



CONTENT PLANNING

Startup Marketing Course

Husniddin Mirzajonov



Today's Agenda

Key takeaways:

- ◆ What is the difference between content strategy and content marketing?
- ◆ Key findings
- ◆ Tips from the experts
- ◆ Examples
- ◆ How brands work online





Introduction

What is the difference between content strategy and content marketing?

Content strategy:

internal guidelines and management.

Content marketing strategy (area of intersection):

concept, goals, audience research, voice and style, idea formation and external principles.

Content marketing:

publication plan, maintenance, promotion, improvement.

[The SEO's Guide to Content Marketing] moz.com

What is content plan?

Why do you need a content plan?

A content plan is a list of specific topics for a website, blog, or group on social networks with the date of their publication.

myacademy.ru





Concept: where are you going?

"what are we doing?" and
"why are we doing this again?"

It's important to separate all content by purpose!

HOW TO CREATE A CONTENT PLAN?

- define the target audience and identify its problems
- draw up project goals
- analyze competitors
- think over promotion channels
- select headings and topics
- structure materials in the table by dates



The main stages of creating a content plan

Analyze your audience

Study the content of competitors
- conduct a SWOT analysis

Create a mind map with stages of promotion

Content types - find out what you need!

List 100-200 topics

Analyze your audience

1

Interests: home, children, humor

GEO: USA - 74%, Uzbekistan - 18%

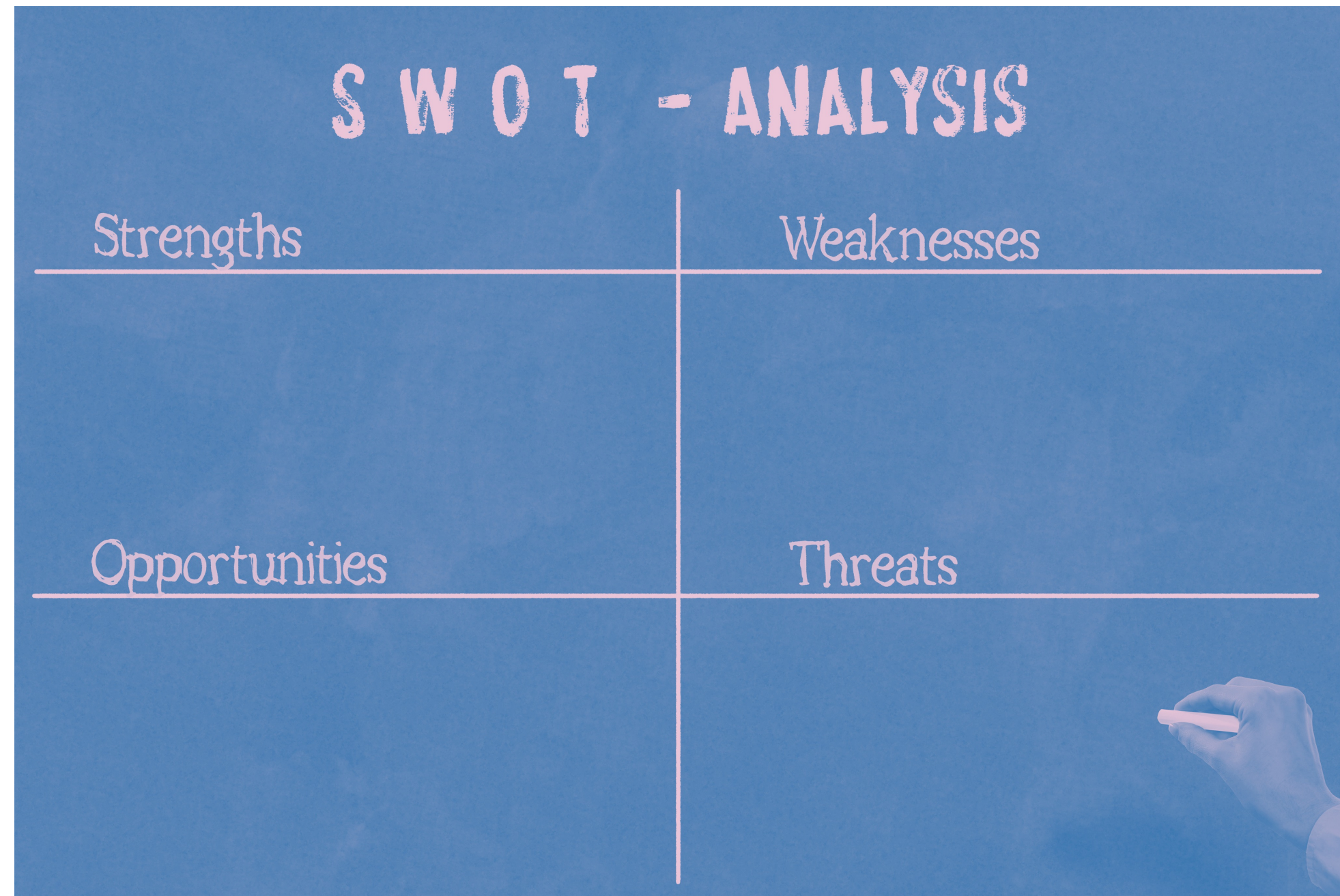
Income: high 37%, medium - 48%, low - 15%

