






The Guide To Doing Your Own Content Marketing



First thing's first.

What is Content Marketing? Good question.

According to [Wikipedia](#), "Content marketing is a form of marketing focused on creating, publishing and distributing content for a targeted audience online. It is often used by businesses in order to:

-  Expand their user base or lead list
-  Diversify their user base or lead list
-  Establish or increase online sales
-  Increase brand awareness or credibility
-  Create an online community of users

According to the [Content Marketing Institute](#), "Content marketing is a strategic marketing approach 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."

Our favorite definition is from Jay Acunzo, "[Content marketing is just solving the same customer problems as your product but through media you create and distribute.](#)"

If you've ever scoured the web for great content marketing tools, guides, or solutions you know there's a lot of information to sift through. We're sure you've seen heaps of praise and examples on the power of content marketing, like [these efforts](#), or these [case studies](#), or this [brick-and-mortar business](#).

Reading all of these posts is fun, and it's awesome to dream about all of the money you'll be bringing in from the amazing content you churn out. But, it's hard work. If anyone could do it, it wouldn't be as valuable as it is.

As with most things in your business, you can hire a reputable agency to do it for you (ahemmmmm) or you can do it yourself. Making that choice depends on whether you have more time or money to spend. If you have the budget, we always recommend at least consulting with an agency, if not also hiring them, as you're getting started to hedge your bets on success.

If you want to do it yourself, this guide is for you!

If you want to learn more about content marketing in general, these are some great blogs that produce AND teach you about content (so meta):

-  ContentMarketingInstitute.com
-  Copyblogger.com
-  QuickSprout.com
-  <http://www.curata.com/resources>

Do You Have A Plan For Scheduling Your Content?

Content marketing isn't just waking up everyday, getting hit by a flash of inspiration and coming up with the most amazing content the world has ever seen (that's called being John Grisham---or Stephen King---depending on your genre preference).

You need a plan AND a strategy (Even those aforementioned **prolific authors have them**).

Having an editorial calendar will keep you sane, and will keep you from running out of ideas at the same time.

The Content Marketing Institute has a quick-start guide on building your content calendar, while CoSchedule goes into more depth. Curata has a bunch of really great templates you can use so you don't have to spend the time creating one from scratch:



<http://contentmarketinginstitute.com/2013/10/build-content-calendar-steps/>



<http://coschedule.com/content-marketing-editorial-calendar>



<http://www.curata.com/blog/content-marketing-editorial-calendar-templates-the-ultimate-list/>

Did You Actually Write Good Content?

You can't write 500 words on something in 10 minutes and expect to see any sort of real return on that.

Now that you have a plan for your content, you need to write epic content. You need to write something that makes your audience go, "I NEED to read this. I NEED to save this. I NEED to share this."

Nick Scheidies at Income Diary and Greg Ciotti are some of the best in the industry, and you can get a peek at their process for making contenty goodness. If you're stuck, Brian Clark at Copyblogger has some ideas for you to run through:



<http://www.incomediary.com/how-to-write-epic-blog-posts-that-rank-well>



<http://thinktraffic.net/ways-to-write-epic-shit>



<http://www.copyblogger.com/create-content-infographic/>

How Are You Going To Promote Your Content?

How does the quote go?

"If a piece of epic content is published on the internet and no one is around to read it, does it make a difference?" --well...something like that.

The answer is NO. You could have the most amazing piece of content ever (and you do, because you've followed the guide so far!) but if no one sees it, it's not going to help you.

This is one of the biggest mistakes that trips up business owners. One up your competition because they're not willing to put in the work to promote their content.

Sujan Patel goes over 100+ ways to do just this and Will Blunt adds 56 more. There is some overlap, but it's seriously valuable stuff:



<http://blog.contentmarketer.io/100-content-promotion-tactics/>



<http://www.bloggersidekick.com/how-to-promote-your-blog/>

“This Is a Great Start, But I’m Already Amazing At Content Marketing And Need More Advanced Guides!”

Okay. You’re crushing it, creating incredible content and getting it out there. But you want something that goes even deeper?

Here’s some resources that dive deep into the art of content marketing. The belly of the beast, if you will.

Neil Patel is someone you’ll see over and over again in your content marketing journey, and he totally over delivers here. And, we’ve referenced Gregory Ciotti before, and he again crushes it with this guide:



<https://www.quicksprout.com/the-advanced-guide-to-content-marketing/>



<http://www.gregoryciotti.com/content-strategy-startups/>

Are You Measuring The ROI Of Your Content Marketing?

All of this content and promotion is fine and dandy to invest in if you're the boss. BUT, what if you need to convince your boss (or even yourself) that this is actually worth it?

That's where data comes in. You don't need to just hope that this will pay off, you can track your ROI! Use some of these resources to get the real numbers behind all the awesome ideas you have:



<http://contentmarketinginstitute.com/2015/06/measure-content-marketing-roi/>



<https://contently.com/strategist/2014/06/02/4-keys-to-calculating-roi-for-content-marketers/>



<https://www.semrush.com/blog/29201-2/>

Content Marketing isn't a walk in the park, but that doesn't mean you can't hit a homerun for your business! If you run into trouble or just get fed up with the effort, don't worry—that's why we're here! [Contact us](#) for a free 30-minute consultation today.