

# HOW TO CREATE KILLER CONTENT



# THREE IMPORTANT ITEMS TO REMEMBER

## 3 CONTENT GOALS

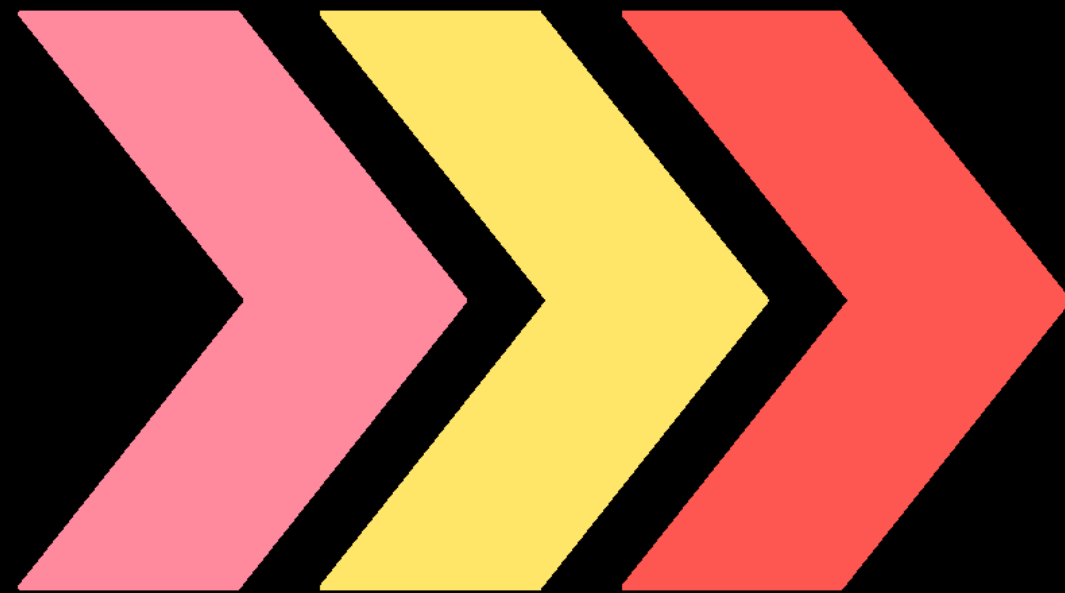
1. Create

2. Place

3. Measure

#2

# GOAL 1: CREATE CONTENT

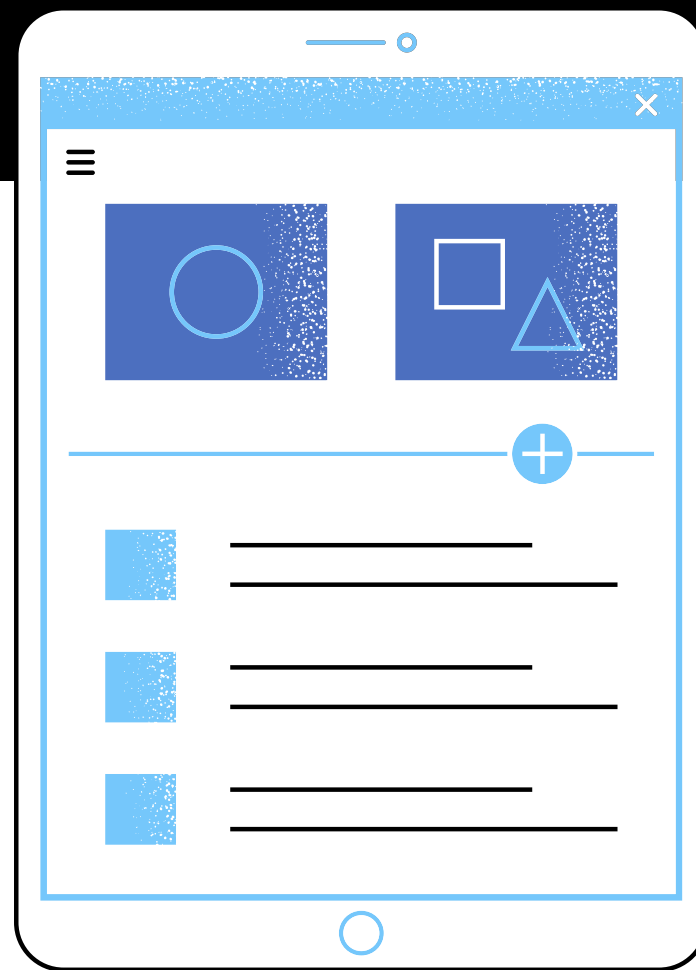


**Begin with a strategy.**

Focus on a specific industry or sector of a favorite client, and write your article as if you are speaking directly to them.