Age: 35 - 45 years old

95% women, 5% men

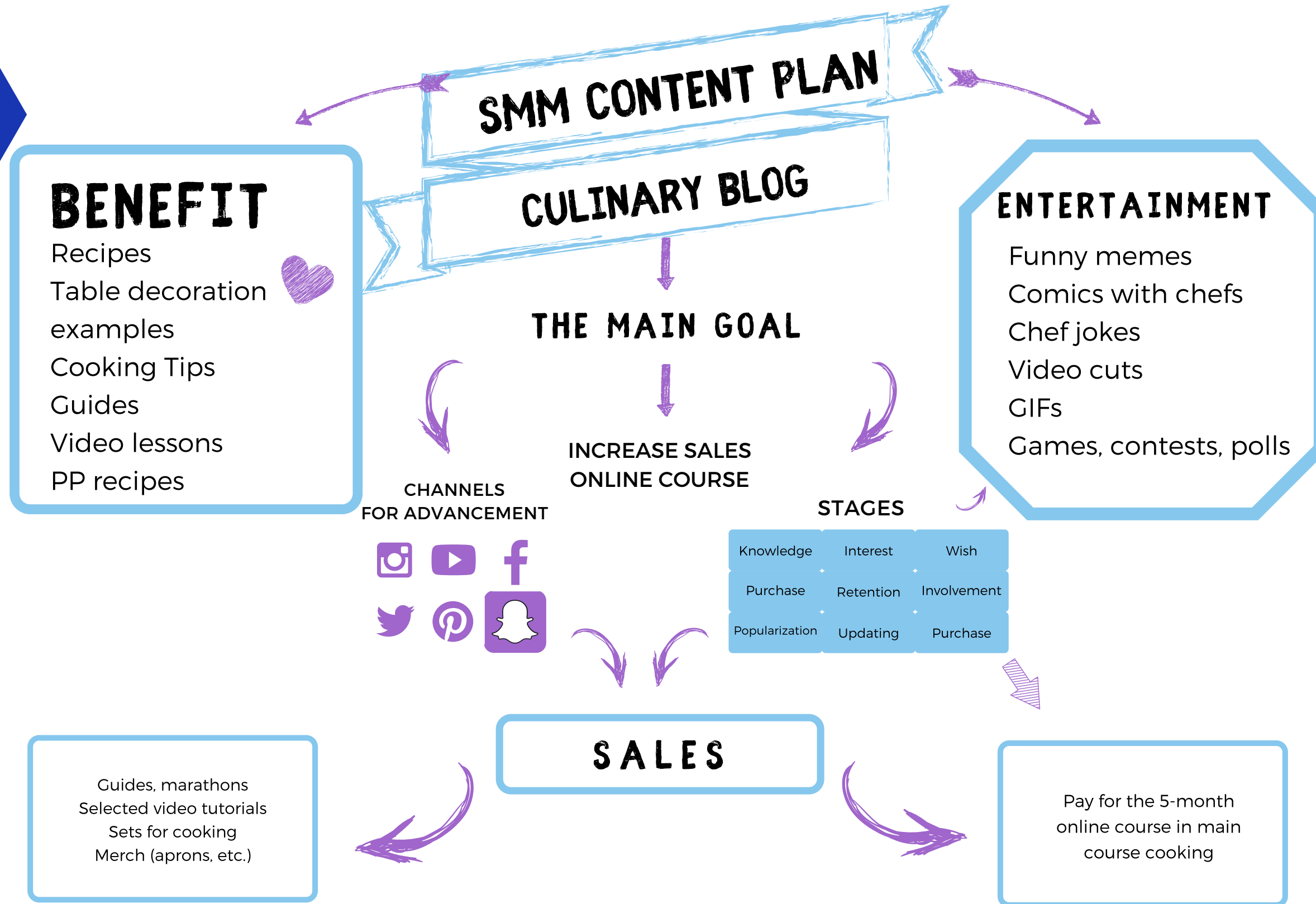
Study the content of competitors -
conduct a SWOT analysis

2



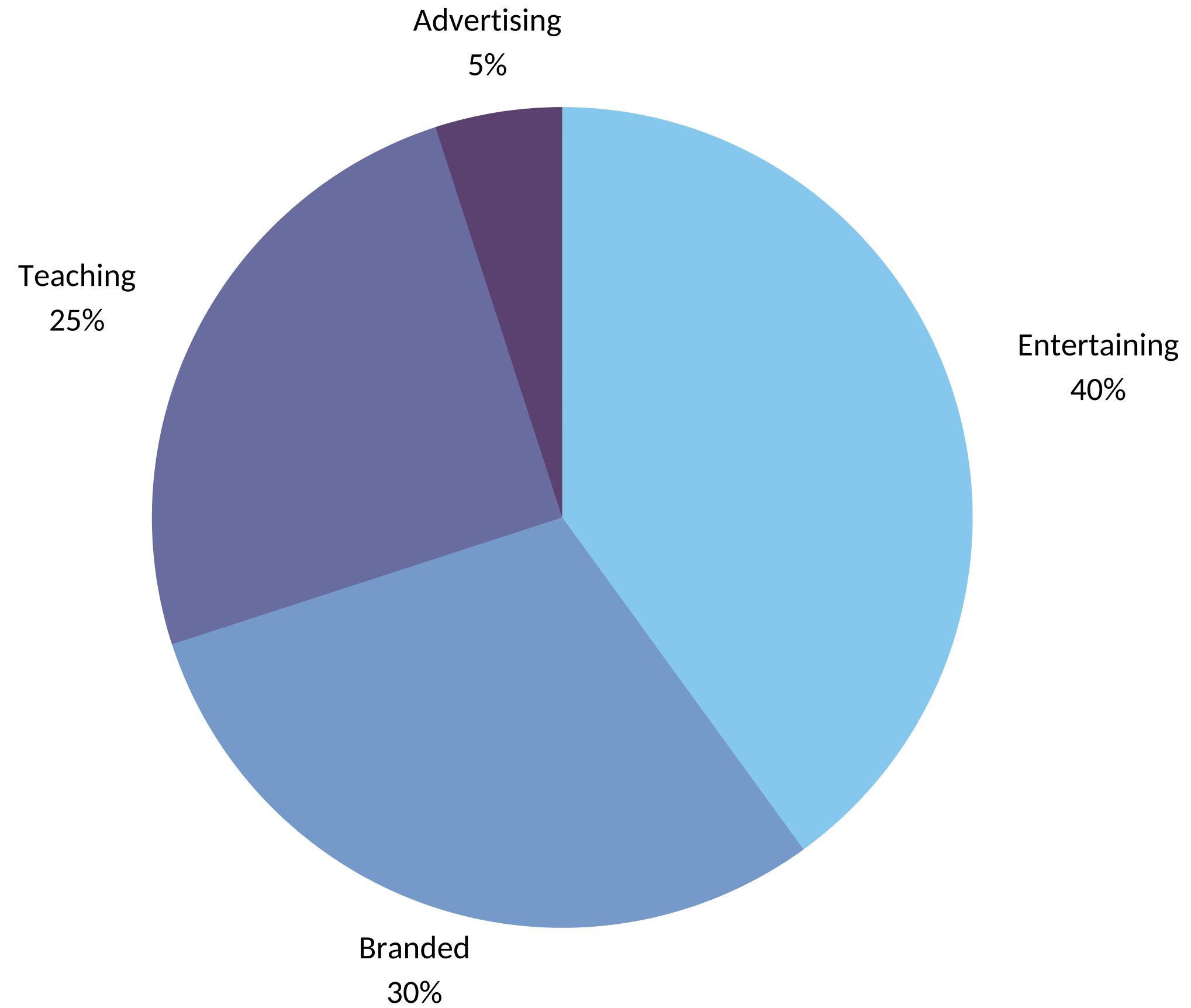
Create a mind map with stages of promotion

