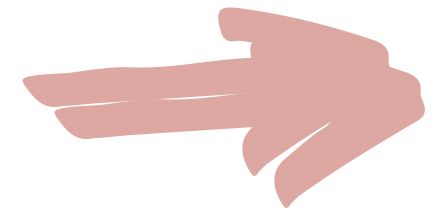


CONTENT *Example* STRATEGY



CONTENTHANNAH.COM

OBJECTIVES



GROW ORGANIC WEB TRAFFIC BY 20%

- Grow SEO ranking on keywords
- Increase organic traffic to landing pages

REDUCE BOUNCE RATE BY 15%

- Improve quality of content
- Strengthen value and expertise
- Lead reader on to further content down sales funnel

nn

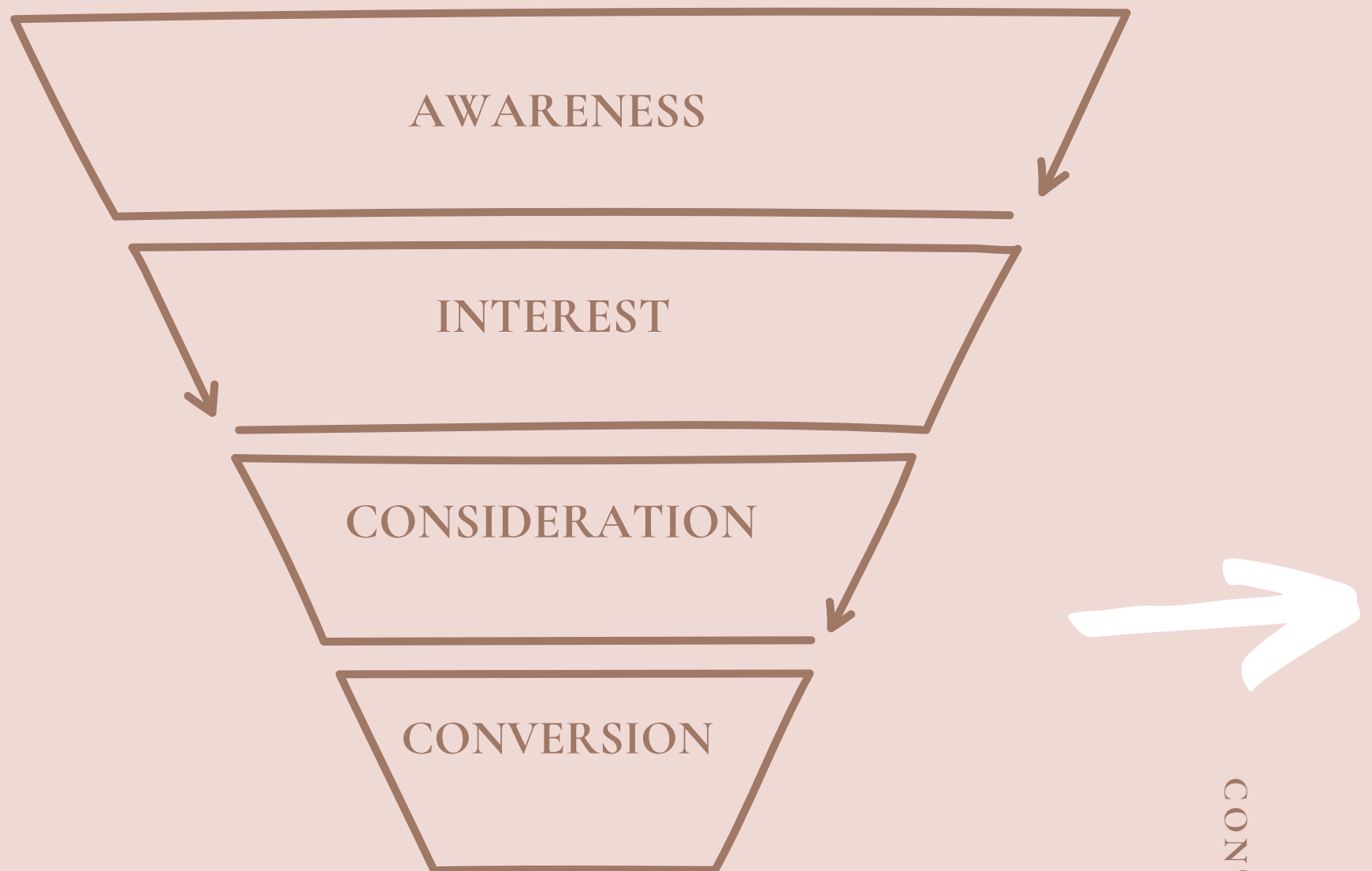
ACHIEVE 6% LINKEDIN ENGAGEMENT

- With a clearly defined content strategy that speaks to and interests our target audience.
- More relatable content
- Team members to engage with more 3rd party content

GROW EMPLOYER BRAND

- Create a story around life at the company and share content about current employees

Identify where we need to improve traffic and strengthen impact in the sales funnel.