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# GOAL 1: CREATE CONTENT

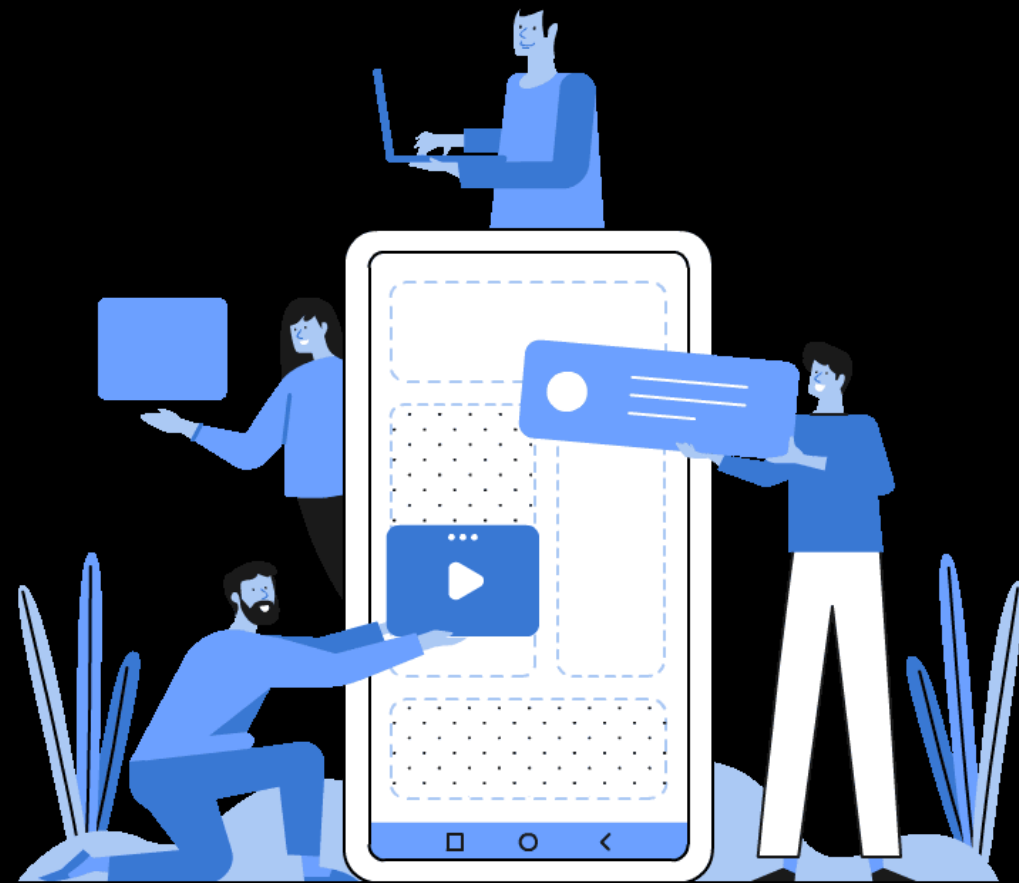


## What topics are critical to your top clients *right now*?

Research your top client's industry to see what topics are trending. What are they writing about? What topics are their associations talking about? Ask them what concerns them most.

#4

# GOAL 1: CREATE CONTENT



## What's in it for them?

Consider how your content  
topic will benefit them and  
how it will help their  
company in the long run.