3

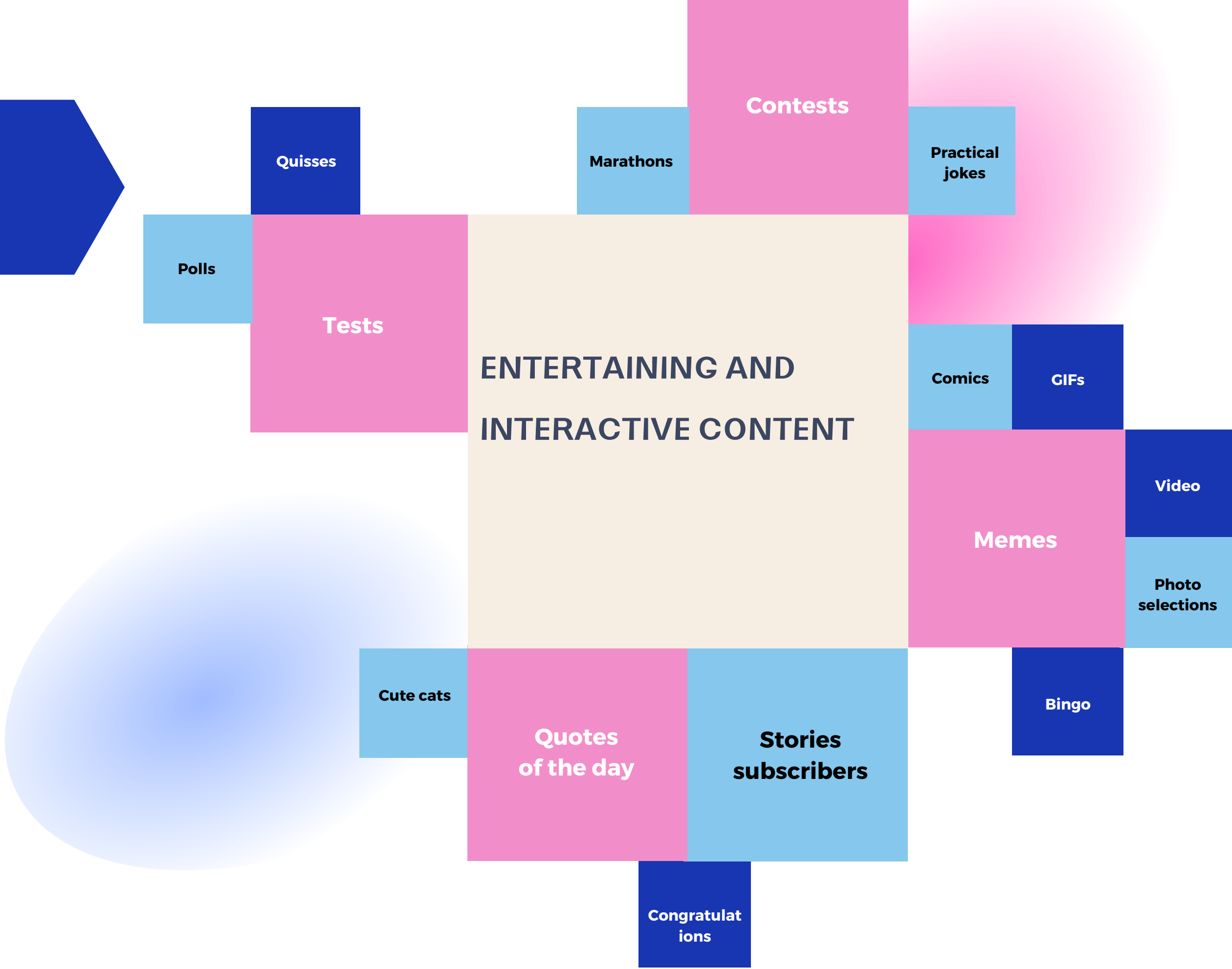


Content types - find out what you need!

