



**BIG  
BRAND  
SYSTEM**

**Content  
Marketing  
Strategy**  
HOW TO  
SHARE YOUR  
VALUABLE  
EXPERTISE

"Let's throw some pasta at the wall and see what sticks!"

“Let’s throw some pasta at the wall and see what sticks!”





... is NOT a content marketing strategy.

**Without a content marketing plan in place,  
you will go to a lot of effort and may not  
see any results at all.**

Let's fix that! In 4 simple steps ...

1

2

3

4

1

STEP 1

**Know your BIG motivation**



What is your BIG motivation for being in business in the first place?



As you commit your content strategy to paper,  
**start with what you want to accomplish.**

2

STEP 2

**Take a life cycle approach  
to content strategy**

2



Your content marketing strategy should change and adapt throughout the life cycle of your website.

2



**Read this article** to understand what to do when your site is new, 1-5 years old, or older than 6 years.

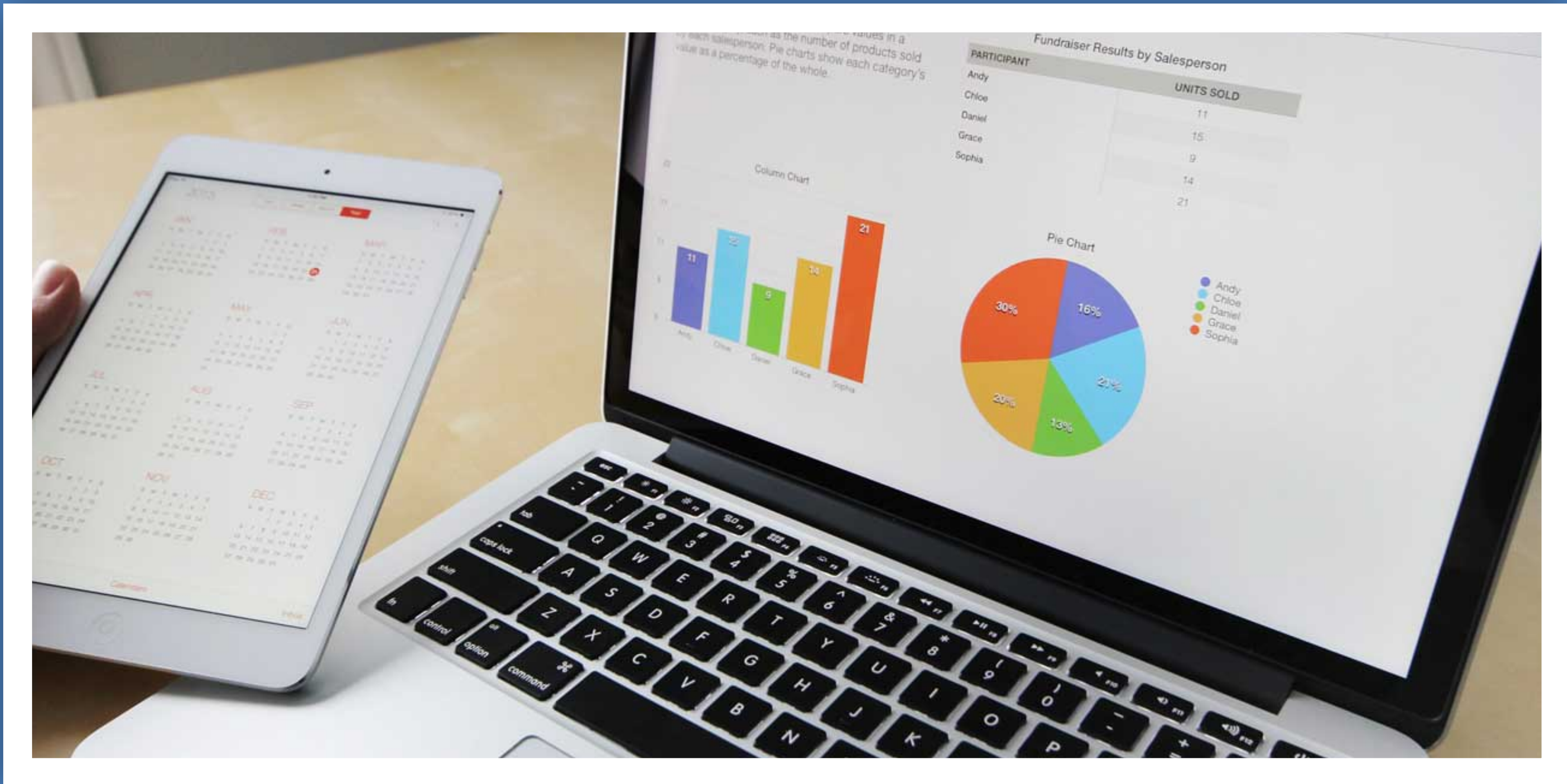
STEP 3

**Publish to meet your  
marketing goals**



Get granular: grab a calendar, schedule promotional campaigns, and plan content around them.

