

# Content Marketing

A strategic marketing and business process focused on creating and distributing valuable, relevant and consistent content to attract and retain a clearly defined audience and ultimately to drive profitable customer action



**Let's begin with examples !!!**

GET THE LOOK.



speed is more important than perfection when it comes to newsjacking opportunities. Pay attention to viral moments and see if you can take advantage of them



**GUNDE**  
Folding chair  
6,99€



**VARDAGEN**  
Oven glove  
3,99€



# ORDER FROM MCDONALD'S.

We never thought we'd be asking you to do this. Just like we never thought we'd be encouraging you to order from KFC, Quick, O'Tacos, Domino's Pizza, Subway, Eat Sushi, Pizza Del Arte, Hippopotamus, Pitaya, Sushi Shop, Big Fernand, Mamma Primi, Chez Michel, Le Bistrot Basque, Café Kokomo, Tima... or any of the other independent food outlets, too numerous to mention here. In short, from any of our sister food chains (fast or not so fast).

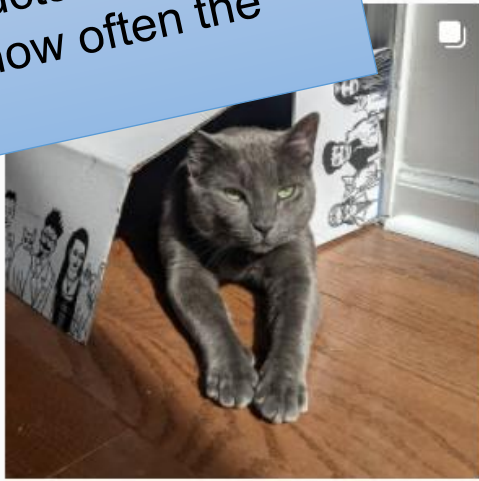
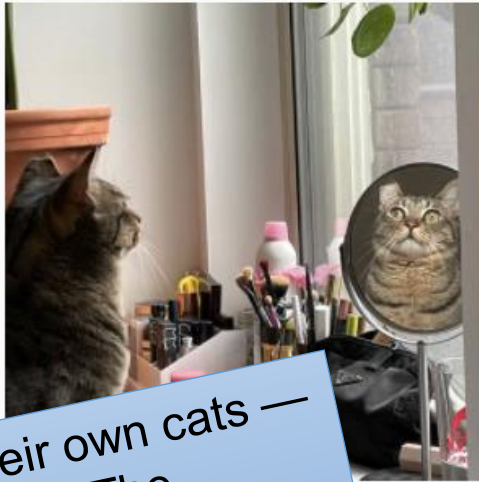
We never thought we'd be asking you to do this, but restaurants employing thousands of staff really need your support at the moment.

So, if you want to help, keep treating yourself to tasty meals through home delivery, takeaway or drive through. Getting a Whopper is always best, but ordering a Big Mac is also not such a bad thing.



Burger King showed its human side and put solidarity ahead of brand pride. It's an interesting approach and might inspire some ideas. bring emotion into your social media content marketing

encourages people to send in pictures of their own cats — in many cases, enjoying Cat Person products. The brand's feed is active but also notice just how often the brand is tagged.



# Content

87% of marketers use content to guide their prospects through different stages of the buyer journey.

They leverage different content formats for each stage of the journey, from brand awareness to purchase decisions.

- Articles
- Product descriptions (and related content)
- Website content
- Email newsletters
- Press releases
- Ebooks` & White Papers
- Blog Posts
- Case Studies
- Infographics
- Videos
- Podcasts

# Short Form



- content of fewer than 1,200 words in length
- Short blog posts, News articles, Infographics, Social content, Emails
- to get a single message across quickly and effectively

# Long Form



- more than 1,200 words
- Detailed and lengthy blog posts , Evergreen pages, Guides and tutorials, Whitepapers and eBooks, Webinars and virtual events, Pillar pages
- dives deep into a topic and covers it in great depth
- It is usually not quick to produce and often requires a significant investment of time and resources.

Go to start

# SEO Content Template: recent recommendations

<https://www.semrush.com/seo-content-template/>

SEO Recommendations Real-time Content Check

## SEO recommendations for your content

Order content writing

Export to DOC

Google Search targeting: United States (Desktop)

Do you already have existing content for your target keywords?

Our analysis is based on your Google top 10 rivals

homeschooling

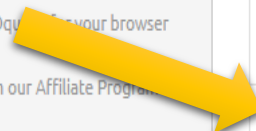
- <https://en.wikipedia.org/wiki/Homeschooling>
- <https://www.parents.com/kids/education/home-schooling/homeschooling>
- <https://www.homeschool.com/>
- <https://www.thehomeschoolmom.com/homeschooling-101/>
- <https://www.wired.com/story/pandemic-homeschoolers-who-are-not->

Show all rivals (1 keyword)

This is simply a recommendation, though. If you're extremely over or under this recommended word count, you could still perform quite well in the SERPs. It all depends on how you approach and tackle a topic.

### Key recommendations (based on your Google top 10 rivals)

Semantically related words	<ul style="list-style-type: none"> <li>Enrich your text with the following semantically related words: <a href="#">decide to homeschool</a> <a href="#">high school</a> <a href="#">private schools</a> <a href="#">school system</a> <a href="#">home education</a> <a href="#">online school</a> <a href="#">homeschooling parents</a> <a href="#">homeschool programs</a> <a href="#">public or private school</a> <a href="#">online homeschool</a> <a href="#">facebook group</a> <a href="#">field trips</a> <a href="#">standardized tests</a> <a href="#">homeschooled students</a> <a href="#">learning style</a> <a href="#">homeschooling mom</a> <a href="#">homeschooled children</a> <a href="#">school districts</a> <a href="#">homeschool curriculum</a> <a href="#">online learning</a></li> </ul>
Backlinks	<ul style="list-style-type: none"> <li>Try to acquire backlinks from the following domains: <a href="#">learninggamesforkids.com</a> <a href="#">redefinedonline.org</a> <a href="#">vocabulary.co.il</a> <a href="#">deepstash.com</a> <a href="#">guerrillahomeschooling.blogspot.com</a> <a href="#">mit.edu</a> <a href="#">catholicworldreport.com</a> <a href="#">homeschool-life.com</a> <a href="#">americanlibrariesmagazine.org</a> <a href="#">eurekster.com</a> <a href="#">growinginthegardenstate.blogspot.com</a> <a href="#">happyhomeschoolroom.blogspot.com</a> <a href="#">koego.com</a> <a href="#">altervista.org</a> <a href="#">shoprwr.com</a></li> </ul>
Readability	<ul style="list-style-type: none"> <li>Average readability score of top 10 URLs: 54</li> </ul>
Text length	<ul style="list-style-type: none"> <li>Recommended text length: 1457 words</li> </ul>



## See how your competitors use your target keywords

homeschooling

### 1. Homeschooling - Wikipedia <https://en.wikipedia.org/wiki/Homeschooling>

Homeschooling or home schooling, also known as home education or elective home education (EHE), is the education of school-aged children at home or a variety of places other than school. [1] Usually conducted by a parent, tutor, or an online teacher, many homeschool families use less formal, more personalized methods of learning that are not always found in schools. The actual practice of homeschooling can look very different. The spectrum ranges from highly structured forms based on traditional school lessons to more open, free forms such as unschooling, which is a lesson- and curriculum-free implementation of homeschooling. Some families who initially attended a school go through a deschool phase to break away from school habits and prepare for homeschooling. While "homeschooling" is the term commonly used in North America, "home education" is primarily used in Europe and many Commonwealth countries. Homeschooling shouldn't be confused with distance education, which generally refers to the arrangement where the student is educated by and conforms to the requirements of an online school, rather than being educated independently and unrestrictedly by their parents or by themselves.