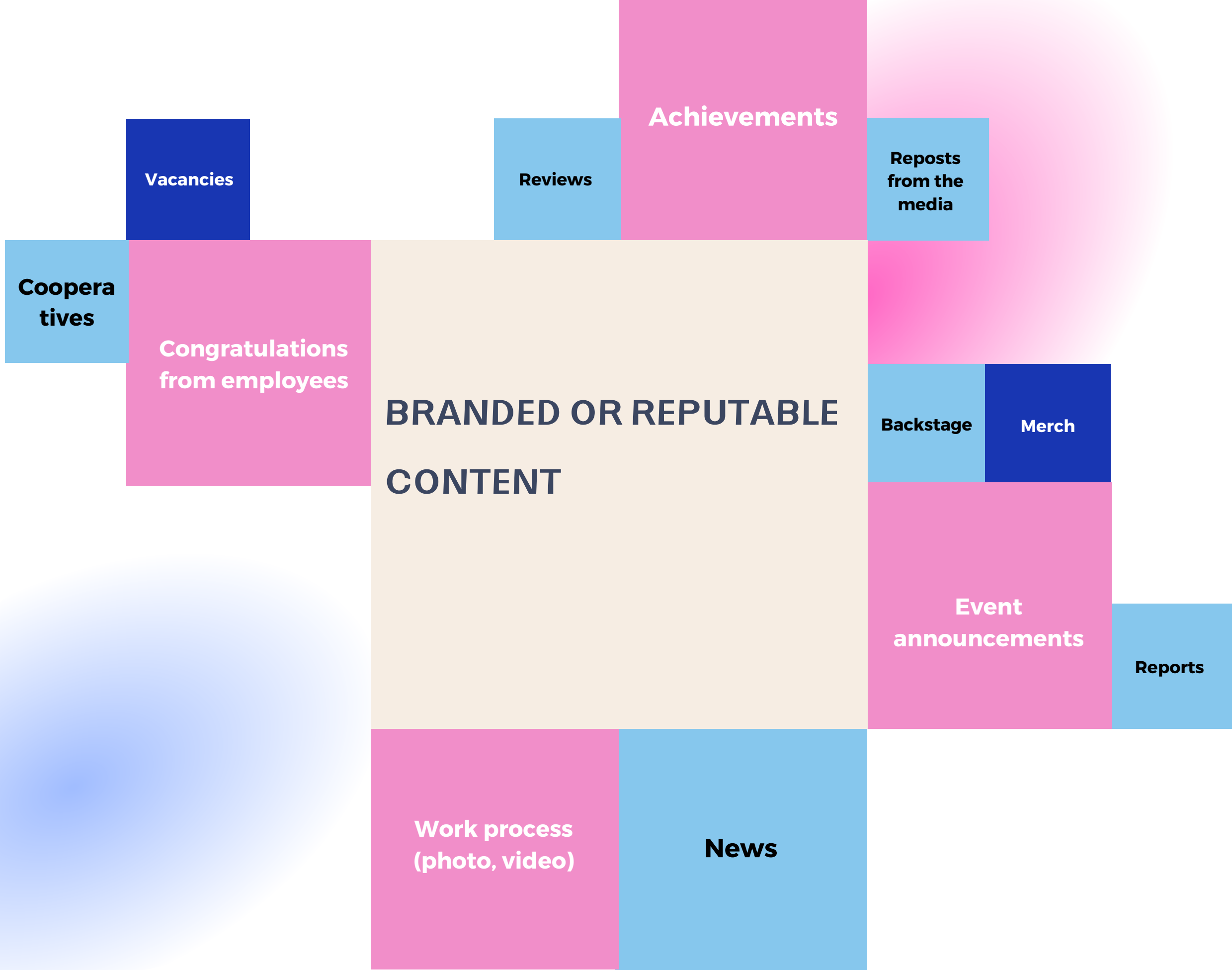
4



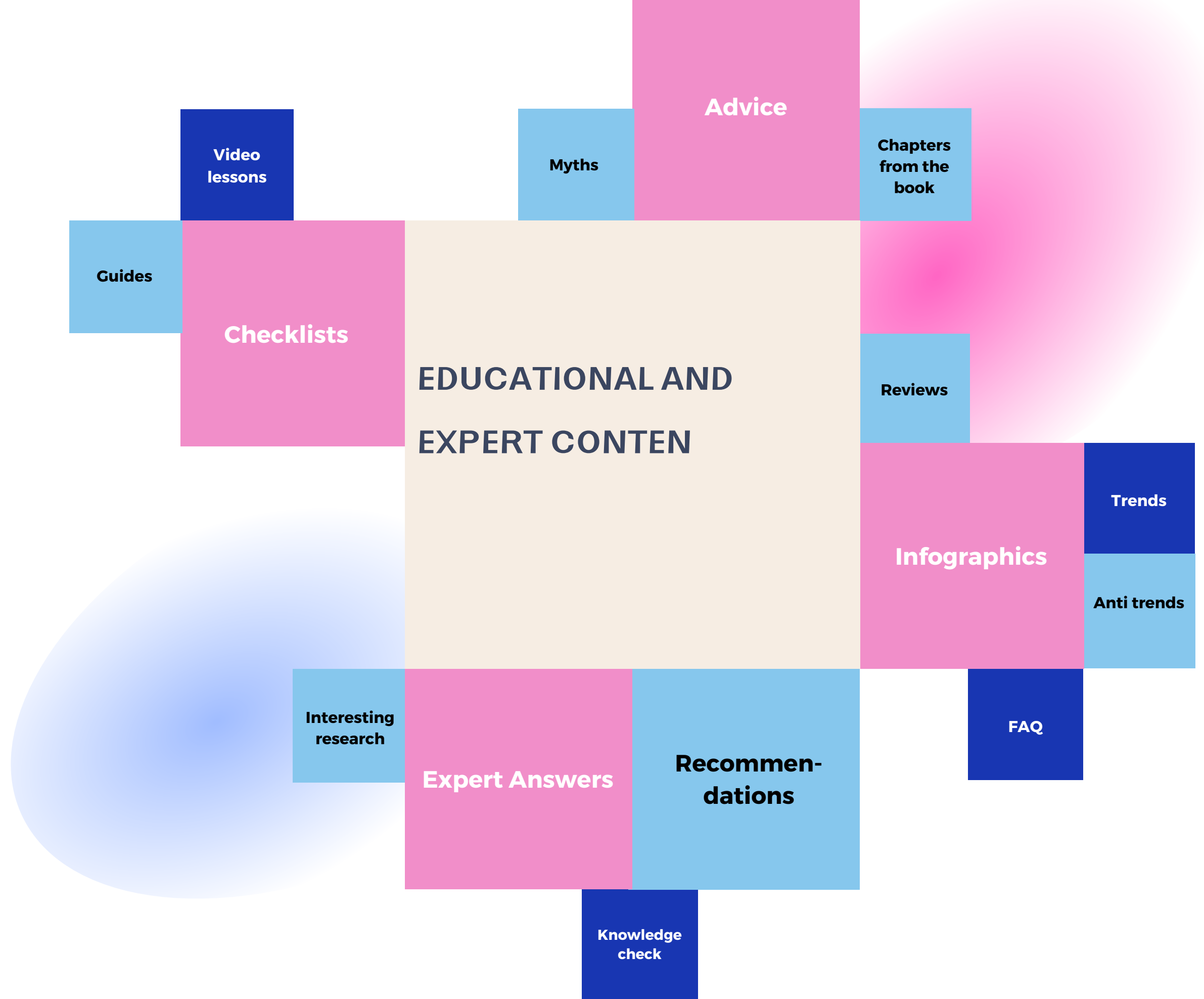
Entertaining and interactive content



Branded or reputable content



Educational and expert conten



**Advertising (selling)
content**

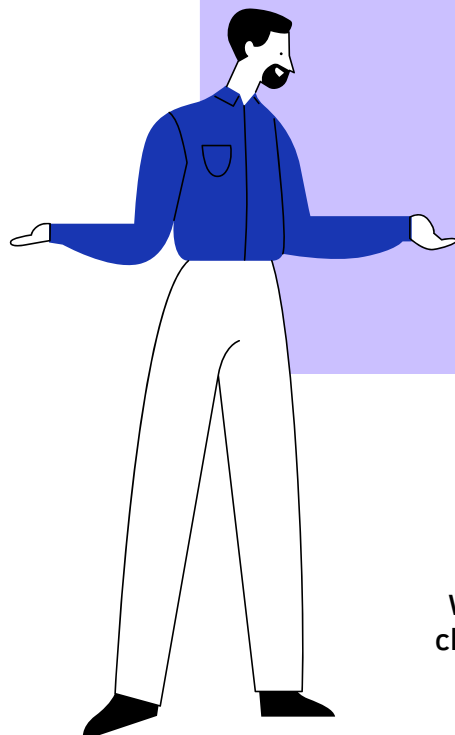


Brainwriting

List 100-200 topics

5

1 Write your first idea here



1

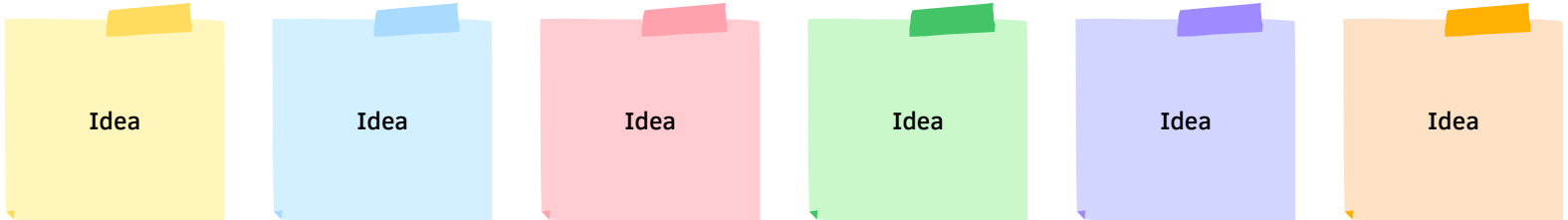
Write your three ideas, choose a sticker that will identify you

2

Read a colleague's idea and create your new idea based on it

3

Move on to the next idea and repeat. Add new sheets for the board



WHAT IS BRAINSTORMING

The brainstorming method will help generate ideas in these cases:

- Creation of a new product.
- Creation of a new solution for the client.
- Planning the year.



Use a content plan calendar

6

MARCH-APRIL: CONTENT PLAN

MONDAY MARCH 30	TUESDAY MARCH 31	WEDNESDAY APRIL 1	THURSDAY APRIL 2	FRIDAY APRIL 3	SATURDAY APRIL 4	SUNDAY APRIL 5
<input type="checkbox"/> <u>Fast:</u> Link to article	<input type="checkbox"/> <u>Video:</u> Link to video	<input type="checkbox"/> <u>Memes:</u> Link to pictures	<input type="checkbox"/> <u>Fast:</u> Link to article	<input type="checkbox"/> <u>Video:</u> Link to video	<input type="checkbox"/> <u>Memes:</u> Link to pictures	<input type="checkbox"/> <u>Video:</u> Link to video
MONDAY APRIL 6	TEUSDAY APRIL 7	WEDNESDAY APRIL 8	THURSDAY APRIL 9	FRIDAY APRIL 10	FRIDAY APRIL 11	SUNDAY APRIL 12
<input type="checkbox"/> <u>Fast:</u> Link to article	<input type="checkbox"/> <u>Video:</u> Link to video	<input type="checkbox"/> <u>Memes:</u> Link to pictures	<input type="checkbox"/> <u>Fast:</u> Link to article	<input type="checkbox"/> <u>Video:</u> Link to video	<input type="checkbox"/> <u>Memes:</u> Link to pictures	<input type="checkbox"/> <u>Video:</u> Link to video
MONDAY APRIL 13	TEUSDAY APRIL 14	WEDNESDAY APRIL 15	THURSDAY APRIL 16	FRIDAY APRIL 17	FRIDAY APRIL 18	SUNDAY APRIL 19