3



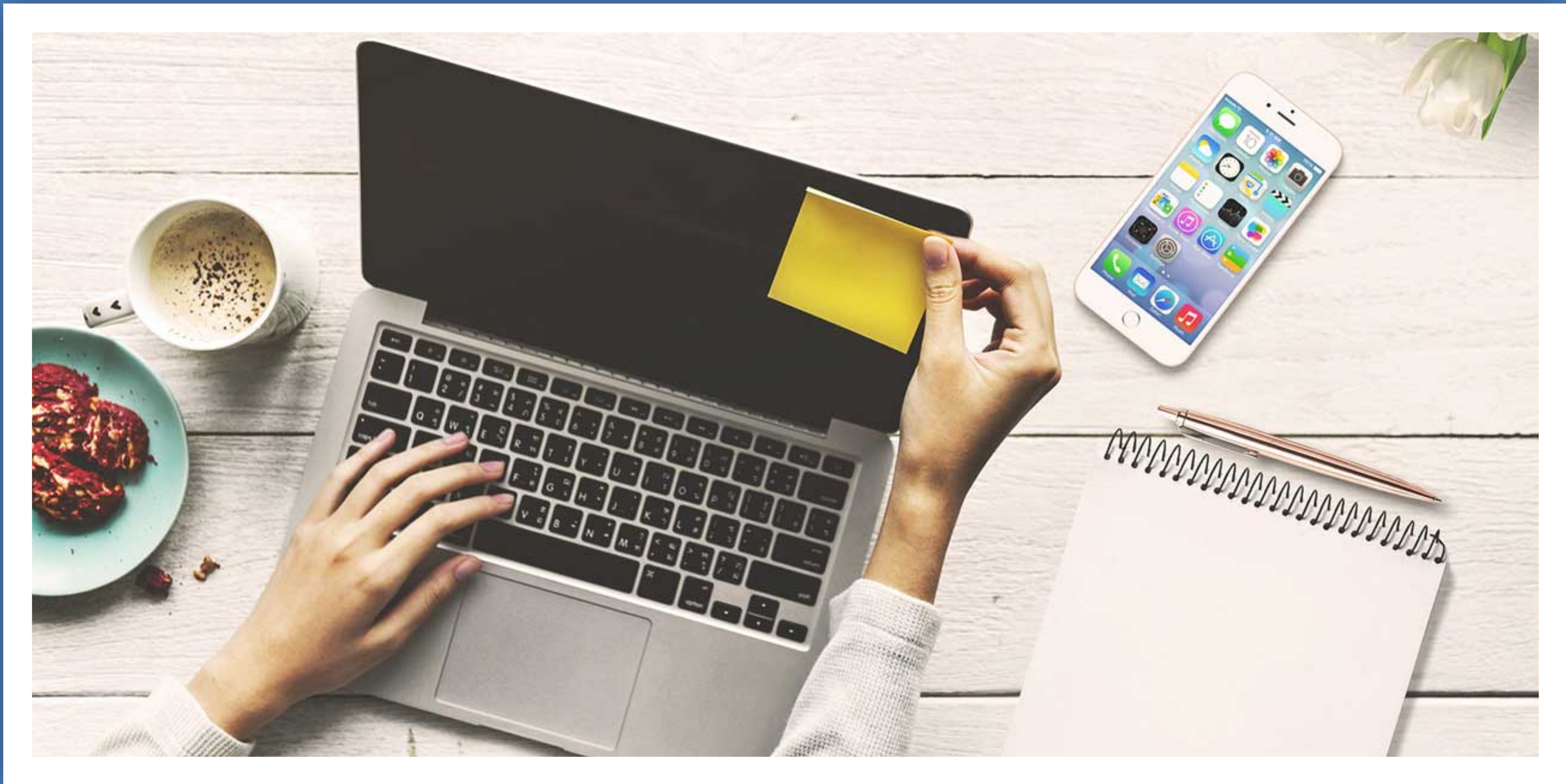
**Hurray: Intentional Content Creation Ahead!**