Before the introduction of compulsory school attendance laws, most childhood education was done by families and local communities. By the early 19th century, attending a school became the most common means of education in the developed world. In the mid to late 20th century, more people began questioning the efficiency and sustainability of school learning, which again led to an increase in the number of homeschoolers, especially in the Americas and some European countries. Today, homeschooling is a relatively widespread form of education and a legal alternative to public and private schools in many countries, which many people believe is due to the rise of the Internet, which enables people to obtain information very quickly. There are also nations in which homeschooling is regulated or illegal, as recorded in the article Homeschooling international status and statistics. During the COVID-19 pandemic, many students from all over the world had to study from home due to the danger posed by the virus. However, this was mostly implemented in the form of distance education rather than traditional homeschooling.

[Show more \(171 occurrences\)](#)

### 2. What Is Homeschooling? A Guide for Parents and Students | Parents <https://www.parents.com/kids/education/home-schooling/homeschooling-101-what-is-homeschooling/>

What Is Homeschooling? A Guide for Parents and Students.

More parents are now choosing to homeschool instead of sending their children to public or private schools. Learn more about the homeschooling movement and what's involved when parents educate their kids at home.

[Show more \(48 occurrences\)](#)

### 3. Homeschool.com <https://www.homeschool.com/>

Discover 8 Secrets to Homeschool Success.

Podcast: You work hard to homeschool, and staying inspired can be difficult. Find motivation with these 8 Secrets to Homeschool Success.

[Show more \(9 occurrences\)](#)

### 4. Homeschooling 101: What is Homeschooling? | TheHomeSchoolMom <https://www.thehomeschoolmom.com/homeschooling-101/>

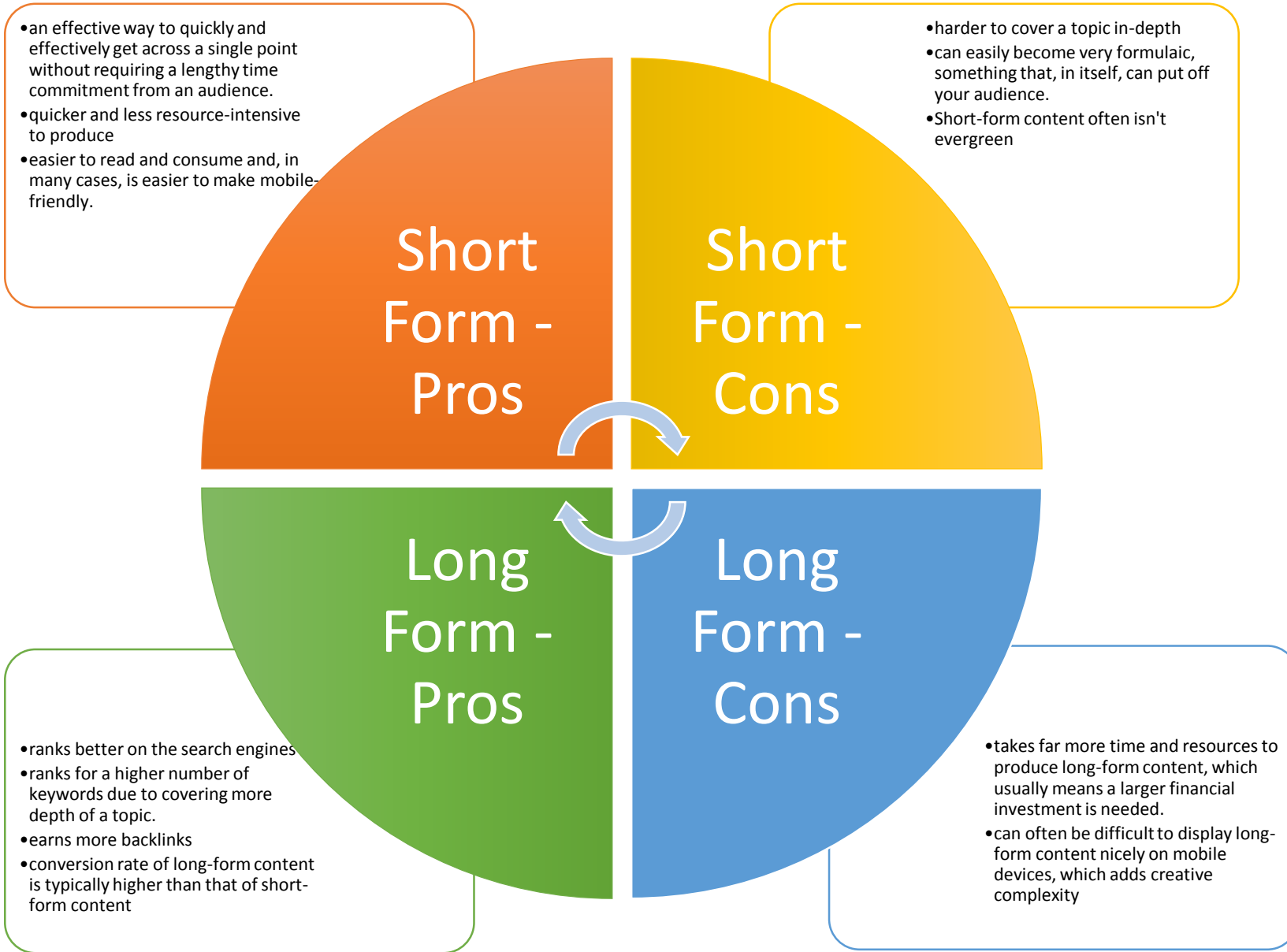
Homeschooling help and encouragement from experienced homeschoolers - find out how homeschooling works and how to start, get tips & ideas for when things need adjusting, read curriculum reviews before buying, learn how online schools work, gain confidence about homeschooling high school, and more.

Homeschooling is when children's education is based at home with their parents' guidance rather than through enrollment in a public school or private school. That said, the insider joke is, "Homeschooling isn't much like school, and we're never home."

[Show more \(100 occurrences\)](#)

**Basic recommendations**

Page title	<ul style="list-style-type: none"><li>• Add at least one of your target keywords, don't use each target keyword more than 1 time: <span>homeschooling</span></li><li>• Don't use each target keyword more than 1 time.</li><li>• Optimal title length: 55 characters.</li></ul>
Meta description	<ul style="list-style-type: none"><li>• Optimal meta description length: 160 characters.</li></ul>
H1	<ul style="list-style-type: none"><li>• Add at least one of your target keywords, don't use each target keyword more than 1 time: <span>homeschooling</span></li></ul>
Text	<ul style="list-style-type: none"><li>• Add all your target keywords at least one time: <span>homeschooling</span></li></ul>



## • Short Form Vs Long Form

balance both short-form and long-form to meet the needs and wants of audience.

- **Goals** - Smart marketers set their goals first and work backward to figure out the best way to meet them.
- **Intent** - understand the intent of your content needs to meet
- **Competition** - understand who you are competing against and what is working for your competitors?