<input type="checkbox"/> <u>Пост:</u> Ссылка на статью	<input type="checkbox"/> <u>Видео:</u> Ссылка на видео	<input type="checkbox"/> <u>Мемы:</u> Ссылка на картинки	<input type="checkbox"/> <u>Пост:</u> Ссылка на статью	<input type="checkbox"/> <u>Видео:</u> Ссылка на видео	<input type="checkbox"/> <u>Мемы:</u> Ссылка на картинки	<input type="checkbox"/> <u>Видео:</u> Ссылка на видео

NOTES: _____

Indicate links to the finished post, pictures and videos in the calendar

CONTENT PLAN



MONDAY MARCH 30	TUESDAY MARCH 31	WEDNESDAY APRIL 1	THURSDAY APRIL 2	FRIDAY APRIL 3	SATURDAY APRIL 4	SUNDAY APRIL 5
<input type="checkbox"/> Post: • Link to article • Picture	<input type="checkbox"/> Video: Link to video	<input type="checkbox"/> Memes: Link to pictures	<input type="checkbox"/> Post: Link to article	<input type="checkbox"/> Video: Link to video	<input type="checkbox"/> Memes: Link to pictures	<input type="checkbox"/> Video: Link to video
MONDAY APRIL 6	TEUSDAY APRIL 7	WEDNESDAY APRIL 8	THURSDAY APRIL 9	FRIDAY APRIL 10	FRIDAY APRIL 11	SUNDAY APRIL 12
<input type="checkbox"/> Post: Link to article	<input type="checkbox"/> Video: Link to video	<input type="checkbox"/> Memes: Link to pictures	<input type="checkbox"/> Post: Link to article	<input type="checkbox"/> Video: Link to video	<input type="checkbox"/> Memes: Link to pictures	<input type="checkbox"/> Video: Link to video
MONDAY APRIL 13	TEUSDAY APRIL 14	WEDNESDAY APRIL 15	THURSDAY APRIL 16	FRIDAY APRIL 17	FRIDAY APRIL 18	SUNDAY APRIL 19
<input type="checkbox"/> Post: Link to article	<input type="checkbox"/> Video: Link to video	<input type="checkbox"/> Memes: Link to pictures	<input type="checkbox"/> Post: Link to article	<input type="checkbox"/> Video: Link to video	<input type="checkbox"/> Memes: Link to pictures	<input type="checkbox"/> Video: Link to video

