

Kickstart Your **Content Marketing**

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Overview

Overview

Our Agenda for Today

- Who am I?
- What is Content Marketing Exactly?
- Kickstart Your Content Marketing in 5 Steps
- Q&A

Who am I?

From Hamburg, Germany

In Santa Fe since **2017**

Journalist by trade

Online since **1997**.
How do I know?



July 4, 1997:
Sojourner arrives on Mars

Online journalist since **1999**

Online publisher



Private



upload-magazin.de



UPLOAD

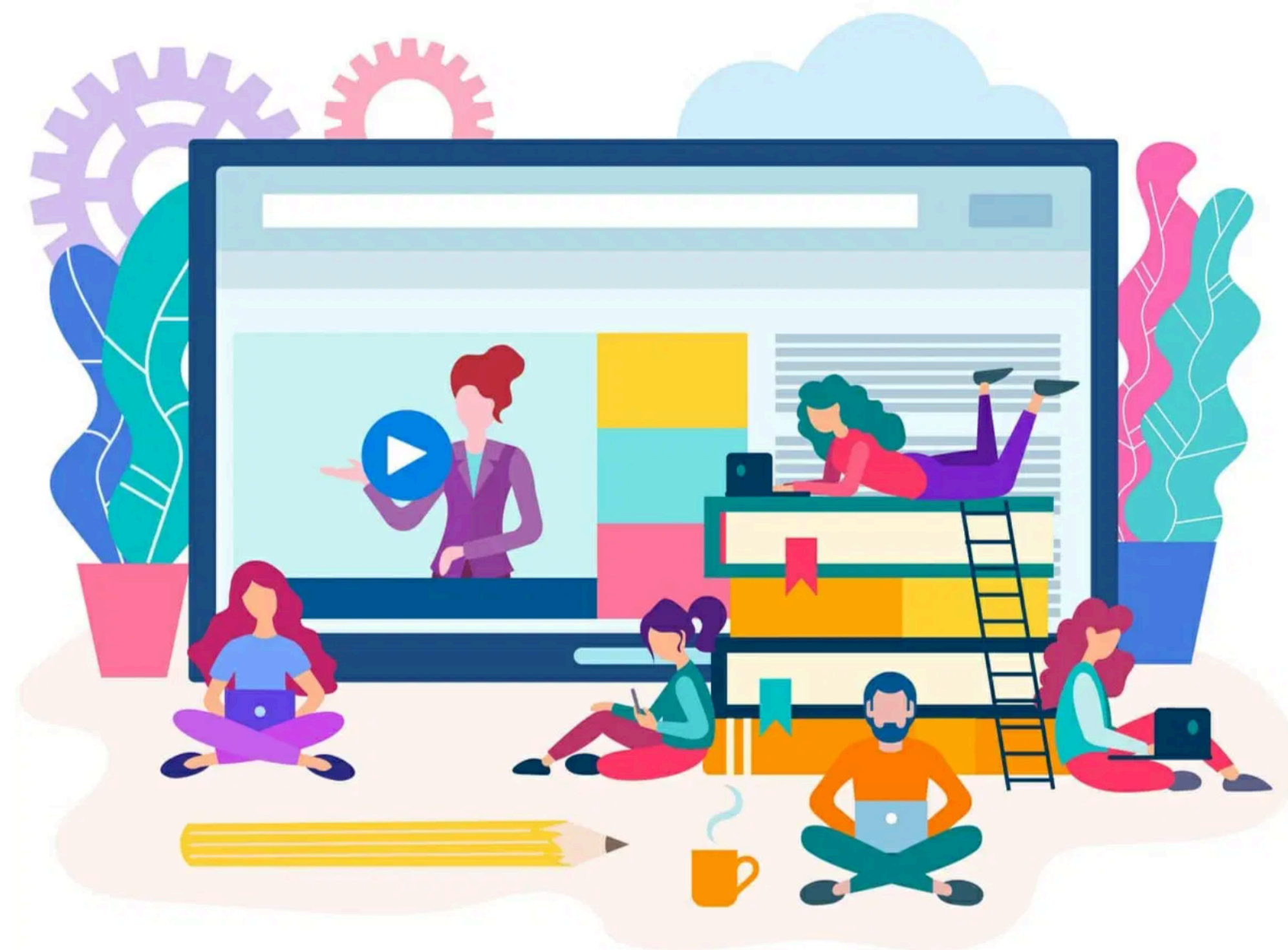
ACADEMY ▾

MAGAZIN ▾

SHOP ▾

WIR ÜBER UNS ▾

MEIN KONTO



(Illustration: © AlisaRut, depositphotos.com)

Lerne Content Marketing aktuell und praxisnah!