- What type of content drives the best level of conversions for us?
- What type of content drives the best engagement on social media?
- What type of content has the lowest bounce rate and highest session duration?

What works best for your audience and create pieces will serve different purposes.  
How much revenue does your average customer make with

# CUSTOMER JOURNEY

AWARENESS

CONSIDERATION

DECISION

RETENTION

ADVOCACY

Form

Cultivate

Encourage

Consolidate

# Basics of Content Writing

- Research

Your content should reflect factual, research-based information

if a brand generated fake content about their services or products, 59% of consumers would stop buying that brand immediately.  
- Hill Holliday Research

- Planning

- Writing

# Content Creation

*it is not uncommon for content to be created with a schedule that includes a set number of pieces of content each week or month.*

- Setting Content Goals
  - Creating content with a purpose

- To increase direct sales or conversions.
- To drive an increase in traffic
- To earn links to increase organic visibility.
- To own the SERPs for queries relating to your business.
- To engage with past customers and clients.
- To increase brand awareness and build community.

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**Research  
About**

Business Goals

---

Buyer Persona

---

Search Intent

---

Keyword Research & SEO

---

Content Strategy

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# Coming up with Content Ideas:

- Know your Audience

**Drew**  
Influencer

**ABOUT**

- 👤 Age 25-34
- 💰 \$50K-75K
- 💻 High Tech Proficiency

**MOTIVATIONS**

Motivated to find new things to do and share them with network, having influence, being the first to know about something and getting tickets right away.

**EVENT ATTENDANCE ATTRIBUTES**

Frequent event go-ers (monthly), tend to be very early planners, and more likely to travel regionally or nationally for an event, tend to go to trending events only.

**CORE NEEDS**

Finding events on social media and being able to easily share them. Being able to see trending events that will up their klout. Also getting notifications of on-sale so they can be the first to get tickets.

**EVENT INFLUENCERS**

**PAIN POINTS**

## Establishing Buyer Persona:

- Creating online customer surveys
- Conducting customer interviews (by phone or in person)
- Talking to sales staff about their customer impressions
- Using form fields on your website to request customer information (such as what products they may be interested in)
- Mining social media for persona-related information



Source: SEMRUSH

- Better Customer Segmentation
- Personalized Brand Experience
- Identifying where high value leads are
- Cross-marketing alignment

# Coming up with Content Ideas:

- Know your Audience
- Topic Research

[https://www.semrush.com/topic-research/?utm\\_source=editorial&utm\\_medium=cta2&utm\\_campaign=content-creation](https://www.semrush.com/topic-research/?utm_source=editorial&utm_medium=cta2&utm_campaign=content-creation)


The screenshot displays the SEMrush Topic Research tool interface for the keyword "homeschooling". The interface is divided into several sections:

- Navigation:** A sidebar on the left contains navigation options such as "SEO", "Local SEO", "Advertising", "Social Media", "Content Marketing", "Competitive Research", and "MANAGEMENT".
- Header:** The top navigation bar includes "SEMRUSH", "Features", "Pricing", "Resources", "Company", "App Center", and "Extra tools". A search bar contains the keyword "homeschooling" and a dropdown menu for "India".
- Content Ideas:** The main area displays a grid of content ideas categorized by topic and volume. Each card includes a title, volume, and a list of related content items.
- Filters:** A "Region" dropdown menu is open, showing "India" as the selected option. Other filters include "Search content on domain" and "Get content ideas".
- Export and Order:** Buttons for "Export topic to XLSX" and "Order content writing" are visible in the top right.

Topic	Volume	Content Ideas
United States	1.0m	Fast Facts: Homeschooling, Homeschool Laws By State, State Homeschool Laws and Regulations
High School	368.0k	Online High School Curriculum, Online High School & Homeschooling, High School Overview
Step By Step	74.0k	How to Start Homeschooling, How to Homeschool, How to Homeschool - Texas Home School C...
Online School	60.5k	The Keystone School: Online Homeschool P..., The 7 Best Online Homeschool Programs of ..., Connections Academy
School Districts	40.5k	Chula Vista Elementary School District: Home Schooling at Home, Online Homeschool Alternative Programs
Homeschooling Curriculum	33.1k	Christian Homeschool Curriculum, Oak Meadow, The 7 Best Online Homeschool Programs of ...
Learning Style	33.1k	Different Learning Styles, The Learning Style Quiz, Explore learning styles
Peer Pressure	27.1k	NCES Blog, Homeschooling in the United States: 2003, Homeschooler Socialization
Homeschool Programs	22.2k	Homeschool Curriculum, The 7 Best Online Homeschool Programs of ..., Power Homeschool: Online Homeschool Pro...
Online Learning	18.1k	Time4Learning: Online Education For PreK-1..., The Keystone School: Online Homeschool P..., K12: Online Public School Programs
Facebook Groups	14.8k	Facebook Groups - Easy Peasy All-in-One Ho..., Homeschool Support Groups, The Most Popular Facebook Homeschool Gr...
Lesson Plans	14.8k	Time4Learning: Online Education For PreK-1..., Free Homeschool Lesson Plans, Homeschool Lesson Plans
Standardized Tests	14.8k	Standardized Testing By State, Seton Testing Services: Test Prep & Testing ..., Homeschool Testing Services
Virtual School	14.8k	The 7 Best Online Homeschool Programs of ..., Connections Academy, Online Public School Programs   Virtual Publ...



- SEO Dashboard
- COMPETITIVE RESEARCH
  - Domain Overview
  - Traffic Analytics
  - Organic Research
  - Keyword Gap
  - Backlink Gap
- KEYWORD RESEARCH
  - Keyword Overview**
  - Keyword Magic Tool
  - Keyword Manager
  - Position Tracking
  - Organic Traffic Insights
- LINK BUILDING
  - Backlink Analytics
  - Backlink Audit
  - Link Building Tool
  - Bulk Analysis
- ON PAGE & TECH SEO
  - Site Audit
- Local SEO >
- Advertising >
- Social Media >
- Content Marketing >
- Competitive Research >
- MANAGEMENT
  - Client Manager NEW
  - My Reports +
  - Projects
  - Dashboard



**Expand your product reach with E-commerce Keywords Analytics**

Assess the efficiency of e-commerce keywords with insights from top retailers' domains.

Check out E-commerce Keyword Analytics

## Keyword Overview: radio garden [Keyword Research course](#) [User manual](#) [Send feedback](#)

India
Desktop
Jul 13, 2021
USD
Export to PDF

Overview
Bulk Analysis

Volume

550.0K IN

Global Volume

1.1M

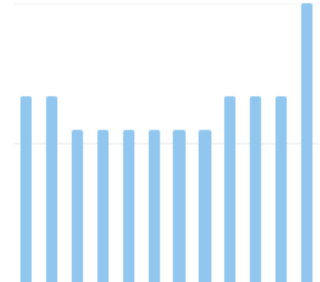
IN	550.0K
MX	60.5K
CO	60.5K
AR	60.5K
BR	40.5K
US	33.1K
Other	315.4K

Results SF

703.0M

★ 🔗 📺 +2

Trend



Keyword Difficulty

63%

Difficult

You will need to have 23 referring domains and optimized content to compete here.

CPC

\$0.06

PLA

0

Com.

