

SOLUTION 4

PREPARE, PLAN AND EXECUTE.

The tricky part about this solution is convincing yourself, your boss or whoever is in charge that you do, in fact, need a plan. The urge to not have a plan can be unusually strong, only because in the short-term, not having a plan is less work. However, in the long run, a plan is always going to save you time (and sleep, stress, heartache and possibly your job or company). In the business world, plans and preparedness breed success.

Map out your plan by starting with your USP. If you don't know what a USP is, go directly to mistake #2 (do not pass GO, do not collect \$200). Once you're back and have a real USP, consult your customer personas and begin to think about how each of your customer groups

views your USP in relation to their pain points. Once you've got a general idea about the kinds of questions your customers are asking, you can start to create targeted content that seeks to provide helpful, insightful answers to these questions.

The last step in your content marketing strategy is to plan a schedule. You now have various topics and ideas for helpful content, so you've got to figure out the following details:

- What forms of content are going to be most effective (blog, infographic, video)?
- Are you matching your content to the buying funnel?
- Who will create the content?
- If collaborating on content with an outside firm, what is the budget?
- How often will we produce content?
- What does our content calendar look like?

KEYPOINT:

Assuming you don't need a content marketing strategy is asking for trouble. To achieve content marketing success you need to plan, prepare and execute a strategy.



If it sounds like a lot of ground to cover, it is - but that's what it takes to be prepared. In order to deliver exceptional content marketing to your customers, you need to be able to visualize and execute a strategy.