ENTERTAINING
CONTENT

REPUTATIONAL
CONTENT

REPUTATIONAL
CONTENT

SELLING
CONTENT

Optimizing content for all social networks

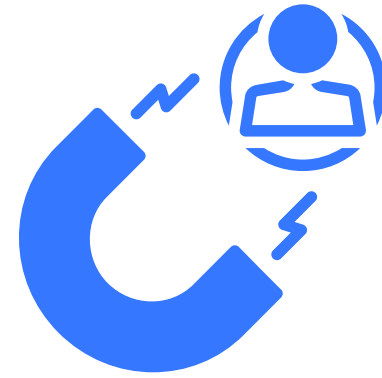
8



What is Social Media Optimization?



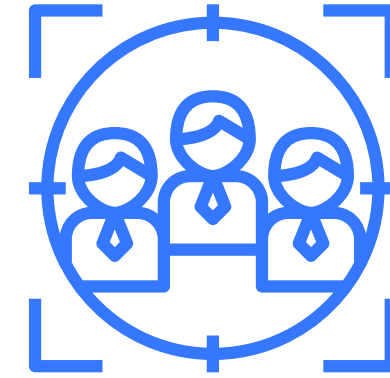
**Strengthen
your brand**



**Generate
leads**

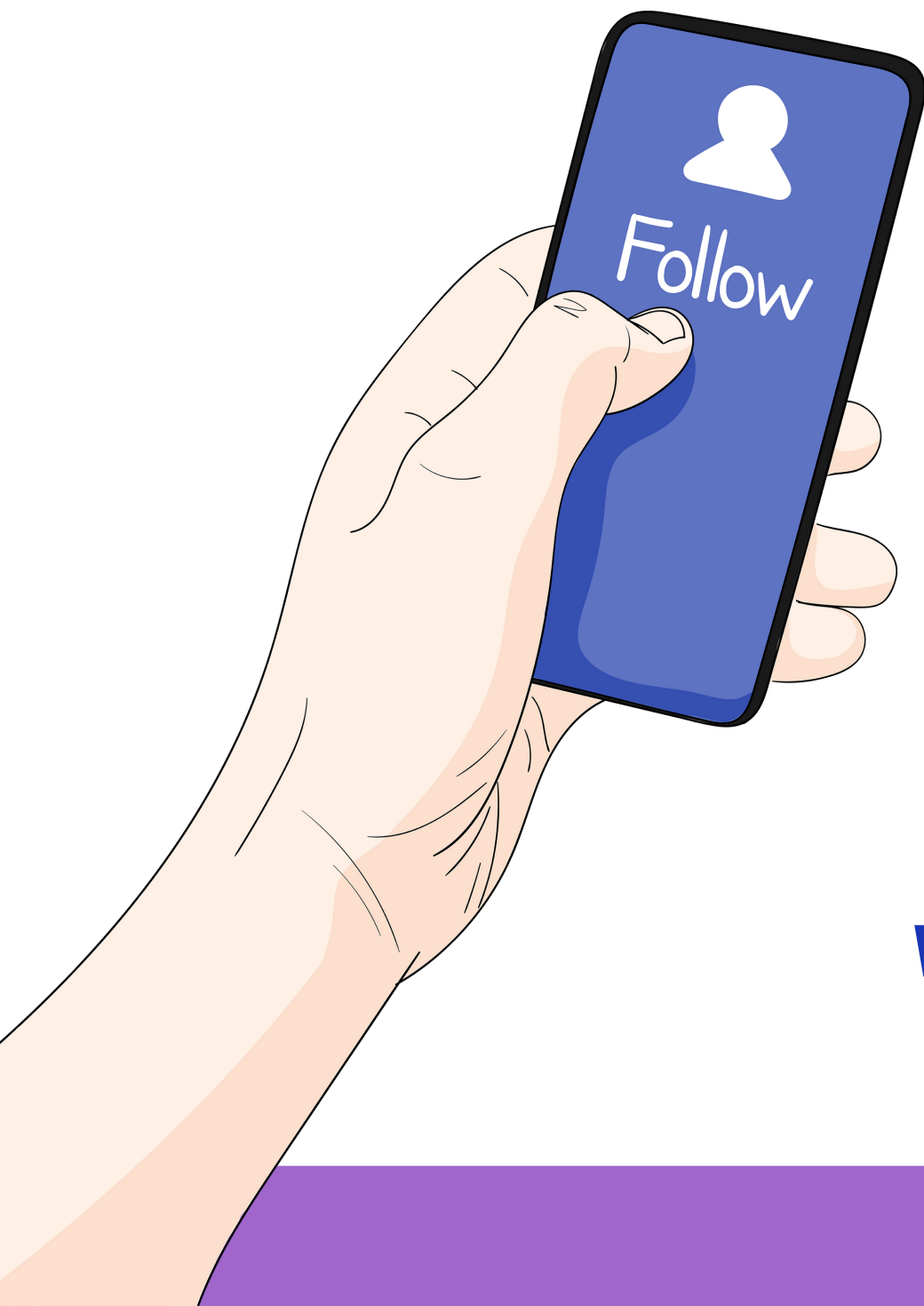


**Get more
visibility
online**



**Connect
with your
audience**

Why is Social Media Optimization Important?