0.01

Ads

0

**Keyword Variations**

865

Total volume: 568.5K

Keywords	Volume	KD %
radio garden	550.0K	63 <span style="color: orange;">●</span>
radio garden live	1.9K	51 <span style="color: orange;">●</span>
radio garden tamil	1.6K	23 <span style="color: green;">●</span>
www radio garden	1.0K	56 <span style="color: orange;">●</span>
www radio garden com	880	52 <span style="color: orange;">●</span>

View all 865 keywords

**Questions**

67

Total volume: 400

Keywords	Volume	KD %
is radio garden free	210	50 <span style="color: orange;">●</span>
how does radio garden work	50	n/a <span style="color: gray;">●</span>
how to use radio garden	20	n/a <span style="color: gray;">●</span>
what is radio garden live	20	n/a <span style="color: gray;">●</span>
who created radio garden live	20	n/a <span style="color: gray;">●</span>

View all 67 keywords

**Related Keywords**

279

Total volume: 579.8K

Keywords	Volume	KD %
www radio garden	1.0K	56 <span style="color: orange;">●</span>
radio garden com	210	52 <span style="color: orange;">●</span>
radio garden live	1.9K	51 <span style="color: orange;">●</span>
www radio garden com	880	52 <span style="color: orange;">●</span>
radio com garden	110	44 <span style="color: orange;">●</span>

View all 279 keywords

# • Gap Analysis

<https://www.semrush.com/analytics/keywordgap/?db=in>

**SEMRUSH** Features Pricing Resources Company App Center **new** Extra tools **Upgrade** EN **User manual** **Send feedback**

Dashboard > Domain Analytics > Keyword Gap

## Keyword Gap

A tool that helps you do a full analysis of your keyword with keywords of your competitors.

Root Domain

[Select keyword type for each domain](#)

### How it works

- Enter your competitors**

Specify up to 5 any domains, subdomains, folders or exact URLs. Get a list containing all common and unique keywords they rank for.
- Choose keyword types**

Switch between the keywords for organic, paid search, and PLA. Mix the types, see how they intersect, and assess your SEO and PPC efforts.
- Get insights to stay ahead**

Find out the competitors with the largest keyword profile. Create your own keyword masterlist helping you beat your competitors.

Keyword Type	Competitor 1	Competitor 2
Organic	15	13
Paid	1	5
PLA keywords	8	3

SEO Dashboard

COMPETITIVE RESEARCH

- Domain Overview
- Traffic Analytics
- Organic Research
- Keyword Gap**
- Backlink Gap

KEYWORD RESEARCH

- Keyword Overview
- Keyword Magic Tool
- Keyword Manager
- Position Tracking
- Organic Traffic Insights

LINK BUILDING

- Backlink Analytics
- Backlink Audit
- Link Building Tool
- Bulk Analysis

ON PAGE & TECH SEO

- Site Audit

Local SEO

Advertising

Social Media

Content Marketing

Competitive Research

MANAGEMENT

- Client Manager
- My Reports
- Projects
- Dashboard

Dashboard > Domain Analytics > Keyword Gap

# Keyword Gap

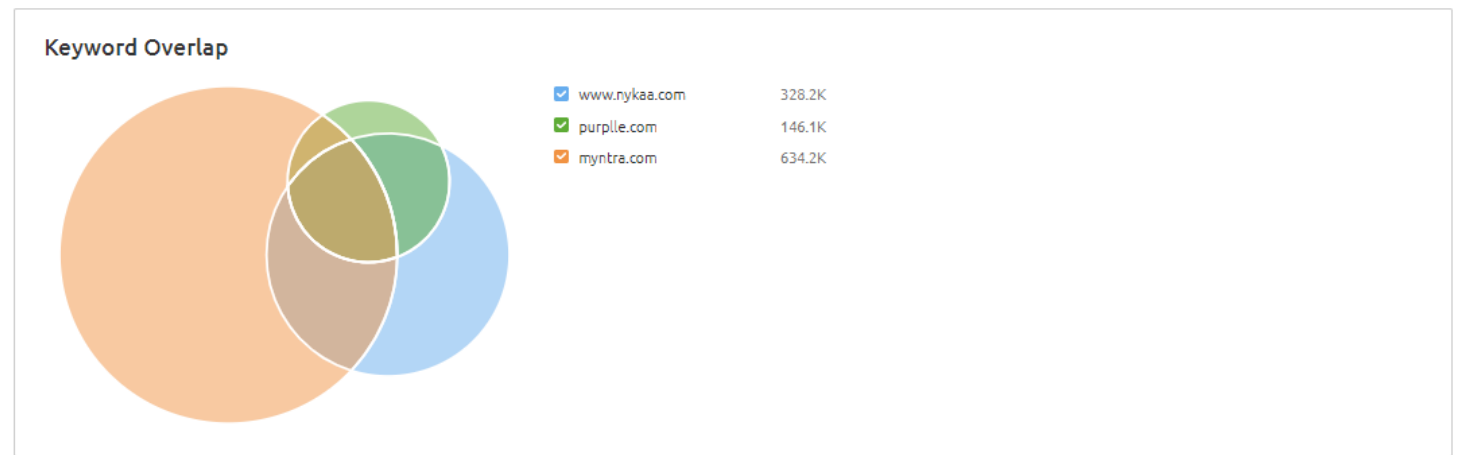
Database: India | Device: Desktop | Date: Jul 12, 2021 | Currency: USD

