In group (2 or 3 persons).
- Keeping the brand or company chosen previously, using the map presented above, propose emailing content for one month.

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Advertising Content Plan

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Advertising Content Plan

- Helps distribute advertising content across different platforms and have a timeline vision
- Facilitates diversification of the ads to be covered
- Facilitates integration with other content
- Encourages reflection on the graphic elements to be used
- Define the role of each ad in the funnel
- Stimulates the use of CTA

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Ad Content Plan

Month

Day	Responsable	Personna	Content subject	Keywords	Goal	Funnel	CTA message	Distribution channels	Landing page	Metric	Graphic type	Graphic subject
					Increase brand awareness	BOFU		Google			Video	
					Create interest and desire	MOFU		Facebook			Podcast	
					Nurture interest	TOFU		Twitter			Image	
					Retain Customers			Instagram			Infographic	
								LinkedIn			Cartoon	
								Facebook			Illustration	

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In-Class Activity

- In group (2 or 3 persons).
- Keeping the brand or company chosen previously, using the map presented above, propose advertising content for 7 days (one ad for each day).

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Assessment Activity

- Individual assessment
- Having in mind the map that synthesises the content and the other maps, per channel, that incorporate more detailed information, the student must analyse the programmed content, analysing aspects such as periodicity, diversity of content, diversity of channels used and other aspects that were presented throughout this course.
- The student should analyse the maps made by another group.

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Important Notice

The DEMS material aims to enhance digital marketing skills in higher education, comprehending the essential needs in organizations. You have access to extensive slide sets with in-class activities and assignments, as well as detailed user instructions for teacher.

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