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# GOAL 2: PLACE CONTENT

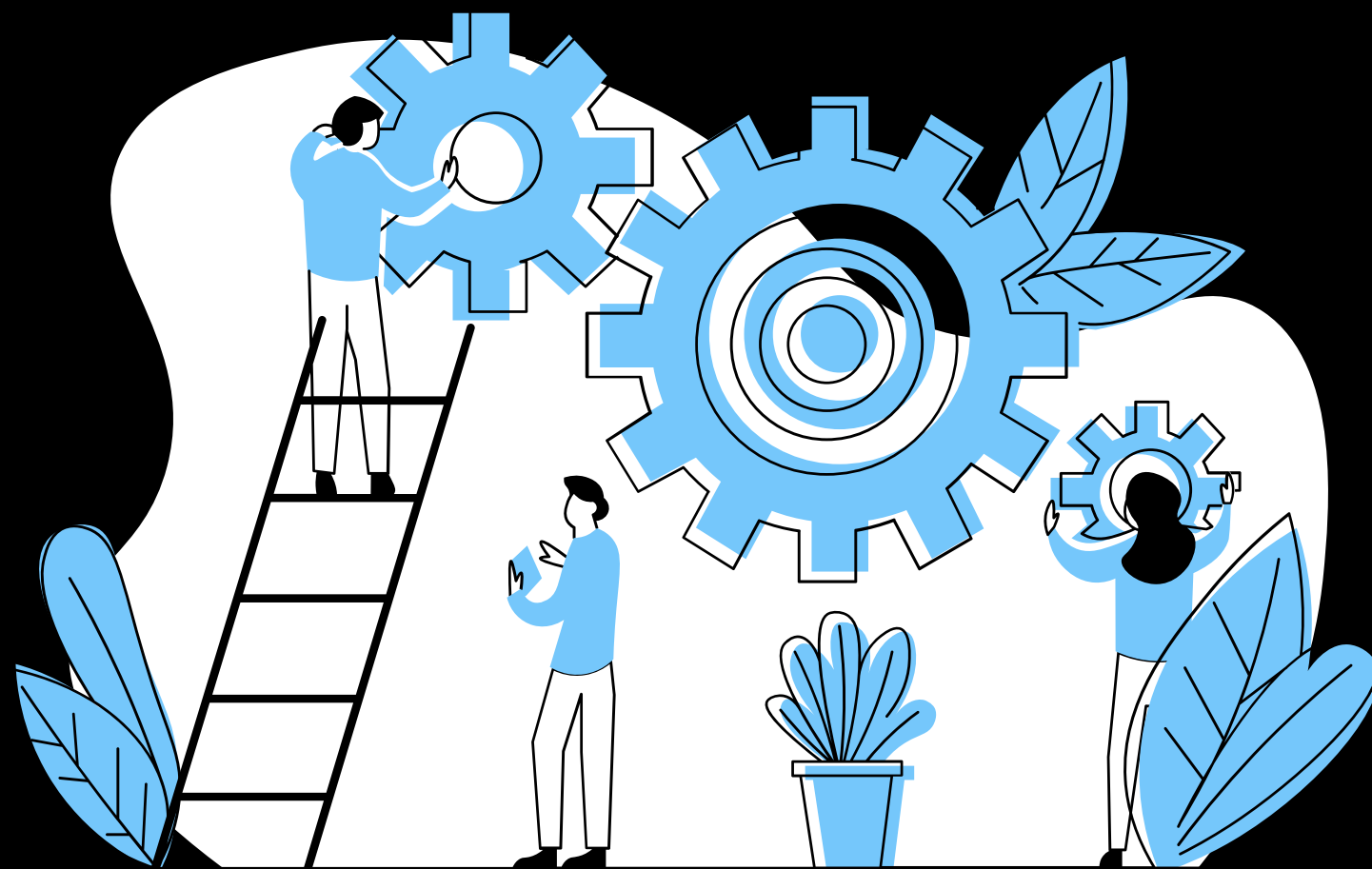
Once your content is created, you need to place it to reach your target audience. Think about where your audience goes to receive their information and create the optimal mix.

## Reaching your audience.



#6

# GOAL 2: PLACE CONTENT



## Reuse and repurpose.

After your content had its initial run, review your piece. Is it evergreen, as in, something that is timeless? If so, with slight changes and modifications, you can run it again in another 6 months.