Root Domain: You

Filter by keyword

### Top Opportunities for You

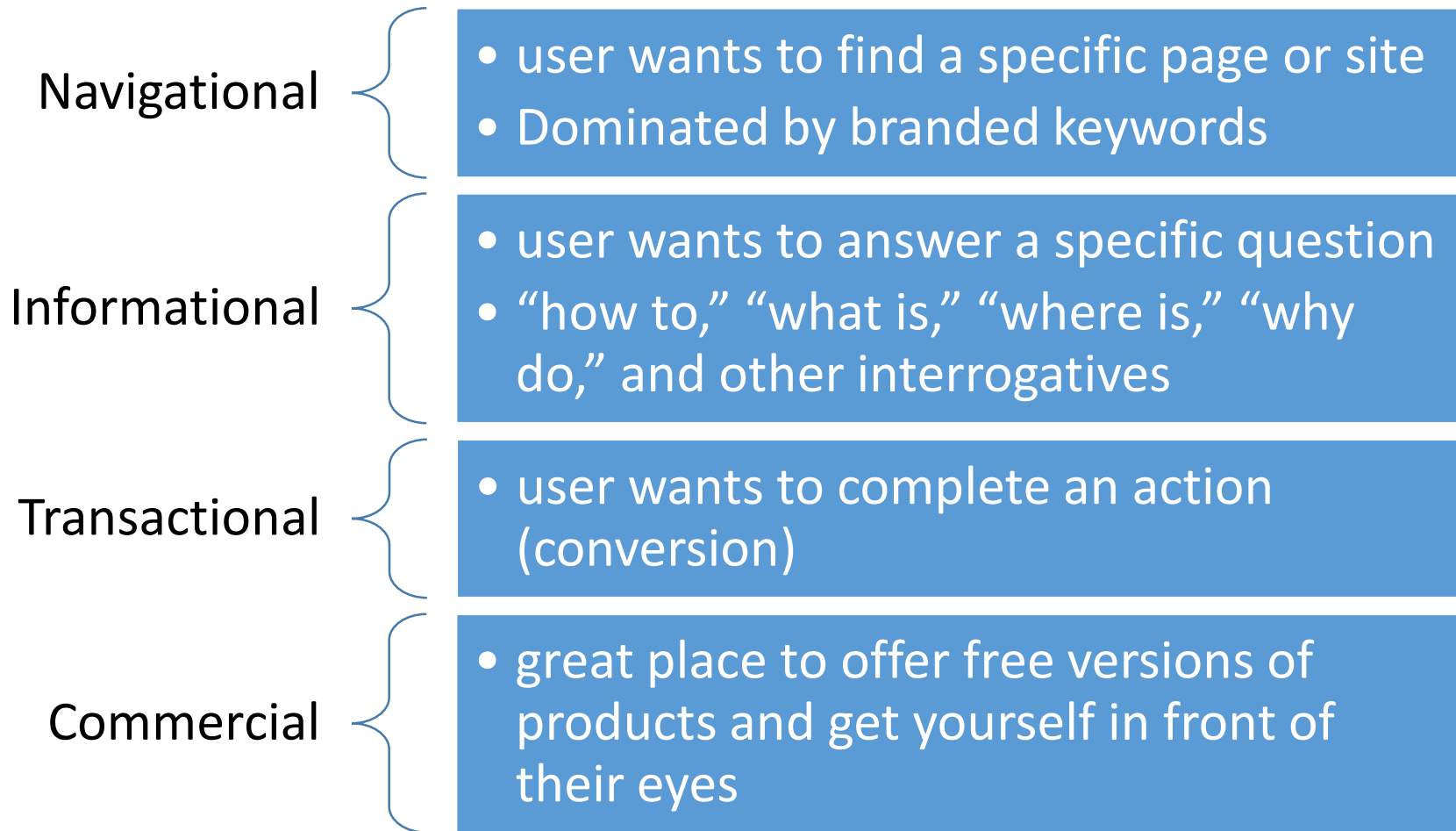
Keyword	Volume
bewakoof	673,000
www.com	368,000
max fashion	301,000
nisha	246,000
cute	201,000



All keyword details for:  You









<input type="checkbox"/>	Keyword	<input checked="" type="checkbox"/> www.nykaa.com	<input checked="" type="checkbox"/> purple.com	<input checked="" type="checkbox"/> myntra.com	Volume	KD%	CPC (USD)	Com.	Results
<input type="checkbox"/>	+ mamaearth	6	8	3	1,000,000	57	13.88	1	74
<input type="checkbox"/>	+ nude	35	42	39	1,000,000	65	0.06	0.01	2.1B
<input type="checkbox"/>	+ kajal	17	19	8	823,000	57	0.63	0.07	96
<input type="checkbox"/>	+ online shopping	84	81	1	550,000	79	0.09	0.96	25.3B

- Search Intent - the purpose of a user's search.



About 69,40,00,000 results (0.79 seconds)

Ads · Shop new iphone amazon

							
New Apple... ₹71,900 Amazon.in	Apple iPhon... ₹57,600 Reliance Dig... Free delivery	New Apple... ₹72,900 Amazon.in	New Apple... ₹1,32,200 Amazon.in Free delivery	New Apple... ₹70,900 Amazon.in Free delivery	Apple iPhon... ₹80,230 Reliance Dig...	New Apple... ₹1,15,100 Amazon.in	New Apple... ₹66,990 Amazon.in Free delivery

Ad · <http://www.amazon.in/>

Amazon mobilephone at Amazon - Great deals on Electronics

Vast selection of components, accessories, adapters, media drives & more from top brands. Best Deals. Easy & Fast Delivery. Low Prices. No Cost EMI Available. Great Offers.

★★★★★ Rating for amazon.in: 4.1 - 406 reviews

Exciting exchange offers · No Cost EMI offers · Amazon Brands · Great deals on Laptops

<https://www.amazon.in> › [iphone](#) › [k=iphone](#)

[iphone - Amazon.in](#)

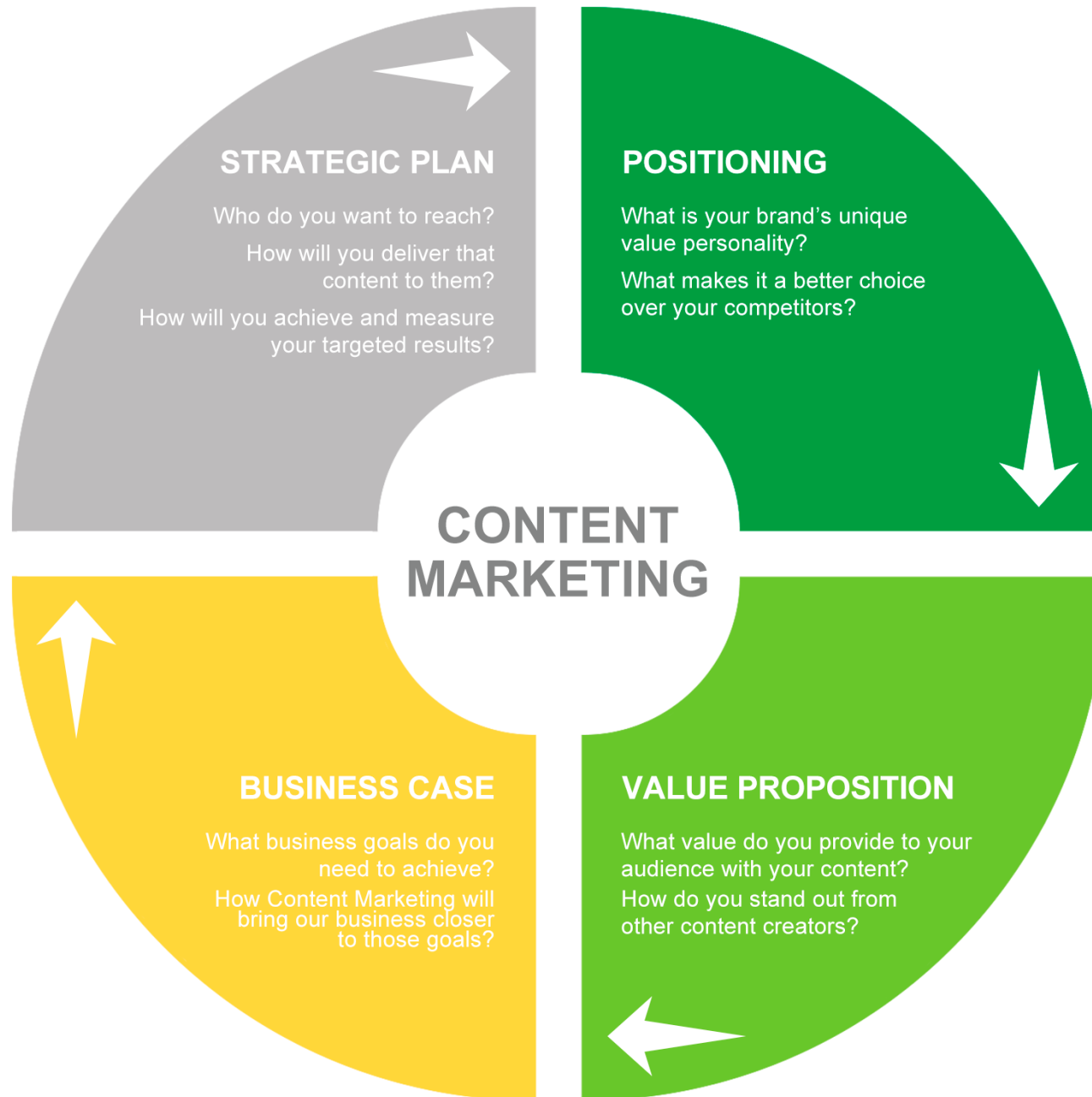
Results 1 - 16 of 689 — **New Apple iPhone 11 (64GB) - Green** ... 500 **Amazon** Gift Card with HDFC debit cards500 **Amazon** Gift Card with HDFC... In stock on July 15, ...