In der UPLOAD Content Academy lernst du Schritt für Schritt, was du als (angehender) Content-Profi brauchst. Die Inhalte sind auf dem neuesten Stand und entstehen direkt aus der Praxis. [Mehr erfahren ...](#)

Help companies with their
Content Marketing since **2015**

Online Publishing + Content Marketing

What is Content Marketing Exactly?

Content

Marketing

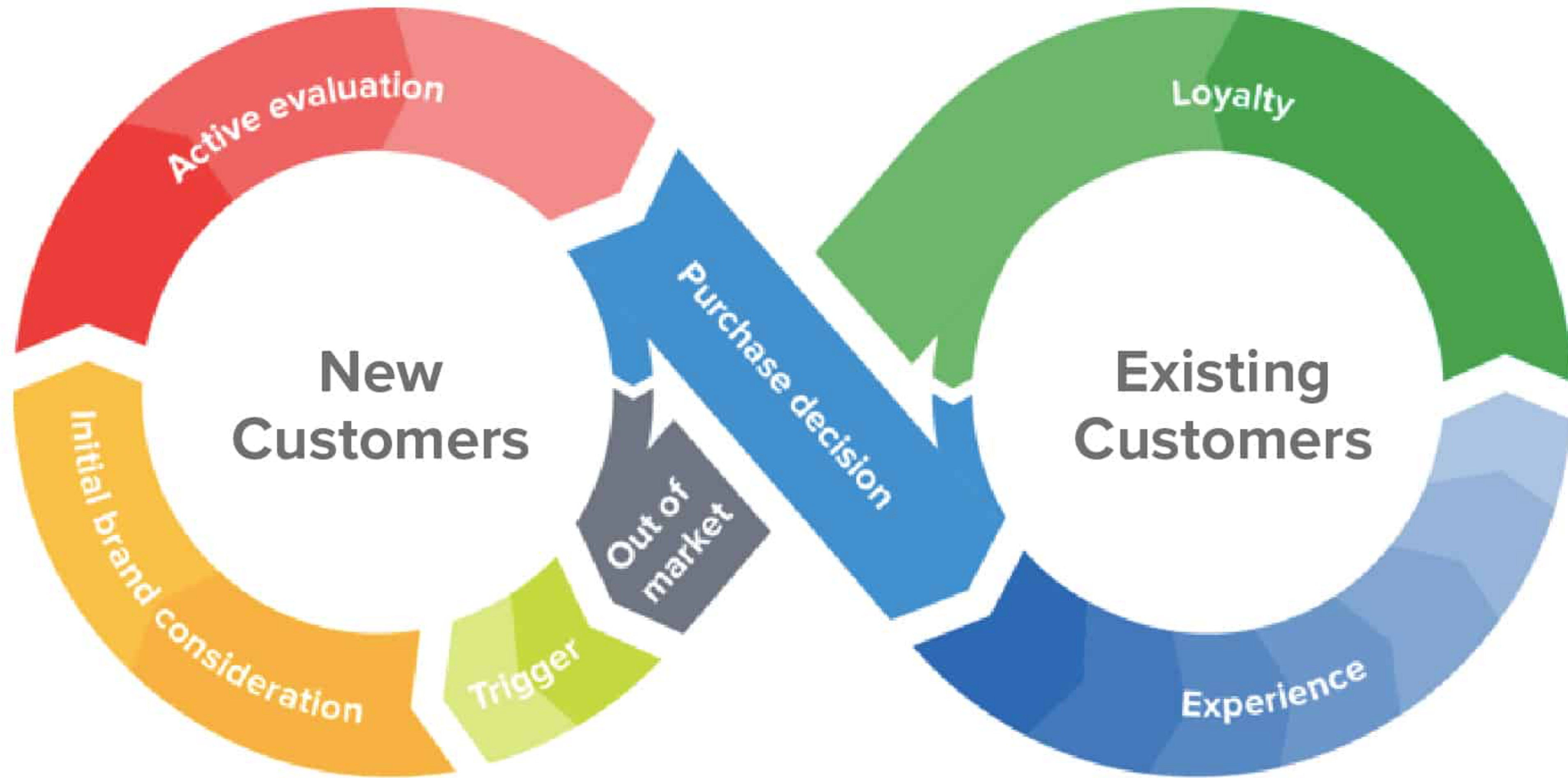
It is **not** about selling

It is about
attracting the right audience

It is about
trust & relationships

When do you use
Content Marketing?

Customer Journey



Source: John Maeda, <https://maeda.pm/2019/12/23/infinite-customer-journey-map-and-service-blueprints/>

How?