#7

# GOAL 3: MEASURE CONTENT

## Measure and track your content for success.

#8



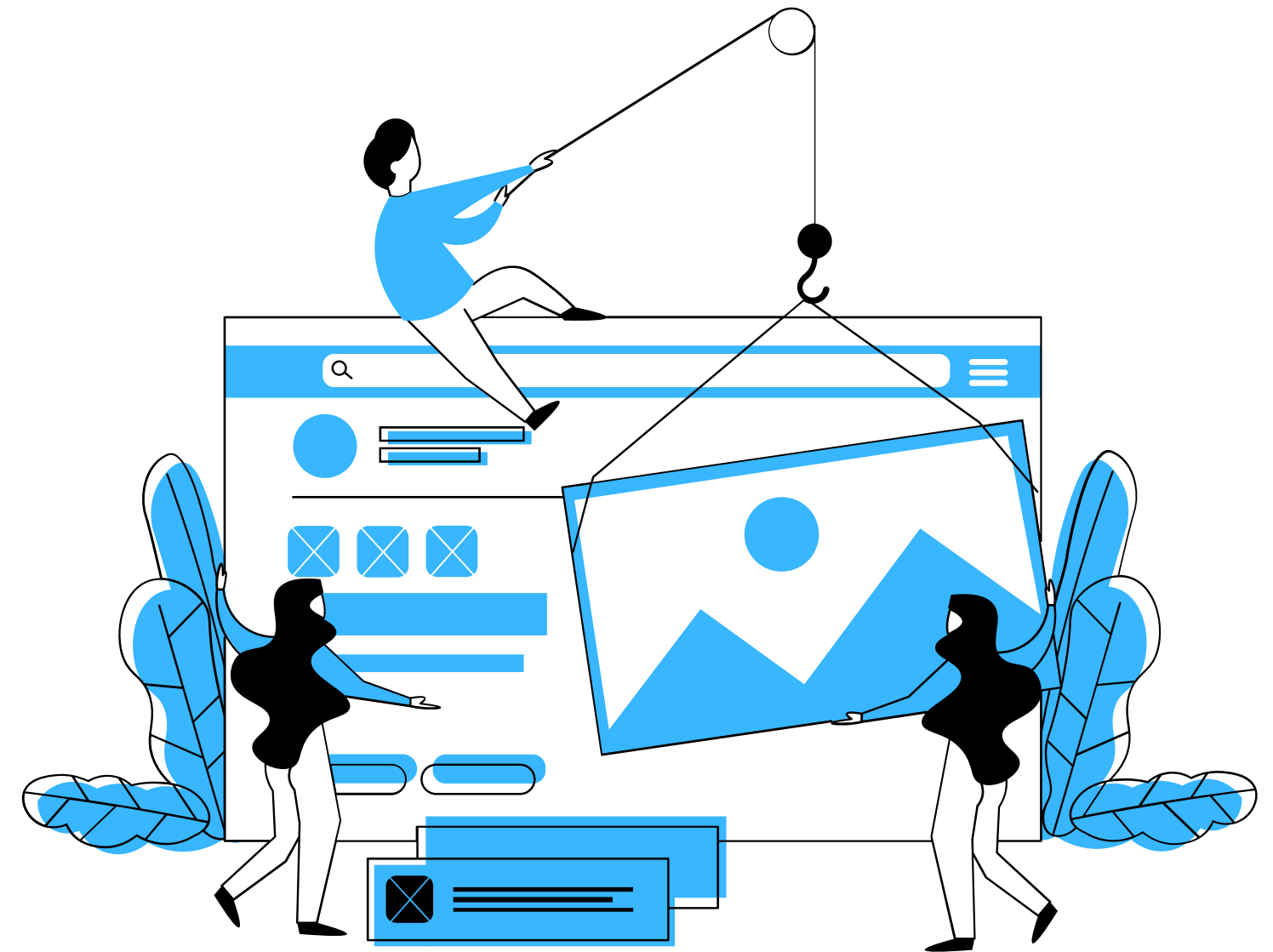
It is important to understand what your firm's executives expect from your content. What goal are you expected to deliver on? You need to set your KPIs to match your goal.