<https://www.amazon.in> › [Smartphones-Basic-Mobiles-A...](#)

[Apple - Smartphones & Basic Mobiles / Mobiles ... - Amazon.in](#)

Navigational & Transactional Interested in Amazon page of the item

# Content Strategy



# Creating a Content Strategy Plan

## Step 1: Audit existing content

Collect all your existing content and analyze data sets to understand the actual state of your content. What kind of content attracts your audience? What content brings you the best results? What do you need to improve?

## Step 2: Establish Content Marketing Goals





**S**

Specific



**M**

Measurable



**A**

Attainable



**R**

Relevant



**T**

Time-bound

**vs**



**C**

Collaborative



**L**

Limited in volume  
and duration



**E**

Emotional



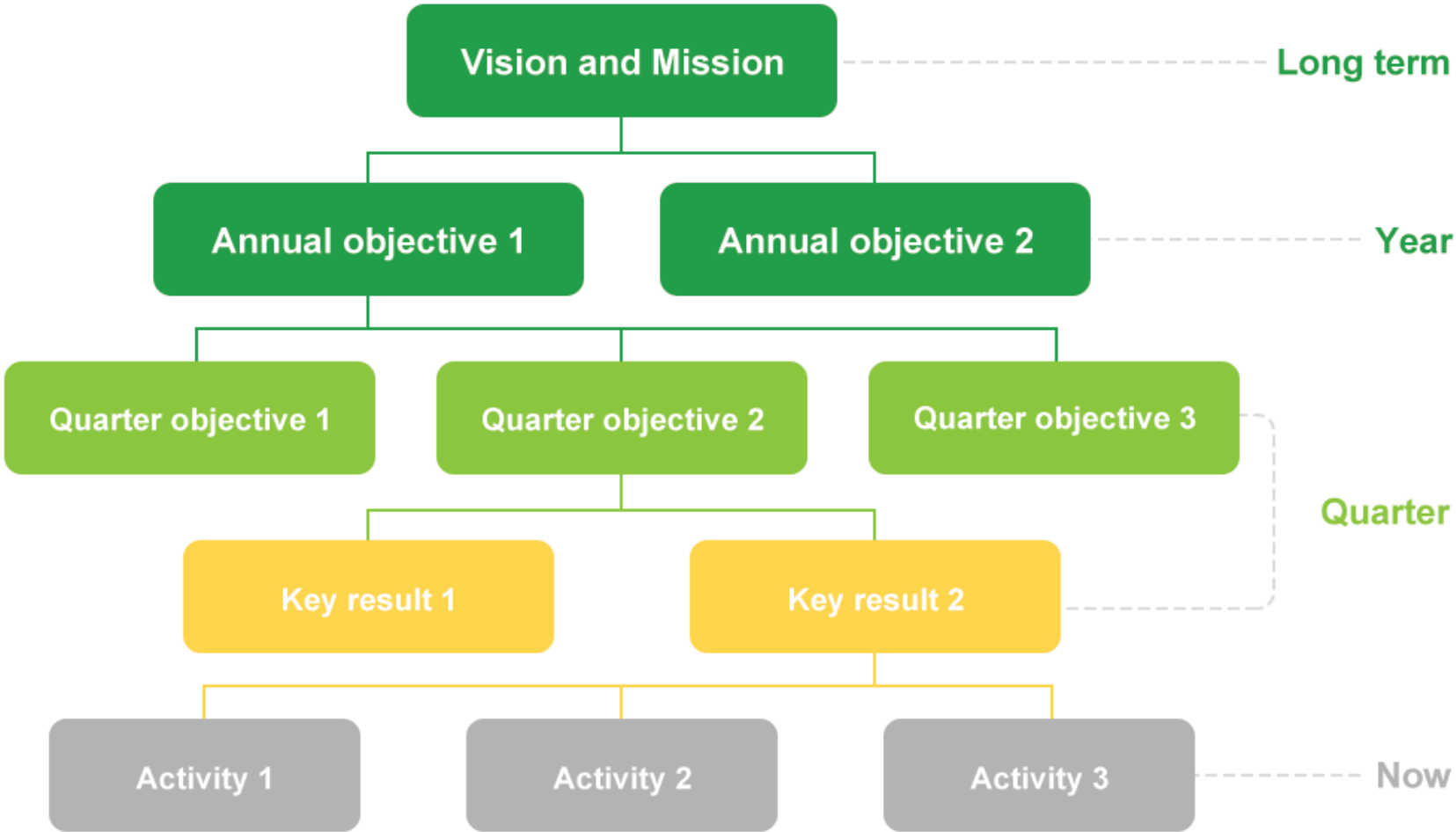
**A**

Appreciable



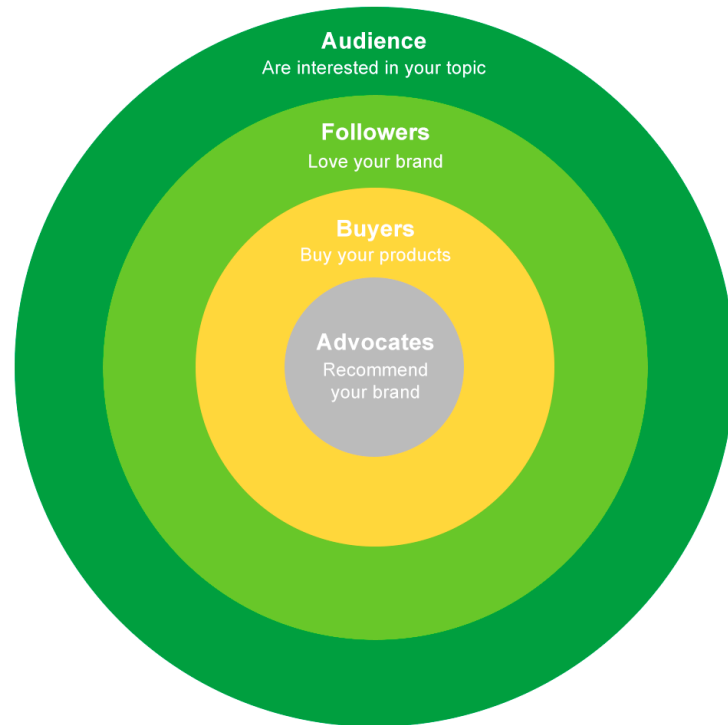
**R**

Refinable



## Step 3: Determine your audience

**Audience ≠ Buyers**



creating content for audiences, not buyers.

Red Bull's owned media doesn't focus on its product; it covers topics the audience is interested in, like extreme sports and once in a lifetime experiences.

You can easily identify the target audience — young and adventurous people, passionate about sport and an active lifestyle.