How do you do it?

**Create helpful, relevant,
trustworthy content**

Create it from the perspective of
your **target audience**

Why?

What's the value of Content Marketing?

What's the Value of Content Marketing?

Your Content is Useful in Many Ways

- **Search Engine Optimization**
- **Social Media Marketing**
- **Email Marketing**
- **Customer Support**
- **Customer Retention**

4 Key Take-Aways

1. Content Marketing is not about selling, but about **attracting the right audience** as well as **trust and relationships**
2. It targets the **early and late phases of a customer journey**
3. Get into your target audience's shoes, **see everything from their perspective**
4. Your content is **useful in many ways**

Kickstart Your Content Marketing in 5 Steps

Sneak Peek

What I Will Cover Now

1. Come up with a simple but useful **Content Strategy**
2. Generate and evaluate **ideas**
3. Set up an **editorial plan**
4. Actually **execute on it**
5. **Analyze and optimize** your content efforts

#1 A Simple Content Strategy

What is a Content Strategy?

It gives you two answers:



Where do you want to go?

How do you get there?



Is that difficult?

No!

... and yes.

5 Questions for Your Content Strategy

1. What do you want to achieve with your content?
2. Who is the **target audience**?
3. Which **resources** do you have?
4. How will you **implement** your plan?
5. When will you **evaluate** the success of your activities?

Free Template

Download it on

contentmeister.com/kickstart



Content Strategy in 5 Questions

WHAT

What do you want to achieve?

WHO

Who is in your target audience?

WHICH

Which resources do you have?

HOW

How will you reach your goal(s)?

WHEN

When (and how often) will you review the success of your activities?

#2 Finding and Evaluating Ideas

Finding Ideas

What is Already There?

- **Web Analytics**
 - Which content is already successful? Which isn't?
 - Successful: Build on it
 - Unsuccessful: Delete, improve or do nothing
- **Content Audit**
 - A comprehensive overview of *all* content
 - Who is responsible? How current is it?

Improve What is Already Working

- “Topic cluster principle”: one main piece of content, many satellites
- Build on successful topics:
 - same topic, different media format
 - same topic, different style
 - same topic, different platform

Keyword Research

(It's not Only for Search Engine Optimization)

- What people are actually looking for
- How they search for it
- Which questions they have
- What else they are wondering about

Tools on contentmeister.com/kickstart

Input, Input, Input ...

- **YouTube channels**
- **Podcasts**
- **Google alerts**
- **Newsletters**

Online Communities

- Forums
- Groups on LinkedIn, Facebook
- Slack, Discord
- Quora

Your own Data

- **Support, Sales**
- **Customer surveys**
- **Searches on your website**
- **Your existing audience**

Evaluating Ideas

Ideas and Goals

- Does this idea help to reach your goals?
- Is it an effective way to reach it?
- How important is this goal?

Ideas and Longevity

- Will this content stay relevant for a long time or will it need an update soon?
- Could you make your idea into “evergreen content”?
- If not: Is this idea still worthwhile?

Ideas and Resources

- Do you have enough resources for this idea?
- Not only for text, but also complementary elements like an infographic

Ideas and Interest

- How many people look for this topic on Google?
- How many other results do you find?
- Are there books, courses, videos about this topic?
- Do people ask questions on Quora about it?

Ideas and Competition

- How competitive is the topic?
- Can you add something different, better?
- Do you address the same audience or a different one?
- Do you have a unique point of view, experience, opinion, insight?
- Would your idea work in a different format (e.g. video instead of text)

#3 Setting up a Plan



... so you don't get lost.

Content Planning

Things You Might Want to Have in Writing

- **General topics, formats, platforms of interest**
- **List of specific, prioritized ideas**
- **Editorial plan**
- **Content distribution**

It can be one plan or several

Editorial Plan

Can Tell You ...

- **What do you want to publish?**
- **Where do you want to publish it?**
- **Who is responsible?**
- **When is it ready?**
- **What is still needed?**
- **What is already published?**

A man with a beard and a woman are sitting at a desk in a meeting. The man is holding a white mug and looking at a smartphone with a concerned expression. The woman is pointing at a document on the desk. The background shows a window with a view of a city at night.

Sounds like a lot?

Start simple!

Only add what helps you getting organized

Use a tool you already know
or is easy to learn

Editorial Plan

Tools I Have Used ...

