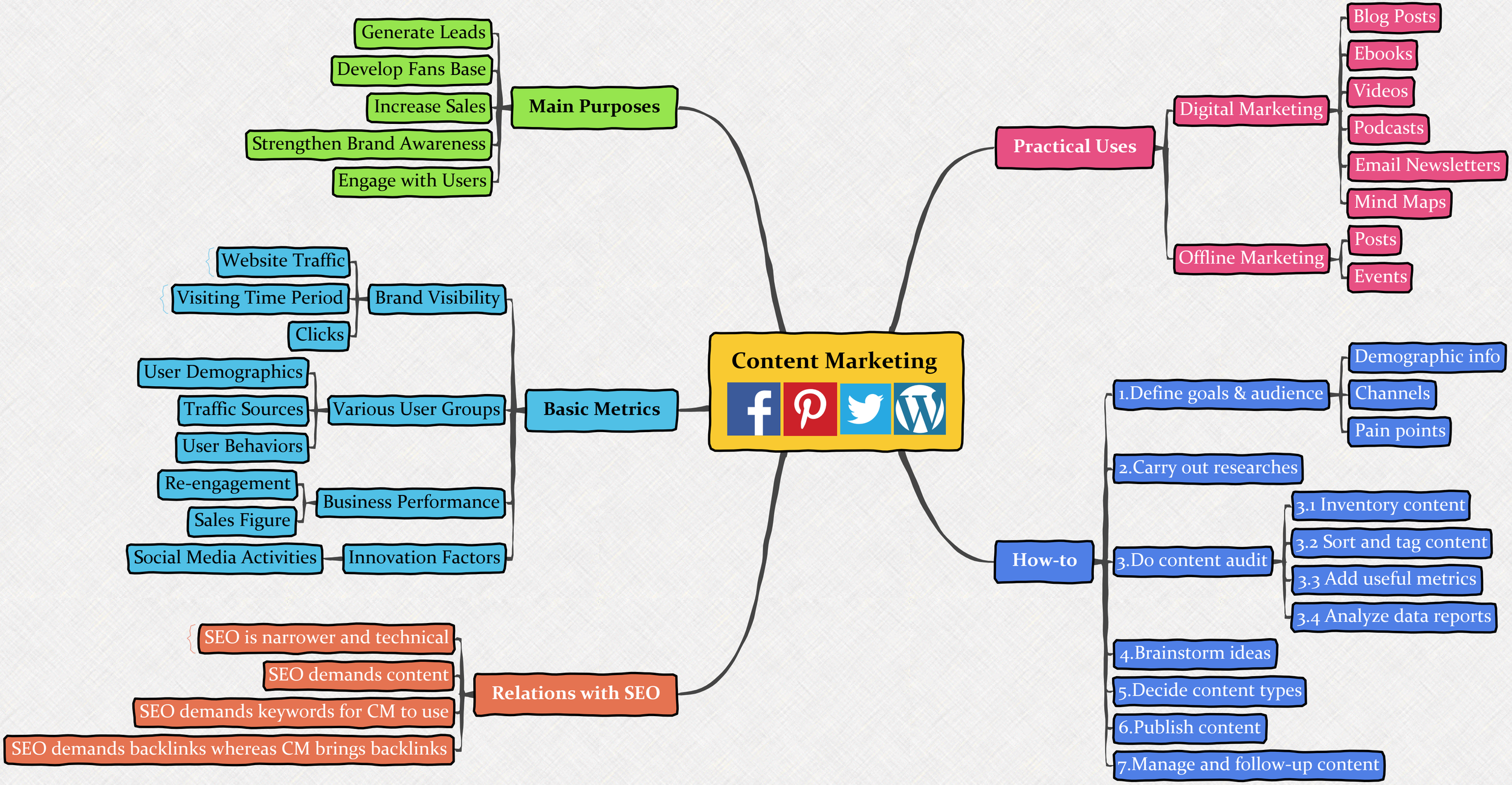
Content Marketing
Main Purposes
Generate Leads
Develop Fans Base
Increase Sales
Strengthen Brand Awareness
Engage with Users
Basic Metrics
Brand Visibility
Website Traffic
Visiting Time Period
Clicks
Various User Groups
User Demographics
Traffic Sources
User Behaviors
Business Performance
Re-engagement
Sales Figure
Innovation Factors
Social Media Activities
Relations with SEO
SEO is narrower and technical
SEO demands content
SEO demands keywords for CM to use
SEO demands backlinks whereas CM brings backlinks
Practical Uses
Digital Marketing
Blog Posts
Ebooks
Videos
Podcasts
Email Newsletters
Mind Maps
Offline Marketing
Posts
Events
How-to
1.Define goals & audience
Demographic info
Channels
Pain points
2.Carry out researches
3.Do content audit
3.1 Inventory content
3.2 Sort and tag content
3.3 Add useful metrics
3.4 Analyze data reports
4.Brainstorm ideas
5.Decide content types
6.Publish content
7.Manage and follow-up content