These offerings help consumers identify with the brand and encourage loyalty that stretches far beyond buying the drinks.

# EMPATHY MAP



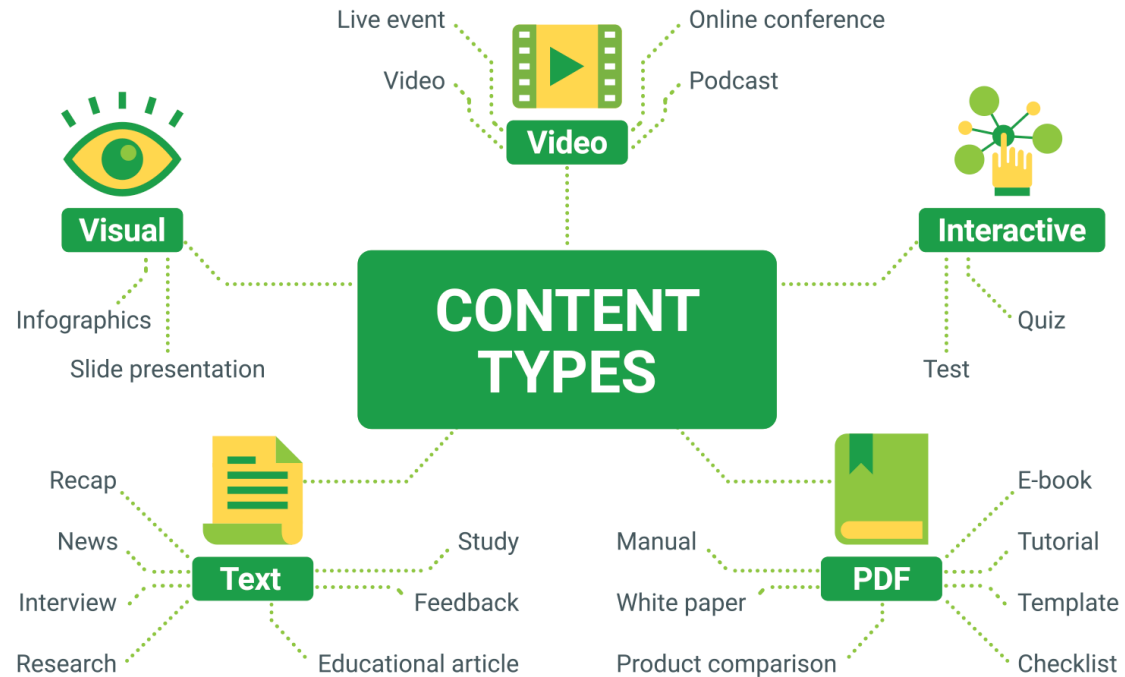
## Step 4: Develop an Editorial Plan

Planning your content allows you to allocate your resources appropriately, and to see which workflows are taking longer than expected, and adjust your expectations accordingly.

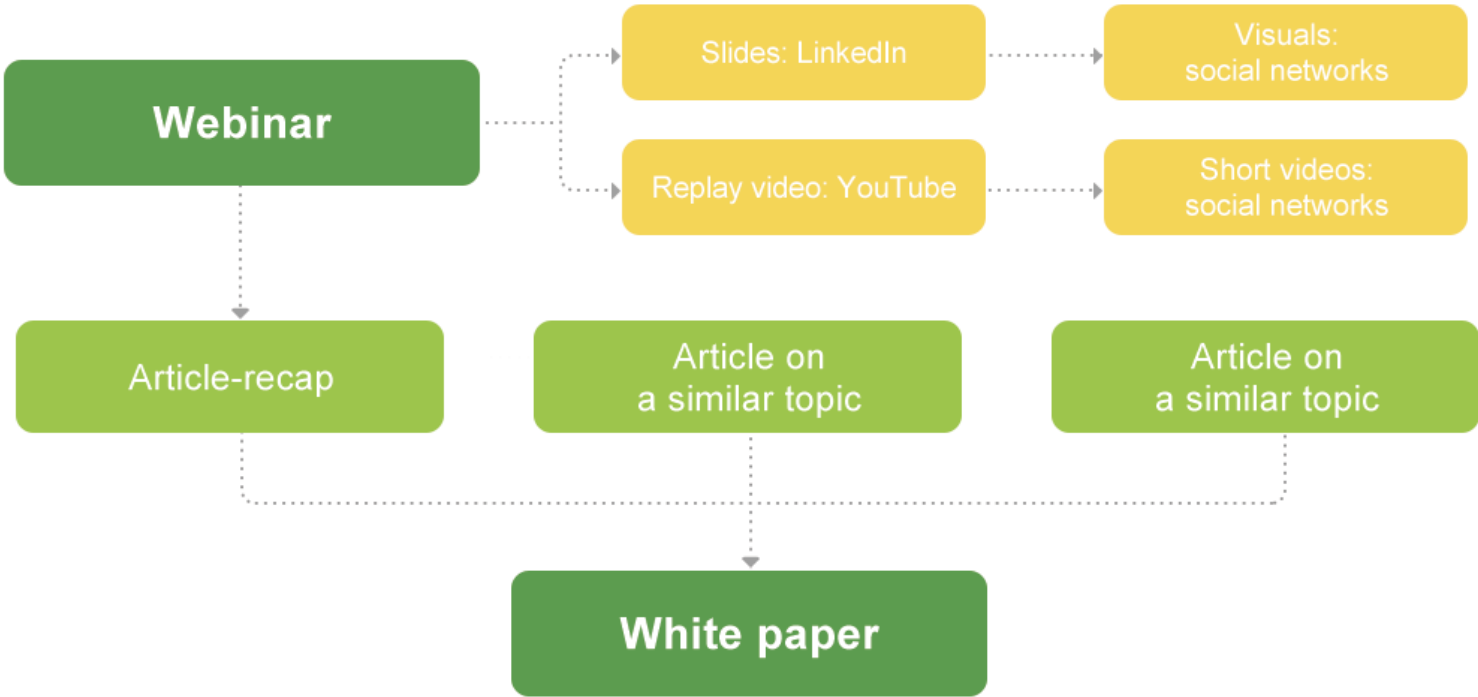
- Prioritize your actions
- Find Relevant Topics
- Use an Editorial Calendar

## Step 5: Plan Content Production

Include a diverse mix of content types in your plan to appeal to every member of your audience.