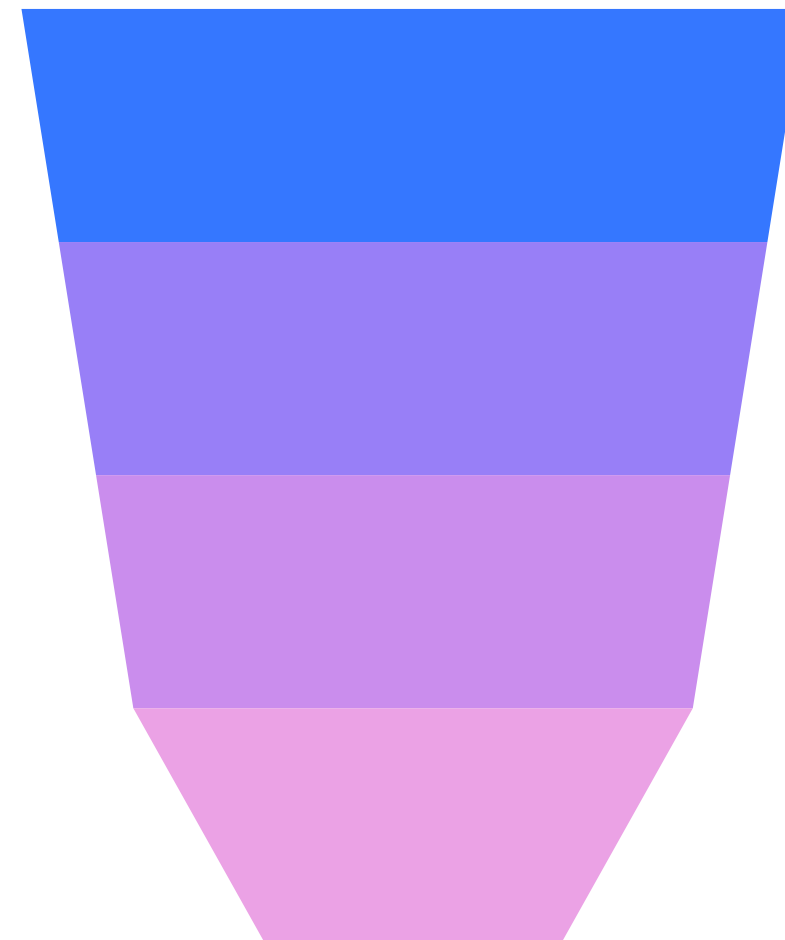
Repetitive content

Frequent posting

Too much clutter

Irrelevant content

Lack of engagement



21%

19%

17%

15%

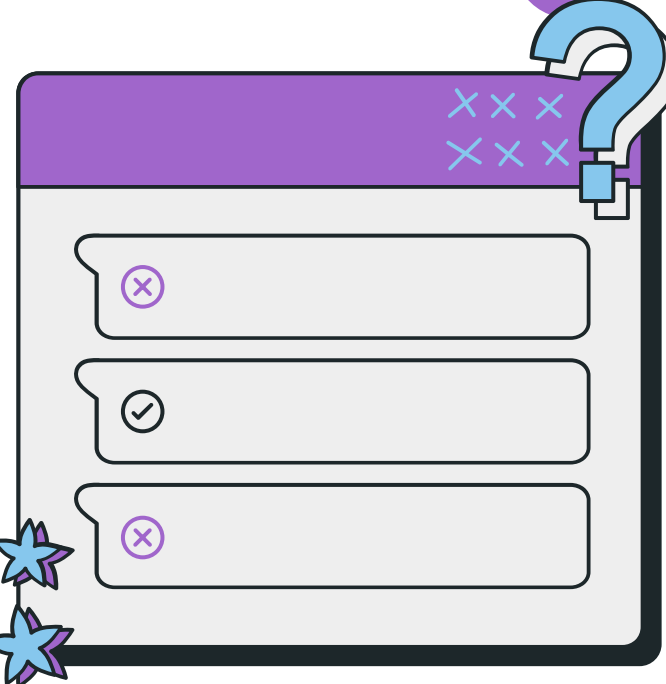
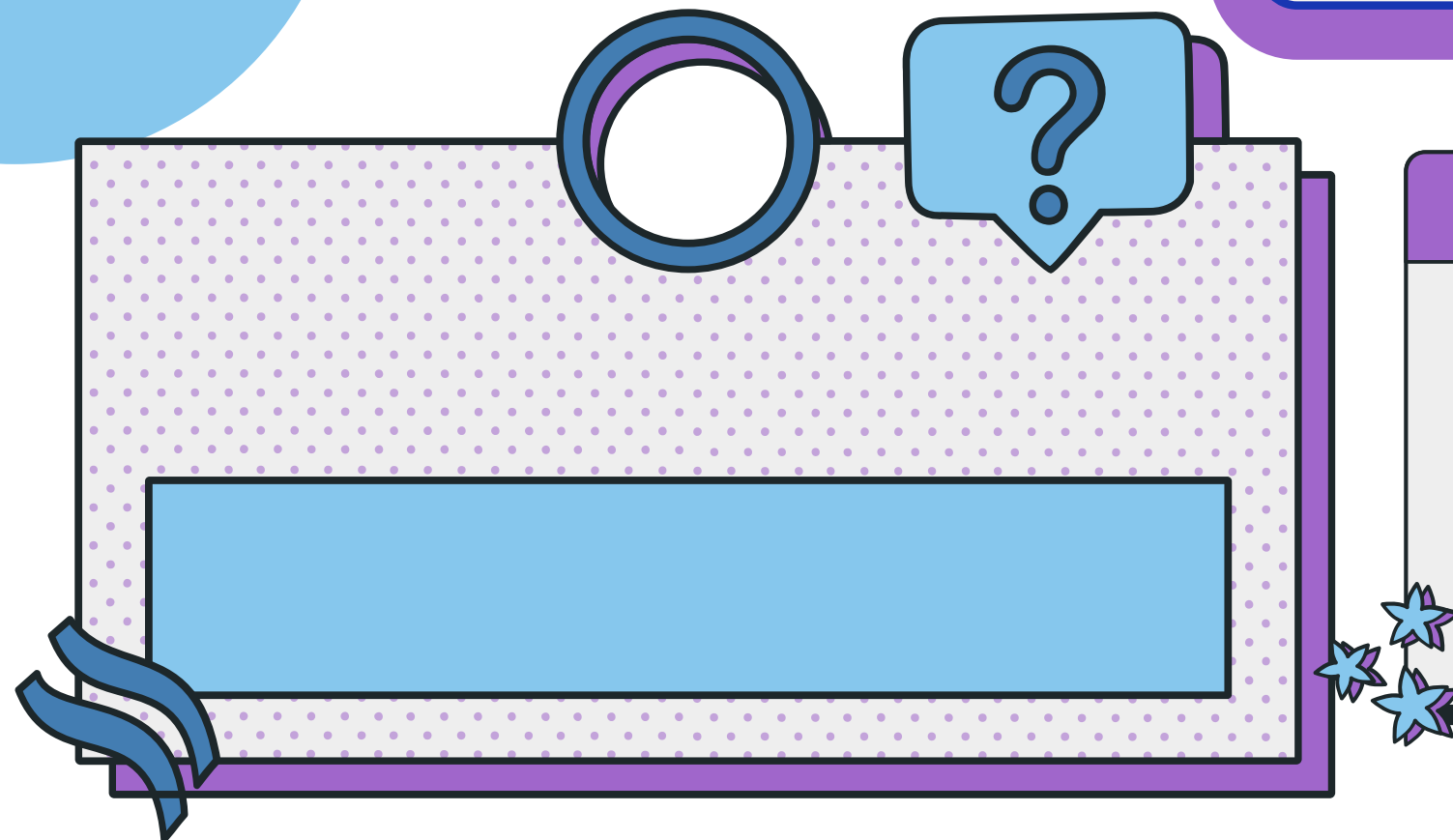
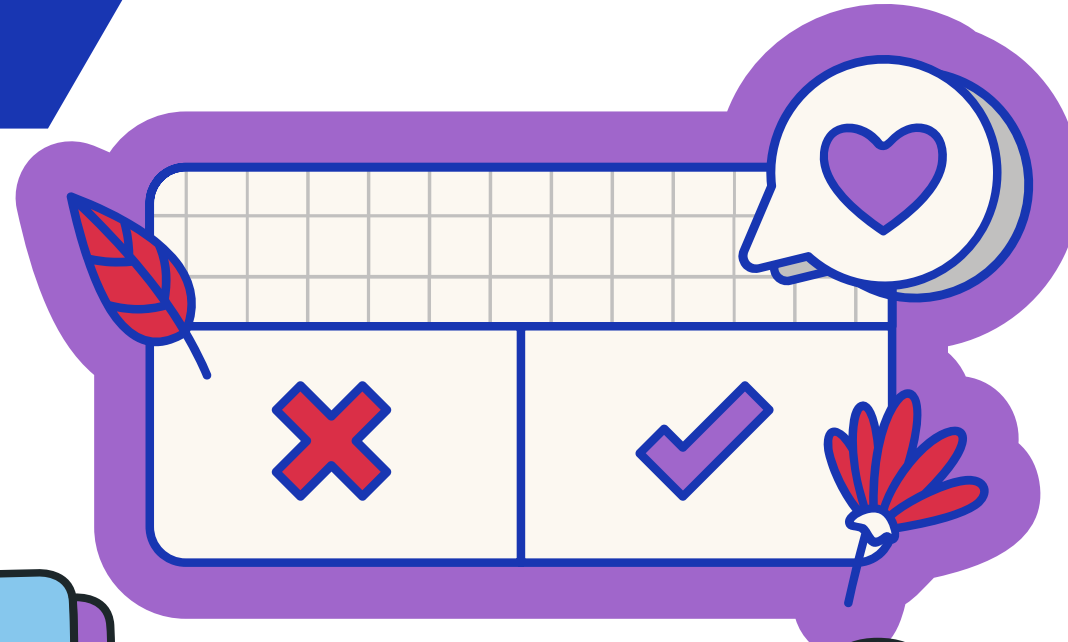
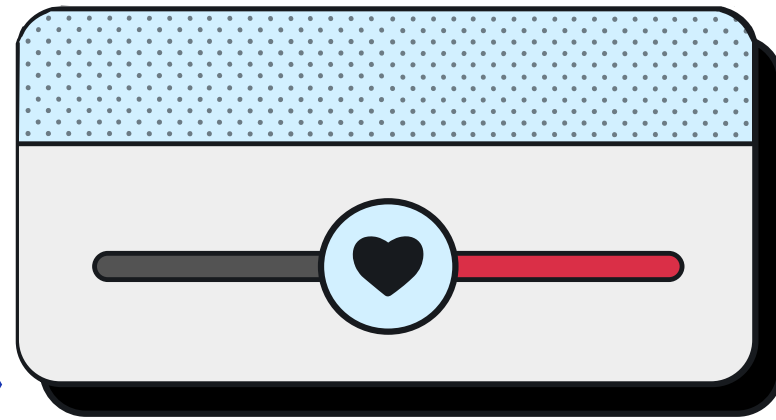
8%



