

A PUBLICATION OF RLS GROUP

3 TIPS TO CREATE YOUR CONTENT MARKETING BLOG CALENDAR

PROSPECTS INTO CLIENTS

A GUIDE TO MANAGING YOUR CONTENT MARKETING



WHAT IS CONTENT MARKETING?

CONTENT MARKETING

EXPLAINED

Content marketing is the most recent development in marketing strategy- develop content that both informs and educates your prospects without any overt or obvious marketing message.

It's all about winning your prospect's attention and trust while establishing you as a content expert, eventually winning their business.

Content marketing has virtually exploded since it came on the marketing scene in 2014. Your company now has to stand out in its messaging and content and it has to deliver it to the right audience.

Publishing a [blog](#) that is regularly updated with informative tips and educational content can be a challenge. Posting regularly is a must.

Content marketing is the highest-growth and most discussed marketing strategy.



CONTENT MARKETING

Attract
Visitors

Inform &
Educate

Develop
Prospects

Close New
Business

“

60% OF THE TYPICAL PURCHASE DECISION IS NOW MADE BEFORE A CUSTOMER EVER CONTACTS YOUR COMPANY. ESTABLISHING YOURSELF AS AN EXPERT AND INFO SOURCE IS MORE IMPORTANT THAN EVER.

- ROB STOREY, RLS GROUP

STEP 1

LIST BLOG POST IDEAS

Don't start your content marketing calendar with how many blog posts you'll need. Start by listing all of the topics involving your product or service that will be interesting to your prospective and existing clients.

Don't stop generating ideas until your list is at least 20 – 30 ideas long. Now you can move to Step 2- but set aside time in the future to come up with new ideas for your content.

**Stay current with your post topics.
Research the latest trends and topics in
your industry.**

STEP 2

PLAN YOUR POSTING SCHEDULE

Armed with some great ideas for your blog, the next step is to decide how frequently you will publish the new content to your blog.

Frequency of publishing your content is crucial and you'll want to assess realistically that you have the resources to fulfill your content marketing commitment.

Best practice is to start off slow and build up your blog post frequency. Try posting 2 blogs per month and work your way up ideally to once per week. Remember to keep your content fresh and relative.

Schedule complete? Move to Step 3.

If you don't have the resources to publish daily, then start with once a week and increase your frequency.

STEP 3

PUT YOUR IDEAS INTO YOUR CALENDAR

Now that you have developed tons of new and relevant content, you just need to drop the post ideas into your calendar.

Here are some useful content marketing software tools that will help you with your new blogging process and help you maintain your blog :

- [Edit Flow](#) - A WordPress plugin that is 100% free. A very complete turn-key solution
- [GoSchedule](#) - A great content calendar app that works on all platforms
- [Editorial Calendar](#) - another Wordpress plugin that is helpful. Here's a demo link.
- [Content DJ](#) - an editorial tool that also manages your social media posts. Starts at \$29 per month.
- Use Google Calendar
- Create a spreadsheet – share it in [Dropbox](#) with other participants.
- Use pen & paper or a whiteboard to post your calendar to

CONCLUSION

Content Marketing continues to be the biggest shift in marketing communications today.

With this shift comes a multitude of content that is available to prospective clients and customers. Blogging without a concise and targeted message no longer works. Today's blog has to be well-written, informative, and perceived as valuable information to your audience. Delivery of quality content to the right audience is the key to the future in marketing communications.

Invest in quality content

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WHAT REALLY DECIDES CONSUMERS TO BUY OR NOT TO BUY IS THE CONTENT OF YOUR ADVERTISING NOT ITS FORM.

- DAVID OGILVY

HAVE QUESTIONS OR COMMENTS? CONTACT US BELOW.

RLS GROUP IS A FULL-SERVICE ADVERTISING & MARKETING AGENCY OFFERING WEBSITE DESIGN, BRANDING, SEO, PUBLIC RELATIONS, CONTENT MARKETING, AND SOCIAL MEDIA MARKETING LOCATED IN JACKSONVILLE, FLORIDA.

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