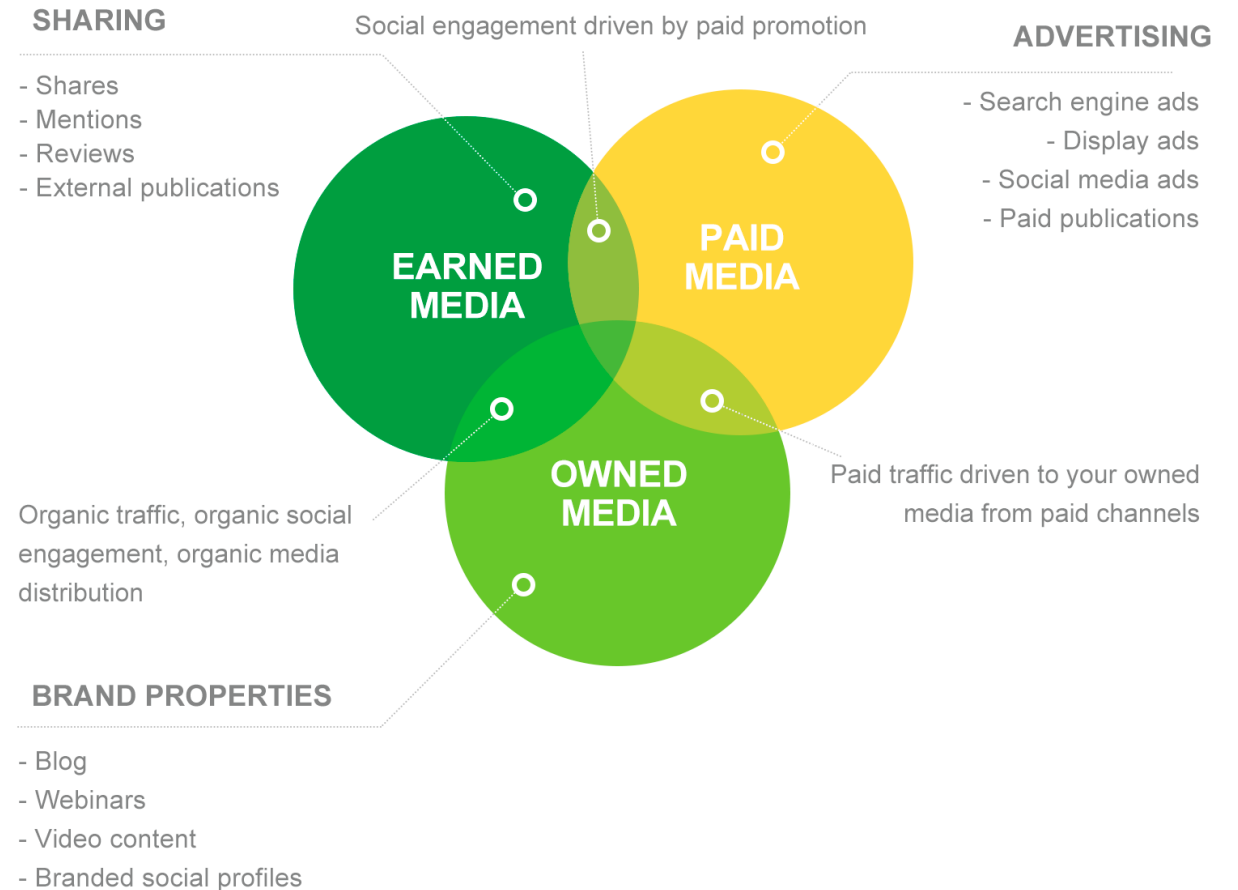
# Repurpose your content



## CONTENT DISTRIBUTION CHANNELS OWNED, EARNED & PAID MEDIA

### Step 6: Plan Content Distribution

Create an Integrated Omnichannel Experience  
Identify the most relevant channels  
Automate Social Media Posting



## Step 7: Analyze your content performance

### CONTENT METRICS

#### USER BEHAVIOR

- Unique visitors
- Pages per session
- Bounce rate
- Traffic sources

#### ENGAGEMENT

- Likes and shares
- Comments
- Mentions
- Republications

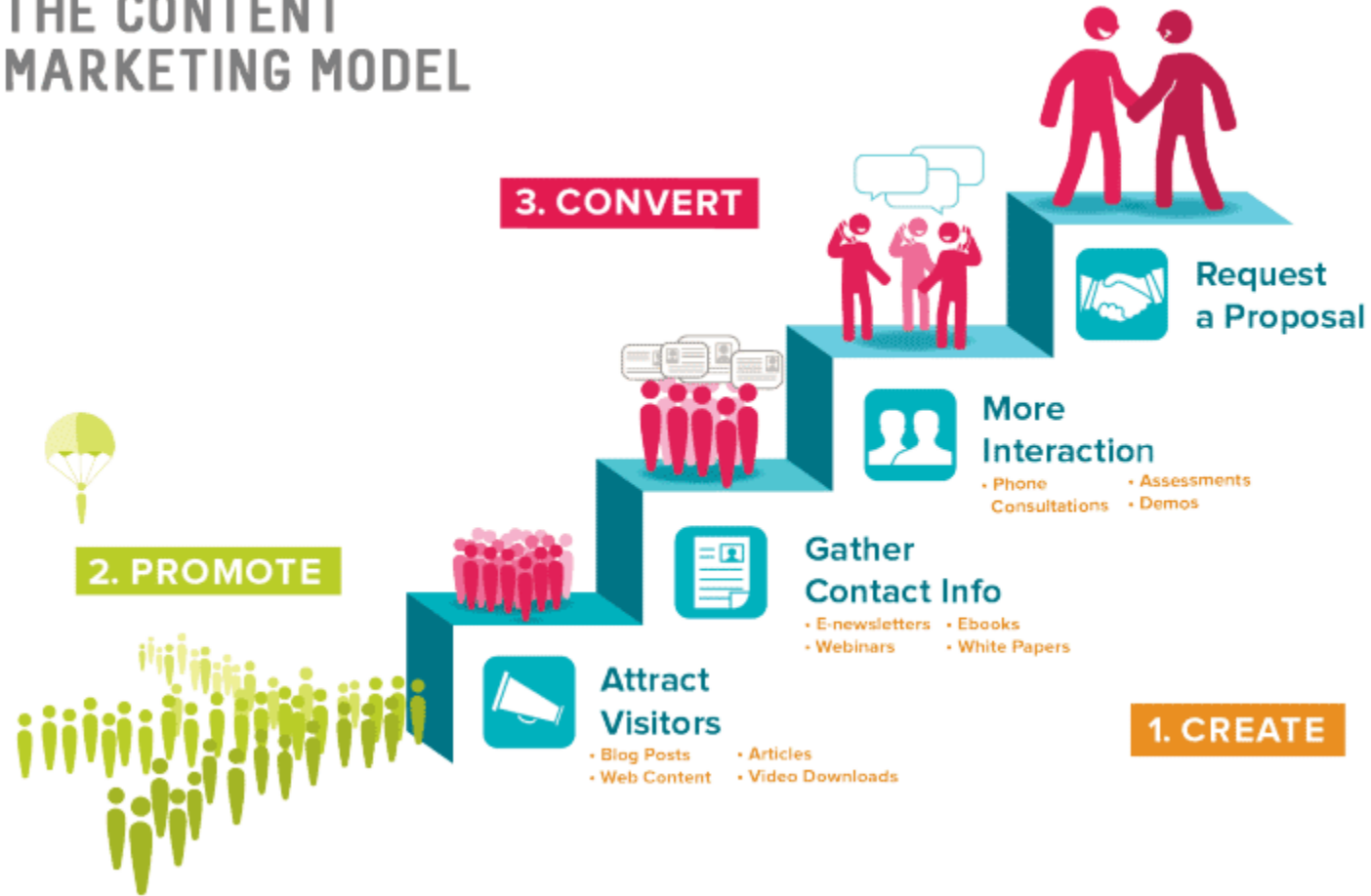
#### SEO RESULTS

- Organic traffic
- Dwell time
- Backlinks
- Keywords

#### LEADS AND REVENUES

- Number of leads
- Existing leads affected
- Conversion rate
- ROI

# THE CONTENT MARKETING MODEL





# Storytelling

- All love story
- To feel connected
- Reason to relate
- Stimulating
- Something to believe
- Creating alignment between business prospects and customers