What Provokes a Consumer to Unfollow a Brand

Content plan for Instagram Stories should be separate

9



Determine the best time to post



Facebook

8:00 AM to 12:00 PM on Tuesdays and Thursdays.



Instagram

11:00 AM on Wednesdays



Twitter

8:00 AM on Mondays and Thursdays

Useful content planning tools



ContentCal

ContentCal makes planning content with teams simple. Custom approvals give control over content going out across your organization.



Trello

Trello works by organizing different work projects into individual boards. You can then see what your team are working on, who is responsible for what, and how close to completion different projects are.




Google Sheets

Google Sheets is cloud-based, and allows you to use the same spreadsheet functionality you find in Microsoft's Excel software to create a simple (or more complicated) calendar.



Google Calendar

It's possible to link calendars with others in the team, so that you can see what's happening and when. To use it fully as a content planner, it helps to import a Google Sheet into the Calendar.

A top-down view of a meeting around a wooden table. Several people are seated around the table, some with laptops open. One laptop screen displays "Discussion Outline". A teal folder and a smartphone are also on the table. A small pink flower is in the center. A white hexagonal overlay is in the center with blue text.

How to measure audience reach and content consumption?



How to fix a strategy



References:

1. How to Develop a Content Strategy in 7 Steps: A Start-to-Finish Guide – Caroline Forsey | [hubspot.com](https://www.hubspot.com)
2. 20 Content Planning Tools to Streamline Your Content Marketing – Jacinda Santora | [influencermarketinghub.com](https://www.influencermarketinghub.com)
3. How to craft an effective social media content strategy – Sarah Aboulhosn | [sproutsocial.com](https://www.sproutsocial.com)
4. Why is Content Planning important? – Oliver Carding | [sagittarius.agency](https://www.sagittarius.agency)
5. How to Create a Social Media Calendar: Tips and Templates – Paige Cooper, Shannon Tien | blog.hootsuite.com
6. Content Strategy Planner | Second Edition: The Ultimate All-in-One Content Planning – Sara Eatherton-Goff



**Thank you for
your attention**