THE CONTENT STRATEGY WILL CONSIDER THESE 6 MAIN ASPECTS

RELEVANT

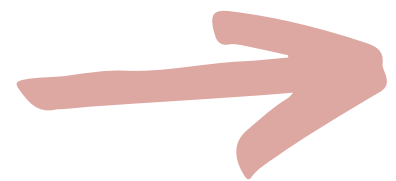
01

- Applies to marketing objectives
- Target persona is clearly defines

INTERESTING

02

- Use value-centric headlines and lead with strong opinions
- Support opinions with research



KEYWORD FOCUSED

03

- Content is written with a content cluster and keyword/s in mind

... CONTINUED

SPECIFIC

04

- The content is less general and more niche
- The content is specific to target audience

SERVES TO STRENGTHEN MARKET POSITION

05

- Content topics will focus on the content clusters in our messaging framework



TIMELY

06

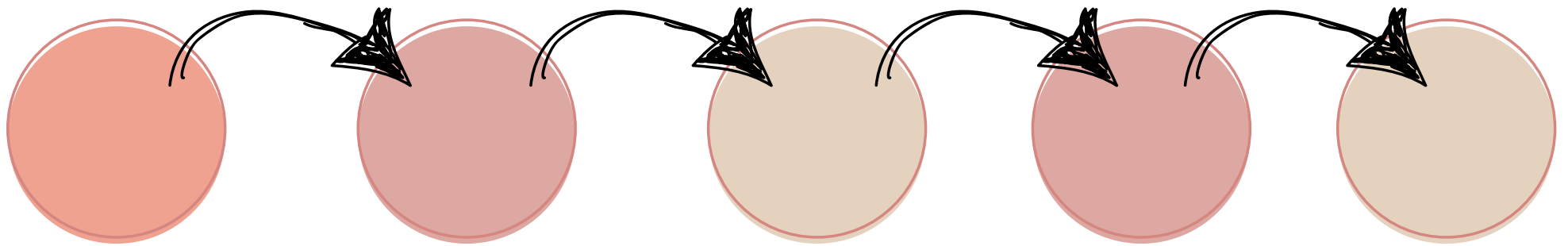
- Content is published in a time relevant manor.

15

HOW DO WE SHAPE OUR BRAND STORY?

