

# How to:

# Create a content marketing plan



## How to create a content plan

- › Decide what type of content you are going to use to attract people to your brand and help sell your products (e.g. infographics, blog posts, YouTube videos, Instagram stories). You'll likely use a combination of content types such as blog posts, social media posts and email marketing.
- › Make a list of top trends in content your audience likes to engage with related to your industry (use apps like [BuzzSumo](#) for this).
- › Make an editorial calendar on Microsoft Excel or Google Sheets taking into account different events for the month and when your content performs the best on your website and social media accounts.
- › Make a content calendar on Excel or Google Sheets mapping out the different content topics and types you will post for the month. Have different tabs for your website, and each individual social media platform you use.

## Programs to help with your content marketing

- › [BuzzSumo](#) - use this tool to see which content attracts the most attention from your customers and what they are completely uninterested in. You can filter by keywords, date, country, domains, content type.
- › [MailChimp](#) - for email marketing. Email marketing is still one of the most effective channels for content marketing and MailChimp is simple, free (up to a certain number of email subscribers) and available on desktop and mobile.

- › [Canva](#) - to help you create beautiful content for email marketing, branded graphics, infographics, and much more.
- › [Hootsuite](#) - to schedule social media content to post on platforms including Facebook, LinkedIn, Twitter.
- › [Later](#) - to schedule content to post on Instagram.

## Content Marketing Goals

Do you have SMART goals for your digital marketing?

**Specific:** Establish very clear, specific goals.

**Measurable:** Goals need to be measurable through some sort of metric.

**Attainable:** Goals need to be realistic (don't set the bar too high).

**Relevant:** Goals need to make sense to the business and the product/service you're selling.

**Time-based:** Goals need to be set to achieve within a specific time-frame.

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