# GOAL 3: MEASURE CONTENT

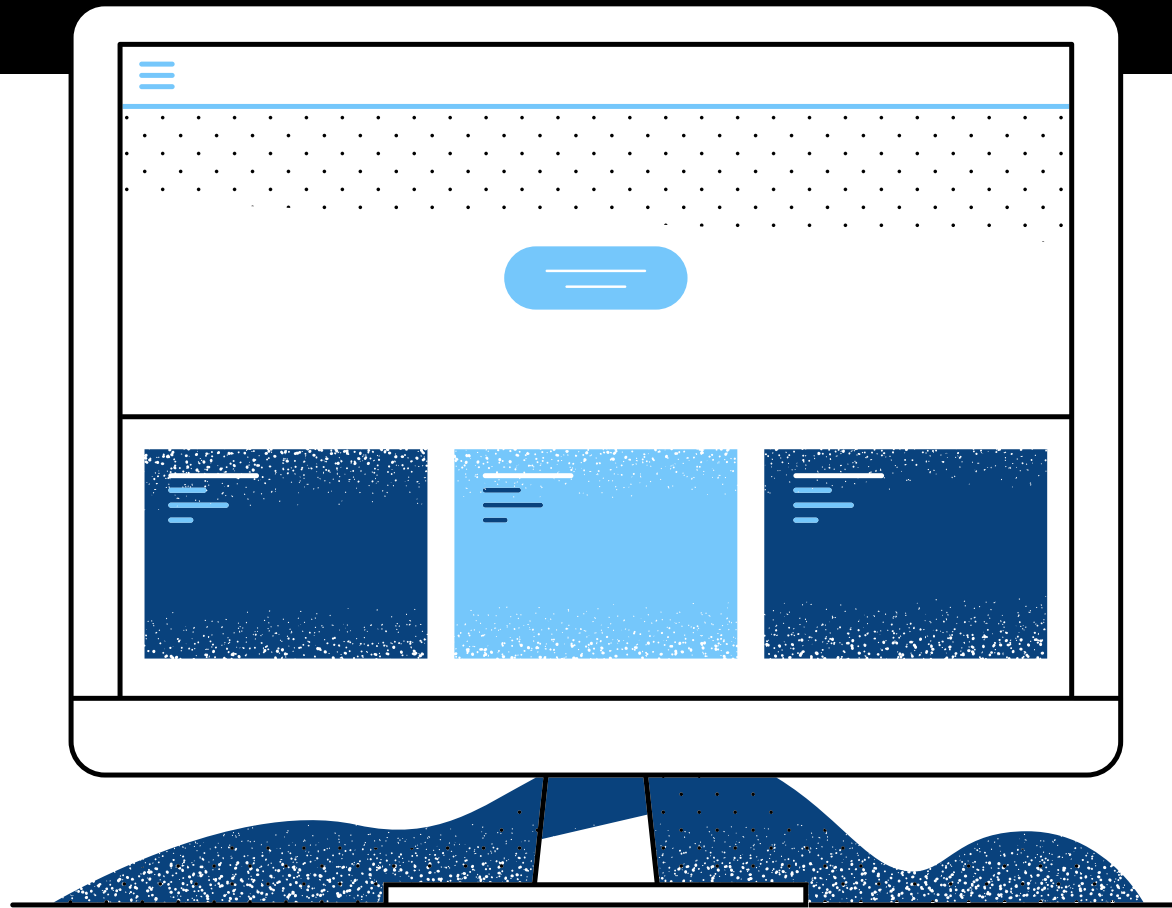
A strong call-to-action set within your content will help move your target along the lead funnel, raising their awareness of your service. Keep it simple and tie it to your CRM system.

## Set strong call-to-actions.



#9

# GOAL 3: MEASURE CONTENT



## Set "gates" for premium content.

If your content falls into the "premium" category, then "gate" it by requiring a name and email to download. Only do this for content that you consider to be "high-value" and not for everything.

#10

# THANK YOU

**Jennifer Palmer Farrington**

Founder and CEO

YourMarketer LLC

203.894.6473

[www.YourMarketer.com](http://www.YourMarketer.com)

[hello@yourmarketer.com](mailto:hello@yourmarketer.com)