4

STEP 4

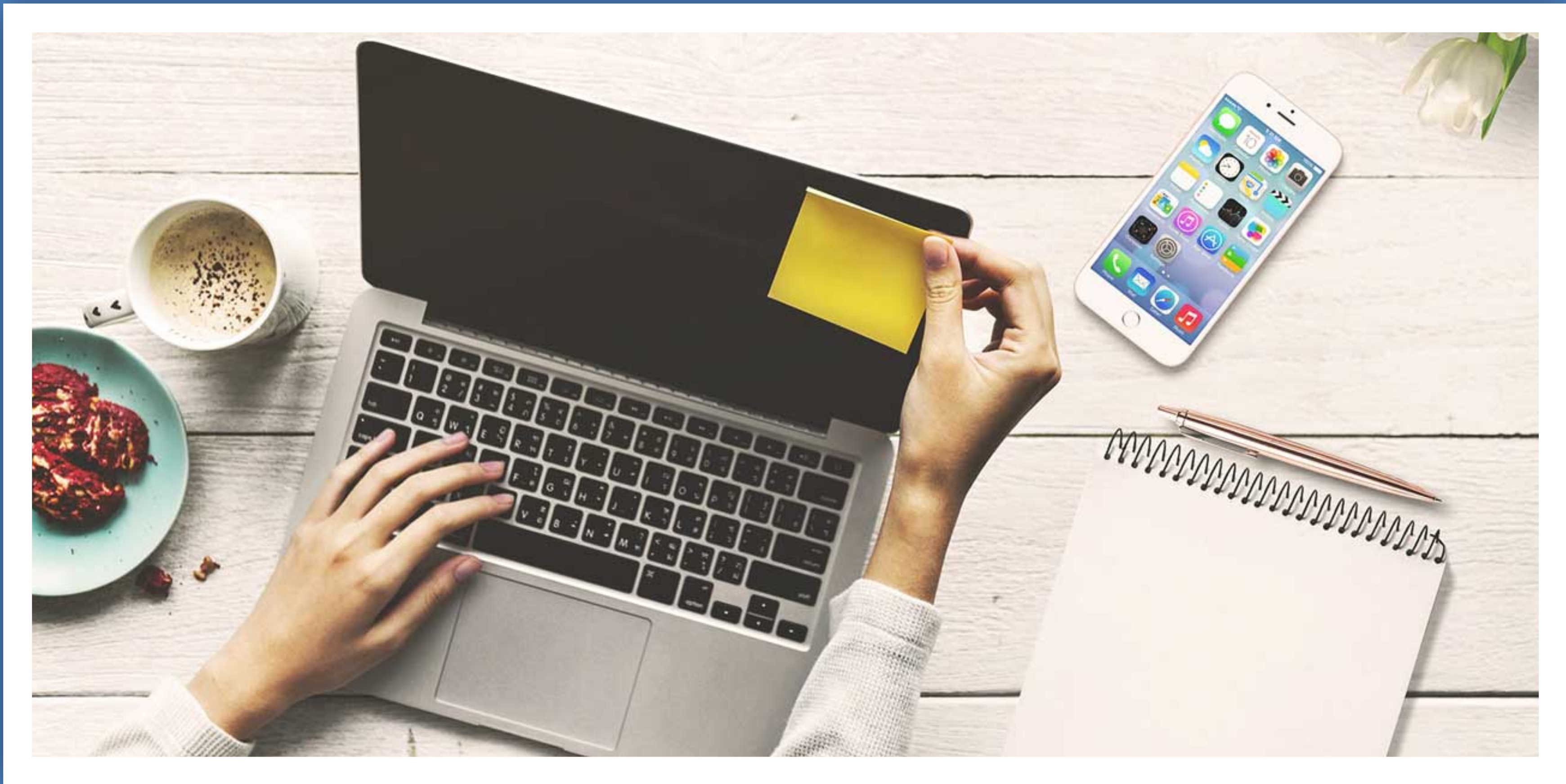
Map out your platforms

4



Focus on filling your own website with content first. But then ... look around.

4




Find other sites or social platforms that serve your desired audience and **master them, one-by-one.**

Make it easy. Get the FREE Content Marketing Strategy Guide [here](#).

**BIG  
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**THE BIG QUICK GUIDE** **Content Marketing Strategy Guide**

*I'm Pamela Wilson, and I help ambitious go-getters build powerful online businesses so they can achieve their BIG goals — without giving up their freedom and flexibility.*



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.

MAKE THIS A 1-SHEET BY PRINTING ON 2 SIDES!

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