- Google Spreadsheet
- Todoist
- Trello
- Evernote

KOMMENDE INHALTE			
Titel	Oberthema	URL	Status
Flexible Außenleuchten	Beleuchtung	https://lampify.de/?p=	fertig
Regionale und nachhaltige Marken	Beleuchtung		in Arbeit
Parallelschaltung und Reihenschaltung erklärt	Beleuchtung		geplant
Die richtige Beleuchtung fürs Esszimmer	Beleuchtung		geplant
Akkuleuchten: Kaufberatung und Marktüberlick	Beleuchtung		geplant

VERÖFFENTLICHTE INHALTE			
Titel	Oberthema	URL	Status
Ratgeber Wandleuchten	Beleuchtung	https://lampify.de/?p=	fertig
Ratgeber Stehleuchten	Beleuchtung	https://lampify.de/?p=	fertig
Ratgeber Pendelleuchten	Beleuchtung	https://lampify.de/?p=	fertig
Alles rund ums Thema Deckenleuchten	Beleuchtung	https://lampify.de/?p=	fertig
Markenseite: Nordlux	Beleuchtung	https://lampify.de/sho	fertig
Markenseite: Oligo	Beleuchtung	https://lampify.de/sho	fertig
Markenseite: Lodes	Beleuchtung	https://lampify.de/sho	fertig
Markenseite: Secto Design	Beleuchtung	https://lampify.de/sho	fertig
Flur/Eingangsbereich	Beleuchtung	https://lampify.de/?p=	fertig
Markenseite: Holzkötter	Beleuchtung	https://lampify.de/sho	fertig
Markenseite: Escale	Beleuchtung	https://lampify.de/sho	fertig
Einbaustrahler erklärt: Wozu sie gut sind und wie man sie aussucht	Beleuchtung	https://lampify.de/?p=	fertig
Designklassiker von Vintage-Chic bis modernen Glamour	Beleuchtung	https://www.luminarte	fertig
Designklassiker für Minimalisten und Extravagante	Beleuchtung	https://www.luminarte	fertig
Tipps für eine moderne Beleuchtung im Wohnzimmer	Beleuchtung	https://www.luminarte	fertig
Beleuchtung im Büro und Home Office	Beleuchtung	https://lampify.de/?p=	fertig
Beleuchtung in der Küche	Beleuchtung	https://lampify.de/?p=	fertig
Was ist die Blendrate gemessen in UGR?	Beleuchtung	https://lampify.de/new	fertig
Human Centric Lighting (HCL)	Beleuchtung	https://lampify.de/?p=	fertig
X Tipps für die Beleuchtung im Schlafzimmer	Beleuchtung	https://lampify.de/new	fertig
Außenbeleuchtung/Gartenbeleuchtung	Beleuchtung	https://lampify.de/?p=	fertig
Solarleuchten	Beleuchtung	https://lampify.de/?p=	fertig
Beleuchtungstipps fürs Badezimmer	Beleuchtung	https://lampify.de/?p=	fertig
Industrial-Look	Beleuchtung	https://lampify.de/?p=	fertig
Was sind Lumen und wie viel braucht man?	Beleuchtung	https://www.luminarte	fertig
Designklassiker für Skandi- und Naturverliebte	Beleuchtung	https://www.luminarte	fertig

#4 Getting it Done

Getting it Done

You Want to Produce Content That ...

- ... is useful for your target audience
- ... shows your expertise
- ... builds trust
- ... sets you apart from your competition
- ... delights

Getting it Done

What Kind of Content?

- What format?
 - Depends on your audience's needs and habits
 - More formats, more opportunities to be discovered
- Which platform?
 - Same as above
- Start with what makes sense and is easy for you

It's great to have a plan ...

“Habits are more important than goals.”

Getting it Done

In Addition to Your Plan(s) You Might Need ...

- Deadlines, especially recurring ones
- Processes: Who does what when and how often?
- Checklists: How is everything done?

All of that develops over time

Also important:
realistic goals and expectations

Content is not for the short-term

#5 Analyzing and Optimizing

Vanity Metrics

They look nice, but don't tell you much (or anything)

Vanity Metrics

- Number of posts published
- Unique visitors, page impressions
- Fans, followers, newsletter subscribers
- Likes, comments, shares (“engagement”)

Vanity Metrics are about your content, but not your goals.

A person with a backpack is seen from behind, looking through binoculars. They are wearing a dark sweater with a colorful geometric pattern. The background is a vast, mountainous landscape with sparse trees and a clear sky. The text "What else to look for?" is overlaid in white on the person's back.

What else to look for?

Value lies in the **behavior change of the audience** affected by great content

Example: newsletter subscribers

“Look at how subscribed audiences behave differently than others you might be marketing to through other means.”

Robert Rose, Content Marketing Institute

Back to the beginning:
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Q&A

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