CONTENT HANNAH





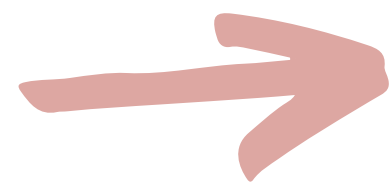
TAP INTO
EXISTING
MARKET

LEAD THE
CONVERSATION

EDUCATE

DOMINATE
THE CONTENT

INSPIRE



THE MESSAGE FRAMEWORK

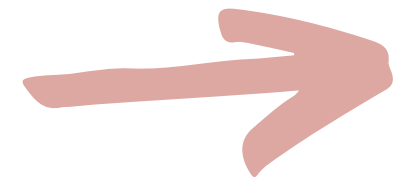


THIS IS AN EXAMPLE



CONTENT HANNAH

MESSAGE FRAMEWORK



Our message framework will be defined
by content clusters

PEOPLE & CULTURE	PRODUCT MARKETING	BRAND ESTABLISHMENT	EXISTING INDUSTRY/PRODUCT LEVERAGE
WORKING FOR X	EDUCATION: WHAT IS IT?	COMPANY NEWS	INTEGRATE X WITH Y
EMPLOYEE STORIES	NEED: HOW WILL THIS IMPROVE YOUR LIFE/WORK?	CUSTOMER SUCCESS STORIES	LEVEARGE COMMUNITIES/DISCUSSI ONS/ KEYWORDS OF OTHER SIMILAR SOLUTIONS
	COMPARISON & POSITIONING	THOUGHT- LEADERSHIP CONTENT ON WEB AND LINKEDIN	

SEO TACTICS



CONTENT HANNAH

HOW SEO WILL BE APPROACHED

01 DEFINE THE TARGETMARKET

04 IN-DEPTH ANALYTICAL RESEARCH

02 COMPETITOR RESEARCH

05 FINDINGS AND ADVICE DISCUSSED WITH MANAGER/PROJECT LEAD

03 DISCOVER OPPORTUNITIES

06 STRATEGY IS DEFINED AND PROJECT BEGINS TO OPTIMISE WEBSITE & BUILD BLOG & LANDING PAGE CONTENT



MONTHLY CONTENT DEMAND



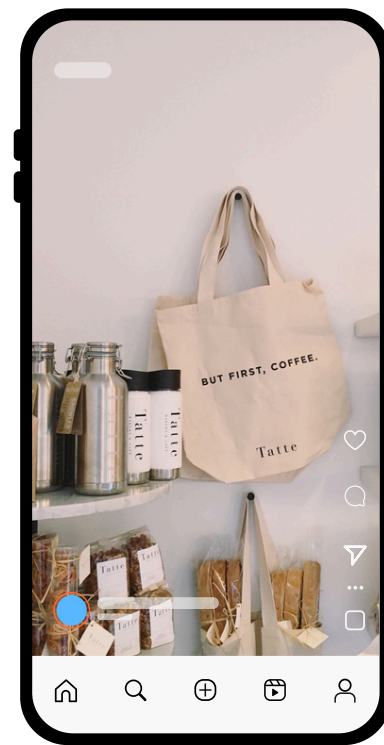
CONTENT HANNAH

MONTHLY CONTENT DEMAND


ORGANIC	PAID	EMAIL	PR & EVENT
TWO CUSTOMER CASE STUDIES WEB PAGE FORMAT	LINKEDIN (BUDGET DEPENDANT)	ONE NEWSLETTER WITH TWO VARIATIONS EACH MONTH (PROSPECTS/CUSTOMERS)	ONE WEBINAR
TWO THOUGHT-LEADERSHIP BLOGS	GOOGLE (BUDGET DEPENDANT)		EVENTS WILL BE SUPPORTED WITH PRE & POST EVENT CONTENT AS AND WHEN NEEDED.
ONE PEOPLE & CULTURE BLOG			
ONE CUSTOMER INTERVIEW BLOG			
FOUR BLOGS WITH A KEYWORD FOCUS, GEARED TOWARD THE AWARENESS STAGE			



CONTENT CONCEPTS



KEY PERFORMANCE INDICATORS

WEBSITE	BLOG	LINKEDIN	EMAIL
TOTAL TRAFFIC	TOTAL BLOG VIEWS	COMPANY PAGE ENGAGEMENT	SIGN-UPS
ORGANIC TRAFFIC	MOST POPULAR CONTENT	PERSONAL PAGE ENGAGEMENT FOR LEADERSHIP TEAM	OPEN RATE
KEYWORD & SEO RANK CHANGES	TRAFFIC SOURCE	CLICK-THROUGH RATE	CLICK-THROUGH RATE
CONVERSION RATE	BEST RANKED FOR ORGANIC TRAFFIC		
QUALITY VISITS (30 SECONDS+)	QUALITY VISITS (30 SECONDS+)		

LET'S BEGIN SOMETHING MAGICAL

THIS PRESENTATION WAS CREATED AS A BASIC EXAMPLE
TO SHOW HOW HANNAH WOULD FORM YOUR CONTENT PLAN

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