

# Content Marketing Strategy Guide

The best content marketing strategy is one that's simple to use and follow so it gets you the results you're aiming for.

This short guide helps you think through your BIG goals and how you'll get closer to them every time you hit publish.

## STEP 1

### What is your BIG motivation?

You have very personal reasons for wanting to grow an online presence. What are they?

## STEP 2

### Where are you in your website life cycle?

New to 1 year    1-5 years    6 years or more

**New to 1 year:** Focus on populating your pages with helpful content that establishes your expertise.

**1-5 years:** Focus on developing your audience and creating content that meets the real challenges of your readers.

**6 years or more:** Approach your content as a resource librarian. Spend time updating and curating your vast content collection so people can find what they need on your site.

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## STEP 3

### What are your current marketing goals?

When you look at the next three months, what promotions are coming up that you can plan content around? Use your content to meet possible objections, inform, and build excitement. Use the space below to plan what you'll write and where you'll publish it.

MONTH \_\_\_\_\_ / Promote what? / Topics to cover

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## STEP 4

### What platform will you explore first?

Choose one external platform to master. This could be a website that serves your audience or a social media platform you know your readers use.

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[Content Marketing Strategy: How to Share Your Valuable Expertise](#)